

## 1 Value of Business Events to Australia: FY19 high-level update

Based on general industry growth assumptions, the value of the business events industry has grown by c. 30% since FY14, directly contributing \$35.7 billion to the Australian economy in FY19

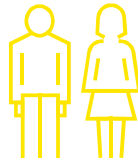
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## FY19 high level update of EY's 2015 report on the value of the business events industry in Australia

### Attendance

**43.7 million**



An estimated 43.7 million people attended a business event in Australia in FY19 compared to 37 million in FY14.

### Direct contribution

**\$35.7 billion**



**Value of business events:** The *direct industry expenditure* is estimated to have increased by over \$7.7 billion, from \$28.0 billion in FY14 to \$35.7 billion in FY19.

### Direct value added

**\$17.2 billion**



**Value of business events:** The *direct industry value added* generated by business events increased by \$3.7 billion, from \$13.5 billion (FY14) to \$17.2 billion (FY19).

### Number of business events

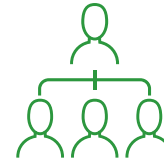
**484,000**



Approximately 484,000 business events (meetings/ conventions, exhibitions and incentive events) were stage in Australia in FY19

### Direct employment

**229,000**



An estimated 229,000 people are directly employed by the business events industry in FY19.

### Direct wages

**\$11.1 billion**



Based on the average wage in the business events industry (*source: ABS*), the estimated annual expenditure on wages for FY19 for the above mentioned industry direct employment is approximately \$11.1 billion.

## FY19 high level update:

EY has provided a high level update of the key metrics contained in our 2015 EY BECA Report on the value of business events in Australia. This high level update is based on basic economic and industry growth data (ABS and Tourism Research Australia Visitor Surveys). The key outputs from this update are:

1. 43.7 million people attended business events in Australia in FY19
2. The number of business events in Australia increased from 412,000 (FY14) to approximately c. 484,000 (FY19)
3. The direct industry contribution generated by business events in Australia increased by \$7.7 billion from \$28.0 billion (FY14) \$35.7 billion in FY19
4. The direct industry value added generated by business events increased by \$3.7 billion, from \$13.5 billion (FY14) to \$17.2 billion (FY19)
5. The business events industry in FY19 is supporting an additional c.49,000 jobs (229k in FY19 compare to 179k in FY14).
6. The business events industry wages equated to approximately \$11.1 billion in FY19



# 1 Value of Business Events to Australia: FY19 high-level update

Meetings and conventions are by far the largest component of the business events industry by volume and value

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## Value of business events by sector for FY19

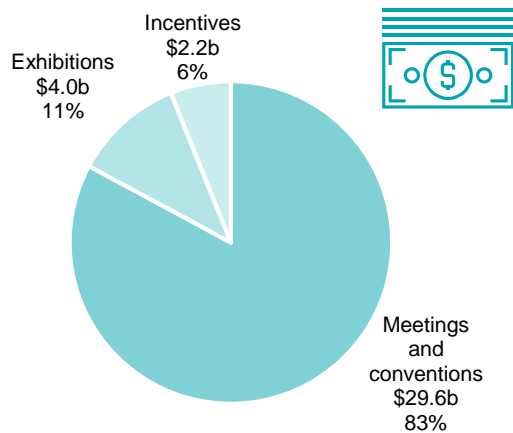
Key industry metric	Meetings & conventions	Exhibitions	Incentives	Total
Number of business events	459,759	2,536	22,087	484,382
Number of attendees: delegates/exhibitors/visitors (millions)	31.1m	11.1m	1.5m	43.7m
Direct expenditure (\$ billions)	\$29.6b	\$4.0b	\$2.2b	\$35.7b
Direct expenditure per event (c. \$)	\$64,000	\$1,560,000	\$98,000	\$74,000
Direct expenditure per attendee (c. \$)	\$950	\$360	\$1,420	\$820
Direct value added (\$ billions)	\$14.4b	\$1.9b	\$0.9b	\$17.2b
Total estimated direct annual wages expense (\$billions)	\$9.1b	\$1.3b	\$0.6b	\$11.1b
Direct employment (c. jobs, rounded)	188,000	28,000	13,000	229,000

### Key metrics by event type

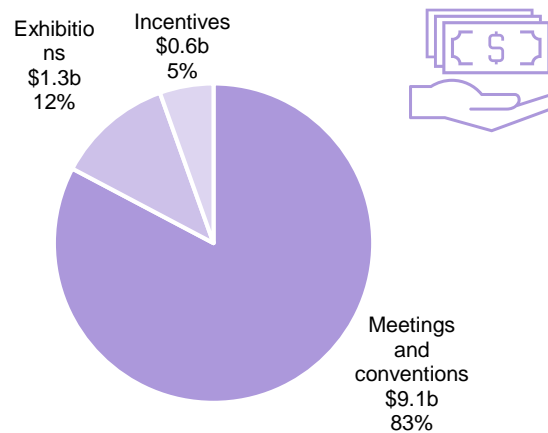
- ▶ Meetings and conventions continue to be the largest component of the business events industry in Australia by total size and expenditure
- ▶ Exhibitions are by far the largest event type on a per event basis in terms of average direct expenditure and attendances per event
- ▶ Incentive events generate the largest average direct expenditure per attendee

Numbers may not equate exactly due to rounding

### \$35.7 billion direct contribution of the business events industry – by event type



### \$11.1 billion direct annual wages contribution of the business events industry – by event type



### 43.7 million annual attendances at business events in Australia – by event type

