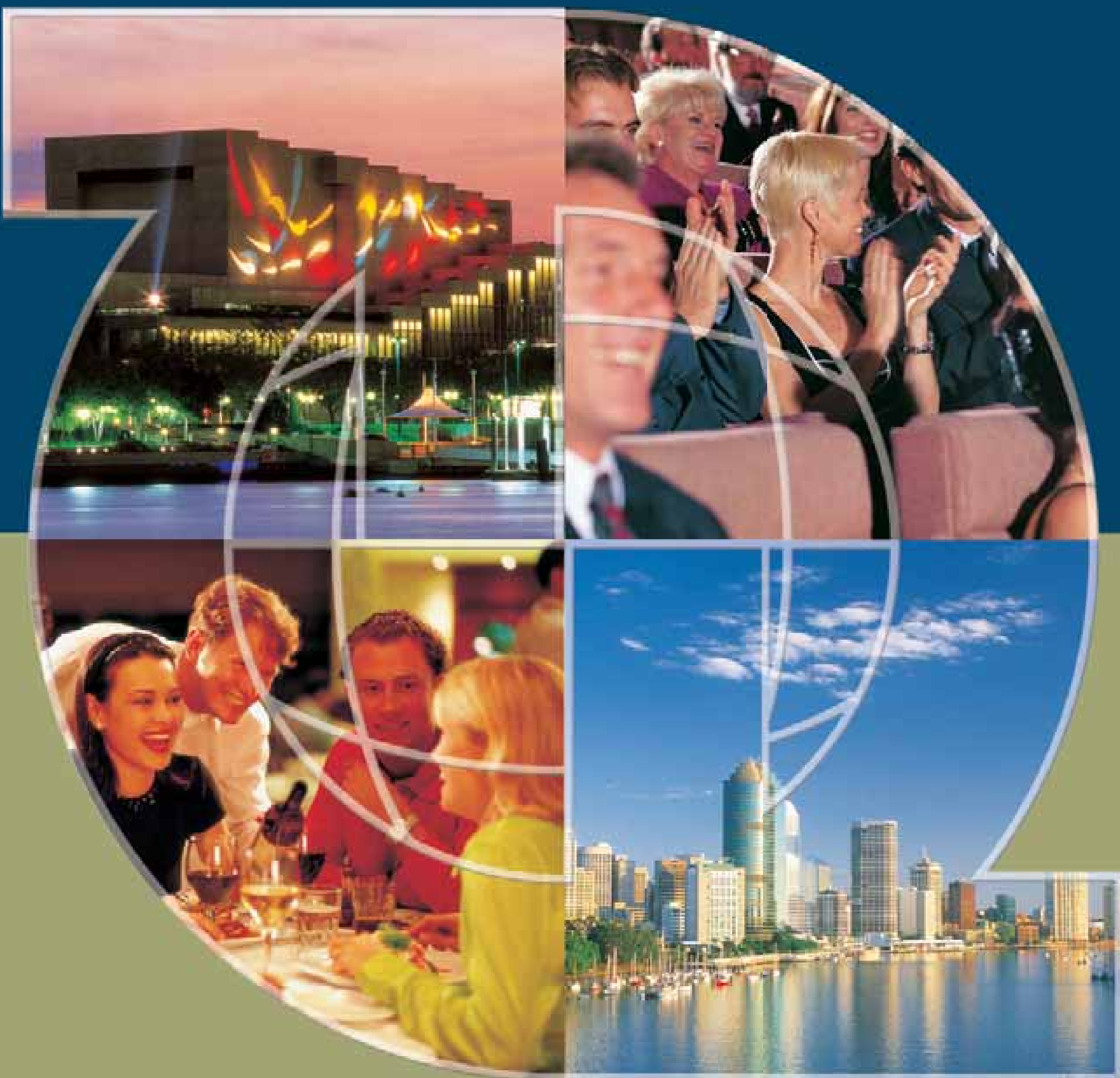
the national business events study:

AN EVALUATION OF THE AUSTRALIAN BUSINESS EVENTS SECTOR



SUSTAINABLE TOURISM CRC

Margaret Deery, Leo Jago, Liz Fredline and Larry Dwyer

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Foreword

The Australian Government's Tourism White Paper: *A Medium to Long Term Strategy for Tourism* highlighted the importance of the event sector to the Australian economy in general, and to the tourism industry in particular. Although there has been substantial focus on events over the last decade, most of this has related to major events that tend to capture the imagination of the general public. The business event sector, which is an ongoing and high yield component of the event sector, is the 'quiet achiever' of the sector and has not received adequate recognition for its contribution.

The National Business Events Study (NBES) was initiated by leaders within the business event sector and the Sustainable Tourism Cooperative Research Centre (STCRC). It sought to update and extend further *Meetings Make Their Mark*, which was the first major study of Australia's business event sector that was undertaken by Tourism Research Australia (formerly the Bureau of Tourism Research) in 1999. Funds for the NBES were provided by Tourism Australia (formerly the Australian Tourist Commission), Association of Australian Convention Bureaux (AACB), Meetings Industry Association of Australia, Gold Coast Tourism – Business Tourism Division, Exhibition and Event Association of Australasia, and STCRC. Qantas airlines provided a substantial incentive prize for survey participation of two business class return airfares to any Qantas destination in the world. In addition to the STCRC financial contribution, the time and expertise of the STCRC researchers and managers was provided, without charge, in support of the project. Without this contribution, the project would not have been possible.

It was through the efforts of the Business Events Council of Australia (BECA), a peak body that brings together the many associations from the business events sector, that the study was able to meet its objectives. BECA was instrumental in raising the funds for the NBES and ensured that the project steering committee comprised appropriately skilled members from across the business events sector. Special recognition is given to Ms Dee McGrath from the Canberra Convention Bureau who chaired the NBES Steering Committee on behalf of BECA. Ms McGrath played a key role in the earlier study entitled *Meetings Make Their Mark* and her experience and drive were invaluable for the NBES.

The NBES is a truly national study that has engaged widely with all of the many facets of the business event sector in all states and territories of Australia. A decentralised approach to the data collection was adopted in order to engage more effectively with industry groups at the state and territory level. This involved the formation of small teams of researchers within the STCRC university network working in partnership with Convention Bureaux members in each region and led to better communication between industry representatives and the researchers involved in the study.

One of the key difficulties encountered in this study was the lack of willingness of many operators to provide the base data needed to assess the size of the business event sector. Although there seems to be a universal call from operators for the statistics and research needed to support the development of the sector, many are unwilling to contribute their own data to this process. This problem added substantially to the cost of

the NBES and resulted in the data collection period being extended. It is an issue that needs to be resolved prior to any further large scale study being undertaken in this area.

I am proud to present this report which details the findings from all states and territories within Australia from venues, conference delegates, trade visitors, exhibitors, exhibition and conference organisers and those involved in the incentive travel sector. It provides the most comprehensive study of the business events sector to date and covers components not investigated previously, such as the incentive travel sector. The findings from this study highlight the enormous value of this sector to the Australian economy and the potential for greater market share and opportunity.

This report marks the beginning of a new era in business event research and is offered as the benchmark, not only for Australian business events, but also as a means of comparison with international business events sectors. The report contains insights that will foster growth and inform policy and planning in this important sector.

Sir Frank Moore AO
Chairman
Sustainable Tourism CRC

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Abstract

The business events sector is recognised as a high-yield component of the tourism industry with direct connections to other key areas such as trade, foreign affairs, education, science, training and communications. It has great potential for further expansion. A major study on Australia's meetings and exhibitions sector was undertaken by the Bureau of Tourism Research in 1997 and this study estimated that business events contributed $7 billion to the Australian economy (Johnson, Foo and O'Halloran, 1999). Given that the business events sector appears to have developed substantially over recent years, it is timely to undertake a comprehensive evaluation of the sector and to include other components of the sector, such as incentive travel. The National Business Events Study (NBES) is a more comprehensive evaluation of Australia's business events sector than has previously been undertaken.

This report provides an overview of the business events sector. In particular, the report provides an evaluation of the industry's contribution to the Australian economy. In so doing, the study has investigated all components of the business events sector including exhibitions, meetings and conferences, and the incentive travel sectors. Each component of the study is underpinned by information obtained from business event venues regarding the number of events and participants they hosted over the 2002/03 financial year. This information was used to weight the data in order to estimate the size and scope of the sector.

This report is based on the findings from a number of surveys directed to the different components of the business events sector. Exhibitors, exhibition organisers and trade visitors were surveyed to obtain an understanding of the exhibition sector. In the meetings and conferences sector, meeting and conference delegates were surveyed as well as the organisers of those events, while data from the incentive travel sector were obtained from destination management companies, inbound tour operators and incentive travel accommodation providers. The findings from these surveys are presented in this report with a summary of the key findings provided in a stand-alone Executive Summary (Deery, Jago, Fredline and Dwyer, 2004).

Acknowledgements

The National Business Events Study (NBES) project wishes to thank the following contributors and to acknowledge that the research was funded by:

Sustainable Tourism Cooperative Research Centre (STCRC)
Meetings Industry Association of Australia.
Gold Coast Tourism – Business Tourism Division
Exhibition and Event Association of Australasia
Tourism Australia (Formerly Australian Tourist Commission)
Association of Australian Convention Bureaux
Tabcorp

Acknowledgement must also go to Qantas who provided two business class airfares from Australia to any Qantas destination as an incentive to encourage response to the delegate survey.

The NBES Steering Committee comprised:

Ms Dee McGrath	Business Events Council of Australia (Chair of the NBES)
Ms Elizabeth Rich	Business Events Council of Australia
Ms Milica Loncar	Tourism Australia
Ms Meg Yeates	Tourism Australia
Mr Mick O'Halloran	Tourism Research Australia
Mr Michael Cannon	Association of Australian Convention Bureaux
Ms Jane Ianniello	Tourism Queensland
Ms Sandra Passaro	Gold Coast Tourism – Business Tourism Division
Ms Anne Lewis	Melbourne Convention and Visitors Bureau
Prof. Leo Jago	Sustainable Tourism CRC
Assoc. Prof. Margaret Deery	Victoria University (Project Leader of the NBES)

The Sustainable Tourism Researchers who assisted in co-ordinating the research around the nation were:

Ms Jenny Davies	University of South Australia
Dr Vivienne McCabe	Southern Cross University (New South Wales)
Prof. Jack Carlsen	Curtin University (Western Australia)
Dr Liz Fredline	Griffith University /RMIT (Queensland)
Prof. Trevor Mules	University of Canberra/The Australian International Hotel School
Ms Alicia Boyle	Charles Darwin University (Northern Territory)
Prof. Trevor Sofield	University of Tasmania
Prof. Leo Jago	Sustainable Tourism CRC
Assoc. Prof. Margaret Deery	Victoria University (Victoria)
Prof. Larry Dwyer	University of New South Wales
Mr Ray Spurr	University of New South Wales

The project research officers and research assistants, who were based at the Centre for Hospitality and Tourism Research at Victoria University, were:

Ms Rosetta Moors
Ms Leonie Rooney
Dr Anne-Marie Hede
Ms Julie Stonehouse
Ms Sue Bergin-Seers
Mr Erik Boom
Ms Barbara Cumming
Ms Anna Wadley

Summary

The National Business Events Study (NBES) provides the findings from a national review of the business events sector. Based on the findings from a previous study undertaken by the Bureau of Tourism Research in 1999 entitled *Meetings Make their Mark*, the business events sector is a strong and growing contributor to the Australian economy. The NBES was undertaken to provide an update on the contribution the sector makes to the economy and to suggest an approach for ongoing and regular evaluations of the industry.

Objectives of Study

The key objectives for the NBES were identified by the project steering committee as the following:

- To provide an estimate of the sector in relation to its:
  - Size, and
  - Economic contribution
- To provide increased knowledge on the decision-making processes of delegates/attendees in the Business Events Sector; and
- To provide key indicators for monitoring the performance of the Business Events Sector in subsequent years.

Method

The method used in this study was a quantitative survey approach based on a number of questionnaires designed to capture an understanding of business event activity within Australia. Each of the questionnaires was devised by the NBES Steering Committee, a committee comprising industry experts in the business events sector and researchers with relevant expertise. The method of questionnaire distribution varied with each component of the study with the delegate, trade visitor, exhibitor and venue questionnaires being administered on-line. This method of distribution was used because of its ability to reach large groups of potential respondents and its cost effectiveness. Other questionnaires, such as the incentive travel and the organiser surveys, were faxed, emailed or mailed.

Key Findings

The key findings are presented here beginning with the economic contribution followed by a summary of the findings from each individual survey.

Economic Contribution

- The overall estimated expenditure associated with business events in 2003 was in excess of $17 billion.
- The direct contribution to value added was over $6.1 billion.
- The direct contribution to employment was estimated to be 116 thousand jobs.
- The international component of this was $1.8 billion in direct expenditure, $638 million in contribution to value added, and contribution to employment of over 17 thousand people.

- In addition to the direct effects that business events have on value added and employment, indirect effects were modelled using the CGE model M2RNSW developed by STCRC. This estimated an additional contribution to value added of $5.2 billion and contribution to employment of 98 thousand people. When added to direct effects, the respective totals are $11.3 billion and 214 thousand jobs.

The Venue Survey

Data were collected for the venue survey for the financial year 2002/03. Based on the definition of events having 15 or more participants (BECA, 2000), there were 316 thousand business events held during this period. In terms of participants, these business events equate to 28.4 million delegates.

- Single day or part day events accounted for 218 thousand events, while multi day events accounted for 98 thousand events
- The number of delegates attending events by type of client were:
    - Association: 8.3 million
    - Corporate: 14.8 million
    - Government: 5.3 million
- The busiest quarter for business events activity was the October to December quarter, which accounted for 29% of the events.
- New South Wales hosted the majority of delegates (40%) followed by Victoria (19%) and Queensland (16%). These three states accounted for three quarters of the total.

Meeting and Conference Delegates

Profile

- The origin of the delegates was:
    - Local: 87%
    - Intrastate: 8%
    - Interstate: 4%
    - International: 1%
- In terms of delegate numbers, this equates to:
    - Local: 17.3 million
    - Intrastate: 1.7 million
    - Interstate: 715 thousand
    - International: 200 thousand
- The largest group of international delegates came from the Oceania region (28%), followed by Europe (18%).
- Of those respondents who stayed in hotel or motel accommodation, the following proportions were found to have stayed in various levels of accommodation:
    - Luxury: 14%
    - Deluxe: 56%
    - Standard: 26%
    - Budget: 4%

Duration of Stay

- The average number of nights stayed in the event host city by international respondents was 7.3 and the total number of nights away from home (in Australia) was 10.9. This figure is down slightly on the number of nights (11.1) reported in *Meetings Make Their Mark.* Interstate respondents stayed away from home, on average, 3.6 nights while average intrastate stays were 1.4 nights.

Additional Nights and Pre & Post Touring

- About 10% of visitors to events (not including locals) undertook a pre or post event trip to another region. Of the international respondents, 46% took a pre or post event trip with 13% of interstate respondents taking additional trips.
- The total number of additional nights stayed because of business events was 1.5 million.

Motivation to Attend a Conference

- The greatest influence on all respondents to attend a conference was the business or educational content of the conference program (mean of 4.3 on a five-point Likert scale). For international respondents, this motivation was even higher (mean 4.5).
- The opportunity to network was the second most important motive to attend a conference.

Satisfaction with the Conference Destination

- Satisfaction with the conferences was high overall. Items that provided the highest levels of satisfaction were the accessibility of the destination (mean 4.5 on a five-point Likert scale), cleanliness of the destination (4.4), the friendliness of the staff (4.3) and the safety and security of the destination (4.3).
- The item that provided the highest level of satisfaction for international respondents was the safety and security of the destination (mean 4.5 on a five-point Likert scale).
- Approximately 93% of respondents stated they would recommend the destination for future business events.
- Over 86% of delegates were also satisfied with the host city as a holiday destination.

Overseas Visitors

- The majority (75%) of international respondents indicated that they had marked conference/ convention as the main purpose for their visit, although 11% marked business and nearly 5% marked holiday as their main purpose.
- Qantas was used by 42% of international respondents for all or part of their trip.
- The majority of international respondents travelled economy class with 11% flying business class and 1% travelling first class.
- The main method of booking flights was through a travel agent (74%).
- The factor that most influenced the choice of airline was that it provided the most direct flight to the conference destination (52%).
- Of the international respondents, 46% had not visited Australia prior to the business event at which they were surveyed.

- Of those who had visited previously, the average was 6.7 previous visits.
- After weighting the responses to the total population, an estimated 63 thousand business event attendees would likely return in the next two years and over 98 thousand would be very likely to return.

Meeting and Conference Delegate Expenditure

Total Meeting and Conference Delegate Expenditure

Meeting and conference delegates spent an estimated total of $11.5 billion in Australia in 2003, with $949 million being expenditure by international visitors and the remainder being associated with domestic delegates.

Average Expenditure per Delegate per Trip

On average, each delegate spent $558 within Australia, although this varied substantially according to the type of delegate:

- Local: $430
- Intrastate: $892
- Interstate: $2,019
- International: $3,526

Average Daily Expenditure

On average, delegates spent $205 per day when attending a meeting or conference. It is interesting to note that interstate delegates ($557) spent slightly more than international delegates ($554). This is largely attributable to the fact that international airfares were not included while domestic airfares were.

- Local: $174
- Intrastate: $333
- Interstate: $557
- International: $554

International Expenditure by Type of Event

International delegates attending government meetings or conferences, on average, tended to spend more than those at either association or corporate conferences:

- Association: $545
- Corporate: $524
- Government: $664

Meeting and Conference Organisers

- The estimated total number of meetings and conferences held in 2003 was 284 thousand.
- Most conferences are held annually with the majority (79%) hosting between 100 and 500 delegates.
- On-site food and beverage was the largest expense item and delegate registration fees comprised the largest revenue item.
- Suitability of the venue was the main influence on the conference destination choice.

- For conference organisers, the main source of information on destinations was through the convention bureaux.
- Over 93% of conference organisers indicated that they were likely to recommend their conference destination to other event organisers.

The Exhibition Sector

The findings from the exhibition sector relate to the exhibition organisers, the exhibitors and the trade visitors. It should be noted that the exhibition organiser results relate only to the large exhibitions with an average of 18 thousand visits per exhibition.

Exhibition Organisers

- The majority of large exhibitions (51%) were organised by exhibition management companies.
- The majority of large exhibitions (53%) were organised more than two years in advance.
- The average duration of large exhibitions was three days.
- Promotion of large exhibitions was mainly through the national media (41%) with 23% being promoted through the international media.
- In 2003, an estimated 1.42 million m^2 of floor space was sold at large exhibitions in Australia.
- Average large exhibition organiser expenditure was $459 thousand per event in 2003.
- Average large exhibition organiser revenue was $678 thousand per event in 2003.
- The main influence on destination choice for large exhibition organisers was the relevance of the market for the exhibitors.

Exhibitors

- On average, exhibitors spent $3,468 per event on floor space (including power consumed). This was their largest single expenditure item.
- In 2003, there were an estimated 256 thousand exhibitors in Australia. This figure represents the total number of exhibitors counted at all events and includes multiple counting of individual exhibitors.
- The breakdown of exhibition type for these exhibitors was:
    - Exhibition at a conference: 22%
    - Trade only: 25%
    - Trade and public: 53%
- The areas achieving highest satisfaction ratings from exhibitors were the quality of the organiser and the quality of the venue.
- Average exhibitor expenditure was estimated to be $9,150, ranging from $7,740 for intrastate exhibitors to $42 thousand for international exhibitors.
- The total expenditure by exhibitors in 2003 was $2.3 billion.

Trade Visitors

- An estimated total of 2.4 million trade visitors attended exhibitions in 2003.
- Their expenditure was estimated to be approximately $540 million - $440 million domestic and $100 million international.

- The highest level of satisfaction for trade visitors was the quality of the exhibition venue (mean of 4.7 on a five point Likert scale).
- Trade visitors were most satisfied with the accessibility to the destination (4.6 on a five point Likert scale), followed closely by the cleanliness of the destination (4.5).

Incentive Travel Sector

- It is estimated that in excess of $585 million was spent on incentive travel in 2003, with $46 million being domestic business and approximately $539 million being international business that represents new expenditure in Australia.
- The average expenditure per incentive delegate, including some non domestic airfares and personal expenditure, was:
    - Long haul delegates: $2,560
    - Short haul delegates: $2,180
    - Australian delegates: $1,224
- It would appear that this sector is attractive to new overseas markets such as North-East and South-East Asia, while the North American market has decreased.
- The most popular incentive destination was Sydney, followed by Gold Coast, Brisbane and Cairns.
- The incentive sector represents a total of 1.5 million delegate nights in Australia and there appears to be an overall high level of satisfaction with the Australian Incentive Travel product.

Future Action and Recommendations

The NBES has provided an overview of the business events sector and has estimated its contribution to the Australian economy. It is important that this study be enhanced further and repeated on a regular basis in order to monitor and improve where necessary, the performance of the sector. For future studies, it is recommended that:

Recommendation 1: Future studies of the business event sector should be conducted periodically to track changes in the sector and these studies should adopt the definition of business event venues used in the NBES, which will facilitate longitudinal comparison.

Recommendation 2: Business event venue data should be collected in collaboration with the Australian Bureau of Statistics under the Census Act in order to maximise the data returns from venues and thus the reliability of the estimates.

Recommendation 3: In keeping with recommendation 2, a template should be developed and distributed to venues that would facilitate their on-going collection and recording of data relevant to assessing the overall size of the sector. This would overcome the problem of having to trawl back through records in order to complete the questionnaire, and the potential this creates for error. Ideally this template should be in the form of a software package and it is suggested that the industry invest in the development of this.

Chapter 1

Introduction and Background

This chapter provides an overview of the National Business Events Study and its background. In particular, the chapter presents the objectives that drove the study and provides details as to how the project was operationalised and managed. The chapter concludes with an overview of the structure of this report.

1.1 Background to the Study

The Business Events Sector - previously known as the meetings, incentives, conventions and exhibition sector (MICE) - is generally regarded as one of the highest yielding inbound and domestic tourism segments because of the high per-delegate spend (Tourism Australia, 2004). In 2003, Australia was ranked number one in the Asia Pacific region in terms of the number of meetings conducted and placed eighth in the world in relation to the number of meetings conducted by the International Conventions & Congress Association (ICCA, 2004). Australia is perceived as an exotic and safe destination for business events (Deery and Jago, in print) and there is a widely held expectation that the sector has substantial growth potential (McCabe, Poole, Weeks and Leiper, 2000).

Previous research into this sector is limited and statistics relating to the sector rely heavily on *Meetings Make their Mark*, the 1999 study undertaken by the then Bureau of Tourism Research (now Tourism Research Australia) and based on data collected in the 1996/97 period. *Meetings Make Their Mark* was commissioned by the Commonwealth Government and provides the most detailed overview of Australia's business events sector that had ever been done. Its estimate that the sector contributed $7 billion per year to the economy is a much quoted figure. Given the changes that have occurred in Australia's tourism industry in general, and the business events sector in particular since the time of the last study, it is timely to undertake a further evaluation of the sector using a consistent, national approach. The National Business Events Study was borne from this need for a comprehensive assessment of such an important sector and built on a research project that the STCRC was undertaking in Victoria.

Whilst the Bureau of Tourism Research (BTR) study provided the business events sector with an estimate of its economic value, some sections of the sector were not included and a more comprehensive study was needed. Indeed, in the conclusion of the BTR study, it was suggested that similar research be undertaken every few years to update the findings. A recent study by the Australian Bureau of Statistics on the Business Events Venue Industry (ABS, 2002) looked at the size and scope of the Venues Industry. This study, however, only investigated the very large part of the industry using venues capable of hosting at least 500 delegates. Only 121 venues were included in the ABS study. The National Business Events Study (NBES) includes commercial venues that cater for events with 15 or more participants and therefore provides a more inclusive overview of the industry.

The NBES builds on the findings of *Meetings Make their Mark*. Given the importance of the Australian business events sector and the need for infrastructure to support its development, it is crucial to regularly assess and review its size and economic contribution. As one of the sectors that results in high attendee spend and a

high yield (Lawrence and McCabe, 2001), it is important to substantiate and document such claims.

1.2 Objectives of the Project

The key objectives for the NBES were identified by the project steering committee as the following:

- To provide an estimate of the sector in relation to its:
    - Size, and
    - Economic contribution
- To provide increased knowledge on the decision-making processes of delegates/attendees in the Business Events Sector; and
- To provide key indicators for monitoring the performance of the business events sector in subsequent years.

In adopting a national method, the NBES ensured consistent results across all parts of the sector and all geographical regions. A national approach also provides the sector with accepted figures for its planning purposes and in its dealings with Government.

1.3 Management of the Project

A steering committee for the NBES was established to guide the national project and comprised representatives from Tourism Australia, the Business Events Council of Australia (BECA), Tourism Research Australia (TRA), the Association of Australian Convention Bureaux (AACB), Tourism Queensland, the Melbourne Convention and Visitors Bureau, Gold Coast Tourism – Business Tourism Division, the Sustainable Tourism Cooperative Research Centre (STCRC) and Victoria University (VU).

The Centre for Hospitality and Tourism Research at Victoria University provided the day-to-day management of the project on behalf of STCRC. In order to operationalise the project and to engage with the stakeholders around the country, a number of STCRC Research Nodes were established. These were formed in different regions and included a Convention Bureau representative, an industry representative and a STCRC researcher who acted as the facilitator for the data collection in each state and territory. The data were collected in each state and territory and returned to the Centre for Hospitality and Tourism Research at Victoria University for collation, data cleaning and analysis. Some elements of the data collection process were centralised at Victoria University for ease of management. These elements included the incentive travel sector and the exhibitor component of the exhibition sector.

1.4 The Structure of the Report

This report presents the findings from the research project and builds on the information provided in *Meetings Make their Mark*. The report presents national data for use in sector and government planning and policy making. It is divided into the following chapters:

Chapter 1: Introduction and background
Chapter 2: Methods
Chapter 3: Size and Scope of the Business Events Sector: The Venue Survey
Chapter 4: Meetings and Conference Delegates
Chapter 5: Meetings and Conference Organisers
Chapter 6: The Exhibition Sector

Chapter 7: The Incentive Travel Sector
Chapter 8: Economic Contribution to the National Business Events Industry
Chapter 9: Conclusions and Recommendations

The report examines each component of the study using the analysis of data from international and domestic respondents. The report provides nationally consistent data on the meetings, conferences, exhibitions and incentive travel sectors of the business events sector. In so doing, it is possible to determine the impact of both local and international expenditure and the decision-making processes within the business events sector.

Chapter 2

Method

The following sections provide an overview of the research areas, the sample sizes and sample frames, the development of the research instruments together with the methods of data collection and the limitations of the research. The information provided here on the methods used is of a general nature as more detailed discussion on the method used in each component of the study is provided in the relevant chapters throughout the report. For the purposes of this study, the following definition of business events was adopted:

Box 2.0: The Business Events Sector: Definitions and Scope
The **Business Events Sector** comprises a number of components. For the purposes of this study, a business event is defined as:
Any public or private activity consisting of a minimum of 15 persons with a common interest of vocation, held in a specific venue or venues, and hosted by an organisation (or organisations). This may include (but not be limited to): conferences, conventions, symposia, congresses, incentive meetings, marketing events, special celebrations, seminars, courses, public or trade shows, exhibitions, company general meetings, corporate retreats, training programs. (BECA 2000)

2.1 Research Areas

In order to determine the overall size of the sector, it was essential to measure adequately, the sector's different components. All data collected in the study were confidential and were aggregated to avoid identification of any person, entity or event. Employing the framework used in the BTR study, *Meetings Make their Mark*, the following components were identified by the steering committee as the key areas for research:

- Venues;
- Meetings and conference delegates;
- Meeting, conference and exhibition organisers;
- Exhibitors;
- Trade visitors;
- Incentives.

The venues component served to underpin the scope and nature of the sampling frame for the other elements of the study. The definitions for each of these components conform to the definitions adopted by the Business Events Council of Australia (BECA) and are contained in Appendix A.

2.2 Sample Size

To estimate the size of the business events sector, it was important to use a sample that was representative of the sector and adequate in size (Dillman, 2000). Despite substantial efforts in the aforementioned BTR study, response rates were quite low in some sections, which limited the generalisability of the results. This was the major criticism of the earlier study and an important endeavour of the NBES was to overcome

some of these limitations. However, the business events sector has traditionally provided poor response rates to surveys and the NBES encountered this problem in some components of the study.

To assist in the process of establishing an accurate sampling frame, TRA was commissioned to provide estimated sample sizes for the various components of the study based on its earlier work. It was recognised, however, that obtaining the necessary sample sizes would be difficult and that it was possible that the data collection period would need to be extended in order to meet these targets. Section 3.4 in Chapter 3 discusses the reliability of the various estimates in the current study, most of which would be considered to be highly reliable.

2.3 Sampling Frame

Each component of the study required a sampling frame that included a range of event types and every attempt was made to ensure the representativeness of the sample.

The sampling frame for the meetings and conferences delegate survey considered the following:

- *Location*: different states and territories; metropolitan; regional
- *Size of meeting or conference*: small; medium; large
- *Category*: corporate; association; government; private
- *Participants*: international; interstate; local.

The exhibition sector sampling frame included:

- *Location*: different states and territories
- *Size of exhibition*: floor space
- *Industry type:* across a range of industries
- *Participants:* international; interstate; local
- *Exhibitors*: international; interstate; local
- *Trade visitors*: international; interstate; local.

The sampling frame for exhibition and event organisers included:

- *Location*: metropolitan; regional
- *Type of event/exhibition*: international; interstate; local
- *Size*: small; medium; large.

Finally, the sampling frame for the incentive travel sector included Inbound Tour Operators (ITOs) identified by Tourism Australia as being involved in this sector, accommodation properties with incentive travel business and Destination Management Companies (DMCs).

2.4 Questionnaire Design

The questionnaires were designed by the steering committee and drew upon advice from various industry and government experts in the different areas. A number of the survey instruments were placed on the web for on-line completion. On advice from the industry experts, some questionnaires remained in paper form and were either mailed or faxed to potential respondents. Greater detail on the development of each of the questionnaires can be found in the following chapters. The Questionnaires are presented in Appendix B.

2.5 Data Collection Methods

The data collection methods varied across the different components of the study depending on advice from industry and guidance from the steering committee. Issues that affected the methods that were used included:

- The use and availability of electronic communication (Some venues claimed, for example, not to have access to the internet or to specific software that was required such as Excel).
- The number of responses required (For example, the large number of delegate responses required necessitated an economical method for obtaining the data).

As stated previously, each of the methods used for data collection and the rationale for the methods, is discussed in greater detail in the sections of this report dedicated to that component of the study. However, at least half of the questionnaires were web-based and a brief discussion is presented here to explain the use of the on-line method. Given that the events surveyed were business events, the majority of delegates, exhibitors and organisers had business cards, usually containing their email addresses. At the various events surveyed, business cards were collected and an email sent to the potential respondents. Research suggests that the advantages of this method are that it increases the participation rate and the accuracy of answers (Couper, 2000). There is evidence that on-line surveys provide higher response rates than, for example, mail-out questionnaires (Dommeyer and Moriarty, 2000).

In terms of the distribution of the on-line questionnaires, an email message with a web-page link was sent to respondents' email addresses that had been obtained at meetings, conferences, exhibitions and through the convention bureaux. Previous research suggests that where data are collected after an event has occurred (eg attendance at special events), respondents can recall their activities up to six weeks after that event (Burgan and Mules, 2000; Faulkner and Raybould, 1995). For the NBES, however, the minimum time between conference attendance and communication with delegates was two weeks and the maximum time was one month. Specifically, a reminder email was sent after seven days to non-respondents with a further three reminder emails sent with a week between each reminder. The on-line questionnaires allowed respondents to skip questions depending on their answers to specific questions, ensured respondents answered specific questions prior to proceeding to the subsequent section, and ensured that respondents were not able to resubmit their responses.

While there are significant advantages in using on-line questionnaires, specifically those of ease and cost effectiveness of distribution, on-line survey administration cannot be regarded as a truly random sampling method. However, face to face delivery of questionnaires at a business events venue has similar issues. For those events where delegate lists were provided by the organisers, the sampling method then became a census sampling and the issue was then one of non-response. Having said that, however, there was a greater level of control with the on-line surveys, particularly over the ways in which respondents completed the questionnaires. In particular, the expenditure section was a mandatory component of the questionnaire and progress through the questions was not possible until the expenditure section was completed. The Qantas incentive of a draw for two business class tickets appeared to encourage the respondents to complete the questionnaire, therefore ensuring that the expenditure data were collected

The data were collected during 2003. As the venue survey provided data that were used to identify sample sizes for the other components of the study, the venue survey

was conducted for the financial year 2002-2003. This meant that venue data were available by the middle of 2003 for the other components of the study. A pilot study was conducted prior to this period in order to test the survey instruments. This pilot study was confined to Victoria's business events sector during the period between December 2002 and April 2003.

2.6 Limitations of the Study

As with most research studies, there are limitations to the ways in which the study can be implemented. Such was the case with the NBES and the limitations of the study are outlined below:

- The timing of the data collection period coincided with the aftermath of major world events such as September 11 in 2001, the global SARS outbreak and the bombing in Bali 2002. As a consequence of these events, the data collected represents a travel industry at a very low ebb and the findings must be seen in light of the data collection period.
- Poor response rates for some components of the study meant that less analysis could be undertaken at regional levels. Substantial effort was expended in pursuing industry participants to enhance response rates, especially for the venue component, and this delayed the final report and added greatly to the cost of the study.
- There was difficulty in obtaining data from corporate meetings, particularly from delegates.

Chapter 3

Size and Scope of the Business Events Sector: The Venue Survey

This chapter provides detailed information on the background to the survey of business event venues and the manner in which the survey instrument was developed and administered. This instrument was designed to provide an estimate of the size of the sector and to help determine the sample sizes required in other parts of the study. The results of the venue survey are also used to weight the findings from the delegate and organiser files. A discussion of the reliability of the data is presented as well as the results relating to the states and territories.

3.1 Instrument Design

The questionnaire was developed by the steering committee to capture the business event activity within commercial venues that facilitated business events. The information requested from venues included:

- The number of one-day/ part of a day or multi-day events and participants during the year that were:
    - Government (Predominantly groups of public servants, elected officials and service providers to Government entities).
    - Corporate (Gatherings of employees, partners or shareholders of a commercial organisation)
    - Association (Members share a common purpose, includes societies, educational institutions, religious groups, etc.)
- The percentage of events that fell into each of the four quarters of the year
- A breakdown of events according to the categories: meetings, incentives or exhibitions.

Each questionnaire also collected information on the venue name, location and contact details.

In Queensland, a comprehensive venue survey had already been conducted by the state convention bureaux under the auspices of Tourism Queensland and data from this survey were used in the NBES rather than undertaking a very similar survey. However, the questionnaire used in Queensland did not capture one-day business events and thus a separate single day questionnaire was mailed to all Queensland business event venues. Both of these questionnaires are presented in Appendix B.

3.2 Sampling

In the BTR study that was undertaken in 1997, only venues that were members of a convention bureaux were included in the study. This was felt to be overly restrictive as there are many commercial event venues that are not members of a convention bureau, especially in regional areas. As a consequence, it was decided to expand the range of venues included in the NBES. Excluded from the list of venues, however, were the following categories of venues as business events were not seen to be a core part of their overall business:

- Metropolitan community halls, school halls
- Bowling clubs, scout halls
- RSL clubs
- Motels, serviced apartments, apartments
- Restaurants
- Cruise ships, boats
- Leisure and aquatic centres, small sports clubs
- Guest houses, cottages
- Marquees.

There was substantial debate surrounding these exclusions between members of the steering committee due to the fact that major differences occur across states and more particularly between capital cities and regional areas. However, the above exclusions were finally agreed upon in the interests of ensuring comparability of the findings. It should be noted that because only commercial venues were included in the study, many meetings held in corporate offices and the like were not included. Additionally, it must be noted that only the venue where the meeting component was held was included, not any venue which may have hosted associated social functions. It was important to exclude the latter to avoid double counting.

Virtually all of Australia’s Convention Bureaux participated in the study and their members were all sent a copy of the venue questionnaire to complete and return. The Convention Bureaux that participated in the study are listed in Table 3.1

Table 3.1: Participating convention bureaux

NBES Participating Convention Bureaux
Adelaide Convention and Tourism Authority
Brisbane Convention Bureau
Cairns and Region Convention Bureau
Canberra Convention Bureau Inc
Gold Coast Convention Bureau
Melbourne Convention and Visitors Bureau
Northern Territory Convention Bureau
Perth Convention Bureau
Sunshine Coast Convention Bureau
Sydney Convention and Visitors Bureau
Tasmanian Convention Bureau
Townsville Enterprise Convention Bureau
Whitsunday Tourism

In each state and territory, extensive lists of non-convention bureaux members were compiled. These lists were compiled from an extensive range of sources including Dawson’s Venue Guide, and the White Pages and Yellow Pages in all states and territories. Web-site searches were also undertaken to ensure the validity of inclusion in the venue list. The NBES Steering Committee and representatives from all convention bureaux spent considerable time reviewing and editing the various state and territory lists of business event venues to ensure that the lists were as comprehensive as possible within the definitional boundaries that had been set. After the lists were finalised, the total population for this part of the study was 1620 venues, which is a substantially larger population than was included in *Meetings Make their Mark* which utilised a survey population of 817 convention bureaux venues throughout Australia. A more

recent study, undertaken by the ABS (2002), used a sample of 121 business event venues. This sample, however, was restricted to large venues with capacity for at least 500 participants.

Venues on the lists were contacted via their general email address in order to obtain the contact details of the person responsible for business events at that venue. The person responsible for business events at each venue was then sent an email with instructions for completing the questionnaire and a link to a web-site.

Venues proved to be the most difficult area of the study from which to obtain data. As a result of the pilot study in Victoria, the venue questionnaire was modified to greatly reduce the level of detail in the data requested from venues as it became clear that obtaining responses in this area was a major problem. A number of reasons account for this difficulty. These included the timing of the data collection, which coincided with world events such as the SARS crisis and the Bali bombing. It was suggested by some venues that they were reluctant to share the fact that their levels of business activity were lower than usual at this time. Many of the venues suggested that they did not keep the information required for the questionnaire or had only recently entered the business events area and did not have sufficient data for the period requested. These are surprising concerns given that the information requested is little more than a simple monitor of business performance. It should be noted that there are similar comments in *Meetings Make their Mark* on the difficulties that venues faced in completing the venue questionnaire in that study as well. The larger venues tended to complete the questionnaire whereas the smaller venues stated they did not have the resources or the time to provide the required information. This was a particular problem leading up to events such as Christmas, Easter and other holiday periods.

Added to the timing pressures was the issue of the use of technology. Originally, the questionnaire was emailed to venues as an attachment. Many of the venues responded that (a) they did not have the version of Excel required and could not open the attachment and (b) many were not able to send the completed attachment back to the project office. The venue questionnaire was therefore distributed in a number of ways, ranging from fax and mail to an on-line questionnaire. Numerous attempts were made to enhance the response rate from venues including personal visits, emails, and phone calls, as well as letters from convention bureaux, the Federal Minister for Tourism, the Honourable Joe Hockey and leaders in the business events industry.

The questionnaire was distributed through the local convention bureaux, via the MIAA and through numerous mailouts, fax and email communications from the Centre for Hospitality and Tourism Research. It was sent to all convention bureau member venues and to those non-convention bureaux venues that met the set criteria. There were multiple follow-up phases to obtain responses.

In NBES, there was an overall response rate from venues of 33% but this rate varied from region to region. The response rates by region obtained in this study are compared in Table 3.2 with those obtained in *Meetings Make their Mark* (1999 p. 9), which obtained an overall response rate of 42%. As the NBES sought to evaluate the business events sector in the six convention regions in Queensland and non-capital city regions in other states as well as the capital cities, response rates were measured in a wider range of areas than was necessary in *Meetings Make their Mark*. This is why there are so many ‘N/A’ results in the middle column of Table 3.2.

Table 3.2: Regional response rates – *Meetings Make their Mark* and NBES

Region	***Meetings Make their Mark* Response Rate** %	**NBES Response Rate** %
Sydney	42	25
Regional NSW	34	26
Queensland:	34	Queensland response rates provided by Region
Brisbane	N/A	51
Cairns	N/A	45
Gold Coast	N/A	60
Sunshine Coast	N/A	40
Townsville	N/A	100
Whitsundays	N/A	50
Melbourne	47	19
Regional Victoria	N/A	10
Adelaide	27	30
Regional South Australia	N/A	37
Perth	43	27
Regional Western Australia	N/A	27
Hobart	67	39
Regional Tasmania	67	10
Australian Capital Territory	63	37
Northern Territory	44	73

3.3 Findings

In order to estimate the total number of business events staged and participants hosted in the financial year 2002-2003, it was necessary to weight up the 531 venue responses to reflect the entire population of 1620 venues. The weighting system was based on the stratification of the population by region and size of venue. Mean event and participant values in each category were calculated for each stratum and used to impute values for non-respondents in each stratum.

The weighted file yielded estimates for the number of events and participants by duration and type of event as shown in Table 3.3. It can be seen in this table that corporate events, particularly single or part day events, were the most common event type. The number of participants in these corporate events also represents the largest group of participants.

Table 3.3: Estimates of events and participants in events

	Single or part day events	Multi day events	Total
Association	53,783	15,191	68,974
Corporate	113,894	57,880	171,774
Government	50,620	25,003	75,623
Total	**218,297**	**98,074**	**316,371**
	Single or part day event participants	**Multi day event participants**	**Total**
Association	4,458,891	3,807,185	8,266,076
Corporate	8,422,350	6,424,626	14,846,976
Government	3,633,170	1,665,644	5,298,814
Total	**16,514,411**	**11,897,455**	**28,411,866**

The weighted file yielded the estimates presented in Figures 3.1 to 3.5 for the number of events and participants by duration and type of event. It can be seen that corporate events comprised the largest component of both the single day and multi day events, with association and government single day being the next largest groups. These findings accord with those in *Meetings Make their Mark*.

Figure 3.1: Events and participants by duration

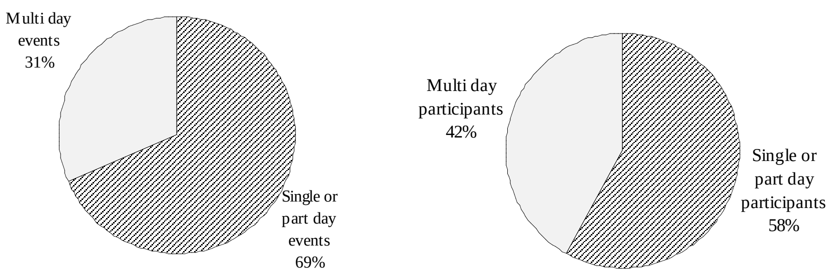


Figure 3.2: Events and participants by type

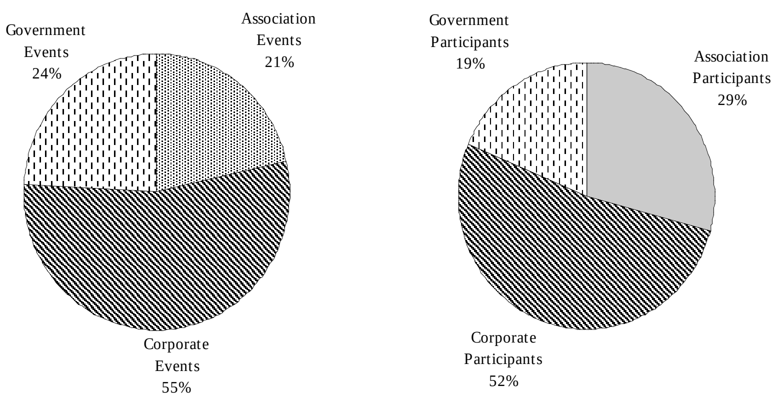


Figure 3.3: Events by type and duration

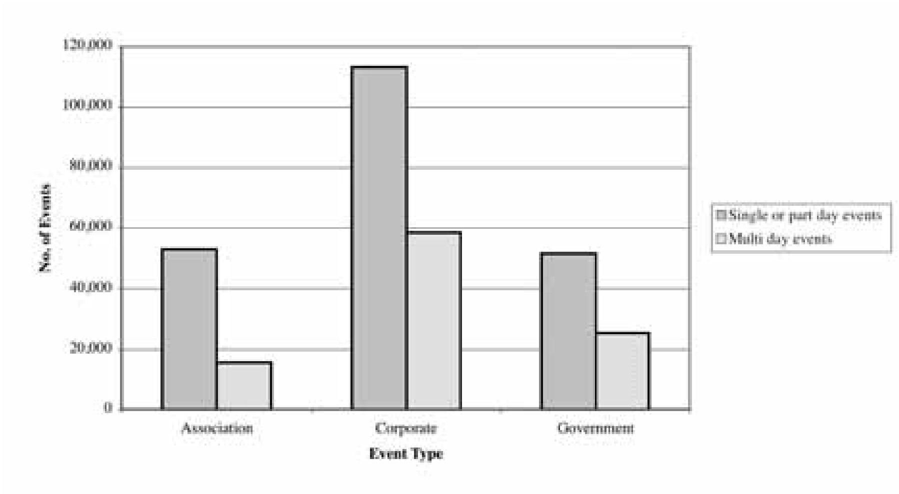


Figure 3.4: Participants by type and duration

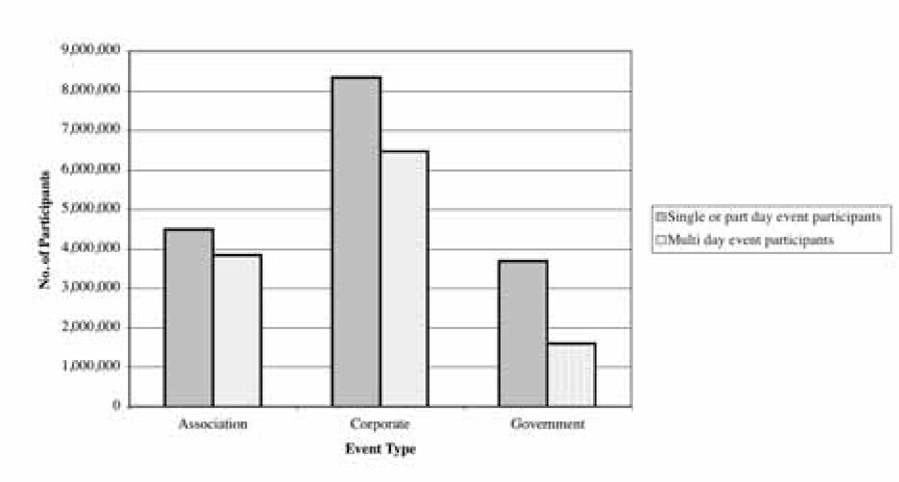
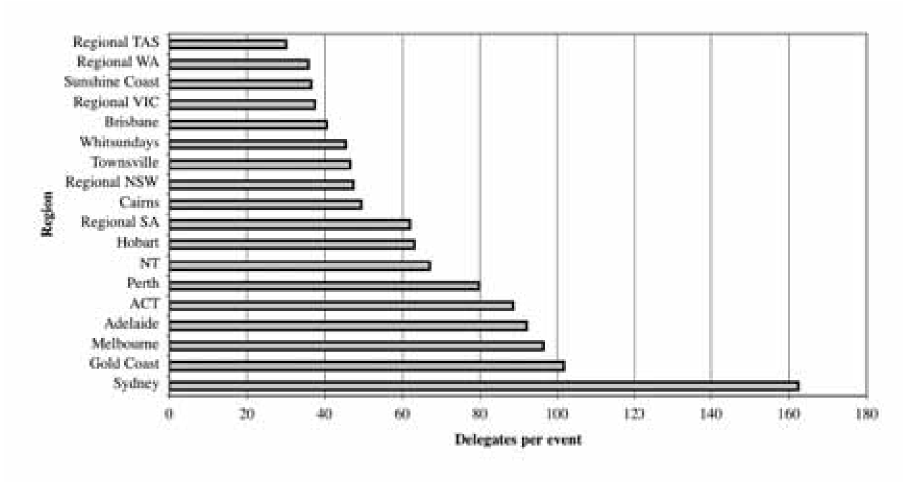


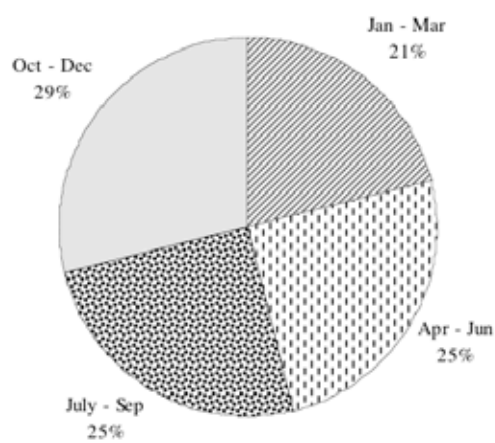
Figure 3.5 illustrates the average event size according to the host region. Sydney hosts the largest events with the Gold Coast and Melbourne being the host regions with the next largest events.

Figure 3.5: Average event size by host region



As shown in Figure 3.6, business event activity is fairly evenly spread across the year. It can be seen, however, that the above average level of activity in Quarter 4 is offset by a below average level of activity in Quarter 1. It is not possible to tell whether the lower level of activity in Quarter 1 is a normal pattern or whether this is because of world events in late 2002. Problems such as SARS and the Bali Bombings may be responsible for a decline in business event activity reporting in the early part of 2003.

Figure 3.6: Seasonal business event activity



3.4 Reliability

The nature of statistical inference, that is, using a sample to infer the characteristics of an entire population, is such that it is liable to error. The level of error is a function of the variability in the characteristics being measured, and the size of the sample.

As mentioned previously in the method section and in the introduction to this chapter, response rates for the venue survey were lower than expected, resulting in a smaller sample and a lower level of estimate reliability than would have been considered ideal.

Relative standard errors (RSEs) are an estimate of the level of error expressed as a percentage of the estimate itself, with a smaller value indicating a higher level of accuracy. It is generally considered that an RSE of 5% is highly accurate, while an RSE of more than 25% should be treated with great caution (Johnson, Foo and O'Halloran, 1999).

Tables 3.4 and 3.5 present the key findings from the venue survey with the estimates for the number of events in Table 3.4 and the estimates for the number of event participants in Table 3.5. As can be seen in Table 3.4, the estimates for the number of events can be regarded as highly reliable as their means have RSEs less than or equal to 5 per cent.

The estimates for participant numbers, as presented in Table 3.5, generally have higher RSEs because of a greater level of variation in participant numbers across the venues. Two thirds of these estimates have RSEs less than 10 per cent and all but two estimates have RSEs less than 15 per cent, which can be considered adequate. The RSE for the estimate of multi day association participants is well above the level that would be considered acceptable. Inspection of the data showed that this is the result of a single outlying score that was a very large venue in NSW with a reported number of association participants more than 37 standard deviation units away from the mean. As shown in the final column of Table 3.5, removal of this single outlier brings all of the RSEs to within an acceptable bound of 15%. However, the reported outlying value was confirmed with the venue, and the venue is a legitimate member of the population, thus its deletion would result in a serious underestimation of the number of multi day association participants. The deletion of this case would reduce the mean value by 450 participants. Thus a decision was made to retain the case despite its impact on error rate.

Table 3.4: Standard errors associated with event estimates

	n	Mean	Std. Error of Mean (sample)	SE estimate of population x (FPCF#) %	RSE%
1 day government events	531	31.7	1.9	1.5	4.8
1 day association events	531	32.6	2.0	1.6	4.9
1 day corporate events	531	69.8	3.1	2.5	3.6
1 day events TOTAL	**531**	**134.1**	**5.1**	**4.2**	**3.1**
Multi day government events	531	15.6	0.9	0.8	4.9
Multi day association events	531	9.5	0.5	0.4	4.4
Multi day corporate events	531	36.1	2.3	1.9	5.2
Multi day events TOTAL	**531**	**61.1**	**3.0**	**2.4**	**4.0**
Total Government Events	531	47.3	2.5	2.0	4.3
Total Association Events	531	42.1	2.1	1.8	4.2
Total Corporate Events	531	105.9	4.4	3.6	3.4
Total Events	**531**	**195.3**	**6.7**	**5.5**	**2.8**

#Finite Population Correction Factor

Table 3.5: Standard errors associated with participant estimates

	n	Mean	Std. Error of Mean (sample)	SE estimate of population x (FPCF[#])	RSE %	RSE with outlier removed%
1 day government participants	531	2,278.9	260.9	214.0	9.4	9.4
1 day association participants	531	2,766.2	309.3	253.6	9.2	9.2
1 day corporate participants	531	5,148.9	417.2	342.1	6.6	6.6
1 day participants TOTAL	531	10,194.1	847.2	694.7	6.8	6.8
Multi day government participants	531	984.0	99.6	81.7	8.3	8.3
Multi day association participants	531	2,370.7	852.7	699.2	29.5	14.1
Multi day corporate participants	531	3,989.4	625.0	512.5	12.8	12.1
Multi day participants TOTAL	531	7,344.1	1,323.2	1,085.0	14.8	9.6
Total Government participants	531	3,262.9	322.9	264.7	8.1	8.1
Total Association participants	531	5,136.9	964.2	790.6	15.4	8.9
Total Corporate participants	531	9,138.3	923.5	757.3	8.3	7.9
Total participants	531	17,538.2	1,845.7	1,513.4	8.6	6.9

[#]*Finite Population Correction Factor*

Although one of the objectives of this study was to explore in more detail, business event trends at state and regional levels, the lower than intended response from venues made achieving this objective in an accurate fashion problematic. As would be expected, error rates increase substantially when further breakdowns of the data are made to regional levels. Table 3.6 shows that at state level, RSEs are generally in the order of 10 to 30% with the most reliable estimates coming from Victoria, Queensland and New South Wales, and the least accurate estimates coming from Tasmania, Northern Territory and Australian Capital Territory.

Table 3.6: Relative standard errors associated with state breakdowns

State	RSE for total events %	RSE for total participants %
ACT	9.3	35.4
NSW	4.1	16.8
NT	21.9	24.3
QLD	7.4	14.1
SA	11.7	17.9
TAS	22.6	26.0
VIC	5.0	10.9
WA	10.1	18.7

It should be noted that there are other possible explanations for inaccuracies in estimated values besides sampling error. For example, many venues reported estimates

of event and participant numbers rather than true figures largely because of the manner in which their data had been recorded. There is also a possibility that some venues reported event business outside the definition of business events used in this study. However, the raw data were subjected to a thorough examination to check for inconsistencies and illogical responses. Where necessary, unusual values were checked with the relevant venues and confirmed or corrected. This process would have reduced the possible influence of response and data entry errors.

3.5 State and Territory Results

This next section provides a breakdown of the data collected from the venue survey into states and territories. As indicated earlier, the venue lists were created and approved by the convention bureaux in each region. Data were collected from a percentage of these venues and values were imputed for missing data to provide an overall total. An additional adjustment was made using estimates from the International Visitor Survey (IVS) and National Visitor Survey (NVS) to account for the slightly different data collection method in Queensland as described in Section 3.1. The following table (Table 3.7) presents the average number of events and participants hosted per year by location. As Table 3.7 shows, the Australian Capital Territory (ACT) venues hosted more events per venue (307) than in other states or territories. This may indicate an under supply of venues in this region. As would be expected, the largest number of participants per venue is in New South Wales (38,786).

Table 3.7: Number of Events and participants by location

State	No. of Venues	Average Events per Venue (annual)	Average Participants per Venue (annual)
ACT	78	307	28,484
NSW	330	277	38,786
NT	15	53	3,699
QLD	461	101	6,125
SA	128	158	13,869
TAS	60	96	3,578
VIC	361	245	15,092
WA	187	208	16,437

Figure 3.7 shows the breakdown of events by state and territory. New South Wales and Victoria hosted the largest numbers of events, accounting for more than half the total number of events counted. Queensland hosted the next largest proportion, followed by Western Australia. It should be noted that these figures are rounded to whole numbers for clearer presentation. In the case of the Northern Territory which hosted less than half a percent of events and participants, the proportion shown (1%) is an overstatement. However, the true proportion (0.4%) was used in calculating the expenditure in this region in Chapter 8.

Figure 3.7: Breakdown of the number of events by state and territory

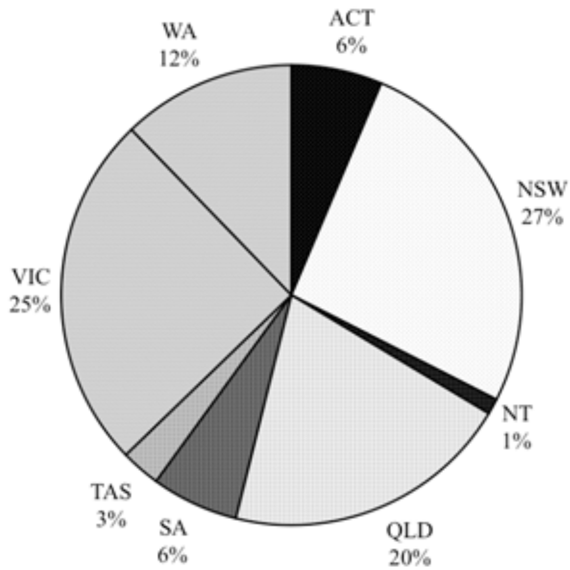
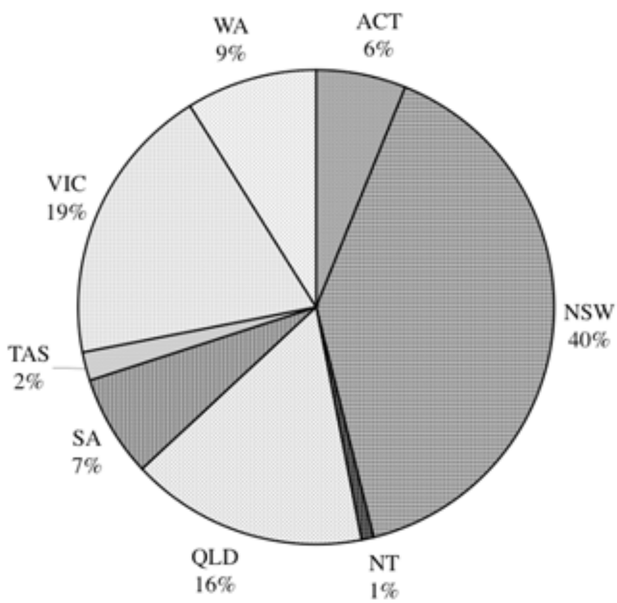


Figure 3.8 shows the breakdown of event participant numbers by state and territory, and it can be seen that the proportion of participants' attending events in New South Wales is greater than the proportion of events hosted in that state. This indicates the larger average event size in Sydney as previously shown in Figure 3.5.

Figure 3.8: Breakdown of participant numbers by state and territory



3.6 Summary

This chapter has presented the findings from the venue survey and has highlighted the difficulties in obtaining data from venues due to time, resource and accurate information constraints. This part of the study has undertaken a rigorous process to define the boundaries for the population of business event venues and it is recommended that these boundaries be used in future studies so that comparisons can be made across studies.

In summary, the key findings from the venue questionnaire were:

- Based on the definition of meetings with 15 or more participants, there were 316,371 off-site meetings held during the financial year of 2002-2003. In terms of participants, these meetings attracted 28.4 million delegates.
- Single day or part day events accounted for 218,297 events, while multi day events accounted for 98,074 events
- The number of delegates attending events by type of client were:
  - Association: 8.3 million
  - Corporate: 14.8 million
  - Government: 5.3 million
- The busiest quarter for business events activity was the fourth quarter which accounted for 29% of the events.
- New South Wales hosted the majority of delegates (40%) followed by Victoria (19%) and Queensland (16%). These three states accounted for three quarters of the total.

These findings, which are based on a clear set of guidelines for inclusion as a business event venue, provide the basis for regular monitoring and comparison of business event activity. However, the time consuming nature of survey completion and the lack of accurate record keeping highlights the benefits that could be derived from venues being required to input activity data in a consistent and on-going manner to facilitate the collection of this information in the future.

Chapter 4

Meeting and Conference Delegates

This chapter examines the meeting and conference delegates. It investigates the profile of delegates according to their place of residence, their occupations, the type of accommodation they use, their duration of stay and their expenditure. The chapter also examines the motives for delegates to attend meetings and conferences as well as the levels of satisfaction with the event they attended.

Box 4.0: Definitions

Delegate: For the purposes of this study, a delegate is any person who attends a meeting, conference or convention.

Meetings, conferences and conventions: Any off-site gatherings held in commercial venue space. This would also include congresses, seminars, workshops, symposia and associated gatherings that bring together people for a common purpose.

4.1 Instrument Design

The questionnaire comprised four sections.

- *Background information (Section A)*. This section contained questions on the name and location of the conference, the delegate's background including their personal details, their accommodation and travel arrangements.
- *Motivation and Satisfaction (Section B).* The second section related to motives to attend the event and satisfaction with it and the event host destination.
- *Expenditure (Section C)*. The third section related to expenditure and asked respondents to provide expenditure data on registration fees, accommodation, shopping, local ground transport, restaurants and cafes, other meals, airfares within Australia, entertainment, tours and recreational activities.
- *Overseas Visitors (Section D).* The final section was designed for International delegates only and sought information on the purpose of their visit, their choice of airline and whether they had visited Australia previously.

The data for the meeting and conference delegate survey were collected during the calendar year of 2003. This period was extended into early 2004 to enable a higher number of returned responses. Prior to this, however, a pilot study was undertaken in Victoria and this began collecting data in late 2002. As a consequence of the piloting of this questionnaire, both the method of distribution and the questions were altered slightly in order to obtain a higher response rate and more accurate information.

4.2 Sampling

The previous major research study undertaken in this area had been conducted by the Bureau of Tourism Research (BTR) in *Meetings Make their Mark*. As a result of its past experience with business events and its statistical expertise, Tourism Research Australia (TRA, formerly the BTR) was consulted with regard to the sampling frame. Using a 95% confidence interval and 10% relative precision, TRA conservatively estimated that approximately 1300 responses would be required from Victoria, half of which would need to be from regional Victoria if analysis was required outside the capital city. Based on business event data collected previously by TRA, there is much greater variability in

expenditure data at regional events than for events held in capital cities even though only a small percentage of Australia's total business event activity occurs outside capital cities. This meant that relatively large sample sizes were required from regional areas in order to achieve adequate reliabilities. After discussion with TRA, the estimated sample sizes for other states and territories were based on the Victorian estimates. It was recognised from the outset that it would be very difficult to achieve the required sample sizes in regional areas due to the smaller number of events being held and the logistical difficulties in actually collecting the data. It was recognised that it may be necessary to reduce the non-capital city sample sizes knowing that this would reduce the overall confidence level in the results. However, the reduction in overall confidence level would only apply to the regional part of the study and it would likely be possible to aggregate regional areas to overcome some of the problems associated with small samples. There was nothing to suggest that the expenditure data varied from one regional area to another.

The Queensland business events sector is divided into six regions and data were required from each of these regions. Estimates were provided for each of the six business event regions, which led to a much larger overall sample size for the state. Tourism Queensland agreed to assist with the data collection in the state to help achieve the targets.

Based on TRA figures, and allowing for similar variability in regional areas and capital cities, an estimate of over 10,000 completed questionnaires was made in order to achieve a 95% confidence level and 10% relative precision. This was recognised as a very ambitious target.

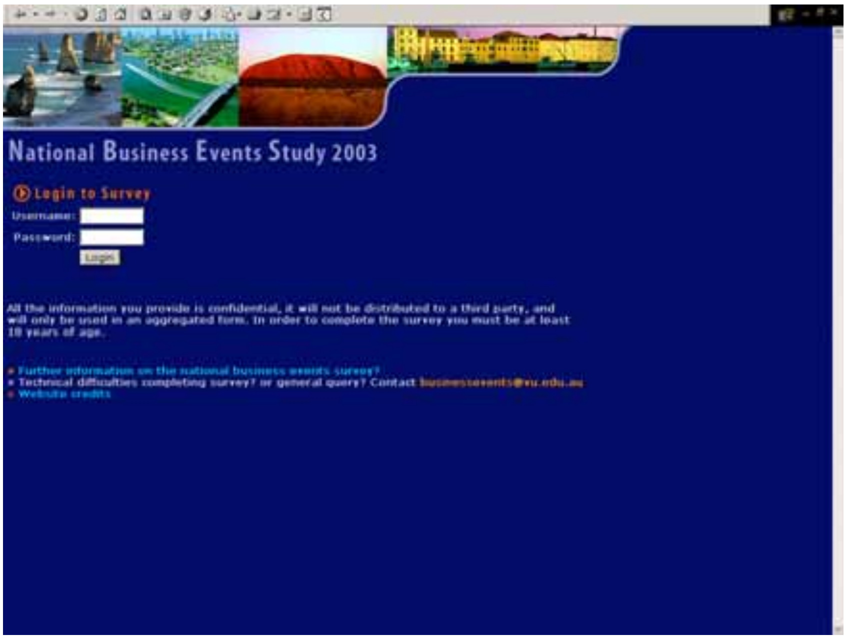
The event sample was selected by the STCRC researchers from event data bases provided by Convention Bureaux and supplemented by website searches. The aim was to cover the range of event types and sizes. A final total of 381 events were attended in order to collect responses from delegates. The events attended included meetings, conferences and trade exhibitions. The list of events is contained in Appendix C.

4.2.1 Data Collection

The steering committee proposed that the most efficient and cost effective means of disseminating the questionnaires and obtaining responses would be through a web-based survey, which contained a number of mandatory completion sections. The data collection process occurred in stages. Event organisers were approached in the first instance to obtain permission to access the event and to collect contact details from delegates. Many event organisers were not prepared to give permission for the study to include their event. For the events at which approval was given for the study to take place, email addresses were collected from delegates and an email was then sent to them containing the website address for the study and login details. Reminder emails were sent to delegates who had not completed the questionnaire within a couple of weeks. Where possible, event organisers were asked to obtain blanket consent from all delegates to use their database for distributing details of the study, rather than researchers having to attend the event and physically collect business cards, which was a very time consuming exercise. A small percentage of organisers did provide access to their delegate databases after receiving permission from delegates. When delegates completed the questionnaire, a thank you email was automatically sent through. This provided an acknowledgement to the respondent as well as a tracking mechanism to make sure that responses had not been lost.

An incentive to complete the questionnaire was offered by Qantas. The incentive enabled respondents to enter a draw for two business class return tickets to any Qantas destination in the world and this incentive appeared to increase the number of responses to the survey. Figure 4.1 shows the front page to the website, which contained a number of links explaining the study, the prize and a help function.

Figure 4.1: NBES website



4.3 Response Patterns

The final useable sample of delegate responses was 6,668 coming from 215 events. Of these, about 29% were from internationals, nearly 39% from interstate, 12% from intrastate, and 20% were locals. This information is presented in Table 4.1. Each category, however, had sample sizes large enough to provide accurate estimates of average expenditure. That is, none of the Relative Standard Errors exceeded 10%.

Table 4.1: Origin of respondents (unweighted file)

	Number	**%**
International	1,905	28.6
Interstate	2,594	38.9
Intrastate	808	12.1
Local	1,361	20.4
Total	**6,668**	**100.0**

4.4 Weighting of Data

The delegate file was weighted up to reflect the relevant proportions of a range of strata in the population of meeting and conference delegates. The strata were based on region

of origin (or residence), type of event, and duration of event. Further information with regard to the process for weighting the delegate file can be found in Appendix D. The total number of meeting and conference delegates identified was 19,888,305.

4.5 Profile of delegates

4.5.1 Delegate Occupations

Delegates were asked to provide information on their occupations. As shown in Table 4.2, the delegates attending meetings and conferences came from a range of occupations, with the most common group being business managers or administrators (30.5%). This category was followed by students (13.5%) and government employees (11.5%). Table 4.2 indicates that responses were obtained from delegates employed in a wide range of areas and were not skewed to any particular type of delegate.

Table 4.2: Occupations of delegates

	Number	**%**
Business Mgt and administration	6,069,798	30.5
Student *	2,688,685	13.5
Professional	2,355,472	11.8
Government employee (not otherwise classified)	2,285,280	11.5
Education	1,815,608	9.1
Medical / Health	1,696,902	8.5
Researcher / Analyst / Scientist	1,230,683	6.2
Sales and marketing	471,863	2.4
Consultant (area not specified)	325,521	1.6
Information and Communication Technology	294,555	1.5
Agriculture/ forestry	177,435	0.9
Self employed / retired / home duties	173,060	0.9
Emergency services / armed forces	106,023	0.5
Manufacturing / Trade / Emergency services / Armed forces	29,882	0.2
Other	167,539	0.8
Total	**19,888,305**	**100**

** Students were typically postgraduates, most likely funded by their universities or sponsoring institutions*

4.5.2 Origin of Delegates

Of the almost 20 million meeting and conference delegates, approximately 1% were from overseas, 3.6% were from interstate, 8.5% from within the state, and 86.9% were from the event region. Table 4.3 presents these figures and the weighted frequencies. Since the weighting system was based on data from the International Visitor Survey and the National Visitor Survey, the estimates are highly consistent with these data sources. The estimate of international arrivals for business events used here is substantially higher than that reported by the Australian Bureau of Statistics in their Overseas Arrivals and Departures Survey. This is because it only asks visitors about their main purpose of visit, thus anyone who attended a business event as a secondary or subsequent purpose would not be counted in this survey.

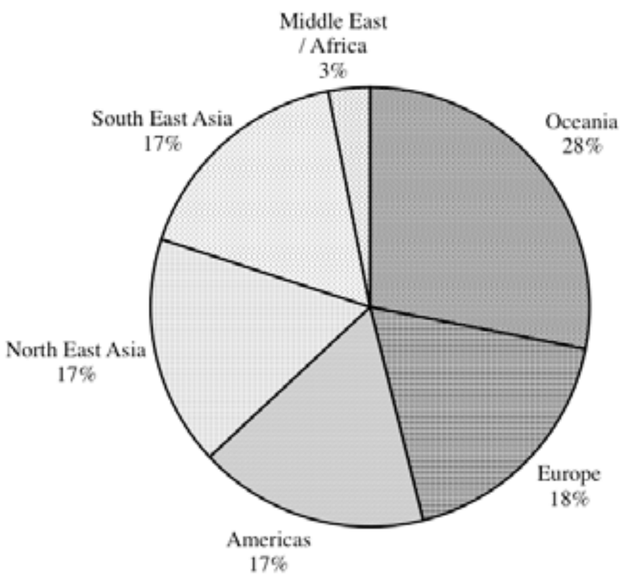
Table 4.3: Profile of delegates by origin

	Number	%
International	200,000	1.0
Interstate	715,745	3.6
Intrastate	1,699,255	8.5
Local	17,273,305	86.9

4.5.2.1 International Delegates

The international delegates were examined according to their region of origin, and the breakdown of delegates from these regions is reported in Figure 4.2. As illustrated in this figure, a large percentage of the international delegates came from the Oceania region (28%), followed by Europe (18%), North East Asia (17%) and the Americas (17%). The largest single country of origin was New Zealand, with over 50,000 delegates coming to Australia from across the Tasman. These figures are not dissimilar from those found in *Meetings Make their Mark,* although the percentage of delegates from Europe has decreased from 22%.

Figure 4.2: Origin of international delegates

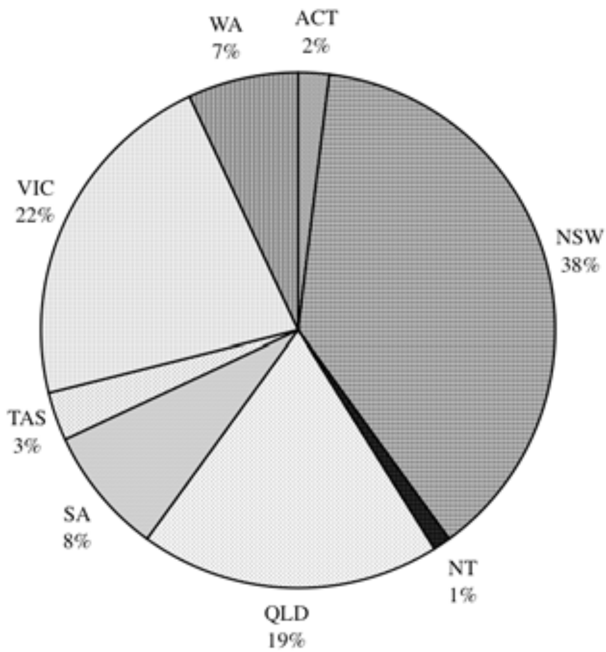


4.5.2.2 Domestic Delegates

An accurate breakdown of domestic delegates by state of origin was not possible from the delegate file because the weighting system was based only on key variables in an effort to keep errors rates as low as possible. A fuller discussion of the weighting system is presented in Appendix D. However, it was possible to derive a state breakdown from the 2003 National Visitor Survey as shown in Figure 4.3. This includes

both interstate and intrastate delegates. It can be seen in Figure 4.3 that a large percentage of conference delegates came from NSW (38%), while the smallest percentage of delegates came from the Northern Territory (0.4%).

Figure 4.3: Origin of domestic delegates

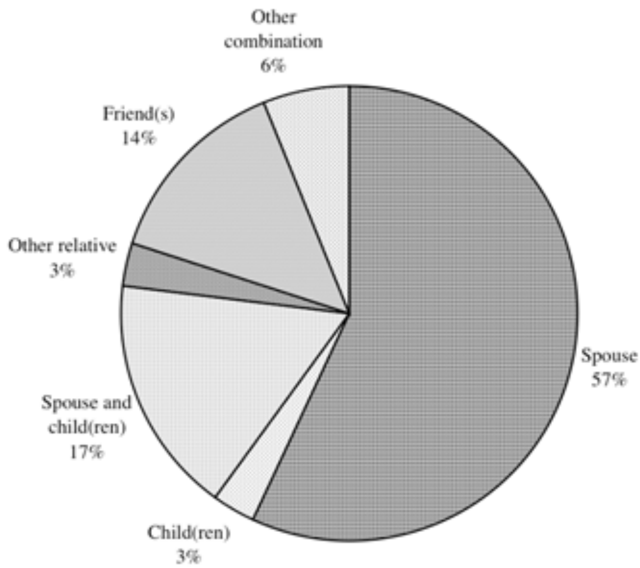


4.5.3 Accompanying People

Only 3.1% of all delegates brought accompanying people with them to the event, but this varied substantially with place of origin of the delegate. Internationals had the highest incidence of bringing others with them (25.7%), followed by interstate (16.1%) and intrastate (4.7%) delegates. This results in an estimated total number of 1.04 million accompanying people.

Across all delegates, the average number of accompanying people was only 0.05, but the average amongst those who brought an accompanying person is 1.4. As shown in Figure 4.4 below, this was most often a spouse, but a number of respondents also travelled with friends, children and other combinations of categories.

Figure 4.4: Accompanying people by type



4.5.4 Type of accommodation

The vast majority of delegates overall (89%) stayed at home while attending the event. This is because of the predominance of locals attending business events. When the analysis is split by region of origin, it is clear that tourists are most likely to stay in hotels / motels, with internationals more likely to do so than domestic tourists. Table 4.4 presents this information.

Table 4.4: Accommodation by type and origin of respondent

	International %	Interstate %	Intrastate %	Local %	Overall %
Stayed At Home	0.0	17.9	21.6	99.8	89.2
Hotel / Motel	80.2	61.3	24.3	0.1	5.2
Home Of Friend Or Relative	5.3	8.9	28.9	0.1	2.9
Serviced Apartments	7.3	8.9	12.2	0.0	1.4
Other	7.3	3.0	13.0	0.0	1.3

Very few international delegates tended to choose budget accommodation when attending conferences, with most of the internationals staying in deluxe, meaning 4-4.5 star accommodation (41.0%) or standard accommodation, being 3-3.5 star in quality (30.3%). As Table 4.5 illustrates, the majority of the interstate and intrastate delegates, however, stayed in deluxe accommodation, 58.2% and 57.3% respectively.

Table 4.5: Hotel and motel accommodation by origin of respondent

	International %	Interstate %	Intrastate %	Overall %
Luxury	21.6	14.8	11.1	14.1
Deluxe	41.0	58.2	57.3	55.3
Standard	30.3	23.6	27.5	26.2
Budget	7.1	3.4	4.1	4.3

It is interesting to note that, although booking accommodation through the conference organiser was the preferred means for all groups of delegates, the internet was well used by international delegates (16.4%) presumably because of the cost effectiveness of the internet. On the other hand, interstate (22.3%) and intrastate (22.9%) delegates were more likely to use direct contact with the hotels, perhaps as a means of obtaining a more attract room tariff. Table 4.6 provides these results.

Table 4.6: Method of booking accommodation by origin of delegate

	International %	Interstate %	Intrastate %	Overall %
Through Conference Organiser	53.6	47.5	36.6	43.1
Through Travel Agent	15.1	6.8	3.7	6.4
Directly With Hotel	11.5	22.3	22.9	21.1
Through The Internet	16.4	12.0	13.3	13.3
Other	3.4	11.4	23.4	16.1

4.5.5 Duration of Stay

The duration of stay for delegates at meetings and conferences is presented in Table 4.7. The average number of nights stayed for the event by international delegates was 5.2 and the total number of nights away from home was found to be 10.9. This figure would suggest that delegates are spending less time away from home when compared to the number of nights found in *Meetings Make their Mark* (11.1 nights). Intrastate delegates were also found to have a lower number of nights away for the event (1.4) compared to in *Meetings Make their Mark* (3.9).

Table 4.7: Average duration of stay by origin of delegate

	Nights in city for event	Additional nights in city	Total nights in city	Additional night in other regions	Total nights in Australia / away from home
International	5.2	2.1	7.3	3.6	10.9
Interstate	2.3	0.9	3.2	0.4	3.6
Intrastate	0.9	0.4	1.3	0.1	1.4

4.5.6 Additional Nights and Pre or Post Touring

About 10% of visitors for business events (not including locals) undertook a pre or post event trip in another region. Again, this varied substantially by place of origin of the

delegate with 46% of internationals taking a pre or post event tour and 13% of interstate delegates. However, only 4% of intrastate delegates took this opportunity. Overall, the average duration of these tours was 5.2 nights, but this varied with place of origin of the delegate; international delegates toured for an average of 7.6 nights, interstate delegates for 4 nights, and intrastate delegates for 3.2 nights. The total additional nights stayed were 1.5 million, with the most popular cities being Melbourne (17%), Sydney (15%) and Cairns (11%) (see Table 4.8).

Table 4.8: Additional nights stayed

	Number of nights	%
Melbourne	260,486	17.2
Sydney	234,769	15.5
Cairns	167,977	11.1
Brisbane	125,101	8.3
Perth	73,355	4.8
Gold Coast	71,025	4.7
Adelaide	64,381	4.3
Canberra	51,397	3.4
Tasmania	34,084	2.3
Ayers Rock	33,034	2.2
Other	397,305	26.3
Total additional nights	**1,512,914**	**100**

Table 4.9 shows the pre and post touring broken down by event host state. It shows that delegates did not necessarily stay in the same state to undertake their pre and post tours. For example, 20% of the additional nights generated by delegates who attended an event in New South Wales were in Cairns and 30% of the pre and post touring undertaken by delegates attending an event in Western Australia was in Melbourne.

Table 4.9: Additional nights broken down by event host state

		EVENT LOCATION							
		ACT %	**NSW %**	**NT %**	**QLD %**	**SA %**	**TAS %**	**VIC %**	**WA %**
PRE & POST TOURING DESTINATION	Gold Coast	0	5	2	13	3	0	3	1
	Sydney	27	17	10	16	26	5	16	7
	Melbourne	11	11	8	11	13	15	32	30
	Adelaide	0	3	1	3	8	0	4	12
	Cairns	0	20	15	9	0	0	10	1
	Perth	1	4	7	2	4	1	5	12
	Tasmania	0	1	0	0	1	63	2	0
	Canberra	1	6	2	2	2	0	4	2
	Ayers Rock	3	4	2	0	0	0	2	0
	Brisbane	6	9	4	15	2	3	5	6
	Other	50	19	48	28	41	12	17	29

4.5.7 International Delegates

The final section of the delegate questionnaire was completed only by international delegates. The first question asked about the main purpose of visit as disclosed on the incoming passenger card. As would be expected, the majority indicated that they had marked conference / convention as their main purpose of visit. However, more than 15% marked business, and over 5% marked holiday as their main purpose of visit (see Table 4.10).

Table 4.10: International delegate arrival responses

	Number	%
Conference / convention	144,005	74.9
Business	29,933	15.6
Holiday	10,625	5.5
Education	4,050	2.1
Visiting friends and relatives	2,773	1.4
Employment	236	0.1
Exhibition	236	0.1
Other	355	0.2

International delegates were then asked about the airline on which they travelled. Table 4.11 shows that over 30% of respondents travelled with Qantas, with an additional 11.5% having completed part of their journey with Qantas. Air New Zealand was another popular choice (9.2%), no doubt because a large proportion of international respondents came from Oceania (28%). United Airlines was the next most popular airline with 8.9% of respondents.

Table 4.11: Airlines used by international respondents

	Number	%
Qantas	57,953	30.1
Part of trip flying Qantas	22,194	11.5
Air New Zealand	17,739	9.2
United	17,144	8.9
Singapore	14,778	7.7
Malaysia	8,218	4.3
Emirates	6,012	3.1
Thai	5,405	2.8
Air Canada	5,125	2.7
Lauda Air	4,734	2.5
Cathay Pacific	3,045	1.6
British Airways	2,659	1.4
JAL	2,068	1.1
Lufthansa	650	0.3
Other	24,549	12.8

As shown below, the vast majority of respondents travelled economy class, with about 14% flying business class and less than 1% travelling first class. This breakdown is presented in Figure 4.5.

Figure 4.5: Type of air travel by international delegates

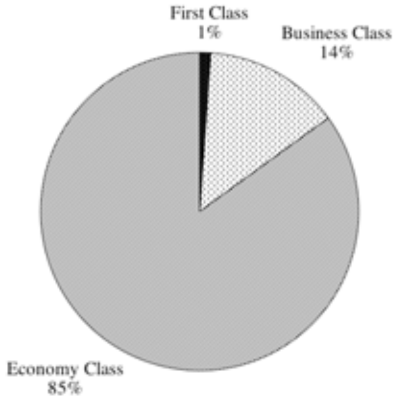


Table 4.12 shows that the majority of international delegates booked their flights through a travel agent; however, over 11% booked directly with the airline and 10% booked over the internet. The low percentage of international respondents booking their flights through the conference organisers (2.8%) suggests delegates are able to obtain better prices or more convenient flights by booking direct or through a travel agent. This may be an area for further investigation for organisers when providing packages for conference delegates.

Table 4.12: Method of airline booking by international delegates

	Number	%
Through Travel Agent	141,941	73.8
Directly With Airline	21,363	11.1
Through The Internet	19,263	10.0
Through Conference Organiser	5,453	2.8
Other	4,253	2.2

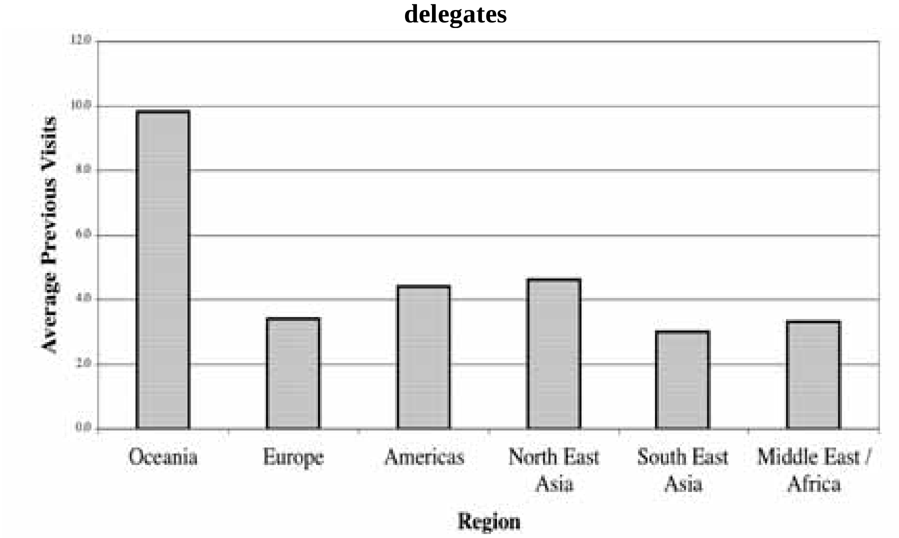
International delegates were asked about the factors that influenced their choice of airline and, as shown below, the most influential factor was whether the flight represented the most direct route to Australia. Also important to the decision making of the international delegates were low fares and the reputation of the airline. Loyalty programs appeared to play a small role in the choice of carrier, although this may have been a factor for the category of "No choice (was booked for you)" without the delegate being aware. Table 4.13 presents the findings for this question.

Table 4.13: Factors influencing the choice of airline international delegates

	1 Low Influence %	2 %	3 %	4 %	5 High Influence %	Mean
Most direct flight/route	10.8	4.9	15.1	17.7	51.6	3.9
Lower fares	9.5	7.1	20.9	16.8	45.7	3.8
Reputation of airline	13.8	7.2	26.6	26.8	25.6	3.4
Loyalty program	32.5	4.9	13.4	14.6	34.6	3.1
No choice (was booked for you)	48.1	5.8	12.7	6.9	26.5	2.6
Airline club	51.9	7.6	12.6	9.3	18.5	2.4
Official airline	53.2	8.6	13.7	8.6	15.9	2.3
Part of a package	57.3	8.2	15.2	7.6	11.8	2.1

Amongst the international respondents, 54.1% had visited Australia prior to attending this event. The overall average number of previous visits was 3.6 for international respondents. This is a much higher number than was expected and was influenced by the high number of delegates from New Zealand. For the international respondents who had visited Australia previously, their average number of prior visits was 6.7. This varied substantially depending on the region of origin. As shown in Figure 4.6 below, respondents from Oceania had had an average of 9.7 previous visits.

Figure 4.6: Average number of previous visits to Australia by international delegates



Of those who had visited previously, 41.3% had done so for a conference, while 58.7% had visited previously for other purposes. As shown in Table 4.14, when asked about the likelihood of their return within two years, nearly 60% of respondents indicated it to be likely or very likely that they would return for either business or a holiday within the next two years.

Table 4.14: Likelihood of repeat visitation and business

	Very Unlikely %	Unlikely %	Undecided/ Don't Know %	Likely %	Very Likely %	Mean
Likelihood of Returning For Business Within 2 Years	6.4	8.6	28.8	22.8	33.4	3.7
Likelihood of Returning For Holiday Within 2 Years	5.8	11.4	25.2	28.0	29.5	3.6

4.6 Yield Enhancement

This section investigates the opportunities for the business events sector to boost the number of delegates attending meetings and conferences and to enhance yield in the sector. In particular, respondents were asked their motives for attending the meetings and conferences and their levels of satisfaction with both the event and the event host destination.

4.6.1 Motive

Delegates were asked to rate a list of motives in terms of the level of influence they had on motivating their attendance at the event. The most highly influential motive was the content of the program followed by networking opportunities, location and accessibility, as shown in Table 4.15. The opportunity to visit a new place was not a strong motive (presumably because of the large number of local delegates) but neither was the opportunity to return to a previously visited destination. These findings are consistent with previous research into the motives for attending conferences (see, for example, Davidson and Shaw, 2000). The need for a safe and secure destination was not rated as an important motive, which was somewhat surprising given that the data were collected after the September 11 tragedy in 2001. However, this is also likely to be due to the fact that there were so many local delegates.

Table 4.15: Influences on delegate motivation to attend a conference

	1 Low influence %	2 %	3 %	4 %	5 High influence %	Mean rating
Business/education content of the conference program	1.6	1.8	16.0	29.7	50.9	4.3
Networking/business opportunities	3.3	5.5	19.9	31.4	39.9	4.0
Location of conference	18.2	6.5	20.0	17.2	38.0	3.5
Accessibility of the destination	22.0	7.5	20.6	19.3	30.6	3.3
Directed by employer to attend	35.1	12.4	19.3	11.0	22.2	2.7
Exhibition	34.0	15.1	23.5	15.4	12.0	2.6
Social program of the conference	32.9	21.7	17.0	17.0	11.3	2.5
Because I attend this conference every year	43.8	8.2	18.1	12.4	17.5	2.5
Safety and security of the destination	43.3	10.4	21.6	8.9	15.7	2.4
Previously visited the destination	53.3	9.6	14.3	8.7	14.1	2.2
Opportunity to visit a new town/city	82.5	4.5	7.4	2.3	3.3	1.4

When these ratings are compared by place of origin of the delegate, slight differences can be observed. For example, the opportunity to visit a new town or city is relatively influential for international delegates (4th most influential factor), while it is the least influential factor for each of the other groups. Local and intrastate delegates were most likely to be influenced by accessibility. In this analysis, unlike those findings presented in the previous table, international delegates rated the influence of safety much higher than their domestic counterparts. Table 4.16 presents these findings.

Table 4.16: Influences on delegate motivation to attend a conference by origin of respondent

	International	Interstate	Intrastate	Local
Business/education content of the conference program	4.5	4.5	4.4	4.2
Networking/business opportunities	3.9	4.1	4.1	4.0
Location of conference	3.6	3.1	3.2	3.6
Opportunity to visit a new town/city	3.2	1.9	1.5	1.3
Safety and security of the destination	3.0	2.3	2.2	2.5
Accessibility of the destination	2.7	2.7	3.1	3.3
Social program of the conference	2.5	2.1	2.6	2.5
Exhibition	2.4	2.3	2.3	2.6
Directed by employer to attend	2.4	2.8	2.7	2.7
Because I attend this conference every year	2.3	2.6	2.5	2.5
Previously visited the destination	2.1	2.1	2.0	2.2

4.6.2 Satisfaction

A subsequent question asked the respondents to rate their levels of satisfaction with various aspects of the conference destination. The findings from this question are presented in Table 4.17. Whilst satisfaction was generally quite high overall, the issues of accessibility to the city/town (4.3), the cleanliness of the destination (4.4), the friendliness of the staff (4.3) and the safety and security of the destinations (4.3) provided the highest average levels of satisfaction for the delegates. As satisfaction levels often tend to be overstated, it is often the less satisfactory items that are of most interest. In this case, the opening hours of shops and the range and quality of shops that were the components found to be less satisfactory.

Table 4.17: Components of satisfaction at conferences

	1 Very Dissatisfied %	2 %	3 %	4 %	5 Very Satisfied %	Mean
Cleanliness of destination	0.3	0.3	4.7	49.8	44.9	4.4
Accessibility to city/town	0.7	1.2	13.3	36.1	48.6	4.3
Safety and security of destination	0.2	0.2	11.8	44.7	43.0	4.3
Friendliness of service staff	0.8	0.7	7.0	59.3	32.1	4.2
Tolerance of other cultures	0.4	0.3	21.0	43.9	34.4	4.1
Range and quality of restaurants	2.0	1.4	15.0	53.0	28.6	4.0
Range of accommodation	0.7	0.9	34.4	40.7	23.3	3.9
Quality of accommodation	0.6	1.6	27.1	45.1	25.5	3.9
Availability of tourist information	1.2	1.4	30.8	39.7	26.9	3.9
Transportation costs (excluding airfares)	0.8	6.3	21.6	48.2	23.1	3.9
Attractions and entertainment	0.5	3.3	21.2	53.5	21.6	3.9
Range and quality of shops	1.0	1.9	30.8	48.0	18.3	3.8
Opening hours of shops	1.2	8.7	28.4	52.1	9.6	3.6

Table 4.18 shows that for international respondents, the safety and security and cleanliness of the destination provided equally high levels of satisfaction. There were a number of similarities between the mean levels of satisfaction of the international respondents and interstate respondents.

Table 4.18: Levels of satisfaction by origin of respondent

	International	Interstate	Intrastate	Local
Safety and security of destination	4.5	4.3	4.1	4.3
Cleanliness of destination	4.5	4.2	4.2	4.4
Friendliness of service staff	4.4	4.2	4.0	4.2
Accessibility to city/town	4.3	4.4	4.1	4.3
Range of accommodation	4.2	4.1	3.9	3.8
Quality of accommodation	4.2	4.2	3.9	3.9
Tolerance of other cultures	4.2	4.0	3.9	4.1
Availability of tourist information	4.2	4.0	3.8	3.9
Range and quality of restaurants	4.1	4.1	3.9	4.1
Range and quality of shops	3.9	3.8	3.6	3.8
Attractions and entertainment	3.9	3.9	3.7	4.0

Questions were also asked about overall satisfaction with the events and the likelihood that delegates would recommend the event host destination to colleagues as a good conference or business destination (Table 4.19). Over 93% of delegates stated that they were likely or very likely to recommend the destination for future business events and over 86% of the respondents stated they were satisfied or very satisfied with the destination as a holiday destination.

Table 4.19: Likelihood of Recommending Behaviour

How likely are you to recommend this town/city as a conference business/destination to colleagues?					
Very unlikely %	**Unlikely %**	**Undecided %**	**Likely %**	**Very likely %**	**Mean**
1.0	1.3	4.6	37.2	55.9	4.5
How satisfied were you overall, with this city/town as a holiday destination? (City/town residents should indicate their perceptions of the city/town as a tourist destination)					
Very unsatisfied %	**Unsatisfied %**	**Undecided %**	**Satisfied %**	**Very satisfied %**	**Mean**
0.4	1.8	11.4	40.5	45.9	4.3

Box 4.1: Respondent Satisfaction and Dissatisfaction with the Destination

Respondents were asked to provide qualitative answers to the following question which asked about their perceptions of the destination:

Is there any particular reason why you rated this city/town this way?

Respondents frequently replied that the destination was extremely beautiful with good climate, many attractions, great restaurants and shopping facilities. There were also many comments relating to the clean fresh air, the natural beauty of the destination and the friendliness of the people. Other descriptors included ‘vibrant’, ‘modern’, ‘safe’ and ‘relaxed but orderly atmosphere’. Many of the local respondents expressed pride in their

city/town and were keen to showcase it to international and interstate visitors. However, some respondents stated that the conference schedule was so busy that they had little time to explore the destination.

Respondents were also asked to justify their rating if they were dissatisfied with the destination:

If you were dissatisfied with any aspect of the conference destination, could you please explain why?

A range of reasons was provided for levels of dissatisfaction. One of the most frequently mentioned reasons was the early closing hours of restaurants and shops. Among the other reasons were the level of service provided, the lack of friendliness from local people, expensive accommodation and the expense of getting to Australia.

4.7 Delegate Expenditure

This part of the chapter focuses on the expenditure by the delegates who attended Australian meetings and conferences in 2003. In particular, this section provides information on:

- Mean Total Expenditure
- Mean Daily Expenditure
- International Visitor Expenditure By Type Of Event

4.7.1 Total Delegate Expenditure

The estimate of the mean total delegate expenditure included a number of items that were considered part of a delegate's normal expenses when attending a meeting or conference. The information presented in Table 4.20 provides the mean total expenditure by delegate origin. This information relates to total trip expenditure by all delegates (and accompanying persons) who attended meetings and conferences in 2003. As illustrated in Table 4.20, the mean total international delegate expenditure was $3,526, for interstate delegates, the expenditure was $2,019, intrastate delegates spent $892, and local delegates spent $430. The overall total trip expenditure for all delegates was $558.

Table 4.20: Mean total trip expenditure

	International $	Interstate $	Intrastate $	Local $	Overall $
Conference registration	842.84	700.36	533.56	344.50	378.47
Accommodation	1,025.78	375.84	123.98	0.43	34.80
Shopping	457.78	170.68	68.41	8.53	24.00
Local Ground Transport	165.54	84.41	30.51	35.25	37.93
Restaurants and cafes	372.51	147.98	60.72	24.62	35.65
Airfares within Australia	337.83	460.23	58.11	4.21	28.58
Theatres/cinemas	89.45	30.55	7.46	4.01	6.12
Tours	194.97	30.64	2.79	2.28	5.28
Other	39.54	18.67	6.89	6.56	7.36
Total	**3,526.25**	**2,019.36**	**892.42**	**430.40**	**558.19**

Evaluations of the mean daily expenditure of delegates were made according to the origins of the delegates. As shown in Table 4.21, the overall average daily expenditure was $205. The average daily expenditure of international delegates, however, was $554. This compares favourably to the daily expenditure of international delegates ($400) found in *Meetings Make their Mark*. It is interesting to note that interstate delegates provided a slightly higher expenditure level with an average figure of $557. The main reason for this was that domestic airfares were counted in the expenditure for domestic business event delegates while international airfares were not included.

Table 4.21: Mean daily expenditure

	International $	**Interstate $**	**Intrastate $**	**Local $**	**Overall $**
Conference registration	141.02	208.67	212.83	145.74	153.69
Accommodation	158.79	94.16	38.67	0.23	8.49
Shopping	73.37	46.04	26.32	3.41	7.60
Local Ground Transport	25.00	21.83	10.69	11.42	11.87
Restaurants and cafes	55.62	38.46	19.96	7.93	10.54
Airfares within Australia	53.56	128.20	19.64	1.71	8.32
Theatres/cinemas	12.29	6.99	2.00	1.13	1.53
Tours	27.12	6.78	0.64	0.61	1.10
Other	7.46	5.38	2.77	2.00	2.25
Total	**554.23**	**556.52**	**333.51**	**174.20**	**205.39**

It is of interest to further examine international visitors and variations in expenditure within various sub sectors of the business events delegate market. As shown in Table 4.22, international delegates spent more on government events than other types of events.

Table 4.22: International visitor expenditure by type of event

	Association $	**Corporate $**	**Government $**
Conference registration	128.93	135.17	199.58
Accommodation	156.71	156.83	171.34
Shopping	71.83	63.89	103.40
Local Ground Transport	23.19	27.07	26.17
Restaurants and cafes	58.99	49.30	59.92
Airfares within Australia	48.71	59.73	54.97
Theatres/cinemas	13.57	10.20	13.10
Tours	34.70	18.22	22.93
Other	8.29	4.37	12.47
Total	**544.91**	**524.79**	**663.87**

As shown in Table 4.23, some differences can be observed in the expenditure of international delegates from different regions. Delegates from the Americas have the highest average daily expenditures, while those from Oceania and South East Asia have the lowest. The greatest variation was in the touring expenditure with delegates from Oceania and South East Asia having relatively low expenditures in this category. They are probably less inclined to tour because of their closer proximity to Australia and the likelihood that they have toured Australia before.

Table 4.23: International expenditure broken into regions

	Oceania $	Europe $	Americas $	North East Asia $	South East Asia $	Middle East/Africa $
Registration	163.58	123.61	128.18	140.67	139.07	124.39
Accommodation	136.44	155.70	181.17	131.10	116.45	151.37
Shopping	73.22	64.41	73.74	91.71	88.60	74.97
Local Ground Transport	24.86	21.02	22.91	30.55	28.24	24.39
Restaurants and cafes	47.59	54.17	72.76	51.05	44.48	44.16
Airfares within Australia	26.23	46.65	64.56	39.38	29.80	73.54
Theatres/cinemas	9.09	13.29	16.90	11.41	8.74	9.36
Tours	5.72	38.54	41.81	26.43	20.04	39.94
Other	2.00	11.50	7.98	3.73	14.30	3.07
Total	**488.73**	**528.89**	**610.02**	**526.03**	**489.72**	**545.18**

4.7.2 Additional Expenditure on Pre and Post Touring and International Airfares

In addition to the direct event related expenditure, international and domestic overnight delegates participated in pre and post event touring, which resulted in further expenditure related to business event tourism. Also, a proportion of international delegates flew with Qantas Airlines (which is Australian owned) and this brought additional money into the economy.

On average, international delegates stayed an additional 3.6 nights in regions other than the event region (additional nights in the event city were counted as part of event related expenditure). Domestic overnight delegates spent an average of 0.4 additional nights in other regions.

Expenditure estimates for these additional nights were derived from the IVS and NVS data for 2003 (see Table 4.24). These estimates are for short stay visitors (up to two weeks). Non zero means were used for accommodation and food. In the international estimates, the mean for airfares is also a non zero mean because these additional nights were spent in a region other that the event region.

Table 4.24: Estimated daily pre and post touring expenditures

	International	Domestic Overnight
Accommodation	$92.97	$101.43
Shopping	$69.80	$20.05
Local ground transport	$13.21	$28.95
Restaurants and cafes	$39.89	$57.17
Airfares within Australia	$35.62	$19.39
Entertainment	$4.12	$4.82
Tours	$10.58	$0.39
Total	**$266.19**	**$232.21**

An estimate of international airfares was made using a weighted average airfare based on the proportions of delegates from each region and an average discount economy airfare from the main hub in each region as shown below as shown in Table 4.25. This yields an estimated average airfare of around $1500. As shown in Table 4.11, 30.1% (57,953 delegates) flew solely with Qantas, and an additional 11.5% (22,194 delegates) flew part of their journey with Qantas. Half of the expenditure by sole Qantas passengers, and one quarter of the expenditure by passengers using Qantas for part of their trip has been included as expenditure on airfares in Australia.

Table 4.25: Estimated average international airfare

Region	Hub	Proportion of internationals from each region %	Average Discount Economy return airfare $
Oceania	Auckland	28	770
Europe	London	18	1,852
Americas	Los Angeles	17	2,465
North East Asia	Tokyo	17	1,751
South East Asia	Singapore	17	969
Middle East/Africa	Johannesburg	3	2,935

4.8 High Yield Meeting and Conference Delegates

This section provides some descriptive statistics on expenditure with the aim of identifying the characteristics of high and low yield delegates. This analysis was undertaken on the unweighted data because it aims to understand the characteristics of specific types of respondents rather than to make conclusions about the population as a whole. Only non-locals were included in the analysis, as it is of greater interest to understand the expenditure patterns of tourists bringing new money into a region. The retention of locals in this analysis would have clouded investigation of the travel behaviour variables.

Average expenditure per day in the delegate sample ranged from less than $10 a day to over $4500 a day. In an effort to further examine the profiles of delegates with different expenditure patterns, the respondents were categorised into one of three groups based on their average daily expenditure. Low yield delegates were defined as respondents who spent less than $250 a day, high yield were defined as those who spent more than $750 a day, and medium yield included all delegates who spent $250-$750 a day. The low, medium and high yield groupings contained 18%, 63%, and 19% of total delegates respectively. As shown in Table 4.26, there are substantial differences in the

dollar amounts spent by each category; however, the proportions spent on various items are fairly similar.

Table 4.26: Average daily expenditures by yield

	Low yield		Medium yield		High yield	
	$	**%**	**$**	**%**	**$**	**%**
Registration	61.22	35.4	143.95	30.8	343.93	31.5
Accommodation	40.48	23.4	126.70	27.1	232.23	21.3
Shopping	16.14	9.3	40.78	8.7	107.80	9.9
Local Ground Transport	9.64	5.6	21.23	4.5	32.25	3.0
Restaurants and cafes	17.05	9.9	40.78	8.7	82.96	7.6
Airfares within Australia	20.34	11.8	73.06	15.6	213.03	19.5
Theatres/cinemas	3.25	1.9	7.66	1.6	16.21	1.5
Tours	2.93	1.7	9.92	2.1	43.40	4.0
Other	1.78	1.0	3.33	0.7	18.99	1.7
Total	**172.82**		**467.40**		**1,090.80**	

To profile the groups, a series of Chi Square Cross tabulation analyses was conducted exploring the relationships between average daily expenditure and demographic and travel behaviour characteristics. A number of strong relationships were observed. See Appendix E for an explanation of this technique.

As shown in Table 4.27, there was a clear relationship between yield and place of origin. International and interstate delegates were more likely to be high yield, while intrastate were more likely to be low yield.

In terms of occupation, professional, administration and business management, government employees, consultants, and people who worked in sales and marketing were more likely than expected to have high average daily expenditures. Students and those who were self employed, retired or primarily concerned with home duties, tended to be low yield delegates. This is understandable given that many of these delegates would be meeting their own costs, and where students were funded by their educational institutions, this would likely be at a relatively low level.

Another clear relationship is observed between length of stay and yield, with shorter stays being associated with higher average daily expenditures and longer stays being associated with lower daily expenditures. Delegates who brought accompanying people were understandably more likely to have higher daily expenditures than those who did not. Also, as would be expected, high yield delegates were more likely to have stayed in hotels, while those who stayed with friends and family or in other forms of accommodation were more likely to be low yield. Other forms of accommodation for low yield delegates included backpackers hostels, university college student accommodation, camping, and similar lower costs facilities.

Similarly, the rating of the accommodation is highly related to yield, with those staying in luxury accommodation more likely to be high yield and low yield delegates more likely to use standard or budget accommodation.

Finally, it can also be seen that delegates who visited an additional destination for a pre or post event tour, were more likely to be high yield. This is associated with the fact that internationals and interstate delegates were most likely to engage in such touring, and their average daily expenditures were higher than intrastate delegates.

Table 4.27: Relationships between yield and delegate characteristics

Variable		**Low Yield %**	**Medium Yield %**	**High Yield %**
Place of origin $\chi^2_{(6)} = 173.9$, $p<0.05$	International	15.4 ↓	64.4	20.2
	Interstate	14.5 ↓	64.2	21.3 ↑
	Intrastate	33.5↑	54.7 ↑	11.8 ↑
Occupations $\chi^2_{(28)} = 559.9$, $p<0.05$	Education	17.5	69.3 ↑	13.2 ↑
	Professional	13.5 ↑	56.2	30.4 ↑
	Administration and Business Management	11.5 ↑	62.0	26.4 ↑
	Student	49.9 ↑	47.5 ↑	2.6 ↑
	Researcher / Analyst / Scientist	19.6	66.8	13.6 ↑
	Medical / Health	12.1 ↑	65.5	22.4
	Government employee	11.3 ↑	62.9	25.8 ↑
	Information and Communications Technology	18.0	58.0	24.0
	Consultant	10.3	55.1	34.6 ↑
	Sales and Marketing	8.7 ↑	60.5	30.8 ↑
	Trade / Manufacturing	22.2	61.1	16.7
	Emergency services / armed forces	11.3	67.9	20.8
	Agriculture/ Forestry	27.3	61.4	11.4
	Self employed/Retired/Home duties	53.5 ↑	44.2	2.3 ↑
	Other	21.4	71.4	7.1
Length of stay $\chi^2_{(4)} = 395.5$, $p<0.05$	1-3 nights	12.8 ↑	55.2 ↑	32.0 ↑
	4-5 nights	9.0 ↑	71.0 ↑	20.0
	6 or more nights	25.7 ↑	62.8	11.5 ↑
Accompanying people $\chi^2_{(2)} = 122.2$, $p<0.05$	Yes	10.3 ↑	60.9	28.8 ↑
	No	20.0 ↑	63.4	16.6 ↑
Type of accommodation $\chi^2_{(6)} = 811.8$, $p<0.05$	Hotel / motel	10.3 ↑	66.6 ↑	23.1 ↑
	Serviced apartments	16.4	67.5	16.1
	Home of friend or relative	54.7 ↑	41.2 ↑	4.2 ↑
	Other	47.8 ↑	44.7 ↑	7.5 ↑
Standard of accommodation $\chi^2_{(6)} = 179.8$, $p<0.05$	Luxury	4.5 ↑	63.4	32.1 ↑
	Deluxe	9.5 ↑	65.4	25.1 ↑
	Standard	14.6 ↑	70.4	15.0 ↑
	Budget	25.8 ↑	64.8	9.4 ↑
Additional destinations? $\chi^2_{(2)} = 74.6$, $p<0.05$	Yes	13.7 ↑	60.3	26.0 ↑
	No	19.5 ↑	63.9	16.6 ↑

↑ *denotes significantly higher than expected at* $\alpha = 0.05$

↓ *denotes significantly lower than expected at* $\alpha = 0.05$

Comparisons between the yield groups in terms of their motivations and satisfaction were made using One Way ANOVA. An explanation of this technique can be found in Appendix E.

As shown in Table 4.28, high yield visitors were slightly less motivated by the business and educational content of the conference, and the accessibility of the destination. They were less likely to have been directed by their employer to attend the conference.

High yield delegates were more likely to be attracted by the opportunity to visit a new city, the safety and security if the destination, and because they attend the conference every year.

Table 4.28: Mean motivation scores by yield

	Low yield (a)	Medium yield (b)	High yield (c)
Business/education content of the conference program	4.6_{c}	4.5_{c}	4.4_{ab}
Social program of the conference	2.4	2.3	2.3
Exhibition	2.3_{c}	2.3_{c}	2.5_{ab}
Networking/business opportunities	3.9	4.0	4.0
Location of conference	3.3	3.2	3.2
Opportunity to visit a new town/city	2.3_{bc}	2.5_{a}	2.5_{a}
Accessibility of the destination	2.9_{bc}	2.7_{ac}	2.5_{ab}
Safety and security of the destination	2.5_{bc}	2.6_{a}	2.7_{a}
Previously visited the destination	2.1	2.1	2.0
Directed by employer to attend	2.5_{c}	2.4_{c}	2.2_{ab}
Because I attend this conference every year	2.3_{bc}	2.5_{a}	2.6_{a}

Subscripts denote a significant difference from the group with the associated letter at α = 0.05.

High yield delegates were slightly more likely to be satisfied with some aspects of the destination city such as range and quality of accommodation, range and quality of shops, friendliness of service staff, and the safety and security of the destination (see Table 4.29). They were slightly less satisfied with local transportation costs.

Table 4.29: Mean satisfaction scores by yield

	Low yield (a)	Medium yield (b)	High yield (c)
Accessibility to city/town	4.4	4.4	4.3
Range of accommodation	4.1_{bc}	4.2_{a}	4.3_{a}
Quality of accommodation	4.0_{bc}	4.2_{a}	4.3_{a}
Safety and security of destination	4.3_{bc}	4.4_{a}	4.4_{a}
Tolerance of other cultures	4.1	4.2	4.1
Range and quality of restaurants	4.2	4.1	4.2
Cleanliness of destination	4.3	4.4	4.4
Availability of tourist information	4.1	4.1	4.2
Range and quality of shops	3.9	3.9_{c}	4.0_{b}
Transportation costs (excluding airfares)	3.8_{c}	3.8	3.7_{a}
Attractions and entertainment	4.0	4.0	4.0
Friendliness of service staff	4.2_{c}	4.2_{c}	4.3_{ab}
Opening hours of shops	3.7	3.7	3.7

Subscripts denote a significant difference from the group with the associated letter at α =0.05.

4.9 Summary

This chapter has examined the expenditure and attitudes of meeting and conference delegates. In summary, the chapter presented the following key findings:

- The origin of the delegates was:
  - Local: 87%
  - Intrastate: 9%
  - Interstate: 4%
  - International: 1%
- The largest group of international delegates came from the Oceania region (28%), followed by Europe (18%).
- Of those respondents who stayed in hotel or motel accommodation, the following proportions were found:
  - Luxury: 14%
  - Deluxe: 56%
  - Standard: 26%
  - Budget: 4%
- The average number of nights stayed in the host city for a business event by international respondents was 5.2 and the total number of nights in Australia was 10.9. Interstate respondents stayed away from home, on average, 3.6 nights while average intrastate stays were 1.4 nights.
- About 10% of visitors to events (not including locals) undertook a pre-or post event trip to another region. Of the international respondents, 46% took a pre-or post event trip with 13% of interstate respondents taking additional trips.
- The total number of additional nights stayed because of business events was 1.51 million
- The greatest influence on all respondents to attend a conference was the business or educational content of the conference program (mean of 4.3 on a five-point Likert scale). For international respondents, this motivation was even higher (mean 4.5).
- The opportunity to network was the second main motivation to attend a conference.
- Satisfaction with the conferences was high overall. Items that provided the highest levels of satisfaction were the cleanliness of the destination (4.4), accessibility to city/town (4.3), the safety and security of the destination (4.3) and the friendliness of the staff (4.3).
- The item that provided the highest level of satisfaction for international respondents was the safety and security of the destination (mean 4.5 on a five-point Likert scale).
- Approximately 93% of respondents stated they would recommend the destination for future business events.
- Over 86% of delegates were also satisfied with the host city as a holiday destination.
- The majority (75%) of international respondents indicated that they had marked conference/ convention as the main purpose for their visit, although 11% marked business and nearly 5% marked holiday as their main purpose.
- Qantas was used by 42% of international respondents for all or part of their trip.
- The majority of international respondents travelled economy class with 14% flying business class and 1% travelling first class.
- The main method of booking flights was through a travel agent (74%).

- The factor that most influenced the choice of airline was that it provided the most direct flight to the conference destination (52%)
- Of the international respondents, 46% had not visited Australia prior to the business event at which they were surveyed.
- Of those who had visited previously, the average was 6.7 previous visits.
- After weighting the responses to the total population, an estimated 63,000 business event attendees would likely return in the next two years and over 98,000 would be very likely to return.
- On average, each delegate spent $558 within Australia, although this varied substantially according to the type of delegate:
    - Local $430
    - Intrastate $892
    - Interstate $2,019
    - International $3,526
- On average, delegates spent $205 per day when attending a meeting or conference. It is interesting to note that interstate delegates ($557) spent slightly more than international delegates ($554). This is largely attributable to the fact that international airfares were not included while intrastate airfares were.
    - Local: $174
    - Intrastate: $333
    - Interstate: $557
    - International: $554
- International delegates attending government meetings or conferences, on average, tended to spend more than those at either association or corporate conferences.
    - Association: $545
    - Corporate: $524
    - Government: $664
- The profile of high yield delegates tended to be international or interstate delegates on shorter stays at the event destination. High yield delegates were more likely to be attracted to a new city and were slightly more likely to be satisfied with some aspects of the destination such as the range and quality of accommodation and shops, the friendliness of service staff and the safety and security of the destination.

Chapter 5

Meeting and Conference Organisers

This chapter examines meeting and conference organisers in detail. It examines the characteristics of meetings and conferences, the planning timelines used, the influence of a range of factors in the decision to stage an event at a particular destination and overall satisfaction with host destinations. The final section analyses the expenditure profiles of meeting and conference organisers. The definition for meeting and conference organisers is provided below.

Box 5.0: Definitions
Meeting or conference organiser: Any person, agent or business that has hosted a conference, convention or meeting of more than 15 persons at a hired venue.
Conferences: For the purpose of this study, conferences are defined as business events with a registration fee.
Meetings: Events without a registration fee.

5.1 Instrument Design

In order to obtain a detailed understanding of the planning cycles, influences on decision making, and income and expenditure profiles of meeting and conference organisers, the equivalent survey instrument used in *Meetings Make their Mark* (1999) was used as the basis for a self-complete survey instrument for this study. As decision influences were not part of the earlier study, a series of questions to assess the importance of a range of decision influences was added. The self-complete questionnaire shown in Appendix B was used to obtain data from meeting and conference organisers.

- The meeting and conference organiser questionnaire examined the following issues:
  - Section A: Background information. This required information on the type of organiser, the planning time, the frequency of the meeting or conference, and the size of the event.
  - Section B: Expenditure.
  - Section C: Decision-making. This section required information on factors that influenced the choice of destination.

5.2 Sampling

Although there are lists of Professional Conference Organisers (PCOs), many meetings and conferences are organised by non-PCOs, most of whom do not appear on any published list. As a consequence, it was decided to adopt a similar approach to that which was used for the delegate survey. That is, when a meeting or conference was identified for inclusion in the delegate survey, the organiser of the event was also invited to participate in this study. Each organiser was invited in writing with a follow-up telephone call to encourage response.

5.3 Weighting of Data

The meeting and conference organiser file was weighted by event organiser type (association, corporate or government), duration (single day or multi day) and whether the event was a conference or a meeting (that is, whether delegates paid a registration fee or the whole cost of the event was borne by the organiser). It was important to make this distinction in the later stage of modelling the economic contribution of the sector because in the case of conferences, it was assumed that the registrations paid by delegates would cover the costs of organising the event. Thus, it would be double counting to also include organisation costs of conferences. However, in the case of meetings, where no fee is paid by delegates to attend, the organisation costs must be included as part of the contribution estimates.

5.4 Response

Although many organisers agreed to support the study prior to their event being staged, it proved quite difficult to obtain completed questionnaires from them after the event when the necessary information had been compiled. This was generally a function of the fact that organisers shift their focus to the next event once an event concludes and often do not have the time to dwell on a past event. Despite this, completed questionnaires were received from 161 conference organisers.

5.5 Planning and Frequency

Only 10% of these events were organised by a professional conference organiser (PCO) with the remaining 90% having been organised by another person, presumably someone who is employed by the host organisation (or potentially a volunteer in the case of association events). It can be seen in Table 5.1 that the destination for hosting the conference was generally chosen within 12 months (68.9%) and over 61% started the actual planning of the event within 6 months of the event taking place.

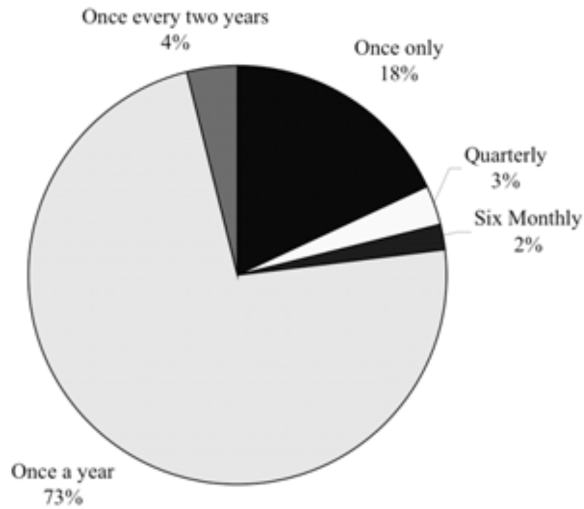
Table 5.1: Advanced planning for meetings and conferences

	Start planning the event %	Select city/town to host the event %
Less than 6 months in advance	61.6	20.5
6-12 months in advance	30.1	48.4
12-24 months in advance	7.0	25.9
More than 24 months in advance	1.2	5.2

5.6 Meeting and Conference Characteristics

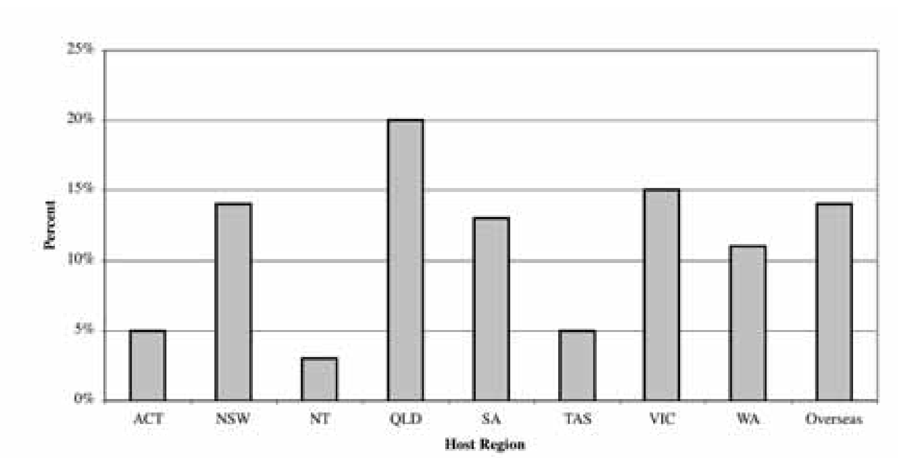
Based on the results of the meeting and conference organiser survey, 77% of all meetings and conferences were single day events. The average duration of all meetings and conferences was 1.2 days and for the multi-day events alone, the average duration was 2.8 days. By far the majority of these meetings and conferences were annually recurring events, with about 18% being once only events, and a small percentage occurring more or less than once a year. Figure 5.1 presents this information in a pie-chart.

Figure 5.1: Frequency of events



Of the events due to be held again (that is excluding once only events), 77.2% of these had already selected the host region for the next event and a wide array of destinations was mentioned, as shown in Figure 5.2.

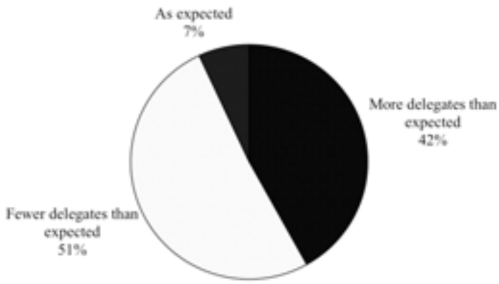
Figure 5.2: Host region for the next event



Respondents were then asked about the number of delegates expected to attend the event and the number that actually attended. As shown in Figure 5.3, about half of the events did not achieve expected numbers with the average shortfall being 36 delegates. About 42% of events exceeded expectations with the average number of additional delegates being 30.

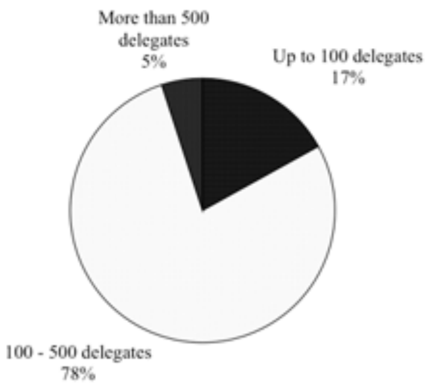
Organisers who indicated that there were fewer delegates attending their event than expected were asked to provide a reason for this. Whilst a variety of reasons were presented, the two reasons mentioned most often were 'lack of interest in the topic' and 'insufficient marketing'.

Figure 5.3: Attendance expectation and actual attendance at meetings and conferences



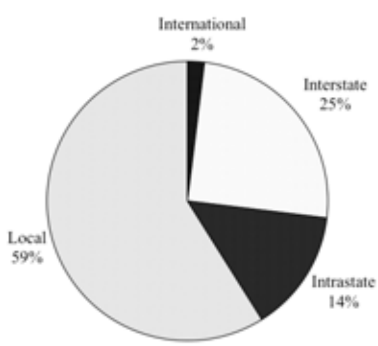
As previously mentioned, the respondents to this survey tended to be organisers of larger than average events with the overall mean event size of 196 as compared with an average meeting / conference size of 70 derived from the venue survey. Figure 5.4 provides the proportion of the sizes of meetings and conferences.

Figure 5.4: Meeting and conference size



The responses also over-represent business event tourists as opposed to locals attending business events. This is to be expected given the over-representation of larger events in the database, as it seems logical that larger events would have a greater capacity to attract non-locals than smaller events (Figure 5.5).

Figure 5.5: Origin of attendees



5.7 Influences on Destination Choice

Meeting and conference organisers were asked about the level of influence of a range of issues on the decision to host the event at the particular destination. As shown in Table 5.2, the suitability of the venue was rated as the most influential factor. Having a strong local host associated with the meeting or conference organisation was also seen as having influence above the midpoint of the scale, as was the range of venues in the city. All other factors that were presented to organisers had average ratings below the midpoint of the 5-point Likert scale. Given the increased media attention that has been given to the issue of security, it was interesting to note that safety and security was rated as the least important influence on the destination choice decision of all issues listed.

Table 5.2: Influences on Destination Choice

	1 Low influence %	2 %	3 %	4 %	5 High influence %	Mean
Suitability of venue	0.1	1.5	20.0	8.9	69.5	4.5
Strong local host related to organisation within the city/town	24.8	0.4	5.5	10.3	59.0	3.8
Range and standard of venues in city/town	21.7	1.1	5.7	34.1	37.4	3.6
Previous event held in this city/town	25.6	3.5	6.7	28.5	35.7	3.5
Air access	4.4	0.5	68.0	12.9	14.2	3.3
Large local market base for host organisation to draw	23.0	4.0	27.6	34.8	10.6	3.1
Access to public transport	27.6	4.8	14.8	46.4	6.3	3.0
Range and standard of accommodation in city/town	22.7	3.3	46.5	19.2	8.3	2.8
Support of local convention/tourist bureau	8.0	29.0	52.3	4.3	6.4	2.7
Cosmopolitan nature of the destination	25.4	5.6	55.7	10.2	3.2	2.6
Referrals from associates	23.5	10.5	55.8	5.7	4.5	2.6
Range of social activities in city/town	22.8	7.4	53.7	9.0	7.0	2.6
Climate	29.9	4.5	52.5	7.9	5.3	2.5
Safety and security of city/town	32.7	7.5	47.9	6.3	5.6	2.4

5.8 Destination Knowledge

Meeting and conference organisers were asked whether they actively sought to update their knowledge on the range of products and services that destinations offer that would enhance their ability to host business events. Only 21.7% of the sample responded in the affirmative to this question. It was interesting to note, however, that 53.3% of the

Professional Conference Organisers in the sample indicated that they endeavour to keep abreast of products and services offered in the various destinations.

Table 5.3 provides a breakdown of the information sources used by meeting and conference organisers on products and services offered in various destinations. It can be seen that convention bureaux and trade magazines are very important information sources for organisers.

Table 5.3: Information sources for destination knowledge

Information source	%
Convention bureaux	57.1
Trade magazines	50.9
Websites	36.5
Venue finding services	20.3
Trade shows	18.4
Professional conference organisers	6.4

5.9 Overall Satisfaction

Finally, meeting and conference organisers were asked to indicate their overall satisfaction levels with the host city or town as a business event destination, and the likelihood that they would recommend this destination to other organisers. As seen in Table 5.4, almost all organisers were satisfied with the destination and very likely to recommend it to other organisers.

Table 5.4: Overall satisfaction and recommending behaviour

Overall satisfaction with this city as an event destination					
Very Unsatisfied %	**Unsatisfied %**	**Undecided %**	**Satisfied %**	**Very Satisfied %**	**Mean**
0	0.9	1.8	69.6	27.2	4.2
Likelihood of recommending this city to other event organisers					
Very Unlikely %	**Unlikely %**	**Undecided %**	**Likely %**	**Very Likely %**	**Mean**
1.0	1.5	0.9	8.0	88.7	4.8

5.10 Expenditure Profile of Meeting and Conference Organisers

As shown in Table 5.5, the average expenditure per event reported by conference organisers was in excess of $46,000. Given the convenience sample method used to include organisers in the sample where there tended to be more publicity surrounding larger events and the organisers for these events tended to be easier to contact, the sample would tend to over represent larger events. Thus, some care is needed in the use of this number.

To facilitate comparison of events of different lengths and with varying numbers of delegates, an average expenditure per delegate per day was calculated as approximately

$130. Over $50 a day was spent on each delegate for food and beverage (on and off-site). Other substantial components included venue hire, equipment and production costs, and the expenses associated with keynote speakers.

Table 5.5: Mean expenditure of meeting and conference organisers

	Mean total expenditure $	Mean expenditure per delegate per event $	Mean expenditure per delegate per day $
Venue hire	5,156.03	21.40	16.64
Food and Beverage on-site	12,175.94	58.94	47.82
Food and Beverage off-site	6,630.97	13.05	4.36
Equipment/production/technical costs	9,618.41	33.01	28.80
Administration/PCO fees	2,197.25	5.39	7.52
Advertising and promotion of event	1,813.31	4.36	5.27
Keynote speaker and other sponsored attendees (all expenses)	3,244.41	13.13	10.38
Other expenditure (phone/fax)	5,242.32	19.88	8.90
Insurance	138.58	0.78	0.32
Total	**46,217.22**	**169.95**	**130.01**

In the data file, it was possible to compare the cost structures of conferences with meetings and it was interesting to note the differences. Meetings appear to require greater equipment and production expenditure, while more is spent on administration for conferences. Presumably, these are largely absorbed by the host organisation in the case of meetings. Not surprisingly, more is spent on advertising for conferences, an expense not often necessary for meetings. More is spent on keynote speakers for conferences than for meetings as shown in Table 5.6.

Table 5.6: Expenditure differences between meetings and conferences

	Meeting $	Conference $
Venue hire	18.37	12.07
Food and Beverage on-site	47.08	49.77
Food and Beverage off-site	4.64	3.63
Equipment/production/technical costs	36.45	8.72
Administration/PCO fees	2.29	21.27
Advertising and promotion of event	1.74	14.53
Keynote speaker and other sponsored attendees (all expenses)	4.95	24.66
Other expenditure (phone/fax)	7.89	11.55
Insurance	0.35	0.23
Total	**123.76**	**146.43**

The costs of staging a meeting / conference appeared to vary somewhat by state. However, the standard errors associated with these regional breakdowns are quite high and thus the figures in Table 5.7 are listed for indicative purposes only.

Table 5.7: Expenditure breakdown by region

	ACT $	NSW $	NT $	QLD $	SA $	VIC $	WA $
Venue hire	19.20	9.85	16.23	11.18	18.13	17.96	16.32
Food and Beverage on-site	24.77	39.62	41.46	57.71	47.39	45.98	47.14
Food and Beverage off-site	26.82	1.77	51.13	12.00	0.67	1.33	2.50
Equipment/production/technical costs	32.17	6.73	16.10	29.13	49.12	4.34	9.71
Administration/PCO fees	2.40	4.39	13.66	10.79	2.05	12.65	13.51
Advertising and promotion of event	1.52	3.50	10.62	5.89	2.11	5.49	16.44
Keynote speaker and other sponsored attendees (all expenses)	3.25	29.83	13.04	26.14	2.77	10.00	16.21
Other expenditure (phone/fax)	26.18	5.66	17.47	35.90	2.04	3.49	7.07
Insurance	0.52	0.35	1.28	1.31	0.04	0.08	0.34
Total	**136.83**	**101.70**	**180.99**	**190.06**	**124.32**	**101.31**	**129.23**

5.11 Mix of Meetings and Conferences

The survey of venues, as discussed in Chapter 3 provided the basis for the estimated number of business events being staged in 2003 being 316,371. This number can be further categorised as shown in Table 5.8. As the survey instrument used to collect data from the venues did not ask venues to split single and multi day exhibition business, an assumption had to be made in this area. Industry experts suggested that the vast majority of exhibitions run for more than a single day, and thus it was assumed that all exhibitions were multi day events as shown in Table 5.8.

Table 5.8: Breakdown by event duration and type

	Single or part day events	Multi day events	Total
Association	53,783	10,220	64,003
Corporate	113,894	38,904	152,798
Government	50,620	16,814	67,434
Exhibitions	0	32,136	32,136
Total	**218,297**	**98,074**	**316,371**

Information regarding these meetings and conferences was collected from 161 conference organisers. However, the average delegates per event as identified in the venue survey across all events is only 90, and once exhibitions are removed, this mean comes down to 70 delegates per meeting / conference. The mean number of delegates per event in the weighted conference organiser file is 196, which suggests that these conference organisers are not fully representative of all the meetings and conferences reported by the venues. This is not surprising given the convenience sample method used to include organisers in the sample where there tended to be more publicity

surrounding larger events and the organisers for these events tended to be easier to contact. Smaller meetings and conferences would likely be under-represented in the sample. For meetings, therefore, it is assumed that the average size is 70 as derived from the venue survey, rather than the higher number derived from the organiser file.

An additional problem is that there is no breakdown between meetings (without a registration fee) and conferences (with a registration fee). This is important because while the costs of staging a conference have already been counted through the sum of registration fees paid by delegates, the cost of staging meetings has not been taken into account. This expenditure on meetings, contributed by the host organisation, needs to be estimated and added to the overall contribution of the business events sector.

As no breakdown between meetings and conferences was included in the venue survey, the breakdown was estimated via consultation with highly experienced venue managers who know the sector well. As a result of these consultations, the following premises were agreed upon:

- Association events always charge a registration fee (and are therefore conferences using the NBES definition)
- Approximately 90% of government events do not charge a registration fee (and are therefore defined as meetings). The remaining 10% have been defined as conferences.
- Approximately 95% of corporate events do not charge a registration fee (and are defined as meetings). The remaining 5% are defined as conferences.

As a result of these assumptions, the breakdown between meetings and events is presented in Table 5.9.

Table 5.9: Breakdown of meetings and conferences by type and duration

Host	**Type**	**Single or part day events**	***Sub-total***	**Multi day events**	***Sub-total***	**TOTAL**
Association	Conference	53,783	*53,783*	10,220	*10,220*	64,003
Corporate	Meetings	108,199		36,959		
	Conferences	5,695	*113,894*	1,945	*38,904*	152,798
Government	Meetings	45,558		15,133		
	Conferences	5,062	*50,620*	1,681	*16,814*	67,434

Thus, 205,849 of the events have been classified as meetings and 78,386 events are considered to be conferences.

5.12 Conference Organiser Revenues

As shown in Table 5.10, the mean total revenue across all events was about $20,000, which is substantially lower than the mean total expenditure, but this varies by type of event. Meetings (that is business events that do not charge registration fees) had a mean revenue of about $4000 while conferences appeared to generate over $50,000 revenue on average.

Table 5.10: Conference organiser revenues

	Mean total revenue $	Mean total revenue for meetings $	Mean total revenues for conferences $
Registration fees from delegates to conference and workshop	12,522	0	38,828
Sponsorship	5,473	4,245	8,052
Registration fees from exhibitors (or net income from exhibition)	1,688	0	5,234
Contributions	355	0	1,101
Social events (eg. official dinners, reception, etc)	160	0	496
Financial support	84	0	260
Advertising	20	0	63
Other	97	0	303
Total	**20,401**	**4,245**	**54,341**

When expenditure is subtracted from revenue, the mean result for meetings is a deficit of nearly $51,000, and a mean surplus for conferences of $10,000.

To facilitate comparison, the average revenue per delegate per day was calculated for each event type. It is interesting to note that the mean daily registration revenue per delegate of $149 is very close to the average daily delegate expenditure on registration of $154 taken from the delegate file as shown in Table 5.11.

Table 5.11: Average revenue per meeting and conference delegate

	Meeting $	Conference $
Registration fees from delegates to conference and workshop	0.00	148.86
Registration fees from exhibitors (or net income from exhibition)	0.00	18.33
Sponsorship	20.96	17.15
Advertising	0.00	0.16
Contributions	0.00	9.01
Financial support	0.00	1.65
Social events (eg. official dinners, reception, etc)	0.00	0.68
Other	0.00	0.68
Total	**20.96**	**196.52**

5.13 Summary

This chapter has examined the role of meeting and conference organisers. The key findings were:

- 10% of organisers described themselves as Professional Conference Organisers, with the remaining 90% presumably being employees or members of the host organisation.
- Just over 77% of meetings and conferences were single day events.

- The average duration for meetings and conferences overall was 1.2 days and the average duration for the multi-day events was 2.8 days.
- Nearly 73% of meetings and events occurred annually at least.
- According to organisers, the key factors affecting their choice of destination to host the event was ‘suitability of the venue’ and the presence of a ‘strong local association’.
- Overall satisfaction with the host destinations was very high as was the likelihood that the destinations would be recommended to other organisers as being suitable for business events.
- The average organiser expenditure per meeting or conference was $46,000 which equates to $170 per delegate per event and $130 per delegate per event per day.
- The average revenue per event was $20,400 which resulted in an estimated mean loss of $51,000 for meetings and a mean profit of $10,000 for conferences.
- Meetings accounted for 72% of the meetings and conferences held during the survey period with the remaining 28% being conferences.

Chapter 6

The Exhibition Sector

This chapter examines the exhibition sector and, in particular, presents the findings from data collected from trade visitors, exhibition organisers and exhibitors. All components of the exhibition sector were asked to provide expenditure information as well as details on their planning and decision making processes. For each of these components, there was a separate questionnaire that can be found in Appendix B. The definitions used for each of these components are as follows:

Box 6.0: Definitions

Exhibitions: An event that brings together suppliers of products, equipment, and services in an environment where they can display their products and services.

Trade exhibition: Specific industry trade exhibitions where attendees are there by invitation only.

Trade visitor: Any person attending an exhibition for purposes relating to their employment or business

Exhibitor: Any person or organisation that utilises display space at a meeting or exhibition for the purpose of selling goods or services, or promoting their products, services or organisation.

Exhibition organiser: Any person, agent or business that has hosted an exhibition of more than 15 persons at a hired venue.

6.1 Instrument Design

The questionnaires were developed in conjunction with the Exhibition and Event Association of Australasia (EEAA). There were three questionnaires for this component of the study and the key elements of these questionnaires are outlined below. The questionnaires are contained in Appendix B.

- The exhibition organiser questionnaire examined the following issues:
    - *Background information (Section A):* This required information on the type of organiser, the planning time, the frequency of the exhibition, and the size of the exhibition.
    - *Expenditure (Section B).*
    - *Purchasing Influences (Section C)*: This section required information on factors that influenced the choice of destination.
- The exhibitor questionnaire examined the following issues:
    - *Background information (Section A)*: This required information on the number and quality of visitors and venues.
    - *Expenditure (Section B)*.
- The trade visitor questionnaire was very similar to the conference delegate questionnaire outlined in Chapter 4 and presented in Appendix B.

6.2 Sampling

The population for the exhibition sector was extracted from the information provided in the venue file that was discussed in Chapter 3. Data were collected from the various components of the exhibition sector using a range of methods. On advice from industry

experts, exhibition organisers were either mailed or faxed the survey instrument and a significant number of follow up calls were made to the organisers who had not responded. Obtaining data from the exhibitors was relatively easy in the sense that business cards were obtained from exhibitors and their email address used for sending through an on-line questionnaire. The environment of the exhibition made the collection of business cards from the exhibitors convenient in that the exhibitors were readily available at their stands. Care was taken, however, not to be intrusive during any business activity being conducted by the exhibitors. An alternative method to this was to distribute the questionnaire directly to the exhibitor at the exhibition and collect the completed questionnaires at the conclusion of the exhibitions. In some cases, the exhibition organiser agreed to collect business cards from the exhibitors, which greatly expedited the process. Business cards were also obtained from trade visitors so that they could later be sent an email with the web address for the online questionnaire and an invitation to participate in the study. The method followed here was similar to that used with meeting and conference delegates as discussed in Chapter 4.

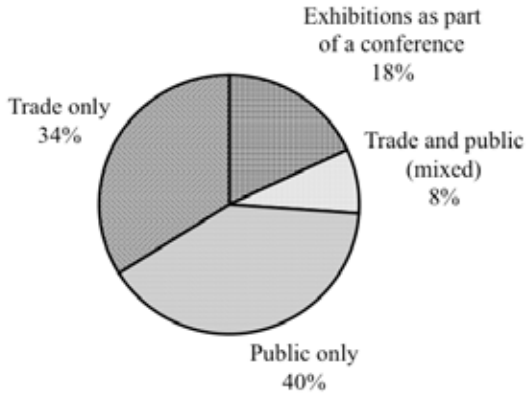
6.3 Weighting of Data

The venue file provided data to indicate that 32,136 exhibitions were staged in 2003. This figure is much higher than previous exhibition research would suggest. Clearly, the venues identified a large number of very small events that the exhibition sector would not normally consider to be part of its industry. The venue survey did not provide the breakdown between participants at meetings / conferences and exhibitions, so a number of industry experts were consulted for their best estimates of this ratio. There appeared to be consensus that approximately 30% of total participants would attend exhibitions and 70% would attend meetings and conferences. Based on this weighting, it was estimated that 8,523,560 visitors and exhibitors attended these 32,136 exhibitions. Overall, this yielded an average attendance of 265 people at each. Clearly, some exhibitions attract much larger attendance numbers than these, which reinforces the fact that there must have been many small exhibitions in the sample in order to reduce the mean attendance to such a low figure.

Two previous studies by the EEAA estimate much larger average exhibition sizes, namely, 13,884 in 1998 and 14,853 in 2002. However, these studies also identified a much smaller number of events, namely, 363 in 1998 and 263 in 2002. It must be assumed, therefore, that these surveys, which only included a small number of venues concentrating on exhibitions, identified the larger exhibitions within the market, and did not capture the smaller elements of the exhibition industry.

Similarly, the data collected from exhibition organisers in the National Business Events Study is likely to have under-represented the smaller sized exhibitions largely because small exhibitions are more likely to have been organised without professional assistance. In order to better understand the exhibition sector, it was important to attempt to separate out the large exhibitions from the smaller exhibitions in order to undertake a more comprehensive analysis. Based on the EEAA data, it has been assumed that about 300 large exhibitions would have been staged in 2003. The breakdown of exhibitions based on the types of visitors that attended was also drawn from the EEAA survey as shown in Figure 6.1.

Figure 6.1: Breakdown of exhibitions by type of visitors



Source: EEAA Exhibitor Survey, 2002: p.4

Therefore, it should be assumed that the exhibition organiser file does not adequately represent small exhibitions, and that the findings in this section relate to large exhibitions only. That is, the type of exhibition that the EEAA included in their studies. Thus, the file was weighted to reflect 300 large exhibitions; 102 trade only events, 24 trade and public events, 120 public only events, and 54 exhibitions as part of a conference. These number are based on the proportions presented in Figure 6.1. Public exhibitions and their visitors are included because they are an important sub-sector of exhibitions. Exhibitors attend these public events and their expenditure must be counted. However, none of the expenditure by public visitors has been counted and is therefore not included in the estimation of the economic contribution of business events.

Data collected in the NBES from exhibition organisers identified the mean attendance at large exhibitions as shown in Table 6.1. Trade only events yielded a mean total number of visitors to exhibitions of 12,206, whereas the combination of trade and public exhibitions yielded a mean total number of visitors of 24,864.

Table 6.1: Mean attendance by type of event and type of visitors

	Mean Trade Visitors	Mean Public Visitors	Mean Total Visitor	Mean Exhibitors
Trade only	12,206	0	12,206	528
Trade and Public	5,381	19,483	24,864	1,012
Public	0	26,501	26,501	493
Exhibit as part of conference	4,176	2,615	6,791	679

Using all of these assumptions, it was then possible to provide a total for the visitors at large events. No breakdown of visitors at small exhibitions was possible because the organisers of these events were not included in the organiser sample. Future research

should attempt to address this. The breakdown of visitors to large exhibitions is presented in Table 6.2.

Table 6.2: Visitors at large exhibitions

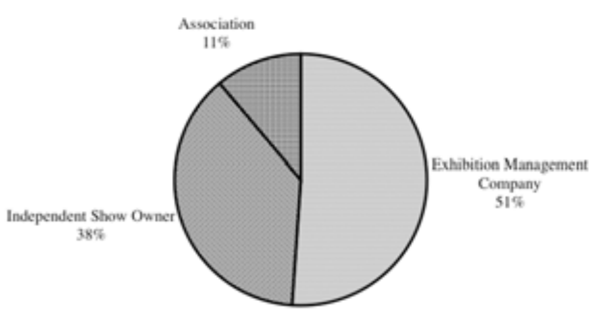
		No. Events	Total Trade Visitors	Total Public Visitors	Total Visitors	Total Exhibitors
Large exhibitions	Trade only	102	1,244,992	0	1,244,992	53,874
	Trade and Public	24	129,136	467,598	596,734	24,297
	Public	120	0	3,180,101	3,239,271	59,170
	Exhibit as part of conference	54	225,498	141,186	366,684	36,689
	TOTAL attendance at large events	300	1,599,625	3,788,885	5,388,510	174,029

6.4 Findings: Exhibition Organisers

6.4.1 Exhibition Planning

Amongst this sample of exhibitions, just over half (51%) were organised by an exhibition management company, while 38% were organised by an independent show owner, and 11% by an association. However, it should be noted that sometimes these roles overlap, with some management companies also owning shows. It is interesting to note that, in comparison to the research undertaken by EEAA in 1998, the percentage of association facilitated exhibitions (28%) had decreased to 11% by 2003. The NBES results are presented in Figure 6.2.

Figure 6.2: Exhibitions by organiser type



As shown in Table 6.3, for the majority of these exhibitions, the location was selected more than two years in advance of the event. Only 20% of events, however, commenced planning beyond this decision more than two years out. For most

exhibitions, major planning decisions commenced somewhere between one and two years before the event was staged.

Table 6.3: Advanced planning for exhibitions

	Start planning the exhibition %	Select city / town to stage exhibition %
6-12 months in advance	31.7	8.9
12-24 months in advance	48.2	38.2
More than 24 months in advance	20.1	52.9

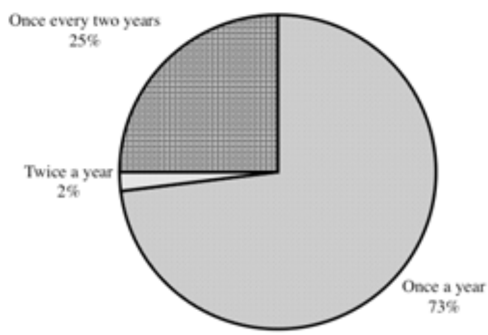
Table 6.4 illustrates that the most common length of these exhibitions was three days, with the shortest being one and a half days, and the longest being nine days. The mean length was also three days. EEAA (2002) found the average duration of exhibitions to be four days, suggesting a slight decrease in exhibition duration by 2003.

Table 6.4: Duration of exhibitions

Duration	% of events
1.5 days	16.5
2 days	16.0
2.5 days	5.0
3 days	29.3
3.5 days	7.1
4 days	21.9
5 days	2.0
9 days	2.4

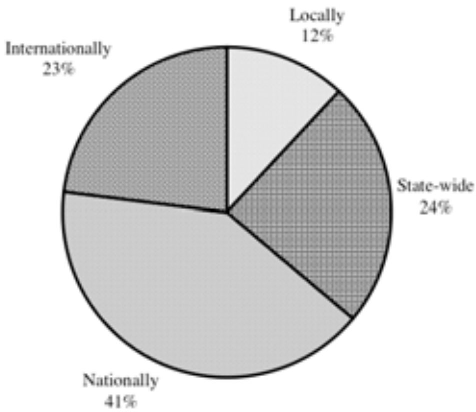
As shown in Figure 6.3, most exhibitions that were surveyed were annual events, with about a quarter being held every two years and a very small proportion (2%) being staged twice a year. There are also some triennial and quadrennial large exhibitions but none of these were picked up is this survey. It would appear that the number of biennial exhibitions has increased over time with only 8% being recorded in 2002 (EEAA, 2002).

Figure 6.3: Frequency of exhibitions



Most of these large exhibitions were advertised nationally (41%) as illustrated in Figure 6.4 although almost a quarter of the exhibitions were advertised using the international media.

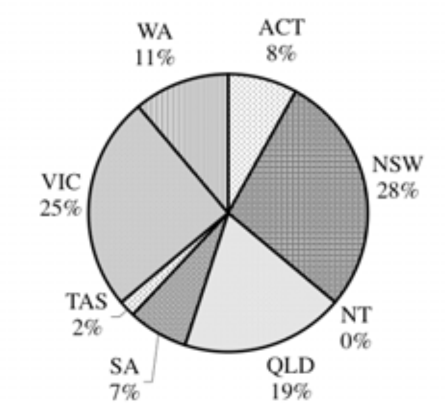
Figure 6.4: Promotion of exhibitions by location



6.4.2 Exhibition Business by State

In analysing the venue file further, it was possible to provide a breakdown of exhibitions by state and territory and these findings are shown in Figure 6.5. It can be seen that New South Wales, Victoria and Queensland handle the vast majority of exhibition business (72% in total). The study undertaken by EEAA (2002) found that New South Wales accounted for 36% of the market, suggesting that New South Wales' share of exhibition business has decreased.

Figure 6.5: Exhibition Business by State



6.4.3 Floor Space

As shown in Table 6.5, amongst these 300 large events, the majority sold between 2001 and 4,000 m^2 floor space, although a sizable proportion (over 20%) sold in excess on 10,000m^2. An estimate of total floor space sold can be made by multiplying the frequencies by the mid point of each category. (For the upper category a value of 10,000 m^2 was used, so the estimate is conservative). This produces an estimate of 1.42 million m^2 of floor space sold. In 2001, this was estimated at 1.26 million m^2 (EEAA, 2002).

Table 6.5: Floor space sold

	Number	**%**
500-1000 m^2	41	14
1001-2000 m^2	28	9
2001-4000 m^2	89	30
4001-6000 m^2	57	19
6001-8000 m^2	17	6
8001-10000m^2	6	2
Above 10000 m^2	62	21

As shown in Figure 6.1 earlier, only 18% of these events were identified as having an associated conference; however, 54% did include a seminar program on the exhibition floor.

6.4.4 Purchasing Influences

Exhibition organisers were asked about the factors which influenced their decisions to hold the exhibition in the particular destination. This was asked on a scale of one to five where one indicates low influence and five indicates high influence. As shown in Table 6.6, the most influential factor was that the destination constituted a relevant market for the exhibitors, followed by the availability of appropriate infrastructure. Referral by associates and the cosmopolitan nature of the destination were seen as having relatively low influence on the destination choice decision. A small proportion of organisers (4%) noted that the exhibition historically rotated amongst a number of destinations, thus no decision had to be made.

Table 6.6: Factors influencing exhibition destination choice

	Very Low influence %	Low influence %	Medium Influence %	High Influence %	Very High Influence %	Mean
Relevant market for exhibitors	2.8	0	0	27.8	69.4	4.6
Exhibition infrastructure	1.4	0	13.6	36.7	48.2	4.3
Availability of suitable facilities	1.5	0	21.4	27.7	49.4	4.2
Previous event held in this city/town	16.2	0	23.4	9.5	50.9	3.8
Travelling time to the city/town	15.5	1.6	23.0	32.9	27.0	3.5
Access to the destination	21.0	0	12.2	38.6	28.3	3.5
Availability of suitable accommodation	16.1	3.4	45.0	9.3	26.2	3.3
Destination appeal	29.3	1.6	8.5	45.2	15.4	3.2
Safety and security of city/town	23.6	3.1	34.1	14.2	25.0	3.1
Cosmopolitan nature of destination	31.7	0	29.7	14.7	23.8	3.0
Referral by associates	37.2	19.3	19.2	15.0	9.2	2.4

6.4.5 Yield Enhancement: Exhibition Organiser Satisfaction

Overall satisfaction with the destination as a place to host an exhibition was very high, as was the likelihood that these organisers would recommend the destination to others. These results are presented in Table 6.7. About 86% of organisers indicated that they were in a position to choose the destination for an event at some time in the future, and all of these indicated that they would be likely to choose the same destination again at some time.

Table 6.7: Overall satisfaction and recommending behaviour

Likelihood of recommending this city to other exhibition organisers					
Very Unlikely %	**Unlikely %**	**Undecided %**	**Likely %**	**Very Likely %**	**Mean**
0	0	14.8	46.8	38.4	4.2
Overall satisfaction with this city as an exhibition destination					
Very Unsatisfied %	**Unsatisfied %**	**Undecided %**	**Satisfied %**	**Very Satisfied %**	**Mean**
0	0	16.3	53.6	30.2	4.1

6.4.6 Reasons for Choosing the Destination

The questionnaire asked respondents to provide reasons for their answers on the levels of satisfaction and their likelihood of recommending the destination to other exhibition organisers. Those who expressed high levels of satisfaction listed the type of infrastructure at the destination, the proximity of their exhibition markets and the availability of attractions and facilities within the chosen city as the key reasons for their satisfaction. Those respondents who were less satisfied stated the lack of technology at the venue, the lack of conference space and the limited opportunity to expand the floor space were the key reasons for their lower levels of satisfaction. As

illustrated by Table 6.7, however, there was a high level of satisfaction with the destination and, therefore, the recommending behaviour was also high.

6.5 Expenditure

The expenditure by exhibition organisers is reported here for descriptive purposes. However, as in the case of conference organisers (see Section 5.3), it was assumed that the sales of floor space to exhibitors, and registrations paid by visitors would cover the costs of organising the event. Thus none of the exhibition organiser expenditure is included in final contribution estimates in Chapter 8.

The weighted exhibition organisers file (which reflects the 300 large exhibitions only), shows the mean expenditure by exhibition organisers to be $459,017 as shown in Table 6.8. In total, this would result in $137.7 million being spent in staging these large events. The EEAA study (1998) found that the average on-site costs in 1997 were $300,598, while in 1998 this had risen to $490,300.

Table 6.8: Exhibition organiser expenditure

	Mean expenditure $	**%**
Venue and associated charges (eg. carpet, cleaning, security, signs etc.)	155,867	34.0
Marketing (eg. advertising, promotion, internal etc)	106,861	23.3
Equipment hire (eg. stand construction costs etc)	58,333	12.7
Management fees	38,277	8.3
Administration charges	38,038	8.3
Registration	26,406	5.8
Insurance	8,338	1.8
Service charges	6,894	1.5
Catering	3,761	0.8
Accommodation for you and your staff	1,699	0.4
Airfares paid by your company for staff and others	1,088	0.2
Other expenditure (eg. phone, fax)	13,453	2.9
Total	**459,017**	**100**

6.5.1 Revenues

The analysis also estimated average revenue at $678,000 per large exhibition (see Table 6.9). Over the 300 large events, this was estimated to yield $203.4 million in revenue. The most recent comparison to this finding is provided by EEAA (1998) which estimated a total projected revenue for exhibition organisers of $150.2 million.

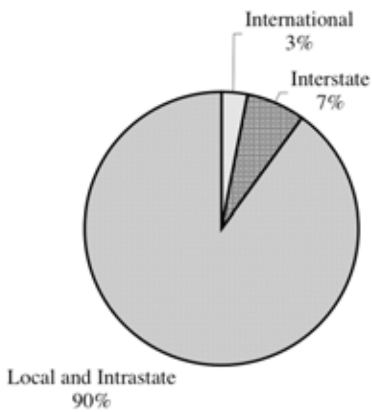
Table 6.9: Mean revenue of exhibition organisers

	Mean Revenues	**%**
Exhibition space sales	548,186	80.8
Sponsorship/admission income	117,884	17.4
Other	12,091	1.8
Total	**678,162**	**100**

6.6 Findings: Exhibitors

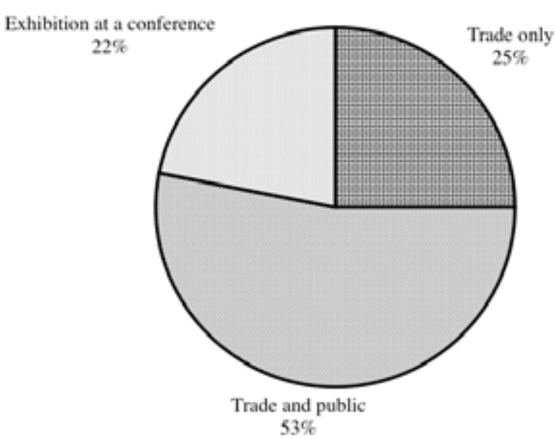
The survey of exhibitors yielded 843 usable responses from exhibitors at 52 different exhibitions. The average duration of these events was 3 days, and the vast majority of these exhibitions were staged in large venues. These valid exhibitor responses were weighted up by region of origin of the exhibitors to reflect the 255,707 exhibitors identified in the weighting system for the venue data (see Appendix D) and the percentages are provided in Figure 6.6.

Figure 6.6: Exhibitors by origin



As shown in Figure 6.7, about half of these exhibitors were at exhibitions that hosted trade and public visitors, while 25% were trade only, and 22% were exhibitions as part of a conference.

Figure 6.7: Breakdown of types of exhibitions



On average, these exhibitors had participated in five exhibitions in the past 12 months, which is consistent with the findings by EEAA (1998) of a mean of 4.8 exhibitions per year.

6.6.1 Yield Enhancement: Exhibitor Satisfaction

The exhibitors were asked to rate their levels of satisfaction with various components of the exhibition. As Table 6.10 shows, the highest average score for satisfaction was with the quality of the venue and the organiser at an average of 4.2 on a five point Likert Scale where '1' is 'very dissatisfied' and '5' is 'very satisfied'.

Table 6.10: Levels of satisfaction of exhibitors

	Very Dissatisfied 1 %	**2 %**	**3 %**	**4 %**	**Very Satisfied 5 %**	**Mean**
Satisfaction With Quality Of Organiser	0.8	3.8	10.3	44.7	40.4	4.2
Satisfaction With Quality Of Venue	0.5	3.9	9.1	45.2	41.3	4.2
Satisfaction With No Of Visitors	1.9	10.7	11.7	51.5	24.3	3.9
Satisfaction With Quality Of Visitors	1.9	6.1	17.1	53.0	21.9	3.9
Overall Satisfaction	2.3	6.2	11.7	57.9	21.9	3.9

Exhibitors were also asked to provide reasons for their response to the 'levels of satisfaction' question. These are summarised in Box 6.1.

Box 6.1: Reasons for Exhibitor Satisfaction and Dissatisfaction with the Exhibition

Satisfied Exhibitors

In analysing the qualitative data from this question, responses from those who were either "satisfied" or 'very satisfied' were separated and analysed. These responses represented 80% of those who answered the question. Many of the responses revolved around key words:

- Quality: visitors, other exhibitors, facilities, venue
- Number and quality of the leads
- High levels of organisation
- Professionalism
- Branding opportunity for exhibitor product

Interestingly, there were many comments that the exhibition they attended was better than in previous times or than other exhibitions. Many stated that they would be attending again the next time the exhibition was held. The level of organisation was an important factor for many, particularly the international exhibitors. The following comment is typical of these sentiments:

> 'Australian exhibitions are generally well organised and professionally run. [name of exhibition] falls into this category. Well organised. Well attended.'

Dissatisfied Exhibitors

Although the analysis for the dissatisfied exhibitors was conducted on those who chose ‘1’ meaning very dissatisfied or ‘2’ meaning dissatisfied, it was useful to note that those who had chosen ‘3’ tended to make negative comments. In the main, the dissatisfied exhibitors stated reasons such as the opening hours of the exhibition, the lack of trade and quality visitors, and specific issues such as the position of booths. Many of the exhibitors stated that the exhibition was not an appropriate one for their product – an issue that the exhibitor would need to re-evaluate at some stage. However, given that those who were dissatisfied were such a low percentage (8.5%), it would appear that the exhibitors surveyed in this study were overwhelmingly satisfied with the various components of the exhibitions.

6.7 Exhibitor Expenditure

Exhibitors were asked to provide expenditure data from the exhibitions at which they were being surveyed. The information is presented in Table 6.11 and includes expenditure on major items. The overall total mean expenditure of exhibitors was $9147 with the key expenditure item for exhibitors being the floor space (including power consumed) which had an overall mean of $3,468. International exhibitors spent the most with an average total expenditure of $41,894 compared to average total expenditure of $7,742 by intrastate exhibitors.

Table 6.11: Mean expenditure by exhibitors

	Local and Intrastate $	**Interstate $**	**International $**	**Overall Mean $**
Floor Space (including power consumed)	2,898	5,836	17,039	3,468
Stand Construction and display materials	1,973	3,841	3,747	2,152
Advertising	695	818	1,234	718
Accommodation	327	1,134	6,837	551
Equipment Hire	431	631	2,179	490
Airfares	288	1,121	1,890	388
Food And Bev	220	581	3,374	326
Other Service Provisions	229	72	1,150	241
Freight	177	513	728	215
Entertainment	132	287	2,258	197
Temp Staff	197	168	113	193
Other (Phone, Fax Etc)	105	96	577	116
Ground Transport	70	144	768	93
Total Exp	**7,742**	**15,242**	**41,894**	**9,147**

When the total exhibitor expenditure is examined, floor space expenditure accounts for $887 million and stand construction accounts for $551 million. The total

expenditure by exhibitors, as presented in Table 6.12, is $2.3 billion which reflects an increase over the figure of $1.18 billion that was reported in the EEAA 2002 study. However, this is to be expected given that the current study included a much larger number of exhibitors. Other significant expense items for exhibitors were the advertising costs for the exhibition, accommodation, and equipment hire.

Table 6.12: Total expenditure by exhibitors

	Local and Intrastate $ (millions)	Interstate $ (millions)	International $ (millions)	Sum of all exhibitor expenditure $ (millions)
Floor Space (including power consumed)	669	107	111	887
Stand Construction and display materials	455	70	24	551
Advertising	161	15	8	184
Accommodation	76	21	44	141
Equipment Hire	100	12	14	125
Airfares	67	21	12	99
Food And Bev	51	11	22	83
Other Service Provisions	53	1	8	62
Freight	41	9	5	55
Entertainment	30	5	15	50
Temp Staff	46	3	1	49
Other (Phone, Fax Etc)	24	2	4	30
Ground Transport	16	3	5	24
Total Exp	**1,788**	**279**	**272**	**2,339**

6.8 Findings: Trade Visitors

The research instrument that was utilised for trade visitors was very similar to the questionnaire used for meeting and conference delegates. The trade visitor responses were stratified and weighted in the same manner as that described in Chapter 4 for the meeting and conference delegate file.

In many respects the trade visitors are very similar to the meeting and conference delegates; however, they differ in some ways. This section reports the key differences observed. Table 6.13 presents the breakdown of trade visitors by location and illustrates a similar place of residence breakdown to the meeting and conference delegates.

Table 6.13: Trade visitors by location

	Number	%
International	38,500	1.6
Interstate	154,308	6.5
Intrastate	193,365	8.1
Locals	2,000,423	83.8
Total	**2,386,597**	**100**

Similarly, the trade visitors at exhibitions had a quite different profile of occupations. No government workers (except those identified by their professions or other roles), academics, students, medical, or agricultural / forestry trade visitors were identified in this sample (see Table 6.14). However, the trade visitor group contains larger proportions of people working in information and communication technology, sales and marketing, manufacturing, and self-employed than in the meetings and conference delegate sample.

Table 6.14: Trade visitor occupations

	%
Professional	16.8
Administration and Business Management	34.0
Researcher / Analyst / Scientist	0.5
Information and Communications Technology	5.6
Consultant	0.2
Sales and Marketing	15.4
Trade / Manufacturing	5.9
Self Employed / Retired / Home Duties	5.9
Other	15.7

6.8.1 Yield Enhancement: Trade Visitor Satisfaction

Trade visitors were asked about their levels of satisfaction with a variety of aspects of the exhibition itself, and with the host destination. As shown in Table 6.15, satisfaction with the quality of the exhibition venue was extremely high, and there was also high satisfaction with the number of exhibitors, admission charges and venue amenities. At the other end though, there were substantial levels of dissatisfaction with venue catering, exhibitor follow up, and parking.

Table 6.15: Trade visitor satisfaction the exhibition venue

	Very dissatisfied 1 %	2 %	3 %	4 %	Very satisfied 5 %	Mean
Quality of exhibition venue	0	0	0.2	29.8	70.0	4.7
Number of exhibitors	0	0	9.3	48.6	42.1	4.3
Admission charges	0	14.8	2.0	19.7	63.5	4.3
Quality of venue amenities	0.6	0.2	0.4	72.5	26.3	4.2
Quality of exhibitor service	0	5.8	11.5	50.6	32.2	4.1
Range of exhibits	0	6.7	27.7	45.6	20.1	3.8
Venue parking	0	21.6	22.7	26.0	29.7	3.6
Quality of exhibitor post show follow up	6.7	16.9	25.9	28.3	22.2	3.4
Quality of venue catering	7.0	27.0	28.2	28.4	9.3	3.1

With regard to the host destinations, satisfaction levels were generally fairly high, with only very small proportions of visitors reporting any level of dissatisfaction (see Table 6.16).

Table 6.16: Trade visitor satisfaction with the destination

	Very dissatisfied 1 %	**2 %**	**3 %**	**4 %**	**Very satisfied 5 %**	**Mean**
Accessibility to city/town	0.5	0	0	41.0	58.4	4.6
Cleanliness of destination	0.5	0	0.2	50.0	49.3	4.5
Safety and security of destination	0	0	1.1	55.9	43.0	4.4
Range and quality of restaurants	0	0	19.8	37.1	43.1	4.2
Friendliness of service staff	0	0	19.2	42.0	38.8	4.2
Quality of accommodation	0	2.6	29.0	21.7	46.7	4.1
Tolerance of other cultures	0	0	22.7	44.6	32.7	4.1
Range and quality of shops	0	0	25.8	48.5	25.7	4.0
Attractions and entertainment	0	1.2	29.1	46.9	22.7	3.9
Transportation costs (excluding airfares)	0	2.4	40.1	35.3	22.2	3.8
Opening hours of shops	0	0	40.6	38.4	21.0	3.8
Range of accommodation	0	5.3	43.8	22.3	28.6	3.7
Availability of tourist information	0	1.0	56.6	18.7	23.8	3.7

6.9 Summary

The exhibition sector has been examined through its component parts: the exhibition organiser, the exhibitor and the trade visitor. A summary of the findings is presented below.

Exhibition Organisers

- The majority of exhibitions (51%) were organised by exhibition management companies.
- The majority of exhibitions (53%) selected their host destinations more than two years in advance.
- The average duration of exhibitions was three days.
- Promotion of exhibitions was mainly through the national media (41%) with 23% being promoted through the international media.
- In 2003, an estimated 1.42 million m^2 of floor space was sold at exhibitions in Australia.
- Average exhibition organiser expenditure was $459,000 in 2003.
- Average exhibition organiser revenue was $678,000 in 2003.
- The main influence on destination choice for exhibition organisers was the relevance of the market for the exhibitors.

Exhibitors

- On average, exhibitors spent $3,468 per event on floor space, which was the largest single expenditure item.
- In 2003 there were 255,707 exhibitors in Australia.
- The breakdown of exhibition type for these exhibitors was:
    - Exhibition at a conference: 22%
    - Trade only: 25%
    - Trade and public: 53%
- The main areas of satisfaction for exhibitors were the quality of the organiser and the quality of the venue.
- Average exhibitor expenditure was estimated to be $9,150, ranging from $7,740 for intrastate exhibitors to $42,000 for international exhibitors.
- The total expenditure by exhibitors in 2003 was $2.3 billion.

Trade Visitors

- A total of 2.4 million trade visitors attended exhibitions in 2003.
- The highest level of satisfaction for trade visitors was the quality of the exhibition venue (4.7 on a five point Likert scale).
- Trade visitors were also highly satisfied by the accessibility to the city/town (4.6 on a five point Likert scale), and the cleanliness of the destination (4.5).

Chapter 7

The Incentive Travel Sector

Australian domestic and inbound incentive travel has been under-researched. The NBES provides an opportunity to explore and understand this segment of the business events sector that is lucrative to the Australian economy but very difficult to measure. The elements of the incentive travel sector included in this study were Inbound Tour Operators (ITOs), Destination Management Companies (DMCs) and accommodation providers. Each of the questionnaires for the incentive travel component can be found in Appendix B.

Box 7.0 Definitions
Incentives: The term "incentives" refers to a global management tool that uses an exceptional travel experience to motivate and/or recognise participants for increased levels of performance in support of other organisational tools (SITE, 2000).

7.1 Instrument Design

The instrument used to obtain data on the incentive industry was designed by members of the steering committee in conjunction with key operators in the incentive travel sector and the questionnaire is contained in Appendix B. The key areas for data gathering included questions relating to:

- The Organisation's Business
- Event Specific Information
- Expenditure
- Clients' Destination Choice

7.2 Sampling

Given that this area of the Australian business events sector had not previously been comprehensively evaluated, there was limited data available that could be used to estimate the size of this component. Advice from industry and Tourism Australia was particularly important for this component of the NBES. The method used for the incentive travel sector was a self-complete questionnaire sent, by fax or email, to all Destination Management Companies (DMCs), Inbound Tour Operators (ITOs) and accommodation providers with strong interests in this area. The database for this component was provided by Tourism Australia and supplemented through website searches.

Each organisation was contacted at least four times by the researchers and a final contact was made by Tourism Australia if responses had not been received. Completed questionnaires were returned by fax, email and mail. A key concern of the responding organisations was the confidentiality of their information. Assurances were provided by the researchers regarding the confidentiality of the data and the aggregation of results, however, a fear of lack of confidentiality may have prevented some organisations from participating in the study.

7.3 Weighting of Data

The final population for the study was 257 based on information received from the organisations that stated whether they were part of the incentive travel sector. The breakdown of the various components can be found in Table 7.1. The overall response rate was 20% and is consistent with response rates using similar methodologies (Dillman 2001). The file was weighted up to reflect the relative proportions of each type of incentive organiser within the population.

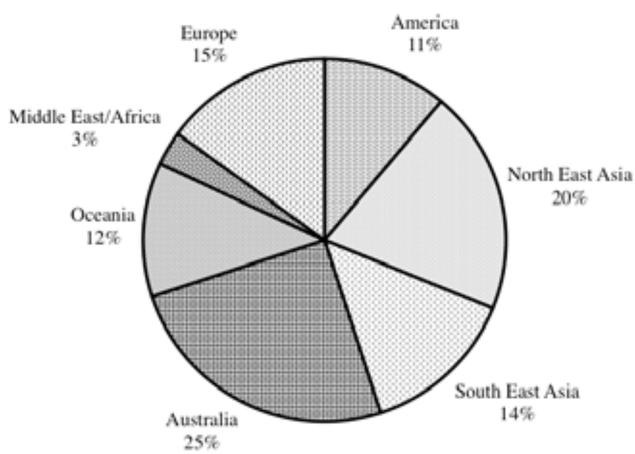
Table 7.1: Incentive sector sample and population

Sector	Sample	Population	%
ITOs	32	124	48.5
DMCs	6	35	13.6
Accommodation providers	13	98	38.1
Total	**51**	**257**	**100**

7.4 Incentive Travel: Study Findings

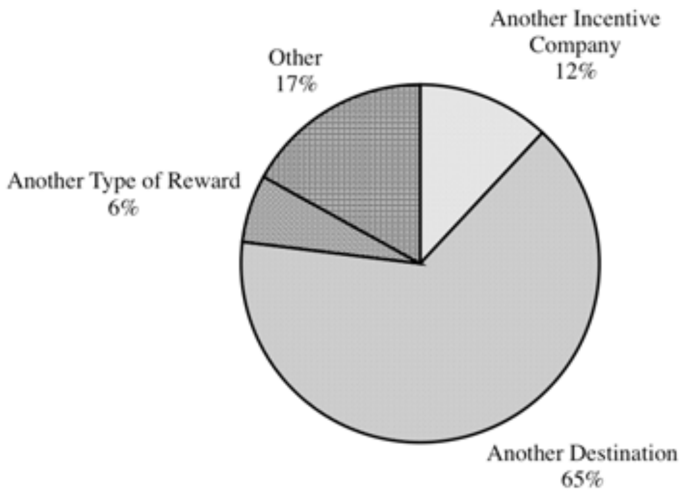
The breakdown of incentive travel business in Australia by regional source market is presented in Figure 7.1. It suggests that, in 2003 when data were collected, the biggest source market was domestic, followed by North East Asia, Europe, South East Asia and Oceania (mostly New Zealand, but also including various Pacific Islands). It should be noted that world events impacted on domestic business travelling internationally and a number of planned programs to Australia were postponed or cancelled (Tourism Australia, 2004).

Figure 7.1: Breakdown of business by regional market (% of events)



Respondents were then asked to estimate a breakdown of "to whom business was lost" in 2003. As shown in Figure 7.2, most lost business was to other destinations rather than to other incentive organisers or other types of rewards within the destination. Other reasons for losing business that were mentioned included visa problems, and also that some organisations stopped travelling.

Figure 7.2: Reasons for lost business



An explanation of the reasons for lost business was also sought through an open-ended question. The coded results are shown in Table 7.2. The most common reason was price, followed by global instability and competition.

Table 7.2: Reasons for lost business

Reason	**% of cases**
Price - chose cheaper option	51
World events e.g. SARS, Sept 11, Bali bombing etc	16
Competition	10
Non availability of flights	9
Destination's inability to meet needs of participants	9
Distance barrier	5
Visa problems	3

% do not add to 100 because some respondents did not provide a reason while others provided multiple reasons

7.5 Event Specific Information

The next section of the survey instrument asked respondents to report more detailed information about the most recent incentive program they had hosted. Table 7.3 shows the breakdown by region of origin and Table 7.4 shows the breakdown by industry group for these specific events.

Table 7.3: Proportion of events by region of origin

Region	%
Australia	29.2
North East Asia	18.4
Other Oceania	17.4
South East Asia	12.8
Europe	12.6
Americas	4.8
Africa	4.8

Table 7.4: Proportion of events by industry group

Industry	%
Pharmaceutical	12.9
Electrical	8.9
Information technology	8.4
Insurance	7.4
Telecommunications	6.9
Automotive	5.9
Banking/finance	5.6
Fast Moving Goods	5.4
Other	38.6

The average size of the events reported on was 194 participants; however, this mean was drawn upward by a few very large events (one with over 2000 participants), therefore, the 5% trimmed mean of 143 participants is probably a better indicator of the average number of participants. Caution should be taken, however, in using average participant numbers for events, as the range for the participant numbers is extremely large.

On average, the events lasted 5.1 days and 57.5% included a meeting component that usually occupied 1 or 2 full days. Nearly 60% of incentive programs took place at a single destination with another 11% visiting two destinations. However, a small number of events included travel around several Australian regions. The most common motive for the incentive program was a sales reward. These findings are presented in Table 7.5.

Table 7.5: The average incentive event

	Range	Mean	5% trimmed mean
Number of participants	10 to 2145 delegates	194.5	143.3
Number of days	1 – 14 days	5.3	5.1
Number of destinations	1 – 9 destinations	2.2	1.9
		%	
Meeting length	No meeting	42.5	
	0.5 – 2 hours	7.0	
	3 – 4 hours	7.8	
	Half a day	6.2	
	One full day	17.3	
	Two days	15.6	
	Three or more days	3.3	
What was the primary objective of the program?	Motivational	13.6	
	Sales Reward	61.0	
	Educational	25.4	

Table 7.6 provides the findings from the questions on planning. As shown in Table 7.7, typically, the proposal for an event had been submitted within 12 months of the program taking place, and work commenced often within six months of the event. In the majority of cases (approximately 72%), the corporate client chose the destinations.

Table 7.6: Planning for incentive events

Planning Issue	Response	%
When was the proposal submitted?	Less than 6 months before program	46.2
	6 to 12 months before program	40.2
	More than 12 months, less than 2 years	13.3
When did work commence on program?	Less than 6 months before program	56.0
	6 to 12 months before program	27.8
	More than 12 months, less than 2 years	16.2
Who decided on destination?	Corporate Client	71.9
	Incentive house	19.7
	Your organisation	8.4

7.6 Event Characteristics by Market Segment

Comparisons were made between the characteristics of events for participants from different regional market segments. The characteristics requested included the place of residence of the participants, the type of industry from which the participants came, the number of days of the event, the number of destinations visited and the primary motive for the incentive program.

Table 7.7: Event characteristics by region of origin

		Australian %	Short Haul %	Long Haul %
Percentage of sample		29.2	53.4	17.4
Countries / regions included		Australia	New Zealand, New Caledonia, Malaysia, Singapore, Thailand, China, Japan, Korea, India, South Africa, Saudi Arabia	France, Turkey, UK, USA, Europe
Industry segments	Insurance	2.8	6.8	18.5
	Banking/finance		11.0	
	Pharmaceutical	10.7	4.0	36.4
	Automotive	8.3	7.0	
	IT		13.3	
	Telecommunications		13.5	
	Electrical	24.5	3.7	
	FMGG	10.7	1.4	9.2
	Other	43.1	39.3	35.9

As shown in Table 7.7, the sample was divided into Australian, short haul, and long haul market segments in order to examine the differences in the events these segments typically plan. The countries included in each segment are shown near the top of the Table. The long haul market is dominated by the pharmaceutical industry, whilst the short haul market comprises mainly Asian countries and focuses largely on the IT and telecommunications sectors.

7.7 Expenditure

The main findings from the expenditure section of the Incentives Survey are presented in this section. The process for estimating the expenditure required establishing the boundaries of the sample obtained. The sample profile is presented in Table 7.8 and is categorised into the Australian, short haul and long haul markets.

Table 7.8: Incentive sample profile

	Australia	Short Haul	Long Haul	Total
Number of programs	70	141	46	257
Average duration	3.2	6.1	5.9	5.3
Average number of delegates	161	230	136	194

Once the missing values were imputed for the sample, a full data set was available for weighting up the total expenditure associated with the specific events. Table 7.9 shows the total expenditures associated with these events in each expenditure category for each region of origin group.

Table 7.9: Total expenditure by item and geographical region ($'000)

Expenditure Item	Australia ($'000)	Short Haul ($'000)	Long Haul ($'000)	Total ($'000)
Venue hire	259	1,995	549	2,804
Activities	533	11,428	1,826	13,788
Accommodation	5,986	21,915	5,398	33,300
Catering	4,693	12,113	3,601	20,408
Airfares	1,501	2,407	368	4,277
Transport inc. coaches	505	5,353	1,012	6,871
Other	316	1,163	491	1,972
Total	**13,797**	**56,377**	**13,249**	**83,424**

The average expenditure by the organiser per person was $1738 for short haul delegates, $2118 for long haul delegates, and $1224 for an Australian delegate. These estimates do not included non-domestic airfares nor personal delegate expenditure.

The nature of the incentive industry necessitated collection of data from organisers rather than participants because the latter are unlikely to know the expenditure details (as they did not pay for the trip themselves). However, they would still most likely have spent some funds during their trip on personal items. The biggest component of this would be shopping for items to take home, such as souvenirs and gifts. They would also likely have had some expenditure on personal items for use during their trip, such as toiletry items. In order to enable comparison of these results with other estimates of the Incentive Travel Sector, such as that provided by Tourism Australia, estimates of expenditure on shopping by international delegates, derived from the International Visitor Survey 2003, were included in the calculations and this data appears in Table 7.10.

Table 7.10: Mean expenditure per person including shopping

	Australia $	Short Haul $	Long Haul $
Venue hire per person	23.01	61.55	87.79
Activities per person	47.36	352.40	291.93
Accommodation per person	531.17	675.75	862.94
Catering per person	416.45	373.50	575.78
Airfares per person	133.27	74.24	58.88
Transport inc. coaches per person	44.86	165.07	161.90
Shopping per person		441.88	441.85
Other per person	28.10	35.87	78.59
TOTAL per person	**1,224.21**	**2,180.26**	**2,559.67**

The average expenditure per person, including shopping, was $2180 for short haul delegates, $1224 for Australian delegates, and $2560 for long haul delegates. The number of delegate nights spent in Australia from the various regional areas illustrates the importance of the growing markets from North East and South East Asia. These are presented in Table 7.11.

Table 7.11: Delegate nights by region

	Total events	Total delegates	Average program duration	Total delegate nights
South East Asia	1,872	100,926	6.1	615,649
North East Asia	1,759	56,374	6.1	343,880
Americas	481	42,050	5.9	248,096
Australia	1,225	37,595	3.2	120,304
Europe	442	20,357	5.9	120,104
Other Oceania	199	13,235	6.1	80,736
Africa	97	3,438	6.1	20,969
Total	**6,076**	**273,975**		**1,549,738**

The largest numbers of delegates appear to be from South East Asia and, based on feedback from industry experts, this seems to represent a new market for the incentive travel sector.

Finally, the total expenditure for the incentive travel sector is estimated as $585,070,000 as shown in Table 7.12. This figure represents a portion of the business events sector during a time of industry crises.

Table 7.12: Total expenditures including shopping

	Total Delegate Nights	Total ($'000)
South East Asia	615,649	220,045
North East Asia	343,880	122,909
Americas	248,096	107,633
Europe	120,104	52,105
Australia	120,304	46,024
Other Oceania	80,736	28,856
Africa	20,969	7,494
Total	**1,549,738**	**585,070**

The above figures are based on responses from incentive travel organisers. Given that data for this study were collected during quite a turbulent time in the aftermath of September 11 and during SARs, the final result is likely to be conservative.

7.8 Clients' Destination Choice

Finally, the questionnaire asked incentive organisers to provide their opinions regarding the relative importance of various factors for clients when deciding on the destination for an incentive program. All factors were rated relatively highly (above the mid point of 3 on a 5-point scale). The most important overall, as illustrated in Table 7.13, was that the destination offered a high quality incentive product, and that a wide variety of products were available. Service standards, destination safety, and delegate interest were also rated very highly. The climate of the destination and the available meeting

facilities were rated as least important, but still above the midpoint on the scale. This indicates the need for destinations to be able to meet expectations on a range of factors.

One of the items of least interest to the organisers responding to the questionnaire was that of the meeting facilities. This is interesting to note as incentive travel is used as a reward, but not perceived literally as a business event where conference facilities are considered to be very important.

Table 7.13: Ratings and rankings of destination choice factors

	Not at all Important 1 %	**2 %**	**3 %**	**4 %**	**Extremely Important 5 %**	**Mean**
Quality of incentive product	0.0	1.8	7.0	17.6	73.7	4.6
Variety of desirable products	0.0	0.0	3.5	37.2	59.3	4.6
Service standard	0.0	0.0	9.8	32.2	58.0	4.5
Levels of interest from delegates	0.0	0.0	5.3	46.5	48.2	4.4
Safety of destination	0.0	3.4	12.3	21.8	62.4	4.4
Competitive airfares	0.0	5.3	17.8	25.0	51.8	4.2
Value for money	0.0	1.7	16.2	43.9	38.2	4.2
Flexibility	0.0	0.0	21.6	44.8	33.5	4.1
Variety of accommodation options	0.0	5.4	22.4	45.2	27.1	3.9
Airline seating capacity	5.3	1.8	20.6	38.3	33.9	3.9
Climate of destination	1.8	8.9	16.1	59.0	14.2	3.7
Meeting facilities	1.8	7.3	36.3	35.5	19.1	3.6

7.9 Summary

- It is estimated that in excess of $585 million was spent on incentive travel in 2003, with $46 million being domestic business and approximately $539 million being international business that represents new expenditure in Australia.
- The average expenditure per incentive delegate, including some non domestic airfares and personal expenditure, was:
  - Long haul delegates: $2,560
  - Short haul delegates: $2,180
  - Australian delegates: $1,224
- It would appear that this sector is attractive to new overseas markets such as South-East and North-East Asia, while the North American market has decreased.
- The incentive sector represents a total of 1,549,738 delegate nights in Australia and there appears to be a high overall level of satisfaction with the Australian Incentive Travel product.

Given the data for this study were collected during a downturn in the Australian tourism industry due to world events, the findings from this study represent a conservative estimate of the value of the incentive travel sector. A replication of the study is warranted over a period of time to test the value of the sector to the Australian economy in a more stable economic environment.

Chapter 8

Economic Contribution of the National Business Events Industry

One of the key objectives of the National Business Events Study was to estimate the contribution that business events make to the Australian economy. In order to estimate the overall contribution of the sector, it is necessary to aggregate the contributions made by delegates, trade visitors, organisers, exhibitors, and incentive operators. The economic significance of the business events sector is measured by its contribution to value added (VA) and employment. Expenditure data derived from the various surveys discussed in earlier chapters were used in conjunction with the Tourism Satellite Account for Australia (STCRC 2003) to calculate the economic contribution of the sector.

8.1 Method

The method used to estimate the economic significance of the business events sector in the present study differs from that used in *Meetings Make their Mark* (BTR 1999). A key assumption underlying the approach adopted in the earlier study was that the tourism component of an industry has an Input-output (I-O) structure identical to the industry as a whole. This assumption was made due to a lack of information about the I-O structure of tourism, and it was acknowledged that the assumption was likely to be less applicable to the business events sector than to the tourism sector, due to the much smaller and less specialised nature of this sector.

Given the development of a Tourism Satellite Account for Australia (ABS 2000; STCRC 2003), the direct economic effects of the business events sector can be estimated without the need to employ the Monash or other models. In the NBES, the direct effects of delegate expenditure associated with business events were estimated using the TSA developed by the STCRC Economic Modelling team (STCRC 2003).

A Tourism Satellite Account (TSA) identifies tourism activities within the national accounting framework so that a comprehensive set of economic data on tourism is compiled. A TSA extracts from the National Accounts the contribution which tourism makes to each other sector of the economy allowing measurement of the contribution of tourism to value added and employment and permitting comparison with other economic sectors listed in the national accounts. It partitions industries into tourism and non-tourism activities so that the direct contribution of tourism to the economy can be measured on a consistent basis with ‘traditional’ industries.

The emphasis in the TSA is on the measurement of tourism consumption and the size of the tourism industry, including its contribution to gross value added (GVA) and employment. Industry gross value added measures the value of production exclusive of product taxes such as the GST. It is the preferred national accounts measure of the production of industries because it is free from distortions in prices caused by changes in tax rates or the introduction of new taxes over time. The TSA puts tourism on a similar footing to other industries in the national accounts. The TSA has been recognised internationally as the best method for measuring the economic contribution of tourism and as an important information base for the calculation of its economic effects. 'Tourism' is defined broadly in the international standards to include visitors

whose primary purpose is private or government business, as well as the more familiar tourism for leisure purposes.

The approach taken to estimating the economic contribution of the business events sector involved:

1. Expenditure estimates were made from surveys of meetings and conference delegates.
2. The relevant expenditure, taken from the aggregated survey responses was allocated to Tourism Related Products according to the TSA Tourism Product Concordance guidelines (Appendix F).
3. The Tourism Related Products were allocated to Tourism Related Industries according to TSA Tourism Related Industry Concordance guidelines (Appendix F).
4. Expenditure associated with each Tourism Related Industry was converted to contribution to output, using ratios from the TSA.
5. Contribution to output associated with each Tourism Related Industry was converted to contribution to value added, using ratios from the TSA.
6. Contribution to employment was estimated using TSA guidelines on the concordance between Tourism Related Industries and Tourism Employment Industries, and applying the same ratios as for points 4 and 5 above.

8.2 Findings

8.2.1 Expenditure and Economic Impacts of Business Events

Total Expenditure and Impacts

As shown in Table 8.1, total expenditure across all sectors on business events is $17.36 billion. The greater proportion of this expenditure (7.55 billion) went to registration fees, followed by Floor Space ($2.41 billion), Food and Beverage ($2.16 billion) and Accommodation ($1.53 billion).

Total contribution to value added was $6.13 billion. The greater contribution to value added came from Food and Beverage ($1.01 billion), Accommodation ($982.83 million) and Airfares ($879.29 million).

Total contribution to employment is 115,580 jobs. The sectors generating/maintaining the most jobs are Accommodation (27,679 jobs), followed by Food and Beverage (14, 883 jobs), Local Ground Transport (12,525 jobs) and Shopping (12,220 jobs). Taken together these four sectors account for 58.2% of total jobs generated/maintained.

Table 8.1: Direct contribution from total expenditure in all sectors

	Total expenditure from NBES $	Direct contribution to value added $	Direct contribution to sector employment
Total registration	7,547,092,612	*	*
Total accommodation	1,534,418,837	982,829,325	27,679
Total shopping	693,479,905	381,572,532	12,220
Total local ground transport	944,684,830	695,849,295	12,525
Total food and beverage	2,163,178,661	1,011,541,116	14,883
Total airfares	908,859,798	897,287,421	10,817
Total entertainment	209,450,076	138,913,869	2,346
Total tours	120,507,862	163,856,703	2,777
Total recreational	241,446,527	193,655,882	2,538
Total floor space, stand const, equip, elec, advert, temp staff, display mat, admin etc	2,411,142,129	438,951,208	10,723
Total other	590,440,810	1,230,414,839	19,071
Total	**17,364,702,048**	**6,134,872,189**	**115,580**

**Registration is not an industry in itself; therefore, expenditure in this category was distributed across relevant industry sectors in accordance with the TSA*

Origin of Expenditure and Impacts

Table 8.2 shows that of the total expenditure and economic contribution from the business events sector Meeting and Conference Delegates accounted for 66% of expenditures, 73.7% of value added 67.4% of employment. The next most important sectors were Exhibitors (8.5% of value added and 10.5% of employment) and Meeting Organiser expenditures (11.5% and 13.8% respectively).

Table 8.2: Direct contribution from total expenditure in all sectors: Origin of impact by sector

Industry Sector	Total expenditure from NBES $	% of total expenditure	Direct contribution to value added $	% of Total contribution to Value Added	Direct contribution to sector employment	% of Total Contribution to Employment
Meeting and conference delegates	11,452,165,759	66.0	4,519,696,687	73.7	77,962	67.4
Meeting organisers	2,448,738,534	14.1	707,118,542	11.5	15,949	13.8
Exhibitors	2,338,929,144	13.5	521,834,394	8.5	12,142	10.5
Trade Visitors	539,797,688	3.1	178,870,924	2.9	3,658	3.2
Incentives	585,070,923	3.4	207,351,643	3.4	5,869	5.1
TOTAL	**17,364,702,048**	**100**	**6,134,872,190**	**100**	**115,580**	**100**

International expenditures accounted for 11% of total business events sector expenditures. As shown in Table 8.3, the major contributions to international business

events sector expenditure came from international Meeting and Conference Delegates (53.7% of international business events sector value added and 52.7% of employment) and Incentives (30% and 32% respectively). Exhibitor expenditures accounted for 11% of value added and 10% of employment and Trade Visitors (5.4% and 5.3%).

Table 8.3: Direct contribution from total international expenditure by sector

Industry Sector	Total expenditure from NBES $	% of total expenditure	Direct contribution to value added $	% of Total contribution to Value Added	Direct contribution to sector employment	% of Total Contribution to Employment
Meeting and conference delegates	948,692,407	51.0	342,678,040	53.7	8973	52.7
Meeting organisers	NIL - all assumed to be domestic expenditure					
Exhibitors	272,311,970	14.6	70,111,873	11.0	1719	10.0
Trade Visitors	100,258,786	5.4	34,335,727	5.4	895	5.3
Incentives	539,046,758	29.0	190,846,876	29.9	5455	32.0
TOTAL	**1,860,309,922**	**100**	**637,972,514**	**100**	**17,042**	**100**

Table 8.4 indicates that domestic expenditure accounted for 89% of total business events sector expenditures. The major contributions to domestic business events sector expenditure came from Meeting and Conference Delegates (76% of domestic business events sector value added and 70% of employment) and Meeting organiser expenditures (12.9% and 16.2% respectively). Exhibitor expenditure came next with 8.2% of domestic business events sector value added and 10.6% of employment followed by Trade Visitors (2.6% and 2.8%) while Incentives accounted for only 0.3% and 0.4% of domestic value added and employment.

Table 8.4: Direct contribution from total domestic expenditure by sector

Industry Sector	Total expenditure from NBES $	Direct contribution to value added $	% of Total contribution to Value Added	Direct contribution to sector employment	% of Total Contribution to Employment
Meeting and conference delegates	10,503,473,352	4,177,018,645	76.0	68989	70.0
Meeting organisers	2,448,738,534	707,118,542	12.9	15949	16.2
Exhibitors	2,066,617,174	451,722,521	8.2	10423	10.6
Trade Visitors	439,538,902	144,535,198	2.6	2763	2.8
Incentives	46,024,164	16,504,766	0.3	414	0.4
TOTAL	**15,504,392,126**	**5,496,899,671**		**98,536**	

8.2.2 Impacts of Meeting and Conference Expenditure

Total Delegate Expenditure and Impacts

Table 8.5 indicates that total delegate expenditure on Meetings and Conferences is $11.452 billion. Of this amount, a large proportion (71%) is allocated to Registration fees totalling $7.53 billion. The second largest expenditure item was Accommodation totalling $806 million (7.6%) followed by Local Ground Transportation at $777 million (7.3%), and then Restaurants and Cafes, including expenditure on Clubs, Pubs, Taverns and Bars ($764 million or 7.2%).

Registration is not a service associated with a single industry sector. Rather, monies paid by delegates for conference registration is spent by the organisers on a range of goods and services necessary to host a conference such as accommodation, food and beverage, and transport. Indeed, all tourism related industries are affected to some extent. The expenditure on Registration was therefore reallocated to industry sectors according to each industry share of output in the TSA.

The table indicates that Delegate expenditure on meetings and conferences contributes $4,519.70 million to value added in Australia. By sector, the most substantial contribution to value added in the economy came from Airfares within Australia ($807 million) followed by Restaurants, Cafes, Pubs, Taverns and Bars ($672.9 million), Accommodation ($669.98 million) and Local Ground Transport (607.1 million).

The total employment maintained by expenditure on Meetings and Conferences is 77962. The sector associated with the greatest contribution to employment is Accommodation (16,632 jobs), followed by Local Ground Transport (10,777 jobs), Restaurants, Cafes, Pubs, Taverns and Bars ($10,406), and Shopping (10, 185 jobs). Taken together, these four sectors account for 61.6% of the employment associated with delegate expenditure.

Table 8.5: Direct contribution from total meeting and conference delegate expenditure

Total Meeting and Conference Delegate Expenditure	Expenditure from NBES	Direct contribution to value added	Direct contribution to employment	Additional value added redistributed from registration	Additional employment redistributed from registration	Total contribution to value added	Total contribution to employment
Registration	7,527,224,360	3,092,898,853	42,118				
Accommodation	806,010,248	345,227,932	12,210	324,754,380	4422	669,982,312	16,632
Shopping	536,788,601	110,527,248	6,942	238,153,212	3243	348,680,460	10,185
Local ground transport	777,168,103	409,182,892	8,081	197,945,527	2696	607,128,419	10,777
Restaurants and cafes	764,077,182	184,229,904	3,751	488,678,019	6655	672,907,923	10,406
Airfares within Australia	654,750,315	228,649,522	2,104	578,372,086	7876	807,021,608	9,980
Theatres/cinemas	126,935,023	37,203,132	782	77,322,471	1053	114,525,603	1,835
Tours	112,901,782	48,922,583	1,178	111,344,359	1516	160,266,942	2,694
Recreational activities	146,310,145	62,854,619	796	89,694,067	1221	152,548,686	2,017
Other				986,634,734	13436	986,634,734	13,436
Total	**11,452,165,759**	**4,519,696,685**	**77,962**	**3,092,898,853**	**42118**	**4,519,696,687**	**77,962**

Origin of Expenditure and Impacts

The total expenditure associated with Business Events can be divided into that from domestic origins and that from international origins.

The expenditure of Domestic delegates is $10.5 billion (see Table 8.6) while the expenditure of International Delegates is $948.68 million as presented in Table 8.7. The contribution from domestic sources to value added was $4.177 billion. The greatest contribution to value added came from Airfares within Australia ($743.4 million), followed by Restaurants, Cafes, Clubs, Pubs, Taverns and Bars ($637.9 million) and Local Ground Transport ($580.25 million). The contribution to value added from international visitors was $342.68 million. The greatest contribution to value added came from Accommodation ($123.8 million), and Airfares within Australia ($63.59 million) and Restaurants, Cafes etc. ($35.8 million).

Domestic delegate expenditure on the Meetings and Conferences sector maintains 68,989 jobs in Australia. The majority of the jobs are in Accommodation (12,411 jobs),

followed by Local Ground Transport (10,273 jobs), and Restaurants, Cafes etc. (9750 jobs). There is a large 'Other' category of 13,135 jobs.

The contribution to employment from international delegates was 8,973 jobs. The majority of the jobs are in Accommodation (4,221 jobs), followed by Shopping (1907 jobs), Local Ground Transport (10,273 jobs), and Restaurants, Cafes etc. (656 jobs).

Table 8.6: Direct contribution from domestic meeting and conference delegate expenditure

Industry Sector	Expenditure from NBES Survey $	Direct contribution to value added $	Direct contribution to employment	Additional value added redistributed from registration $	Additional employment redistributed from registration	Total contribution to value added $	Total contribution to employment
Registration	7,358,656,142	3,023,635,015	41,174				
Accommodation	533,915,992	228,685,323	8,088	317,481,677	4,323	546,167,000	12,411
Shopping	394,979,132	81,328,024	5,108	232,819,896	3,170	314,147,920	8,278
Local Ground Transport	734,550,574	386,744,550	7,638	193,512,641	2,635	580,257,191	10,273
Restaurants and cafes	660,851,798	159,340,792	3,244	477,734,332	6,506	637,075,124	9,750
Airfares within Australia	509,749,741	178,012,949	1,638	565,419,748	7,700	743,432,697	9,338
Theatres/cinemas	106,079,793	31,090,714	653	75,590,875	1,029	106,681,589	1,682
Tours	66,288,540	28,724,140	692	108,850,861	1,482	137,575,001	2,174
Recreational activities	138,401,640	59,457,137	753	87,685,415	1,194	147,142,552	1,947
Other				964,539,570	13,135	964,539,570	13,135
Total	**10,503,473,352**	**4,177,018,645**	**68,989**	**3,023,635,015**	**41,174**	**4,177,018,644**	**68,989**

Table 8.7: Direct contribution from international meeting and conference delegate expenditure

Industry Sector	Expenditure from NBES Survey $	Direct contribution to value added $	Direct contribution to employment	Additional value added redistributed from registration $	Additional employment redistributed from registration	Total contribution to value added $	Total contribution to employment
Registration	168,568,218	69,263,838	943				
Accommodation	272,094,256	116,542,609	4,122	7,272,703	99	123,815,312	4,221
Shopping	141,809,469	29,199,223	1,834	5,333,316	73	34,532,539	1,907
Local Ground Transport	42,617,529	22,438,342	443	4,432,886	60	26,871,228	503
Restaurants and cafes	103,225,384	24,889,112	507	10,943,686	149	35,832,798	656
Airfares within Australia	145,000,574	50,636,573	466	12,952,338	176	63,588,911	642
Theatres/cinemas	20,855,230	6,112,418	128	1,731,596	24	7,844,014	152
Tours	46,613,242	20,198,443	486	2,493,498	34	22,691,941	520
Recreational activities	7,908,505	3,397,482	43	2,008,651	27	5,406,133	70
Other				22,095,164	301	22,095,164	301
Total	**948,692,407**	**342,678,040**	**8,973**	**69,263,838**	**943**	**342,678,040**	**8,973**

8.2.3 Meeting Organiser Expenditure and Impacts

Meeting Organiser expenditure was $2.45 billion (see Table 8.8). It consists of domestic expenditure only. Of this amount, the greatest proportion of expenditure was on food and beverages ($849.29 million), followed by Equipment, production, technical costs ($475.66 million) and Venue Hire ($308.36 million).

Meeting Organiser expenditure contributed $707.12 million to value added in Australia. The sectors that contributed the greater proportion of value added were Food and Beverage ($204.78 million), Venue Hire ($132.07 million) and Other ($118.62 million).

Meeting Organiser expenditure maintains 15,949 jobs. The sectors that contributed the greater proportion of jobs were Venue Hire (4,371 jobs), Food and Beverages off site (2,707 jobs), with Equipment 2,087 jobs.

Table 8.8: Direct contribution from expenditure by meeting organisers

Industry sector	**Expenditure from NBES Survey $**	**Direct contribution to value added $**	**Direct contribution to employment**
Venue hire	308,361,802	132,076,617	4,671
Food and Beverage on-site	849,291,804	204,776,365	2,707
Food and Beverage off-site	188,043,062	45,339,864	599
Equipment/production/technical costs	475,655,284	83,640,961	2,087
Administration/PCO fees	77,666,828	13,657,218	341
Advertising and promotion of event	62,825,115	26,014,573	419
Keynote speaker and other sponsored attendees (all expenses)	189,195,816	78,342,052	1,991
Other expenditure (phone/fax)	286,459,468	118,616,908	3,015
Insurance	11,239,355	4,653,983	118
Total	**2,448,738,534**	**707,118,542**	**15,949**

8.2.4 Exhibition Expenditure and Impacts

Total Exhibitor Expenditure and Impacts

Table 8.9 indicates that expenditure associated with Exhibitions came to $2.34 billion in total. Of this amount, Floor Space is associated with $859.14 million expenditure, followed by Stand Construction ($365.68 million) and Display Material ($184.59 million).

The contribution of Exhibition related expenditure to value added was $521.8 million. Of this amount, the greatest contribution came from Floor Space ($151.07 million) followed by Stand Construction ($64.3 million) and Accommodation ($60.3 million).

Exhibitions expenditure maintains 12,142 jobs. Most of these jobs are associated with Floor Space (3,770 jobs), Accommodation (2,133 jobs) and Stand Construction (1,605 jobs). Overall 61.8% of the jobs maintained by exhibitions expenditure.

Table 8.9: Total exhibitor expenditure and impacts

Total Exhibitor Expenditure	Expenditure from NBES Survey $	Direct contribution to value added $	Direct contribution to employment
Floor space	859,146,153	151,075,395	3,770
Stand construction	365,677,589	64,302,082	1,605
Equipment	125,221,659	22,019,434	549
Electricity	27,519,251	4,839,086	121
Advertising / promotion	183,524,218	32,271,568	805
Temp staff	49,317,526	8,672,174	216
Airfares within Australia	99,319,137	34,683,868	319
Accommodation	140,774,338	60,296,049	2,133
Food and beverage	83,420,623	20,113,902	266
Entertainment	50,371,761	14,763,359	310
Freight	54,966,392	28,940,080	572
Local Ground Transport	23,736,569	12,497,422	247
Display material	184,588,506	32,458,717	810
Other (phone, fax)	29,672,063	11,337,102	136
Other service provisions	61,673,359	23,564,157	283
TOTAL	**2,338,929,144**	**521,834,394**	**12,142**

Origin of Expenditure and Impacts

Of the total exhibitions related expenditure, the amount associated with domestic exhibitions (Table 8.10) visitors was $2.0 billion while that associated with international visitors was $272.3 million (Table 8.11).

The contribution to value added associated with domestic exhibitions was $451.7 million. By far, the greatest contribution to value added came from Floor Space ($131.88 million), followed by Stand Construction ($61.23 million), and Accommodation ($41.26 million). The contribution to value added associated with international exhibitions visitors was $70.11 million. The greatest contribution to value added came from Floor Space ($19.19 million), followed very closely by Accommodation ($19.03 million).

Exhibitions related expenditure associated with domestic visitors contributes 10,423 jobs to employment in Australia. The great majority of the jobs are in Accommodation 303 jobs) comprising 73.1% of the jobs maintained by domestic incentives expenditure. The contribution to employment from international exhibition visitors was 1,719 jobs. The majority of the jobs are in Accommodation (673 jobs), and Floor Space (479 jobs) Taken together these two sectors account for 67% of the jobs maintained.

Table 8.10: Direct contribution from domestic and international exhibitor expenditure

Exhibitors Expenditure	Domestic			International		
	Expenditure from NBES	**Direct contribution to value added**	**Direct contribution to employment**	**Expenditure from NBES**	**Direct contribution to value added**	**Direct contribution to employment**
Floor space	749,984,474	131,880,007	3,291	109,161,679	19,195,388	479
Stand construction	348,182,597	61,225,699	1,528	17,494,993	3,076,383	77
Equipment	111,059,712	19,529,145	487	14,161,948	2,490,289	62
Electricity	25,924,132	4,558,594	114	1,595,119	280,492	7
Advertising and promotion	175,501,083	30,860,751	770	8,023,134	1,410,817	35
Temp staff	48,580,213	8,542,522	213	737,313	129,652	3
Airfares within Australia	87,035,786	30,394,320	280	12,283,351	4,289,547	39
Accommodation	96,331,510	41,260,428	1,459	44,442,828	19,035,621	673
Food and beverage	61,492,339	14,826,680	196	21,928,284	5,287,222	70
Entertainment	35,694,373	10,461,592	220	14,677,388	4,301,766	90
Freight	50,235,944	26,449,476	522	4,730,448	2,490,605	49
Local Ground Transport	18,741,756	9,867,628	195	4,994,813	2,629,794	52
Display material	177,732,461	31,253,125	780	6,856,045	1,205,592	30
Other (phone, fax)	25,920,010	9,903,517	119	3,752,052	1,433,584	17
Other service provisions	54,200,784	20,709,036	249	7,472,575	2,855,121	34
TOTAL	**2,066,617,174**	**451,722,521**	**10,423**	**272,311,970**	**70,111,873**	**1,719**

8.2.5 Trade Visitor Expenditure

Total Visitor Expenditure and Impacts

Table 8.11 indicates that total trade visitor expenditure is $539.8 million. Of this amount, a large proportion ($161.8 million) is allocated to Restaurants, and Cafes. The second largest expenditure item was Airfares within Australia totalling $133.2 million followed by Accommodation ($70.8 million). The expenditure on Registration was allocated to industry sectors according to each industry share of output in the TSA.

The table indicates that Trade Visitor expenditure contributes $178.8 million to value added in Australia. By sector, the most substantial contribution to value added in the economy came from Airfares within Australia ($48.0 million) followed by Restaurants, Cafes, Pubs, Taverns and Bars ($40.3 million), Accommodation ($31.2 million), and Local Ground Transport ($25.9 million).

The total employment maintained by expenditure on Trade Visitors is 3,658 jobs. The sector associated with the greatest contribution to employment is Accommodation (1,085 jobs), followed by Shopping (685 jobs) Restaurants, Cafes, Pubs, Taverns and Bars (534 jobs). Taken together, these three sectors account for 62.9% of the employment associated with Trade Visitor expenditure.

Table 8.11: Trade visitor expenditure and impacts

Trade Visitors	Expenditure from NBES Survey $	Direct contribution to value added $	Direct contribution to employment	Additional value added redistributed from Registration $	Additional employment redistributed from registration	Total Contribution to Value Added $	Total Contribution to Employment
Registration	19,868,252	8,163,765	111				
Accommodation	70,835,083	30,339,874	1,073	857,195	12	31,197,069	1,085
Shopping	52,241,015	10,756,666	676	628,610	9	11,385,276	685
Local ground transport	48,306,688	25,433,713	502	522,481	7	25,956,194	509
Restaurants and cafes	161,777,645	39,006,897	516	1,289,875	18	40,296,772	534
Airfares within Australia	133,189,817	46,512,063	428	1,526,624	21	48,038,687	449
Theatres/cinemas	32,143,292	9,420,813	198	204,094	3	9,624,907	201
Tours	7,606,080	3,295,865	79	293,896	4	3,589,761	83
Recreational activities	13,829,816	5,941,268	75	236,749	3	6,178,017	78
Other				2,604,241	35	2,604,241	35
Total	**539,797,688**	**178,870,925**	**3,658**	**8,163,765**	**111**	**178,870,924**	**3,658**

Origin of Expenditure and Impacts

Table 8.12 sets out the expenditure and impacts of Domestic and International Trade Visitors respectively. The expenditure of Domestic Trade Visitors was $439.54 million while the expenditure of International Trade Visitors was $100.26 million.

The contribution from domestic Trade Visitors to value added was $144.54 million. The greatest contribution to value added came from Airfares within Australia ($42.49 million), followed by Restaurants, Cafes, Clubs, Pubs, Taverns and Bars ($37.98 million) and Local Ground Transport ($23.8 million).

The contribution to value added from international visitors was $34.34 million. The greatest contribution to value added came from Accommodation ($7.95 million), Recreational Activities ($5.97 million) and Airfares within Australia ($5.55 million).

Domestic expenditure associated with Trade visitors contributes 2,763 jobs to employment in Australia. The majority of the jobs are in Accommodation (806 jobs) followed by Restaurants, Cafes etc. (502 jobs) and Local Ground Transport (467 jobs).

The contribution to employment from international Trade Visitors was 895 jobs. The majority of the jobs are in Accommodation (279 jobs) followed by Shopping (292 jobs). Taken together these two sectors account for 63.8% of the jobs maintained.

Table 8.12: Direct contribution from domestic and international trade visitor expenditure

Trade Visitor Expenditure	Domestic			International		
	Expenditure from NBES $	Direct contribution to value added $	Direct contribution to employment	Expenditure from NBES $	Direct contribution to value added $	Direct contribution to employment
Registration	17,046,266			2,821,986		
Accommodation	52,560,767	23,248,117	806	18,274,316	7,948,953	279
Shopping	29,776,194	6,670,381	392	22,464,821	4,714,895	292
Local Ground Transport	44,350,229	23,798,887	467	3,956,459	2,157,306	42
Restaurants and cafes	152,929,683	37,980,195	502	8,847,962	2,316,577	31
Airfares within Australia	117,930,007	42,492,878	397	15,259,810	5,545,809	52
Theatres/cinemas	23,742,677	7,133,800	148	8,400,615	2,491,108	52
Tours	1,203,079	773,470	16	6,403,001	2,816,290	68
Recreational activities		203,123	3	13,829,816	5,974,895	75
Other		2,234,348	30		369,893	5
Total	**439,538,902**	**144,535,198**	**2,763**	**100,258,786**	**34,335,725**	**895**

8.2.6 Incentives Expenditure and Impacts

Total Incentives Expenditure and Impacts

Table 8.13 indicates that total expenditure associated with incentives visitors is $585.07 million. Of this amount, a large proportion is allocated to Accommodation ($191.4 million), Catering ($116.57 million) and Shopping ($104.45 million). Taken together, these three sectors account for 70.5% of incentives related expenditure.

The table indicates that incentives related expenditure contributes $207.35 million to value added in Australia. By sector, the most substantial contribution to value added in the economy came from Accommodation ($81.9 million) followed by Recreational Activities ($34.9 million) and Catering ($28.1 million)

The total employment maintained by expenditure related to incentives is 5,869 jobs. The sector associated with the greatest contribution to employment is Accommodation (2,899 jobs), followed by Shopping (1,351 jobs) and Recreational Activities (442 jobs). Taken together, these three sectors account for 80% of the employment associated with Incentives related expenditure.

Table 8.13: Total incentives expenditure and impacts

Total Incentives Expenditure	Expenditure from NBES $	Direct contribution to value added $	Direct contribution to employment
Venue hire	17,051,657	7,303,515	258
Recreational activities	81,306,566	34,929,179	442
Accommodation	191,385,709	81,973,762	2,899
Catering	116,568,346	28,106,290	372
Airfares within Australia	21,600,529	7,543,258	69
Local Ground Transport	40,507,078	21,327,179	421
Shopping	104,450,289	21,506,796	1,351
Other	12,200,749	4,661,662	56
Total	**585,070,923**	**207,351,643**	**5,869**

Origin of Expenditure and Impacts

Table 8.14 sets out the expenditure and impacts of International and Domestic Incentives Visitors. The expenditure of Domestic incentives visitors is $46.02 million while the expenditure of International incentives visitors is $539.05 million.

The contribution from domestic incentives travellers to value added was $16.5 million. The greatest contribution to value added came from Accommodation ($8.55 million) followed by Catering ($3.77 million) and Airfares within Australia ($1.74 million).

The contribution to value added from international incentives visitors was $190.85 million. The greatest contribution to value added came from Accommodation ($73.4 million), Recreational Activities ($34.2 million) and Catering ($24.33 million).

Domestic incentive related expenditure associated with incentives visitors contributes 414 jobs to employment in Australia. The great majority of the jobs are in Accommodation (303 jobs) comprising 73.1% of the jobs maintained by domestic incentives expenditure.

The contribution to employment from international incentive visitors was 5,455 jobs. The majority of the jobs are in Accommodation (2,597 jobs) followed by Shopping (1,351 jobs). Taken together these two sectors account for 72.4% of the jobs maintained.

Table 8.14: Direct contribution from domestic and international incentive expenditure

Incentives Expenditure	Domestic			International		
	Expenditure from NBES	Direct contribution to value added	Direct contribution to employment	Expenditure from NBES	Direct contribution to value added	Direct contribution to employment
Venue hire	864,983	370,487	13	16,186,674.27	6,933,029	245
Recreational activities	1,780,493	764,897	10	79,526,073.49	34,164,282	432
Accommodation	19,969,191	8,553,145	303	171,416,517.58	73,420,617	2,597
Catering	15,656,308	3,774,959	50	100,912,037.98	24,331,331	322
Airfares within Australia	5,010,268	1,749,668	16	16,590,261.38	5,793,591	53
Local Ground Transport	1,686,656	888,033	18	38,820,422.19	20,439,146	404
Shopping				104,450,288.96	21,506,796	1,351
Other	1,056,265	403,578	5	11,144,483.08	4,258,084	51
Total	**46,024,164**	**16,504,766**	**414**	**539,046,758.93**	**190,846,876**	**5,455**

8.2.7 Expenditure by State

An estimate of the breakdown of expenditure in each state was made by allocating total expenditure by the proportion of total participants hosted by each state as reported by the venues and presented in Figure 3.8. It should be noted that the proportions in Figure 3.8 were rounded to whole numbers, however, one decimal place is used here for greater accuracy. As shown in Table 8.15, over 40% of the total expenditure was associated with business events in New South Wales, which hosted the largest number of participants. Nearly 20% of expenditure is attributed to events in Victoria, followed by Queensland with 16%. Contributions to Value Added and employment have been ratioed accordingly and are presented in Table 8.15.

Table 8.15: Expenditure and contribution broken down by state

Total	% of participants hosted	Total Expenditure $	Direct contribution to value added $	Direct contribution to employment
ACT	5.7	989,788,011	349,687,713	6,588
NSW	40.4	7,015,339,589	2,478,488,351	46,694
NT	0.4	69,458,808	24,539,489	462
QLD	16.2	2,813,081,717	993,849,289	18,724
SA	6.8	1,180,799,733	417,171,307	7,859
TAS	2.0	347,294,039	122,697,443	2,312
VIC	19.6	3,403,481,583	1,202,434,943	22,654
WA	8.9	1,545,458,474	546,003,622	10,287
Total	**100**	**17,364,701,954**	**6,134,872,157**	**115,580**

8.2.8 Indirect Effects

The economic contribution of tourism has two elements: direct and indirect. The effect of expenditure associated with National Business Events expenditure is much greater

when the indirect contribution is taken into account. The ABS has recognised the role of indirect effects, which is ‘a broader notion that includes downstream effects of tourism demand’ (ABS 2000, p viii). According to the ABS, the indirect effects should be understood as a method of redistributing value added, GDP, and employment that occurs outside the Tourism sector into the Tourism sector. They reflect the value of production and employment that occurs on an economy wide basis as a result of the demand for goods and services. Similarly, expenditure related to Business Events has ‘downstream effects’. The TSA does not measure the indirect effects of tourism consumption on other industries. This was done using economic modelling.

The Computable General Equilibrium (CGE) model M2RNSW, developed by the STCRC economic modelling team was used to estimate the indirect effects of expenditure related to Business Events. M2RNSW is an adaptation of the standard Monash Multi-regional Forecasting (MMRF) model which is one of a number of CGE models that have been widely used in Australia and which were used in the simulations undertaken in the study “*Meetings Make their Mark*”. The simulations indicate that the indirect effects of expenditure on business events are in the order of 87% of the direct effects for tourism characteristic industries (Travel agency and tour operator services, Road transport and motor vehicle hiring, air and water transport, Accommodation, Cafes, Restaurants, and Clubs, pubs, taverns, and bars) and 80.8% for tourism connected industries. These tourism characteristic industries are important recipients of expenditure on business events. Taking the indirect effects to be 85% of the direct effects, the following estimates are derived: $11.35 billion and 213,823 jobs as shown in Table 8.16.

Table 8.16: Indirect effects

Expenditure	Direct Effects		Indirect effects		Total Effects	
	Value Added	Employment	Value Added	Employment	Value Added	Employment
17,364,702,048	6,134,872,189	115,580	5,214,641,360	98243	11,349,513,549	213,823

The total effects reflect the contribution to value added and employment that occurs on an economy wide basis as a result of the expenditure associated with business events.

8.2.9 The Quality of Estimates

As the ABS has noted in its estimates of the economic impacts of tourism using the National Tourism Satellite Account (ABS, 2004), caution needs to be exercised in the use and interpretation of all results. In addition to the usual caveats attached to survey results, the level of detail required to produce the estimates in this report, is much greater than that normally provided in the national accounts. Some of the industries and products identified in this report are at a more detailed level, or do not directly concord, with the industry and product categories in the national supply and use tables. Necessarily, some assumptions had to be made. As the ABS points out, the most substantial assumption in the compilation of the TSA relates to the use of the tourism product ratios and the tourism industry ratios in the estimation of tourism related monetary and employment aggregates. The underlying assumption is that the input requirements of tourism and non-tourism output are identical for an industry. This assumption, which was adopted in this study also, is justifiable for fine level industries where industry output is fairly homogeneous (such as the taxi transport industry) but

less so where the tourism specialisation ratio of the industry is low and a diverse range of products are produced (such as for manufacturing). As structural change occurs, these ratios will alter in ways that are difficult to predict.

8.3 Summary

This chapter has presented the results of the estimation of the economic significance of the business events sector as measured by its contribution to value added (VA) and employment. Key findings in relation to the economic contribution of the business events sector are summarised below:

- Total expenditure in the business events sector is estimated at $17.36 billion.
- The largest expenditure items are registration fees ($7.55 billion), Floor Space ($2.41 billion), Food and Beverage ($2.16 billion) and Accommodation ($1.53 billion).
- The business event sector’s direct contribution to Australia’s value added is $6.13 billion.
- The largest sector contributions to value added come from Food and Beverage expenditures ($1.01 billion), Accommodation ($982.83 million) and Airfares ($879.29 million).
- Business Events directly provide 115,580 jobs. This is equal to 21% of direct employment in tourism or 1% of employment in the Australian economy.
- The largest employing sectors are Accommodation (27,679 jobs), Food and Beverage (14, 883), Local Ground Transport (12,525) and Shopping (12,220 jobs) which together account for 58.2% of all jobs generated.
- Expenditure by all delegates to Meetings and Conferences of $11.452 billion directly contributes $4.520 billion to Australia’s value added and provides 77,962 jobs.
- On average each $1 million in expenditure by those attending business events maintains 6.7 jobs in the Australian economy.
- International expenditures account for 11% of total business events sector expenditures. Major contributors are international Meeting and Conference Delegates with 53.7% of international business sector value added and 52.7% of employment and Incentives with 30% and 32% respectively.
- Meeting and Conference delegates provide 66% of business events sector total expenditure, 73.7% of value added, and 67.4% of employment. The next most important contributors are Exhibitions (8.55% and 10.5%) and Meeting Organiser expenditures (11.5% and 13.8%).
- Total delegate expenditure on Meetings and Conferences is $11.452 billion of which Registration fees make up 71%, Accommodation (7.6%), Local Ground Transportation (7.3%), and Restaurants and Cafes (7.2%).
- Expenditure by international delegates to Meetings and Conferences of $949 million directly contributes $343 million in value added and provides 8,973 jobs.
- Expenditure by domestic delegates to Meetings and Conferences of $10.503 billion directly contributed $4.177 billion in value added and provided 68,989 jobs.
- Every 285 domestic Meetings and Conference delegates, or every 22 international delegates, sustain one job in the national economy.

- International delegates attending Meetings and Conferences accounted for 8% of value added and 12% of direct employment generated by Meeting and Conference delegate expenditure.
- Trade visitor expenditure of $540 million contributes $179 million in value added and 3,658 jobs. This equates to 3% of business events sector value added and employment.
- Expenditure associated with incentives is $585 million contributing $207 million in value added and 5869 jobs. This equates to 3% of the business events sector value added and 5% of employment.
- Expenditure associated with exhibitions is $2.34 billion contributing $521 million in value added and 12,142 jobs. This represents 8% of sector value added and 11% of employment.
- Meeting organiser expenditure represents 12% of sector value added and 10.2% of sector employment.
- When direct and indirect effects of the sector are considered together, the sector's total value added increases by approximately 85% to $11.35 billion and employment increases to 213,823 jobs.
- Counting both direct and indirect effects, the business events sector contributes 2% of value added in the Australian economy.

Chapter 9

Conclusions and Recommendations

The National Business Events Study (NBES) has provided an overview of the business events sector and has evaluated its economic contribution to the Australian economy. The study was undertaken during a downturn in the tourism industry, following the terrorist attack of September 11, 2001 and during the SARS epidemic and the Bali bombing. It is likely that these world events had an adverse effect on the business events sector in Australia, as it did for international travel in general.

Despite the world events outlined above, it is estimated that the total expenditure generated by the sector is in excess of $17 billion. Although this figure is significantly larger than the $7 billion found in Australia's only other national business events study, *Meetings Make Their Mark*, much of this increase is due to a broader definition of the business events sector by including non-convention bureaux members as well as the convention bureaux members that were the basis of the earlier study. The incentive travel sector and a more holistic investigation of the exhibition component were also added to the NBES and this similarly increased the overall size of the business events sector as measured here. The NBES, therefore, provides the most comprehensive evaluation of the Australian business events sector to date and the results of this study will help identify strategies to underpin the future growth of the sector.

It should be noted that the study considered commercial venues only and, as a consequence, has not included the many business events hosted in-house at corporate facilities. These events attract interstate and international participants and lead to substantial cash injection to the economy. However, it is extremely difficult to track this expenditure and this was beyond the scope of this study.

9.1 NBES Objectives

Specifically, the key objectives of this study were:

1. To provide an estimate of the sector in relation to its:
    a. Size, and
    b. Economic contribution
2. To provide increased knowledge on the decision-making processes of delegates/attendees in the business events sector; and
3. To identify key indicators for monitoring the performance of the business events sector in subsequent years.

9.1.1 Objective 1

Both components of Objective 1 were achieved. In terms of estimating the size of the business events sector, the key findings are presented in Table 9.1. This table highlights the size of the various components of the business events sector. The large number of participants attending business events generated significant activity for a range of sectors such as accommodation, restaurants and catering and transport.

Table 9.1: The size of the business events sector 2003

Sector	Key Findings
Venue	- 316 thousand events were held during 2003* - 28.4 million total delegates hosted
Meeting and Conference Delegates	- Estimated number of delegates was 19.9 million - Approximately 1% of delegates were from overseas, 4% from interstate, 8% from intrastate and 87% were locals.
Meeting and Conference Organisers	- 284 thousand meetings and conferences were held in 2003 - It is estimated that 206 thousand of these were meetings and 78 thousand were conferences
Exhibition Organisers	- An estimated 32,136 events were classified as exhibitions; however, it is recognised that many of these would be too small to be included in classifications by the EEAA. - NSW, VIC and QLD together account for nearly three quarters of exhibition business
Exhibitors	- In 2003, there were an estimated 255,707 exhibitors at Australian exhibitions
Trade Visitors	- An estimated 2.4 million trade visitors attended exhibitions in 2003
Incentive Travel Sector	- The incentive sector represents in excess of 1.5 million delegate nights in Australia

** Venue data were collected for the financial year 2002-2003 in order to underpin the sampling and collection of other data. However, all results for the study are assumed to relate to the 2003 calendar year.*

Objective 1 also aimed to estimate the economic contribution made by the sector and its component parts. Table 9.2 provides a summary of the total expenditures, contributions to value added and contributions to employment from the various components of the business events sector that were estimated in the NBES in 2003. It can be seen that the total direct expenditure was in excess of $17 billion with the value added contribution being over $6 billion and the contribution to employment being over 115,000 jobs.

Table 9.2: The economic contribution of the business event sector in 2003

Sector	Key Findings		
	Total expenditure $	**Direct contribution to value added $**	**Direct contribution to employment**
Meeting and Conference Delegates	11.452 billion	4.519 billion	78 thousand
Meeting Organisers	2.449 billion	707 million	16 thousand
Exhibitors	2.339 billion	522 million	12 thousand
Trade Visitors	540 million	179 million	4 thousand
Incentive Travel Sector	585 million	207 million	6 thousand
Total Direct Effect	17. 364 billion	6.135 billion	116 thousand

Additional indirect effects were modelled totalling $5.2 billion in contribution to value added and contribution to employment of 98 thousand. This brings the total contribution to value added to $11.25 billion and total contribution to employment of 214 thousand jobs.

Issues Associated with Achieving Objective 1

Obtaining data from the venues was a fundamental component of the study. Determining the size of the industry was predicated on obtaining a good sample of business event venues. The data from the venue survey were the most important data for the whole study as they were used to weight up data in order to estimate the total size of the sector. Thus, it was crucial that data in this area are both representative and correct. This part of the first objective proved to be the most problematic component of the study adding substantially to costs of the study and necessitating an extension to the data collection period. Many of the venues apparently did not record the required information, or did not have the time or resources to complete the questionnaire. In order to further improve the quality of data in this area in future and to overcome the problems faced in the NBES, it is recommended that the venue survey be made compulsory through collaboration with the Australian Bureau of Statistics. This also would enable a more in-depth survey. The venue survey was extremely brief to encourage a high response rate. However, this was at the expense of data that would have been useful in understanding the breakdown of event types and sizes. This additional information would have clarified some of the uncertainty, particularly in regard to small and large exhibitions.

One of the main issues addressed in the NBES was the definition of a business event venue. *Meetings Make their Mark* provided the first attempt at defining a 'venue' which was an 'establishment affiliated with local visitor and convention bureaux, or similar organisations' (p. 7). However, this definition excluded many venues that are important to the business events sector, particularly in regional areas, and as a result, the earlier study tended to understate the size of the sector. The NBES attempted to rectify this omission and adopted a definition that is more representative of the whole sector. It is suggested that the definition used in the NBES be used for future studies to provide a greater level of representativeness of the sector and provide a consistent point for comparison.

The steering committee for the NBES spent considerable time discussing the boundaries for determining the venue types that should be classified as business event venues and had to make a number of assumptions to enable comparability across the nation. It is recognised, therefore, that there will be cases for which business events are a key element of the business for some of the venues in the categories that have been excluded from the population but this is a function of setting national guidelines.

It is valuable to recognise the contribution made to the business events sector by domestic participants, especially locals. One of the reasons for the large increase in the estimated size of the economic contribution of the business events sector is the support provided by domestic delegates, organisers and exhibitors through their participation in domestic events. The NBES has reinforced the importance of the domestic market in terms of estimating the economic contribution that the business events sector makes to the economy, which highlights the fact that convention bureaux need to play close attention to domestic events. The fact that the local market is so important to the performance of the overall sector has not been emphasised previously. Whilst this does not result in new funds being injected into the local economy, it would likely be

stemming an outflow. If those events were not staged in the local area at least some locals would travel outside the region to attend the event.

9.1.2 Objective 2

Objective 2 stated that the study would "provide increased knowledge on the decision-making processes of delegates/attendees in the Business Events Sector". This objective was achieved and a range of issues was identified that should help boost delegate numbers and yield. With each of the components of the study, questions were asked of the respondents as to the influences on issues such as their accommodation booking, their choice of destination for an event, and a range of other motivators for decision making.

Motivation to Attend a Business Event

Attendees to the events surveyed provided insights into their reasons for attending the events. Understanding motives is an important ingredient in "getting the product right" and developing events that most fully meet the needs of participants. For the majority of attendees, it was the educational or business content that attracted them to the event. This was particularly important for international attendees and is a characteristic of business events that should receive priority attention from organisers. The other main motive for attending events was to network and it is important that organisers schedule as many networking opportunities into their events as possible in order to capitalise most effectively on this motive. Event organisers need to encourage networking by providing time and an appropriate environment for attendees to get together. It is particularly important that organisers facilitate networking opportunities for first time attendees and encourage them to break into the network. Their satisfaction with this aspect of the conference is likely to be a key factor in repeat attendance.

It was interesting to note that the opportunity to visit a new city did not influence attendees to any great extent. This highlights the fact that work aspects of business events are relatively more important that tourism / leisure aspects.

The key motive for exhibitors to exhibit at a particular event was the relevance of the market and the opportunity to obtain new leads. For organisers of business events, the suitability of the venue was the key motive for choosing a particular destination and, interestingly, in these turbulent times, the level of safety and security at a destination had little influence on their decisions to select a destination. This was likely due to the fact that the organisers were Australians, considering alternative Australian destinations, where the level of safety and security does not vary greatly. International delegates attending business events did rate the safety and security of the city/town as an important determinant of their motivation to attend the event. It is therefore important that organisers promote Australia as a safe and secure destination for business events.

Key influences for incentive travel groups appeared to be both the quality and the variety of the incentive product, followed closely by the service standards offered at the various locations. Given that this component of the business events sector is valued in excess of $500 million, these purchasing influences require attention if Australia is to build further its position as a favoured destination for incentive travel. There are implications here for the type and quality of future accommodation development as well as for the standard of service provided. Given the majority of the incentive travel is aimed at the international market, the need for a high standard of service becomes even more important. Incentive organisers are also influenced very heavily by the uniqueness

of the products on offer, that is, what is special about them and how easily can they be recreated. If this is the case, it is crucial for attention to be given to developing more unique product to offer to incentive houses.

Analysis was undertaken to identify and compare high and low yield attendees. Low yield business event visitors have average daily expenditures of less than $200 a day, while high yield delegates spend in excess of $1000 a day on average. Not surprisingly, high yield attendees were more likely to bring accompanying people and to stay in more luxurious accommodation. In terms of occupation, professional, administration and business management, government employees, consultants, and people who work in sales and marketing were more likely than expected to have high average daily expenditures. There is a need for more research to understand the motivations for delegates to bring partners and/or take pre and post tours. This knowledge may help to encourage more delegates to leverage tourism and leisure opportunities from their business event travel.

Satisfaction Levels at Business Events

Included in the sections on decision-making were questions on the levels of satisfaction of the respondents with the product they were experiencing. The safety and security of the destination provided the highest level of satisfaction for international delegates. This is one of Australia's perceived strengths and should continue to be promoted actively to international visitors, particularly during periods of heightened global tension. Overall, there was a high level of satisfaction with the events and the host destinations and this satisfaction translated into high levels of intention to recommend the host destinations as business and holiday destinations. The comments in relation to the satisfaction with the destination, together with other responses stating that the conference schedule did not allow for sight seeing, provides support for the inclusion of more field trips within the scope of the event schedule. This could potentially increase the yield from delegates and also promote the tourism opportunities of the destination increasing the likelihood of return visitation for leisure purposes. This promotion may be the role of the convention bureaux.

Lower levels of satisfaction were observed in the some of the open-ended questions in relation to the quality of the service and the hours of opening of shops and restaurants. International visitors, in particular, were critical of these elements and they potentially make Australia, as a destination, less competitive than some overseas destinations.

Satisfaction for exhibitors came from the quality of the organiser and the venue. In particular, the exhibitors felt that the level of professionalism and the number of high quality leads made for a successful exhibition. Again, the issue of standards and professionalism was seen to be crucial and should be monitored carefully. It is very important in this sector and an area that is perceived to be highly rated and should be maintained at that level.

Lower levels of satisfaction were observed with regard to some aspects of exhibition venues, notably parking facilities and on-site catering. Venues need to consider ways of addressing these issues in the future.

A question for future planning and decision-making was included in the incentive travel questionnaires. It is suggested here that this question be included in future studies. This question asked respondents to estimate a breakdown of "to whom business was lost and why' in 2003. The reasons included that a cheaper option was available for the incentive travel groups, world events such as SARS and the Bali bombing, global

competition, the lack of flights into Australia, the destination's inability to meet the needs of the participants, the long haul nature of flights to Australia and visa problems. These responses provide a context for the results of the study at this particular time. Whilst it is not possible to change world events, it was interesting to note that lack of availability of airline seats was a factor that caused business to be lost and this is a factor that can be influenced by government agencies.

Planning cycles

The exhibition sector appears to require greater lead-time for destination selection (more than two years) than does the meetings and conference sector. The level of planning for exhibitions, therefore, needs to be able to project well into future trends for exhibitions. Studies such as the NBES are crucial for the identification of trends in the sector. The majority of organisers in the meeting and conference sector require between six and twelve months for destination selection and again, this information provides confirmation of planning processes for convention bureaux, destination managers and event organisers. A smaller turnaround period for meeting and conference events also has consequences for the maintenance of service and venue quality. These areas, which are very important to organisers and attendees need to be constantly monitored so that standards are not lowered.

The main influences on the planning cycles of event organisers were the suitability of the venue and the availability of a relevant market particularly for exhibition organisers. This is reflected by the fact that most exhibition business takes place in the large capital cities of Sydney, Melbourne and Brisbane. The consequences of these findings are that not only do venues need to have the capacity and a range of facilities, but they obviously need to be in a location which will attract the relevant markets. New convention venues therefore require significant feasibility studies to be undertaken before a commitment is made for construction.

Useful to note are findings such as those that delegates who used hotel or motel accommodation tended to stay in deluxe (or four-star) accommodation. This was the most popular choice for interstate delegates suggesting that this is a specific market for conference participants. International delegates tended to book their accommodation through the conference organisers (53%) illustrating the influence which organisers are able to have over accommodation choices. It is interesting to note that, since the findings from *Meetings Make Their Mark,* the average number of nights stayed for the event and the total number of nights away from home has decreased slightly. This finding may suggest that delegates have greater time constraints that do not allow them to stay longer. These findings are also linked to the pre-and post touring findings that are lower than in the earlier BTR study. One of the elements lost then to delegates is the ability to extensively tour the destination. This change could lend itself to the inclusion of more field trips during the conference itself. Overall, however, this change in the length of stay suggests that a substantial cash injection has been lost to the economy. This may mean there is less product on offer or perhaps that the product has not been well communicated.

9.1.3 Objective 3

The final objective for the study was to provide key indicators for monitoring the performance of the business events sector in subsequent years. As it is a very costly and time consuming exercise to undertake a complete evaluation of the sector, it was deemed important that effort be made to identify some key indicators of performance

that could be used to monitor the health of the business events sector in between more comprehensive evaluations that would only be done every four or five years. It is recommended that monitoring a 'basket' of venues would be an effective way to assess how the industry is going in terms of the number of events staged and the average participants per event. This could be then supplemented by a survey of a few key events to monitor average delegate spend by nationality and industry sector. These figures would help track how the sector is going.

Other areas for monitoring include:

- Determining the key markets for certain components of the business events sector. For example, there appears to have been an increase in the South East Asian market for the incentive travel component. While this market is not necessarily a high yield market, it is one that provides opportunities for increasing yield.
- Tracking the levels of satisfaction of international delegates for:
    - Business and educational content of business events offered in Australia
    - The sense of safety and security of Australia as a destination.

This objective is on-going and will require revision on a regular basis.

9.2 Recommendations

This section presents a series of recommendations based on the key findings from the NBES. The recommendations relate to future research studies and enhancement factors for the business events sector. These recommendations seek to overcome some of the limitations faced by the NBES and ensure that future work builds upon the foundations that have been set by *Meetings Make their Mark* and NBES. Overall, it is suggested that a major evaluation of the business events sector be undertaken every four to five years, and that key indicators are used in the interim years to assess how the sector is progressing.

In order for the business events sector to be able to benchmark and compare its performance over time, it is necessary for future studies to use comparable definitions and standards through which to measure the sector. Recommendation 1, therefore, addresses this issue.

Recommendation 1: Future studies of the business events sector should be conducted periodically to track changes in the sector and these studies should adopt the following definition of business event venues:

'All commercial business event venues, excluding the following categories of venues for which business events are not seen to be a core part of their overall business:

- Metropolitan community halls, school halls
- Bowling clubs, scout halls
- RSL clubs
- Motels, serviced apartments, apartments
- Restaurants
- Cruise ships, boats
- Leisure and aquatic centres, small sports clubs
- Guest houses, cottages
- Marquees.'

The sector requires on-going data collection to monitor its performance. Ideally, there should be a census of the venues within Australia so that the size of the industry can be monitored. Collection of such data, however, could be problematic if there is not some level of compulsion to the data collection. Recommendation 2 addresses this issue.

Recommendation 2: Business event venue data should be collected in collaboration with the Australian Bureau of Statistics under the Census Act in order to maximise the accuracy of this data which underpins any assessment of the business events sector.

Many of the venues involved in the NBES did not have systems that facilitated the gathering of the required data. In order for consistent and timely data to be collected for future research studies, a systematic method of data collection should be provided for venues to automatically collect the required data. This may be in the form of an electronic "kit" that facilitates the data collection.

Recommendation 3: A template should be devised and distributed to venues that would facilitate their on-going collection and recording of data relevant to assessing the overall size of the sector. This would overcome the problem of having to trawl back through records in order to complete the questionnaire, and the potential for error this creates**.** Ideally this template should be in the form of a software package and it is suggested that the industry should invest in the development of this.

9.3 Summary

This chapter has provided a summary of the key findings and recommendations following from these findings. The chapter discusses the achievement of the objectives set for the study and the ramifications of the findings from these objectives. It suggests that there are actions that will enhance the business events sector and that the NBES marks the beginning of a new era of monitoring trends and evaluating performance within a sector that is increasingly making its mark on the Australian economy. The study complements the work being done by BECA in bringing together the various components of the business events sector and encouraging cooperation. The sector now appears to have a common focus and BECA has been integral in helping the components to share information more fully.

The business events sector is a valuable contributor to the Australian economy and provides a total expenditure effect in excess of $17 billion with the value added contribution being over $6 billion and the contribution to employment being over 115 thousand jobs. The additional indirect effects are over $5 billion in value added with additional employment of 98 thousand people. The business events sector is clearly a sector that is made up of a range of complementary components, each of which makes an important contribution. It is crucial that all components are considered in evaluations of the sector in future research. Information has been presented here that should assist the sector to enhance further the number of delegates who attend business events and to enhance the yield from those who attend.

APPENDIX A: DEFINITIONS

Association Meeting	In which the organiser represented an association with members from more than one entity, which could include service and sporting clubs.
Business Event	Any public or private activity consisting of a minimum of 15 persons with a common interest of vocation, held in a specific venue or venues, and hosted by an organisation (or organisations). This may include (but not be limited to): conferences, conventions, symposia, congresses, incentive meetings, marketing events, special celebrations, seminars, courses, public or trade shows, exhibitions, company general meetings, corporate retreats, training programs.
Corporate Meeting	A meeting in which the organiser represented a commercial entity.
Day Trips	Trips, which do not involve an overnight stay. Daytrips must involve travel for a round trip distance of at least 50 kilometres and duration of at least 4 hours.
Delegate	Any person who attends a meeting.
Domestic Delegate	A delegate who normally resides in Australia.
Exhibition	An event, which is designed to bring together suppliers of products, equipment and services in an environment where they can demonstrate their products and services. An exhibition may be targeted at either the consumer (public exhibitions) or the trade/industry (trade shows).
Exhibition organiser	Any person, agent or business that has hosted an exhibition at a hired venue.
Exhibitor	Any person or organisation that utilises display space at a meeting or exhibition for the purpose of selling goods or services, or promoting their products, services or organisation.
Expenditure in Australia	All reported expenditure, excluding international airfares and inclusive package tours when international delegates use an airline other than Qantas or Virgin Blue.
Government Meeting	In which the organiser represented a Commonwealth, state or local government agency or enterprise.
Incentives	The term “incentives” refers to a global management tool that uses an exceptional travel experience to motivate and/or recognise participants for increased levels of performance in support of other organisational tools.
International Delegate	A delegate who normally resides in a country other than Australia.
Interstate Delegate	A domestic delegate who is attending a meeting in a State or Territory other than that in which they reside.
Interstate Meeting	Meeting held only within Australia, where 55% of the delegates are from states other than the one in which the meeting is being held.
Intrastate Delegate	A domestic delegate who is attending a meeting in the same State or Territory, in which they reside, but is not local. All intrastate delegates must either be on an overnight trip or a day trip.
Host City	The city or town where the meeting is held.

Local Delegate	A delegate who is attending a meeting in the same city, town or locality in which they reside. Any domestic delegate who is not on an overnight trip or a day trip.
Meeting	Any off-site gathering (including conventions, congresses, conferences, seminars, workshops and symposiums) which brings together people for a common purpose, the sharing of information. This defines both corporate business (CB) and association meetings.
Multi Day Meeting	A meeting where some delegates use commercial accommodation.
North East Asia	For the purposes of this study, the region of North East Asia included China, Hong Kong, Taiwan, Japan and Korea.
Oceania	For the purposes of this study, the region of Oceania included New Zealand, Fiji, the Pacific Islands, Papua New Guinea and Tahiti.
Organiser	Any person, business, association, government body or other organisation that hosts a meeting or exhibition at hired venue.
Overnight Trips	Trips involving a stay away from home of at least one night, at a place at least 40 kilometres from home.
Pre and Post Touring	When a delegate who chooses to extend their trip beyond the duration of the meeting to explore the host city or other Australian regions (either before or after the event).
Public Exhibition	Exhibitions which are open to the general public.
Reported Expenditure	All expenses incurred by delegates during a trip to attend a meeting, including expenditure on behalf of accompanying persons, amounts paid before the trip, expenses that are paid or reimbursed by an employer, and all airfares within Australia and inclusive package tours.
Single Day Meeting	Consists of a whole day, or part thereof, where overnight accommodation is not required.
South East Asia	For the purposes of this study, the region of South East Asia included countries such as Singapore, Malaysia, Thailand, Indonesia and Vietnam.
Trade Exhibition	Specific industry trade exhibitions where attendees are by invitation basis only.
Trade Visitor	Someone who attends a trade exhibition.
Visitor	Any person who takes an overnight trip or a daytrip. In the meetings context, this includes both delegates and accompanying persons.

APPENDIX B: QUESTIONNAIRES

VENUE (ONE DAY) QUESTIONNAIRE

NBES 2003 Venue Questionnaire – Single Day Events

Venue Name:	
Contact Name:	
Phone Number:	

What information goes into the Questionnaire

· Data must relate to the financial year: **July 1, 2002 to June 30, 2003**.

· Data on all single day meetings and incentives held at your venue over the period should be included, as well as all Exhibitions in the specified period.

· All "events" must have **at least 15 participants.** As this study relates only to business events, private functions (weddings, funerals and private parties) should not be included.

· If you are associated with more than one venue, you will need to complete a separate spreadsheet for each of the venues. (Please photocopy this questionnaire)

Total Number of Events/Participants for Year beginning 1 July 2002 ending 30 June 2003

		SECTOR			**TOTAL Number**
		GOVT	ASSOCIATION	CORPORATE	
Number of **events** during the year	1 day/Part-day				Events
No. **participants** during the year	1 day/Part-day				Participants

Definitions

GOVERNMENT: Predominantly groups of public servants, elected officials and service providers to Govt entities.
ASSOCIATION: Members share a common purpose, includes societies, educational institutions, religious groups, etc.
CORPORATE: Gathering of employees, partners or shareholders of a commercial organisation.

Quarterly Breakdown of Events

In order to give an indication of the seasonality of events, please indicate the number of single day events in your venue that occurred in the following quarters?	Number of single day events
1st July to 30th September 2002	
1st October to 31st December 2002	
1st January to 30th March 2003	
1st April to 30th June 2003	
TOTAL	

Event Type

Please estimate the total number of single day events in your venue during the 12 month period from each of the following client groups:	Number
MEETINGS (all meetings, conventions, conferences with more than 15 participants)	
INCENTIVES (an exceptional travel experience organised to reward participants)	
EXHIBITIONS (event with suppliers displaying products and/or services) Please estimate both **single** and **multi day** exhibitions held in your venue during the 12 month period	

VENUE (FULL DAY) QUESTIONNAIRE

NBES 2003 Venue Questionnaire

Venue Name:	
Contact Name:	
Phone Number:	
State in which Venue is located:	

What information goes into the Questionnaire
· Data must relate to the financial year: July 1, 2002 to June 30, 2003.
· Data on all meetings, exhibitions and incentives held at your venue over the period should be included.
· These "events" must have at least 15 participants to be included. As this study relates only to business events, private functions (weddings, funerals and private parties) should not be included.
· If you are associated with more than one venue, you will need to complete a separate spreadsheet for each of the venues. (Please photocopy this questionnaire).

Total Number of Events/Participants for Year beginning 1 July 2002 ending 30 June 2003

		SECTOR			**TOTAL Number**
		GOVT	ASSOCIATION	CORPORATE	
Number of **events** during the year	1 day/Part-day				Events
	More than 1 day				Events
	TOTAL				Events
Number of **participants** during the year	1 day/Part-day				Participants
	More than 1 day				Participants
	TOTAL				Participants

Definitions
GOVERNMENT: Predominantly groups of public servants, elected officials and service providers to Govt entities.
ASSOCIATION: Members share a common purpose, includes societies, educational institutions, religious groups, etc.
CORPORATE: Gathering of employees, partners or shareholders of a commercial organisation.

Quarterly Breakdown of Business Events

In order to give an indication of the seasonality of events, please indicate what proportion of events in your venue occurred in the following quarters:	Please answer in percentages
1st July to 30th September 2002	%
1st October to 31st December 2002	%
1st January to 30th March 2003	%
1st April to 30th June 2003	%
(must equal 100%) TOTAL	**%**

Event Client Groups

Please estimate what proportion of events in your venue during the 12 month period were from each of the following client groups	Please answer in percentages
MEETINGS (meetings, conventions, conferences with more than 15 participants)	%
INCENTIVES (an exceptional travel experience organised to reward participants)	%
EXHIBITIONS (event with suppliers displaying products and/or services)	%
(must equal 100%) TOTAL	**%**

DELEGATE QUESTIONNAIRE

Event No.	

SECTION A: Background Information

1. What is your normal country of residence?

2. What is your occupation?

3. Did anyone accompany you on this trip who was not attending this conference?

Yes	1
No	2 → **Go to Question 5**

4. If yes, please indicate the number of people that accompanied you and their relationship to you.

Relationship	**Number**
Spouse/partner	
Children	
Other relative	
Friend	

5. Which response best described your accommodation arrangements during this conference?

Staying at home	1	*Go to Section B*
Home of friends or relatives	2	*Go to Q8*
Hotel/Motel	3	
Serviced apartment	4	
Other (Please specify)	5	

6. If you answered Hotel/Motel or Serviced Apartment, please state star rating.

Luxury (5 star)	1
Deluxe (4-4.5 star)	2
Standard (3.5 star)	3
Budget	4

7. How did you book your accommodation?

Through the conference organiser	1
With a travel agent	2
Directly with a hotel	3
Through the internet	4
Other	5

8. How many nights did you stay in this city/town for the purpose of attending the conference?

9. How many more nights did you stay in this city/town?

10. Would you have come to this city/town this year had the conference <u>not</u> been held?

Yes	1 → Go to Question 13
No	2

11. If you were coming to this city/town in any case this year, was your visit an additional visit specifically for this conference?

Yes	1 → Go to Question 13
No	2

12. If you were coming to this city/town in any case at this time of the year, did you extend your stay because of this conference?

Yes	1
No	2

13. Besides the town/city in which your conference was held, did you visit other places in Australia during this trip?

Yes	1
No	2 → Go to Section B

14. Where else in Australia did you visit during this trip and how long did you spend in each place?

Place	No. of Nights
Gold Coast	
Sydney	
Melbourne	
Adelaide	
Cairns or Great Barrier Reef	
Perth	
Tasmania	
Canberra	
Ayers Rock/Uluru	
Brisbane	
Other (Please specify)	
Total number of nights:	

SECTION B: Motivation and Satisfaction

15. Using a scale of 1 to 5, where 1 represents '<u>low influence</u>' and 5 represents '<u>high influence</u>', to what degree did each of the following factors influence your decision to attend this conference?

Factors	Low influence				High Influence	
Business/ education content of the conference program	1	2	3	4	5	N/A
Social program of the conference	1	2	3	4	5	N/A
Exhibition	1	2	3	4	5	N/A
Networking/ business opportunities	1	2	3	4	5	N/A
Location of conference	1	2	3	4	5	N/A
Opportunity to visit a new town/city	1	2	3	4	5	N/A
Accessibility of the destination	1	2	3	4	5	N/A
Safety and security of the destination	1	2	3	4	5	N/A
Previously visited the destination	1	2	3	4	5	N/A
Directed by employer to attend	1	2	3	4	5	N/A
Because I attend this conference every year	1	2	3	4	5	N/A
Other (Please specify) ……………………………………….	1	2	3	4	5	N/A

16. Using a scale of 1 to 5, where 1 represents '<u>very dissatisfied</u>' and 5 represents '<u>very satisfied</u>', how satisfied were you with the following aspects of the conference destination?

Factors	Very dissatisfied				Very Satisfied	
Accessibility to city/town	1	2	3	4	5	N/A
Range of accommodation	1	2	3	4	5	N/A
Quality of accommodation	1	2	3	4	5	N/A
Safety and security of destination	1	2	3	4	5	N/A
Tolerance of other cultures	1	2	3	4	5	N/A
Range and quality of restaurants	1	2	3	4	5	N/A
Cleanliness of destination	1	2	3	4	5	N/A
Availability of tourist information	1	2	3	4	5	N/A
Range and quality of shops	1	2	3	4	5	N/A
Transportation costs (excluding airfares)	1	2	3	4	5	N/A
Attractions and entertainment	1	2	3	4	5	N/A
Friendliness of service staff	1	2	3	4	5	N/A
Opening hours of shops	1	2	3	4	5	N/A

17. If you were dissatisfied with any aspect of the conference destination, could you please explain why?

……………………………………………………
……………………………………………………
……………………………………………………
……………………………………………………
…………………………………………………….

18. Using a scale of 1 to 5, where 1 represents '<u>very unlikely</u>' and 5 represents '<u>very likely</u>', how likely are you to recommend this town/city as a conference or business destination to colleagues?

Very unlikely	Unlikely	Undecided/ Don't know	Likely	Very likely
1	2	3	4	5

19. Using a scale of 1 to 5, where 1 represents '<u>very dissatisfied</u>' and 5 represents '<u>very satisfied</u>', how satisfied were you overall, with this city/town as a holiday destination? City/town residents should indicate their perceptions of the city/town as a tourist destination.

Very dissatisfied				Very satisfied
1	2	3	4	5

20. Is there any particular reason why you rated this city/town this way?

……………………………………………………
……………………………………………………
……………………………………………………
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SECTION C: Expenditure

21. Please indicate the currency you will be using to provide details of expenditure. (Please circle)

$AUS	Euro	$US	Yen	Other: ___________

22. Could you please estimate how much you spent during this trip to this conference?

When completing this section please bear in mind the following guidelines:

- Details are for expenditure on your stay in the conference city/town. Please include any amounts paid before your arrival (international delegates should not include international airfares to Australia).
- Include any amounts paid for you by your sponsor/employer.
- Expenditure by party members who did not attend the conference should be in addition to your personal or sponsored costs.

Expense Items	1	2	3
	Company Paid or Reimbursed	Personal	Other party members - non attendees
Total conference registration fees (e.g. social and optional workshops, etc)			
Accommodation			
Shopping (e.g. souvenirs, clothing, wine, toiletries, etc)			
Local ground transport (e.g. taxi, train, car hire, etc)			
Restaurants and cafés			
Other meals, food and drink not included in accommodation bill			
Airfares within Australia			
Theatre/concerts Cinemas			
Tours (e.g. sightseeing, sports events)			
Recreational activities			
Other			
Total			

24. Are you an overseas visitor?

Yes	1	Go to Section D
No	2	This completes the questionnaire. Thank you for your cooperation.

SECTION D: Overseas Visitors

This final section is to be completed by ***OVERSEAS VISITORS ONLY.***

25. When you arrived in Australia, which one of the following reasons did you mark on your Incoming Passenger Card, as the main purpose for your visit?

Convention/conference	1
Business	2
Visiting friends/relatives	3
Employment	4
Education	5
Exhibition	6
Holiday	7
Other (Please Specify)	8

26. Which airline(s) did you use for your trip to Australia?

Airline(s)

27. In which class did you travel?

First class	1
Business	2
Economy	3

28. How did you book your airfare?

29. Using a scale of 1 to 5, where 1 represents <u>'low influence'</u> and 5 represents <u>'high influence'</u>, to what degree did each of the following factors have an influence on your choice of airline?

Factors	Low influence				High influence	
Loyalty program	1	2	3	4	5	N/A
Most direct flight/route	1	2	3	4	5	N/A
Lower fares	1	2	3	4	5	N/A
Part of a package	1	2	3	4	5	N/A
Airline club	1	2	3	4	5	N/A
Reputation of airline	1	2	3	4	5	N/A
Official airline	1	2	3	4	5	N/A
No choice (was booked for you)	1	2	3	4	5	N/A

30. How many times have you previously visited Australia?

TRADE VISITOR QUESTIONNAIRE

Event No.	**This will be pre-coded**

SECTION A: Background Information

1. What is your normal country of residence?

2. What is your occupation?

3. Did anyone accompany you on this trip who was not attending this exhibition?

Yes	1	
No	2	→ *Go to Question 5*

4. If yes, please indicate the number of people that accompanied you and their relationship to you.

Relationship	Number
Spouse/partner	
Children	
Other relative	
Business colleague	
Friend	

5. Which response best described your accommodation arrangements during this exhibition?

Staying at home	1	*Go to Section B*
Home of friends or relatives	2	*Go to Q8*
Hotel/Motel	3	
Serviced apartment	4	
Other (Please specify)	5	

6. If you answered Hotel/Motel or Serviced Apartment, please state star rating.

Luxury (5 star)	1
Deluxe (4-4.5 star)	2
Standard (3.5 star)	3
Budget	4

7. How did you book your accommodation?

Through the exhibition organiser	1
With a travel agent	2
Directly with a hotel	3
Through the internet	4
Other (Please specify)	5

8. How many nights did you stay in this city/town for the purpose of attending the exhibition?

9. How many more nights did you stay in this city/town?

10. Would you have come to this city/town this year had the exhibition not been held?

Yes	1	
No	2	→ *Go to Question 13*

11 If you were coming to this city/town in any case this year, was your visit an additional visit specifically for this exhibition?

Yes	1	→ *Go to Question 13*
No	2	

12. If you were coming to this city/town in any case at this time of the year, did you extend your stay because of this exhibition?

Yes	1
No	2

13. Besides the town/city in which this exhibition was being held, did you visit other places in Australia during this trip?

Yes	1	
No	2	→ *Go to Section B*

14. Where else in Australia did you visit during this trip and how long did you spend in each place?

Place	No. of Nights
Gold Coast	
Sydney	
Melbourne	
Adelaide	
Cairns or Great Barrier Reef	
Perth	
Tasmania	
Canberra	
Ayers Rock/Uluru	
Brisbane	
Other (Please specify)	
Total number of nights:	

SECTION B: Motivation and Satisfaction

15. Using a scale of 1 to 5, where 1 represents ‘<u>very dissatisfied</u>’ and 5 represents ‘<u>very satisfied</u>’, how satisfied were you with the exhibition?

Factors	Very dissatisfied			Very satisfied		
Number of exhibitors	1	2	3	4	5	N/A
Range of exhibits	1	2	3	4	5	N/A
Quality of exhibitor service	1	2	3	4	5	N/A
Quality of exhibitor post show follow up	1	2	3	4	5	N/A
Quality of exhibition venue	1	2	3	4	5	N/A
Venue parking	1	2	3	4	5	N/A
Quality of venue catering	1	2	3	4	5	N/A
Quality of venue amenities	1	2	3	4	5	N/A
Admission charges	1	2	3	4	5	N/A
Other (Please specify) ……………………	1	2	3	4	5	N/A

16. Using a scale of 1 to 5, where 1 represents ‘<u>very dissatisfied</u>’ and 5 represents ‘<u>very satisfied</u>’, how satisfied were you overall with the following aspects of the exhibition destination?

Factors	Very dissatisfied			Very satisfied		
Accessibility to city/town	1	2	3	4	5	N/A
Range of accommodation	1	2	3	4	5	N/A
Quality of accommodation	1	2	3	4	5	N/A
Safety and security of destination	1	2	3	4	5	N/A
Tolerance of other cultures	1	2	3	4	5	N/A
Range and quality of restaurants	1	2	3	4	5	N/A
Cleanliness of destination	1	2	3	4	5	N/A
Availability of tourist information	1	2	3	4	5	N/A
Range and quality of shops	1	2	3	4	5	N/A
Transportation costs (excluding airfares)	1	2	3	4	5	N/A
Attractions and entertainment	1	2	3	4	5	N/A
Friendliness of service staff	1	2	3	4	5	N/A
Opening hours of shops	1	2	3	4	5	N/A

17. If you were dissatisfied with any aspect of the exhibition destination, could you please explain why?

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……………………………………………………
……………………………………………………
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……………………………………………………
……………………………………………………
……………………………………………………

18. Using a scale of 1 to 5, where 1 represents ‘<u>very unlikely</u>’ and 5 represents ‘<u>very likely</u>’, how likely are you to recommend this town/city as a exhibition or business destination to colleagues when you return home?

Very unlikely	Unlikely	Undecided/ Don’t know	Likely	Very likely
1	2	3	4	5

19. Using a scale of 1 to 5, where 1 represents ‘<u>very dissatisfied</u>’ and 5 represents ‘<u>very satisfied</u>’, how satisfied are you overall, with this city/town as a holiday destination? City/town residents should indicate their perceptions of the city/town as a tourist destination.

Very dissatisfied				Very satisfied
1	2	3	4	5

20. Is there any particular reason why you rated this city/town this way?

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SECTION C: Expenditure

21. Please indicate the currency used to provide details of expenditure. (Please circle)

$AUS	Euro	$US	Yen	Other: ____________

22. Could you please estimate how much you spent during this trip to this exhibition?
When completing this section please bear in mind the following guidelines:

- Details are for expenditure on your stay in the exhibition city/town. Please include any amounts paid before your arrival (international delegates should not include international airfares to Australia).
- Include any amounts paid for you by your sponsor/employer.
- Expenditure for other party members who did not attend the exhibition should be in addition to your personal or sponsored costs.
- The calculator will automatically total your expenditure.

Expense Items	1	2	3
	Company Paid or Reimbursed	Personal	Other party members - non attendees
Total exhibition registration fees (e.g. social and optional workshops, etc)			
Accommodation			
Shopping (e.g. souvenirs, clothing, wine, toiletries, etc)			
Local ground transport (e.g. taxi, train, car hire, etc)			
Restaurants and cafes			
Other meals, food and drink not included in accommodation bill			
Airfares within Australia			
Theatres/concerts/ Cinemas			
Tours (e.g. sightseeing, sports events)			
Recreational Activities			
Total			

23. The total amount spent by you while in Australia is:

Is this amount correct?	**Yes**	**1**
	No	**2**

If Yes, Go to Question 25

24. If the total amount in question 23 is not correct, what is the additional amount?

25. Are you an overseas visitor?

Yes	1	Go to Section D
No	2	This completes the questionnaire. Thank you for your cooperation.

SECTION D: Overseas Visitors

This final section is to be completed by **OVERSEAS VISITORS ONLY**.

26. When you arrived in Australia, which one of the following reasons did you mark on your Incoming Passenger Card, as the main purpose for your visit?

Convention/conference	*1*
Business	2
Visiting friends/relatives	3
Employment	4
Education	5
Exhibition	6
Holiday	7
Other (Please specify)…………………………..…….	8

27. Which airline(s) did you use for your trip to Australia?

Airline(s)

28. In which class did you travel?

First class	1
Business	2
Economy	3

29. How did you book your airfare?

Through the exhibition organiser	1
With a travel agent	2
Directly with the airline	3
Through the internet	4
Other (Please specify)	5

30. Using a scale of 1 to 5, where 1 represents '<u>low influence</u>' and 5 represents '<u>high influence</u>', to what degree did each of the following factors have an influence on your choice of airline?

Factors	Low influence			High influence		
Loyalty program	1	2	3	4	5	N/A
Most direct flight/route	1	2	3	4	5	N/A
Lower fares	1	2	3	4	5	N/A
Part of a package	1	2	3	4	5	N/A
Airline club	1	2	3	4	5	N/A
Reputation of airline	1	2	3	4	5	N/A
Official airline	1	2	3	4	5	N/A
No choice (was booked for you)	1	2	3	4	5	N/A

31. How many times have you previously visited Australia?

If your answer was 'zero' please proceed to Q33, otherwise proceed to Q32.

32. Did you attend an exhibition on your last visit to Australia?

Yes	1
No	2

33. Using a scale of 1 to 5, where 1 represents '<u>very unlikely</u>' and 5 represents '<u>very likely</u>', how likely is it that you will return to Australia within the next 2 years for business?

Very unlikely	Unlikely	Undecided/ Don't know	Likely	Very likely
1	2	3	4	5

34. Using a scale of 1 to 5, where 1 represents '<u>very unlikely</u>' and 5 represents '<u>very likely</u>', how likely is it that you will return to Australia within the next 2 years for a holiday?

Very unlikely	Unlikely	Undecided/ Don't know	Likely	Very likely
1	2	3	4	5

CONFERENCE ORGANISER QUESTIONNAIRE

Name of Event:		State in which Event was held:	

SECTION A: BACKGROUND INFORMATION

1. Are you a Professional Conference Organiser?

Yes	1
No	2

2. When was this city selected to host this event?

Less than 6 months ago	1
6 to 12 months ago	2
More than 12 months and up to 2 years ago	3
More than 2 years ago	4

3. When did the organisation start planning this event?

Less than 6 months ago	1
6 to 12 months ago	2
More than 12 months and up to 2 years ago	3
More than 2 years ago	4

4. Over how many days was the event staged? Please include half days if appropriate.

5. How often does this event occur?

Once only	1	Go to Qu 7
Monthly	2	
Quarterly	3	
Six monthly	4	
Once a year	5	
Once every two years	6	
Other (Please specify)……………	7	

6. Has a destination been chosen for the next event?

Yes	1	Where? →
No	2	
Don't know	3	

7. How many delegates were expected to attend this event?

8. What was the actual number of delegates that attended?

9. If the expected number of participants was not achieved, why do you think this was the case?

……………………………………………………
……………………………………………………
……………………………………………………
……………………………………………………
……………………………………………………
……………………………………………………

10. Of the delegates that attended the event, what was the breakdown of their origin? (Please use numerical responses)

Overseas	
Interstate	
Intrastate	
Local (from same city/town)	
TOTAL	

SECTION B: EXPENDITURE

11. Please indicate the currency you will be using to provide details of expenditure. (Please circle)

$AUS	Euro	$US	Yen	Other: __________

12. By the end of this event, how much money did you (or the host organisation) have spent on each of the following items?

Expenditure Items	($)
Venue hire	
Food and beverage on-site	
Food and beverage off-site	
Equipment/production/technical costs	
Administration/PCO fees	
Advertising and promotion of event	
Keynote speaker and other sponsored attendees (all expenses)	
Other expenditure (phone, fax, etc)	
Insurance	
Total	

13. By the end of this event, how much money will the host organisation have received from each of the following items?

Income Items	($)
Registration fees from delegates to conference and workshops	
Registration fees from exhibitors (or net income from exhibition)	
Sponsorship	
Advertising	
Contributions (e.g. hosting body, other affiliates, etc)	
Financial support (e.g. government, convention bureau)	
Social events (e.g. official dinners, reception, etc)	
Other income (Please specify) ……………………………………	
Total	

SECTION C: DECISION MAKING

14. Using a scale of 1 to 5, where 1 represents <u>'low influence'</u> and 5 represents <u>'high influence'</u>, to what degree did each of the following factors have an influence on your decision to hold the event at this particular destination?

Factors	*Low* influence				High influence	
Suitability of venue	1	2	3	4	5	N/A
Previous event held in this city/town	1	2	3	4	5	N/A
Strong local host related to organisation within the city/town	1	2	3	4	5	N/A
Large local market base for host organisation to draw	1	2	3	4	5	N/A
Safety and security of city/town	1	2	3	4	5	N/A
Air access	1	2	3	4	5	N/A
Access to public transport	1	2	3	4	5	N/A
Climate	1	2	3	4	5	N/A
Cosmopolitan nature of the destination	1	2	3	4	5	N/A
Referrals from associates	1	2	3	4	5	N/A
Range and standard of venues in city/town	1	2	3	4	5	N/A
Range and standard of accommodation in city/town	1	2	3	4	5	N/A
Range of social activities in city/town	1	2	3	4	5	N/A
Support of local convention/tourist bureau	1	2	3	4	5	N/A
Other (Pls specify)	1	2	3	4	5	N/A

15. Do you actively seek to update your knowledge of destinations and what they can offer for hosting conventions or other business events?

Yes	1
No	2

No → Go to Question 17

16. Which of the following resources do you use to update your knowledge on destinations?

Venue finding services	1
Professional Conference Organisers	2
Convention Bureaux	3
Trade magazines	4
Trade shows (Please specify which ones you attend)	5
Websites (Please specify which ones you use)	6
Other (Please specify)	7

17. Using a scale of 1 to 5, where 1 represents '<u>very dissatisfied</u>' and 5 represents '<u>very satisfied</u>', how satisfied were you overall, with this city/town as an event destination?

Very Dissatisfied				Very Satisfied
1	2	3	4	5

18. Using a scale of 1 to 5, where 1 represents '<u>very unlikely</u>' and 5 represents '<u>very likely</u>', how likely are you to recommend this town/city to other event organisers?

Very unlikely	Unlikely	Undecided/ Don't know	Likely	Very likely
1	2	3	4	5

19. What is the main reason that you rated this city/town this way?

……………………………………………………
……………………………………………………
……………………………………………………
……………………………………………………
……………………………………………………
……………………………………………………

EXHIBITOR QUESTIONNAIRE

Event	

SECTION A: Background Information

1. In which country is your organisation located?

Australia (specify state)	
Other (specify country)	

2. At which type of exhibition did you exhibit?

Trade Only	1
Trade with public day(s)	2
Exhibition as part of a conference	3

3. At how many exhibitions has your company exhibited in Australia in the last 12 months?

4. Using a scale of 1 to 5, where 1 represents <u>'very dissatisfied'</u> and 5 represents <u>'very satisfied'</u>, to what degree were you satisfied with the following aspects of the exhibition?

Factors	Very dissatisfied				Very Satisfied	
The number of visitors	1	2	3	4	5	N/A
The quality of visitors	1	2	3	4	5	N/A
The quality of the organiser	1	2	3	4	5	N/A
The quality of the venue	1	2	3	4	5	N/A

5. Using a scale of 1 to 5, where 1 represents <u>'very dissatisfied'</u> and 5 represents <u>'very satisfied'</u>, how satisfied were you overall with the exhibition?

Very dissatisfied				Very satisfied
1	2	3	4	5

6. What is the main reason that you rated the exhibition this way?

____

____

____

____

SECTION B: Expenditure

7. Please indicate the currency you will be using to provide details of expenditure. (Please circle)

$AUS	Euro	$US	Yen	Other: _________

8. By the end of this exhibition, how much did you or the exhibition organiser spend on the following items?

Expenditure Items	($)
Floor space (for this stand)	
Stand construction cost	
Equipment hire (e.g. furniture)	
Electricity/lighting	
Advertising/promotion for this event	
Temporary staff	
Air fares (in Australia for self &/or staff)	
Accommodation (self and/or staff)	
Food and drink (self and/or staff)	
Entertainment costs	
Freight costs	
Ground transport	
Display material	
Other expenses (phone, fax, etc)	
Other service provision	

9. The total amount spent by you during this trip to the Exhibition was:

EVENT ORGANISER QUESTIONNAIRE

Exhibition Organiser Questionnaire

Name of exhibition	
Type of exhibition	
Industry group	
State in which this Exhibition was held	

For all questions below, please consider the most recent event you have organised.

SECTION A: Background Information

1. Who organised this exhibition?

Independent show owner	1
Exhibition management company	2
Association	3

2. When did you or your organisation start planning this exhibition?

Less than 6 months ago	1
6 to 12 months ago	2
More than 12 months and up to, 2 years ago	3
More than 2 years ago	4

3. When was the town/city selected in which to hold this exhibition?

Less than 6 months ago	1
6 to 12 months ago	2
More than 12 months and up to, 2 years ago	3
More than 2 years ago	4

4. Over how many days was the exhibition staged? Please include half days if appropriate.

5. How often does this exhibition occur?

Once only	1
Six monthly	2
Once a year	3
Once every two years	4
Other (Please specify)	5

6. Who attended the exhibition?

Trade Only	1
Trade and public	2
Public	3

7. Where was the event advertised for attendees?

Locally	1
State-wide	2
Nationally	3
Internationally	4

8. How many people attended this exhibition from each of the following categories?

Number by location			
	Same State	Interstate	Overseas
Trade visitors			
Public visitors			

9. How many exhibitors attended this exhibition from each of the following categories?

Number by location			
	Same State	Interstate	Overseas
Number of companies			
Number of company representatives			

10. What was the sold space of the exhibition?

500 – 1000 m^2	1
1001 – 2000 m^2	2
2001 – 4000 m^2	3
4001 – 6000 m^2	4
6001 – 8000 m^2	5
8001 – 10000 m^2	6
Above 10000 m^2	7

11. As part of this exhibition, was there a seminar program on the exhibition floor?

Yes	1
No	2

12. In association with this exhibition, was there a conference program?

Yes	1
No	2

13. In association with this exhibition, was there a major international congress?

Yes	1
No	2

SECTION B: Expenditure

14. Please indicate the currency you will be using to provide details of expenditure. (Please circle)

$AUS	Euro	$US	Yen	Other: ____________

15. By the end of this exhibition, how much money did you and the host organisation spend on this event (total amount)? Please include the following items.

Expenditure Items	Amount
Venue and associated charges (e.g. carpet, cleaning, security, signs etc.)	
Marketing (e.g. advertising, promotion, internet etc.)	
Equipment hire (e.g. stand construction costs etc.)	
Accommodation for you and your staff	
Catering	
Airfares paid by your company for staff and others	
Management fees	
Registration	
Service charges	
Insurance	
Administration charge	
Other expenditure (e.g. phone, fax etc.)	
Total	

16. The total amount spent by you and the host organisation was:

Is this amount correct?	Yes	1	*Go to Question 18*
	No	2	

17. What is the total amount of additional expenditure not included in the above?

18. By the end of this exhibition, how much money did you and the host organisation receive from each of the following items?

Income Items	Amount
Exhibition space sales	
Sponsorship Admission income	
Other income (Please specify)	
Total	

19. The total amount received by you and the host organisation was:

Is this amount correct?	Yes	1	*Go to Section C*
	No	2	

20. What is the total amount of additional income not included in the above?

SECTION C: Purchasing Influencers

21. Using a scale of 1 to 5, where 1 represents '<u>low influence</u>' and 5 represents '<u>high influence</u>', to what degree did each of the following factors have an influence on the decision to hold the exhibition at this particular destination?

Factors	Low influence				High influence	
Exhibition infrastructure	1	2	3	4	5	N/A
Previous event held in this city/town	1	2	3	4	5	N/A
Relevant market for exhibitors	1	2	3	4	5	N/A
Availability of suitable facilities	1	2	3	4	5	N/A
Availability of suitable accommodation	1	2	3	4	5	N/A
Travelling time to the city/town	1	2	3	4	5	N/A
Access to the destination	1	2	3	4	5	N/A
Safety and security of city/town	1	2	3	4	5	N/A
Cosmopolitan nature of destination	1	2	3	4	5	N/A
Destination appeal	1	2	3	4	5	N/A
Referral by associates	1	2	3	4	5	N/A
Other (please specify)	1	2	3	4	5	N/A

22. Using a scale of 1 to 5, where 1 represents '<u>very unlikely</u>' and 5 represents '<u>very likely</u>', how likely are you to recommend this town/city to other exhibition organisers?

Very unlikely	Unlikely	Undecided/ Don't know	Likely	Very likely
1	2	3	4	5

23. Using a scale of 1 to 5, where 1 represents '<u>very dissatisfied</u>' and 5 represents '<u>very satisfied</u>', how satisfied were you overall, with this city/town as an exhibition destination?

Very dissatisfied				Very satisfied
1	2	3	4	5

24. Is there any particular reason as to why you rated this city/town this way?

……………………………………………………
……………………………………………………
……………………………………………………
……………………………………………………
………………………………………

25. Are you in the position to choose a city/town for future exhibitions?

Yes	1	Go to Question 26
No	2	This completes the questionnaire. Thank you for your cooperation.

26. Using a scale of 1 to 5, where 1 represents '<u>very unlikely</u>' and 5 represents '<u>very likely</u>', how likely is it that you or your organisation will choose this town/city for future exhibitions?

Very unlikely	Unlikely	Undecided/ Don't know	Likely	Very likely
1	2	3	4	5

INCENTIVE READY 4 / 5 STAR HOTEL QUESTIONNAIRE

Event No.	

The questionnaire only addresses questions relating to **international incentive programs**. It should take 15 minutes and for participating in the survey there is the opportunity to win a $750 voucher from OfficeWorks.

SECTION A: About your business

1. How many incentive program proposals did your organisation submit in the financial year (2002-2003)?

2. How many incentive program proposals were unsuccessful?

3. How many confirmed incentive programs did your organisation handle in the financial year (2002 – 2003)?

4. How many participants were involved in these incentive programs?

5. Of your confirmed international incentive programs in the financial year (2002-2003), what percentage of your incentive groups came from the following countries?

[Please ensure the total equals 100%]

Europe	%
UK/Ireland	
Scandinavia	
Austria	
Germany	
Switzerland	
Netherlands	
France	
Other (Please specify)	

Americas	**%**
USA	
Canada	
Latin America	
Chile	
Other (Please specify)	

North East Asia	**%**
Japan	
Taiwan	
Korea	
Hong Kong SAR	
China	
Other (Please specify)	

South East Asia	**%**
Indonesia	
Malaysia	
Singapore	
Thailand	
Philippines	
India	
Other (Please specify)	

Oceania	**%**
Australia	
New Zealand	
Pacific Islands	
Other (Please specify)	

Middle East	**%**
Africa	
South Africa	
Other (Please specify)	

TOTAL	**100%**

6. What percentage of your incentive groups came from the following sectors?

Sector	**%**
Insurance	
Banking/Finance	
Pharmaceutical	
Automotive	
IT	
Telecommunications	
Electrical	
FMCG	
Other (Please specify)	
TOTAL	**100%**

7. Thinking specifically about the incentive programs your organisation was not successful in attaining, what percentage was lost to …

Another Destination Marketing Company	%	Go to Q 9
Another destination	%	
Another type of reward other than travel	%	Go to Q 9
Other (Please specify)	%	Go to Q 9

8. Which destinations did your organisation lose incentive business to in the last financial year (2002-2003)?

1. ____________________________

2. ____________________________

3. ____________________________

4. ____________________________

5. ____________________________

9. What are the reasons your organisation lost incentive business in the financial year (2002 – 2003)?

…………………………………………………
…………………………………………………
…………………………………………………
…………………………………………………
…………………………………………………
…………………………………………………
…………………………………………………
…………………………………………………

SECTION B: Event Specific Information

This section relates to the most recent incentive program your organisation was responsible for coordinating.

10. In what month was this incentive program held?

11. What was the country of origin of the delegates who participated in this incentive program?

12. What was the total number of delegates that attended this incentive program?

13. Which of the following industry sectors did this incentive group come from?

Sector	**%**
Insurance	
Banking/Finance	
Pharmaceutical	
Automotive	
IT	
Telecommunications	
Electrical	
FMCG	
Other (Please specify)	
TOTAL	**100%**

14. Over how many days was this event staged – excluding arrival and departure days?

15. Was a meeting component included in the incentive program?

Yes	1	
No	2	*Go to Question 17*

16. If yes, what was the length of time this meeting was scheduled for?

0.5 – 2 hours	1
3 – 4 hours	2
Half a day	3
One full day	4
2 days	5
3 days or more	6

17. Which of the following destinations were used for this particular incentive program?

Australian Capital Territory (Canberra)	1
New South Wales	2
Sydney	3
Blue Mountains	4
Northern Territory	5
Alice Springs	6
Ayers Rock	7
Kakadu	8
Darwin	9
Queensland	10
Brisbane	11
Cairns	12
Townsville	13
Gold Coast	14
Sunshine Coast	15
Whitsundays	16
Port Douglas	17
South Australia	18
Adelaide	19
Barossa Valley	20
Tasmania	21
Hobart	22
Victoria	23
Melbourne	24
Western Australia	25
Perth	26
Broome	27
Don't know	98
Other (Please specify)	99

18. When did your organisation submit the proposal to pitch for this incentive program business?

Less than 6 months before the program	1
6 to 12 months before the program	2
More than 12 months and up to, 2 years before the program	3
More than 2 years before the program	4

19. After initial notification of being the successful company, when did your organisation start working on the business for this program?

Less than 6 months prior to the program	1
6 to 12 months prior to the program	2
More than 12 months and up to, 2 years prior to the program	3
More than 2 years prior to the program	4

20. Overall, how much time did your organisation spend pitching and planning for this incentive program before it commenced?

Less than 6 months prior to this program	1
6 to 12 months prior to this program	2
More than 12 months and up to, 2 years prior to this program	3
More than 2 years prior to this program	4

21. Who was responsible for deciding on the town/city that this incentive program was held?

Corporate Client	1
Incentive house	2
Your organisation	3
Other (Please specify)	4
Don't know/not sure	5

22. What was the primary objective of this incentive program?

Motivational	1
Sales reward	2
Educational	3
Other (Please specify)	4

SECTION C: Expenditure

23. What was the given budget per person in $AUD for the components of the incentive program that your organisation was responsible for coordinating?
Do not include international airfares.

$AUD

24. How much was spent by your client on the following items for this incentive program?

Expenditure Items	$AUD
Venue hire	
Activities	
Accommodation	
Catering	
Airfares (internally within Australia)	
Transport (including coaches)	
Other expenditure (e.g. phone, fax)	
Total	

25. What is the total amount of additional income not included in the above amount?

$AUD

SECTION D: Clients Destination Choice

26. Using a scale of 1 to 5, where 1 represents '<u>not very important</u>' and 5 represents '<u>very important</u>', in your opinion how important are the following factors for your clients when they are deciding on a destination for incentive programs?

Factors	Not very important				Very important	
Offers a variety of desirable products	1	2	3	4	5	N/A
Offers competitive airfares	1	2	3	4	5	N/A
Offers value for money	1	2	3	4	5	N/A
Level of interest from delegates	1	2	3	4	5	N/A
Climate of the destination	1	2	3	4	5	N/A
Service standards	1	2	3	4	5	N/A
Variety of accommodation options	1	2	3	4	5	N/A
Safety of the destination	1	2	3	4	5	N/A
Airline seating capacity	1	2	3	4	5	N/A
Meeting facilities	1	2	3	4	5	N/A
Flexibility	1	2	3	4	5	N/A
Quality of the incentive product	1	2	3	4	5	N/A

ITO / DMC QUESTIONNAIRE

Event No.	

The questionnaire only addresses questions relating to **international incentive programs**. It should take 15 minutes and for participating in the survey there is the opportunity to win a $750 voucher from OfficeWorks.

SECTION A: About your business

1. How many incentive program <u>proposals</u> did your organisation submit in the financial year (2002-2003)?

2. How many incentive program proposals were unsuccessful?

3. How many confirmed incentive programs did your organisation handle in the financial year (2002 – 2003)?

4. How many participants were involved in these incentive programs?

5. Of your confirmed international incentive programs in the financial year (2002-2003), what percentage of your incentive groups came from the following countries?

[Please ensure the total equals 100%]

Europe	**%**
UK/Ireland	
Scandinavia	
Austria	
Germany	
Switzerland	
Netherlands	
France	
Other (Please specify)	

Americas	**%**
USA	
Canada	
Latin America	
Chile	
Other (Please specify)	

North East Asia	**%**
Japan	
Taiwan	
Korea	
Hong Kong SAR	
China	
Other (Please specify)	

South East Asia	**%**
Indonesia	
Malaysia	
Singapore	
Thailand	
Philippines	
India	
Other (Please specify)	

Oceania	**%**
Australia	
New Zealand	
Pacific Islands	
Other (Please specify)	

Middle East	**%**
Africa	
South Africa	
Other (Please specify)	

TOTAL	**100%**

6. What percentage of your incentive groups came from the following sectors?

Sector	**%**
Insurance	
Banking/Finance	
Pharmaceutical	
Automotive	
IT	
Telecommunications	
Electrical	
FMCG	
Other (Please specify)	
TOTAL	**100%**

7. Thinking specifically about the incentive programs your organisation was not successful in attaining, what percentage was lost to …

Another Destination Marketing Company	*%*	*Go to Qu 9*
Another destination	%	
Another type of reward other than travel	%	Go to Qu 9
Other (Please specify)	%	Go to Qu 9

8. Which destinations did your organisation lose incentive business to in the last financial year (2002-2003)?

1. ______________________________

2. ______________________________

3. ______________________________

4. ______________________________

5. ______________________________

9. What are the reasons your organisation lost incentive business in the financial year (2002 – 2003)?

…………………………………………………………
…………………………………………………………
…………………………………………………………
…………………………………………………………
…………………………………………………………
…………………………………………………………
…………………………………………………………
…………………………………………………………
…………………………………………………………

SECTION B: Event Specific Information

This section relates to the most recent incentive program your organisation was responsible for coordinating.

10. In what month was this incentive program held?

11. What was the country of origin of the delegates who participated in this incentive program?

12. What was the total number of delegates that attended this incentive program?

13. Which of the following industry sectors did this incentive group come from?

Sector	**%**
Insurance	
Banking/Finance	
Pharmaceutical	
Automotive	
IT	
Telecommunications	
Electrical	
FMCG	
Other (Please specify)	
TOTAL	**100%**

14. Over how many days was this event staged – excluding arrival and departure days?

15. Was a meeting component included in the incentive program?

Yes	1	
No	2	*Go to Question 17*

16. If yes, what was the length of time this meeting was scheduled for?

0.5 – 2 hours	1
3 – 4 hours	2
Half a day	3
One full day	4
2 days	5
3 days or more	6

17. Which of the following destinations were used for this particular incentive program?

Australian Capital Territory (Canberra)	1
New South Wales	2
Sydney	3
Blue Mountains	4
Northern Territory	5
Alice Springs	6
Ayers Rock	7
Kakadu	8
Darwin	9
Queensland	10
Brisbane	11
Cairns	12
Townsville	13
Gold Coast	14
Sunshine Coast	15
Whitsundays	16
Port Douglas	17
South Australia	18
Adelaide	19
Barossa Valley	20
Tasmania	21
Hobart	22
Victoria	23
Melbourne	24
Western Australia	25
Perth	26
Broome	27
Don’t know	98
Other (Please specify)	99

18. When did your organisation submit the proposal to pitch for this incentive program business?

Less than 6 months before the program	1
6 to 12 months before the program	2
More than 12 months and up to, 2 years before the program	3
More than 2 years before the program	4

19. After initial notification of being the successful company, when did your organisation start working on the business for this program?

Less than 6 months prior to the program	*1*
6 to 12 months prior to the program	2
More than 12 months and up to, 2 years prior to the program	3
More than 2 years prior to the program	4

20. Overall, how much time did your organisation spend pitching and planning for this incentive program before it commenced?

Less than 6 months prior to this program	1
6 to 12 months prior to this program	2
More than 12 months and up to, 2 years prior to this program	3
More than 2 years prior to this program	4

21. Who was responsible for deciding on the town/city that this incentive program was held?

Corporate Client	1
Incentive house	2
Your organisation	3
Other (Please specify)	4
Don’t know/not sure	5

22. What was the primary objective of this incentive program?

Motivational	1
Sales reward	2
Educational	3
Other (Please specify)	4

SECTION C: Expenditure

23. What was the given budget per person in $AUD for the components of the incentive program that your organisation was responsible for coordinating?
Do not include international airfares.

$AUD

24 How much was spent by your client on the following items for this incentive program?

Expenditure Items	$AUD
Venue hire	
Activities	
Accommodation	
Catering	
Airfares (internally within Australia)	
Transport (including coaches)	
Other expenditure (e.g. phone, fax)	
Total	

25. What is the total amount of additional income not included in the above amount?

$AUD

SECTION D: Clients Destination Choice

26. Using a scale of 1 to 5, where 1 represents '<u>not very important</u>' and 5 represents '<u>very important</u>', in your opinion how important are the following factors for your clients when they are deciding on a destination for incentive programs?

Factors	**Not very important**				**Very important**	
Offers a variety of desirable products	1	2	3	4	5	N/A
Offers competitive airfares	1	2	3	4	5	N/A
Offers value for money	1	2	3	4	5	N/A
Level of interest from delegates	1	2	3	4	5	N/A
Climate of the destination	1	2	3	4	5	N/A
Service standards	1	2	3	4	5	N/A
Variety of accommodation options	1	2	3	4	5	N/A
Safety of the destination	1	2	3	4	5	N/A
Airline seating capacity	1	2	3	4	5	N/A
Meeting facilities	1	2	3	4	5	N/A
Flexibility	1	2	3	4	5	N/A
Quality of the incentive product	1	2	3	4	5	N/A

APPENDIX C: EVENTS ATTENDED

Event Name	State
Aust Institute of Administrative Law Conf	ACT
Surface Coating Association of Aust. Conference	ACT
Australasian Religious Press Conference	ACT
Woolworths 2nd National Conference	ACT
The Mental Health Services Conf	ACT
Spatial Sciences Conference	ACT
Open & Distance Learning Assoc Aust	ACT
Meals on Wheels Conference	ACT
Aust Assoc of Social Workers Conf	ACT
Economics Society of Australia	ACT
INTEL Conference	ACT
Media, Entertainment & Arts Conf	ACT
SMA 2003 - Aust Science & Medicine in Sport Conf	ACT
Retirement Village Assoc Conference	ACT
Administration Assistant Conference	ACT
NAGS Annual Conference	ACT
Australasian Ornithological Congress	ACT
IT SMF Australia	NSW
Int Congress Ind App Maths 2003	NSW
25th General Assembly of IAU	NSW
Soroptimist Convention 2003	NSW
Aust Committee on Cataloguing Seminar	NSW
Aust Institute Building Surveyors Conference	NSW
2003 Australian Credit Forum	NSW
Int Confederation Plastic Reconstructive Surgery	NSW
15th Int Symposium Radio-pharmaceutical Chemistry	NSW
World Congress Medical Physics 2003	NSW
Sol-Gel 2003	NSW
World Congress on Medical Physics	NSW
Stroke Society Annual Scientific Meeting 2003	NSW
The AAPM National Conference	NSW
3rd Int'l Wildland Fire Conf and Exhib	NSW
Central Coast Business Expo 2003	NSW
Australasian Claims Expo	NSW
Stroke Society Annual Scientific Meeting	NSW
Towards Unity for Health Conference	NSW
International Conference on Disabilities	NSW
57th Congress International Fiscal Association	NSW
Mining Risk Management 2003	NSW
Primary Health Care Research	NSW
Festival and Event Assoc. Conference	NSW
3rd Int'l Wildland Fire Conference	NSW
AAPM National Conference 2003	NSW
3rd Australia Family & Community Strength	NSW

Dept of Education-Principal's Conference	NSW
Soul in Education	NSW
ATRI Conference	NSW
SMA 2003 - Aust. Conf. of Science & Medicine in Sport	NSW
NSW Coastal Conference	NSW
What Money Can't Buy	NSW
Tourism Executive Development	NSW
Nat Assoc of Graduate Career Advisory Service	NSW
Diversity in Health 2003	NSW
Assoc. of Qualitative Research Conference	NSW
AEA Expo (Austronics/Electrix/Automate)	NSW
Designbuild Australia	NSW
Hotel Australia Expo	NSW
ENTECH 2004	NSW
Best of QLD Vision 2003	NT
SE Asian Aust Offshore Conf	NT
Timor Sea Symposium	NT
Int Assn Landscape Ecology World Congress	NT
Northern Territory EXPO	NT
CRC for Sustainable Tourism Board Meeting	NT
Top Tourist Parks	NT
Charles Darwin Symposium No.3	NT
Aust Assoc of Special Education	NT
2003 APIA National Convention	NT
Charles Darwin Symposium No.4	NT
Desert Knowledge CRC Gov & IP Workshop	NT
2nd National Conf on Tourism Futures	QLD
Medical Imaging Nurses Assoc Conference	QLD
Supa Nova Pop Culture Expo 2003	QLD
54th Radiologists Scientific Meeting	QLD
Townsville Industry Week Exhibitors	QLD
Annual Leukaemia Conference 2003	QLD
National Olives Conference	QLD
Int'l Conf on Science & Practice of Rugby	QLD
8th Australian Asia Pacific Aluminium Tech Conf	QLD
12th Aust Library & Information Assoc Technicians Conf	QLD
Light Metals Technology Conf	QLD
Peptide Conference	QLD
National Community Development Conference	QLD
Modelling & Simulation Society Conf	QLD
SSI Northern Group Conference	QLD
Young Nationals State Conference	QLD
State Neighbourhood Watch Conf	QLD
Public Health Assoc. National Conf	QLD
Pathways to Peace	QLD
Asia Pacific Cities Summit 2003	QLD
Perioperative Nurses Assoc-May Conf	QLD

Qld Council of Parents & Citizens Assoc Conf	QLD
AACB Conference	QLD
Building Better Communities	QLD
QLD Podiatry Sports Group	QLD
Indigo Direct Client Incentive	QLD
Sell TNQ 2003	QLD
Public Health Assoc National Conf	QLD
Aust Coral Reef Society Conference	QLD
Royal College of Surgeons Conf	QLD
INIKND Indigenous Medical Conf	QLD
Mission to Seafarers Conference	QLD
QASSP State Conference	QLD
Cytokines 2003	QLD
3rd Annual JUTE Playwrights Conf	QLD
5th National Mens & Boys Health Conf	QLD
Perioperative Nurses Assoc-November Conf	QLD
Aust Council for Private Ed & Training Nat Conf	QLD
Smart Women Smart Marketing-Townsville	QLD
Smart Women Smart Marketing-Airlie Beach	QLD
Smart Women Smart Marketing-Mackay	QLD
Smart Women Smart Marketing-Cairns	QLD
12th Int Conf on Coal Science	QLD
State Legacy Conference	QLD
WO Conference-Townsville	QLD
WFM Conference	QLD
WPC Conference	QLD
Crèche & Kindergarten Conference	QLD
Queensland Odyssey 2003	QLD
Aust Institute Environ Health State Conf	QLD
Aust. MENSA Annual Gathering	QLD
AGB Conference	QLD
IPAA - Vision 2020 (Inst. Public Admin Aust)	QLD
WIC 2003 Conference	QLD
Understanding the E-Business Guide	QLD
Mutation Detection Conference 2003	QLD
Workplace Bullying Seminar	QLD
Aust Institute Conveyances National Conf	QLD
4th Joint Conference ICPAQ & QWCA	QLD
ARIMA-Association of Risk & Insurance Mgt Australia	QLD
Int'l Acid Rock Drainage Conf (ICARD)	QLD
International Oral Health Conference	QLD
2003 Big Business Event	QLD
Learning Technologies 2003	QLD
Express Data Conference	QLD
Shirlaws Conference	QLD
ITiRA 2003 (Inf. Tech. in Regional Areas)	QLD
QHM Conference	QLD

AGPALs & QIPs 2nd International Conference 2004	QLD
Alcon Laboratories Combined Sales Meeting	QLD
LMA Meeting	QLD
CAUTHE 2004: Creating Tourism Knowledge	QLD
Basketball QLD Coaches & Referees Conference	QLD
TEP Workshop	QLD
HR Summit 2004 (HRS Conference)	QLD
DSF Conference	QLD
HPC Conference	QLD
SBR3 Conference Noosa 2004	QLD
BT Seminar	QLD
QETA Conference	QLD
Aspiring Leaders Conference	QLD
Safe Smallgoods Course	QLD
Pan Pacific Pork Expo - Conference & trade Exhibition	QLD
Brain Waves on the Coast	QLD
Travel Expo	QLD
TATRA Sessions	QLD
RIAA QLD Meeting	QLD
Pan Pacific Pork Expo - The Premier Pork Conf & Exhibition	QLD
Townsville Catholic Education Office Principals meeting	QLD
PEPE 6th International Conference	QLD
11th Annual Women's Health Conference	QLD
STA Conference	QLD
QIX Conference	QLD
Apex Fenner Conveyer Conference	QLD
CB Conference	QLD
Harley Owners Group (HOG) Primary Officer Training Program	QLD
Nanostructural Bioengineering Retreat	QLD
Rotary District 9600 Conference	QLD
Lutheran Education Queensland Conference	QLD
QBA Gold Coast Congress	QLD
CCF General Meeting	QLD
Asset Management Conference	QLD
Autism Conference	QLD
Hospitality Queensland Expo	QLD
Water Quality Conference	QLD
6th National Breast Care Nurses Conference	QLD
Them & Us Conference	SA
Breaking Boundaries Conference	SA
Australian Mining & Petroleum Law Assn	SA
Chinese Language Teachers Federation	SA
National Liaison Committee for International Students	SA
Indonesian Language Education Society	SA
3rd ANZ Aust Wine Marketing Conference	SA
AUSTAFE National Conference	SA
SA Public Sector HR Conference	SA

51st ASM Cardiac Society of Aust & NZ	SA
SA Public Sector HR Conference	SA
Digital Voyages Conference 2003	SA
State Roads & Works Conference	SA
Tertiary Education Managers Conference	SA
Australian Curriculum Studies Ass. Conf	SA
Assoc of Heads of Aust Colleges & Halls Conf	SA
Lions District 201 C2 Conference	SA
Aust Glass & Glazing Assoc 2003 Conf	SA
6th Aust Coca-Cola Collectors Conv	SA
Educational Integrity: Plagiarism & other Perplexities	SA
Uniting Church in Australia General Synod	SA
Wine & All That Jazz-Nat Conf	SA
Financial Planning Association	SA
National Ecotourism Conference-Adelaide Session	SA
Golf Club Sec & Managers Assoc Nat Conf	SA
16th Annual Finance & Treasury Assoc Conference	SA
National Ecotourism Conference-Renmark Session	SA
ANZMAC 2003	SA
14th Congress on Animal, Plant & Microbial Toxins	SA
National Housing Conference 2003	SA
ASCILITE 2003 Annual Conference	SA
Apple & Pear Growers Assoc Nat Conf	TAS
Int'l Public Works Conference	TAS
Assoc of School Bursars & Administrators	TAS
National Community Legal Centre Conf	TAS
Assoc of School Bursars & Administrators	TAS
CAU-Directors of Information Tech Meeting	TAS
Australian Society of Cytology Nat General Meeting	TAS
Australian Nursing Federation	TAS
Aust Institute of Environmental Health Conf	TAS
Aust Regional Tourism Convention	TAS
Public Relations Institute of Australia	TAS
Women Chiefs of Enterprise	TAS
Australian Foundry Institute	TAS
Traveller's Choice Conference	TAS
Int. Conference on Computational Science	VIC
Aust. Society for Geriatric Medicine ASM	VIC
Intensive Diabetes Program	VIC
Australasian Venue & Events Congress VMA	VIC
Family Business Assn Conference & Awards	VIC
Australasian Venue & Events Congress VMA	VIC
DesignEX, lightEX CONFIA	VIC
Vic Infection Control Professional Assn.	VIC
International Congress of Genetics	VIC
Geelong Business Expo 2003	VIC
Wimmera Business Growth Expo 2003	VIC

Goulburn Valley Business Expo 2003	VIC
Small Enterprise Assoc of Aust & NZ	VIC
Border Bizfest	VIC
Third Victorian Flood Mgt Conference	VIC
SEAANZ Conference	VIC
Wise Water Ways	VIC
Ballarat Business Growth Expo	VIC
Melb & Regional Vic Meeting Mart	VIC
Conf on Trauma Attachment & Dissociation	VIC
Crime Stoppers Conference	VIC
Aust Courts & Tribunals Admin Conference	VIC
Melb & Regional Vic Meeting Mart	VIC
EE-Oz Training Standards Annual Conf 2003	VIC
MAAOE 03/Alliance of Organisational Excellence	VIC
2003 Victorian Baking Industry Show	VIC
Wine Industry Outlook Conference	VIC
ANHECA 22nd Ann. Congress and Trade Exhib	VIC
ANCID National Conference	VIC
ISWA-Int'l Solid Waste Assoc Conference	VIC
Australian Podiatry Assoc Conference	VIC
EDAV Conference-Ballarat	VIC
14th Conference for Aust Assoc for Engineering	VIC
2nd Int'l Conf Teaching & Sports Phys-Ed	VIC
41st Annual Conf Solar Energy Society	VIC
CEDS Learning Matters	VIC
Urbanisation & Stream Ecology Symposium	VIC
2nd Int'l Conference on Law & Commerce	VIC
State Landcare Coordinators Forum	VIC
Managing Tourism in the Global Economy	VIC
5th Int'l Mining Geology Conference	VIC
Coastal Planning Conference- Warrnambool	VIC
AIME - Asia Pacific Incentive & Meetings Expo	VIC
Appliance Industry Association Annual Conference	VIC
Leadership Retreat	VIC
Elders Management Team Conference	VIC
Finishes and Surfaces Expo	VIC
CPA Conference	VIC
Parliamentary Committee	VIC
AMP Conference	VIC
The 11th Australian Agronomy Conference	VIC
AIRAANZ 2003	VIC
East Gippsland Field Days	VIC
World Marketing Congress	WA
FACET Conference	WA
Burswood Wine & Food Festival	WA
World Marketing Congress	WA
Transport EXPO	WA

2003 Summerfruit Industry Conference	WA
National Reiki Conference 2003	WA
Annual State Infrastructure Conference	WA
LIWA Aquatics Annual Conference 2003	WA
National Tourism Trainers Conference	WA
Dowerin Agricultural Field Day 2003	WA
Oral History National Conference	WA
Tectonics and Structural Geology Conf	WA
Sustainable Building Conference	WA
2nd Int'l Symposium-Phosphorus Dynamics in Soil-Plant	WA
Country Tourism Assoc Annual Conf 2003	WA
State Conf of the Historical Societies WA	WA
Parks & Leisure Aust National Conf 2003	WA
Local Govt Managers Aust Conference 2003	WA
Inaugural Mobile Antisalinity Conference	WA
40th Galvanisers Assoc of Aust Conference	WA
Australasian College of Emergency Medicine	WA
Working in the West Conference	WA
Aust Society of Periodontology Nat Conf	WA
1st Int'l Congress on Innovations in Nursing	WA
ASSDA National Conference 2003	WA
WA Wine Industry Outlook Conference	WA
Inaugural National Practice Nurses Conf	WA
Freedom to Learn Nat Conference	WA
Minesafe International 2003	WA
Aust Institute of Office Professionals Seminar	WA
Learning For Living 2003	WA
Aust. Therapeutic Communities Assoc. Annual Conf.	WA
Future Science 2003	WA
Childcare Association of Western Australia Conf. 2003	WA
Fundraising Institute Australia Ltd. Chapter 5 WA Conf. 2003	WA
Conscious Living Expo 2003	WA
PLAN Australia Member Conference	WA
NOCS	WA
Mathematical Association of West. Aust. Secondary Schools Con.	WA
4th International Web Conference	WA
1st Australian Info. Security Management Conference	WA
1st Aust. Computer Network & Information Forensics	WA
14th Australasian Conf. on Info. Systems	WA
33rd Annual Scientific Meeting of the Aust. Soc. for Immunology	WA
2nd WA State Coastal Conference	WA
Margaret River Wine Region Festival	WA
ANZAM - Aust. & NZ Academy of Mgmt. Conf.	WA
Perth Money Show	WA

APPENDIX D: DELEGATE FILE WEIGHTING SYSTEM

In order to weight the delegate file to reflect the population of delegates, the 28.4 million delegates reported by the venues were divided into categories based on the following variables:

- Origin: that is, international, interstate, intrastate, local
- Duration of stay – over night or day trip
- Type of event: association, corporate or government meeting or conference, or exhibition

The estimates in each category are shown in the table below.

		Association	Corporate	Government	Total meetings	Trade Visitors	Public Visitors	Exhibitors	Total exhibitions	Total
Internationals	1 day	500	360	140	200,000	0	0	0	50,000	250,000
	Multi day	99,500	71,640	27,860		38,500	5,000	6,500		
Domestic overnight interstate	1 day	21,656	49,376	15,593	1,155,000	0	0	0	495,000	1,650,000
	Multi day	102,506	233,714	73,805		124,997	72,032	14,830		
Domestic overnight intrastate	1 day	48,279	105,336	65,835		0	0	0		
	Multi day	96,558	210,672	131,670		70,785	206,692	5,663		
Domestic interstate	daytrips	28,980	66,074	20,866	1,260,000	29,311	16,891	3,478	540,000	1,800,000
Domestic intrastate	daytrips	251,698	549,158	343,224		122,580	357,934	9,806		
Total tourists		649,677	1,286,331	678,992	2,615,000	386,174	658,549	40,277	1,085,000	3,700,000
Total Locals		5,117,932	9,055,588	3,099,787	17,273,306	2,000,423	5,222,707	215,430	7,438,560	24,711,866
TOTAL		5,767,609	10,341,919	3,778,778	19,888,306	2,386,597	5,881,256	255,707	8,523,560	28,411,866

These estimates are based on a number of data sources.

The number of international visitors was derived from the International Visitor Survey conducted by Tourism Research Australia. This is the most credible data source for estimating international visitation levels to Australia.

Domestic overnight and daytrip visitation levels were derived from the National Visitor Survey conducted by Tourism Research Australia. As above this is considered to be a highly reliable data source likely to yield credible estimates of total domestic tourism activity associated with business events. Local attendance was then calculated as the remaining participants once tourists were accounted for.

The breakdown of event numbers into exhibitions and meetings / conferences was supplied in the venue survey, however, the breakdown of participants was not. It was not possible to assume that the ratio would be consistent because it is commonly understood within the industry that exhibitions attract larger numbers of participants than do meetings and conferences. The International Visitor Survey provided a breakdown between exhibitions and meetings because it specifically asks about business event type. A ratio of 20% of delegates to exhibitions and 80% to meetings / conferences was observed for 2003. However, the National Visitor Survey asks only about business events as a single category. Therefore, industry experts were consulted as to the likely breakdown for domestic and local visitors. It was generally agreed upon that 30% of delegates would attend exhibitions with 70% attending meetings and conferences.

The breakdown of meetings and conferences by host type, that is, association, corporate or government was drawn directly from the venue survey.

APPENDIX E: EXPLANATION OF ANALYSES

Chi-square Crosstabulations

Crosstabulations allow investigation of any interrelationships between two categorical level variables by comparing expected distribution (if no relationship existed) with observed distributions. If the total of the differences (evaluated using the Chi-square statistic) is sufficiently large the variables are assumed to be influencing each other and therefore interrelated. Each individual cell is then evaluated using standardised residuals to investigate whether the observed count is significantly higher or lower than the expected count. Such observations are marked with an upward or downward arrow.

Oneway ANOVA

Oneway ANOVA, which is evaluated using the F distribution, is used to test for significant differences between statistics, typically mean scores, in two or more groups. F is calculated by the ratio of between group variance to within group variance. Between group variance comprises the effect plus error, while within group variance contains only the error component; therefore the higher the F ratio, the larger the effect size. A non-significant F ratio indicates that any differences observed in the means are most likely to relate simply to sample error and natural population variation rather than being related to the independent variable. A significant result indicates that there is enough evidence to be reasonably confident that the independent variable is affecting the mean.

APPENDIX F: TSA GUIDELINES

Association between Business Events Expenditure, Tourism related products and Tourism Related Industries

Item	Tourism Related Products	Tourism Related Industry
Registration		Allocated as organiser expenditure
Accommodation	Accommodation Services	Accommodation
Shopping	Shopping (including gifts and souvenirs)	Other retail trade
Local Ground Transport	Local area passenger transportation	Taxi and other road passenger transport, Motor vehicle hiring, other road transport, rail transport
Restaurants and cafes	Takeaway and restaurant meals	Cafes, restaurants and takeaway food outlets
Other meals, drinks etc	Takeaway and restaurant meals	Clubs, pubs, taverns and bars
Airfares within Australia	Long distance passenger transportation	Air and Water Transport
Theatres/cinemas	Recreational, cultural and sporting services	Other entertainment services
Tours	Travel agency and tour operator services	Travel agency and tour operator services
Recreational activities	Recreational, cultural and sporting services	Casinos and other gambling services, other entertainment services
Venue hire	Accommodation services	Accommodation
Administration	Other tourism goods and services	All other industries
Advertising and promotion	Other tourism goods and services	Other manufacturing
Keynote speakers	Other tourism goods and services	All other industries
Equipment	Other tourism goods and services	Other manufacturing
Floor space/stand construction/temp staff/display material/electricity	Other tourism goods and services	Other manufacturing
Insurance	Other tourism goods and services	All other industries
Other Delegate expenditure	Other tourism goods and services	Other entertainment services
Other		All other industries

TSA Concordance between Tourism Employment Industries and Tourism Related Industries

Tourism Employment Industries	Tourism Related Industries
Travel agency and tour operator services	Travel agency and tour operator services
Road transport and motor vehicle hiring	Taxi transport; other road transport; motor vehicle hiring
Rail transport	Rail transport
Air and water transport	Air and water transport
Accommodation	Accommodation
Cafes and restaurants	Cafes and restaurants
Manufacturing	Food manufacturing; beverage manufacturing; transport equipment manufacturing; other manufacturing
Retail trade	Other retail trade; automotive fuel retailing; takeaway food outlets
Clubs, pubs, taverns and bars	Clubs, pubs, taverns and bars
Casinos and other gambling services	Casinos and other gambling services
Libraries, museums and arts	Libraries, museums and arts
Other entertainment services	Other entertainment services
Education	Education
All other industries	All other industries

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GLOSSARY

List of acronyms and abbreviations

Acronym	Meaning
AACB	Association of Australian Convention Bureaux
ABS	Australian Bureau of Statistics
BECA	Business Events Council of Australia
CPI	Consumer Price Index
DTES	Domestic Tourism Expenditure Survey
DTM	Domestic Tourism Monitor
EEAA	Exhibition and Event Association of Australasia
EIAA	Exhibition Industry Association of Australia
GDP	Gross Domestic Product
GVA	Gross Value Added
IO	Input Output
IVS	International Visitor Survey
MIAA	Meetings Industry Association of Australia
MICE	Meetings, Incentives, Conventions and Exhibitions
NBES	National Business Events Study
NVS	National Visitor Survey
RSE	Relative Standard Error
STCRC	Sustainable Tourism Co-operative Research Centre
TA	Tourism Australia (Formerly Australian Tourist Commission)
TRA	Tourism Research Australia (Formerly Bureau of Tourism Research)
TSA	Tourism Satellite Account

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national business events study

The business events sector is recognised as a high-yield component of the tourism industry with direct connections to other key areas such as trade, foreign affairs, education, science, training and communications. It has great potential for further expansion.

The National Business Events Study (NBES) is a comprehensive evaluation that examines the size and scope of the Business Events sector in Australia.

It has obtained data from conference delegates and trade visitors, exhibitors, exhibition and event organisers, business event venues and the incentive travel sector.

Each component of the study was underpinned by information obtained from business event venues regarding the number of events and participants they hosted over a full year.

The data provides the most comprehensive overview of the business events sector since the 1999 Bureau of Tourism Research report, *Meetings Make their Mark*.

SUSTAINABLE TOURISM CRC

MIAA Business in Meetings, Conventions & Business Events

GOLDCOAST TOURISM

Tourism Australia

Tabcorp

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