

# Value of business events to Australia

*The business events industry delivers significant economic benefit to Australia. Business events generate a strong visitor yield, given the high daily expenditure of participants.*

2016 high level update of EY's 2015 report  
on the value of the business events industry in Australia

## 38.7m



**Attendance:** an estimated 38.7 million people attended a business event in Australia in 2016 compared to 37 million in 2013/14.

## \$30.2b

(Direct contribution)

## \$13.9b

(Direct value added)



**Value of Business Events:** Direct industry expenditure is estimated to have increased by over \$2 billion, from \$28.0 billion in 2013/14 to \$30.2 billion in 2016.

## 430,000



**Number of business events:**

Approximately 430,000 business events (meetings/ conventions, exhibitions and incentive events) were staged in Australia in 2016.

## 193,000



**Employment:** an estimated 193,000 people are directly employed by the business events industry in 2016.

## High level update:

In early 2017, EY provided a high level update of the key metrics in our 2015 report on the value of business events in Australia. This high level update was based on basic economic and industry growth data (ABS and Tourism Research Australia Visitor Surveys). The key outputs from this update were:

- The number of business events in Australia increased from **412,000 (2013/14)** to approximately c. 430,000 (2016)
- The direct industry value added generated by business events increased by \$0.7 billion, from **\$13.2 billion (2013/14)** to \$13.9 billion (2016)
- The business events industry in 2016 is supporting an additional c.14,000 jobs (193k compare to **179k in 2013/14**).

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