

BEYOND TOURISM IMPACTS

Global association meetings have a powerful influence that once harnessed can have an impact on solutions for issues faced around the world – environmental, health, sustainable or social. Meeting with purpose can create positive outcomes not only for attendees, but for local communities long after delegates return home. They contribute to driving our knowledge economy, attract direct foreign investment and global talent that allows Sydney to take innovative ideas to the next level and this creates global change we can all benefit from.

BESydney and research partner, the University of Technology Sydney, Business School, undertake primary research to support this. Delegates were asked about the extent to which the conferences they attended contributed to scientific advancement, fostering industry innovation, trade and investment, advancing social policy, improving equity, and attracting global talent and enhancing sector development. The results are undeniable.

97%

agreed conferences enabled/contributed to scientific advancement (new knowledge / ideas / technology / collaboration)

93%

agreed conferences enabled/contributed to industry innovation (new knowledge / ideas / technology / practice)

88%

agreed conferences enabled/contributed to attraction of global talent to Sydney

75%

agreed conferences enabled/contributed to improved social policy

64%

agreed conferences enabled/contributed to support of vulnerable communities

64%

agreed conferences enabled/contributed to trade and investment

Percentage of respondents rating 3 or more out of 5

Importance of Sustainability

Delegates demand event organisers take into account the big issues when it comes to business events, stating these issues were moderately to extremely important:

86%

actively embracing equity, diversity and inclusion

82%

providing opportunities to engage with indigenous community

82%

reducing carbon footprints of events

81%

addressing social issues

Conferences serve as strategic platforms to drive innovation and address critical social issues within their fields. This series of four association event examples found on our website Research page explores these insights from a delegate's perspective to discover how these events catalyse meaningful change:

[Annual International Conference of the IEEE Engineering in Medicine and Biology Society \(EMBC\) 2023](#)

[23rd Triennial Meeting of the International Association of Forensic Sciences 2023](#)

[World Organisation of Family Doctors WONCA World Conference 2023](#)

[FDI World Dental Congress Sydney – Young Dentists Forum 2023](#)

TOURISM IMPACTS

Value of business events to New South Wales

We know that the global meetings we secure attract delegates who contribute directly to our destination through the business visitor economy, with a higher average direct spend than leisure-only visitors; they drive repeat visitation to our city; and they provide direct business to venues, hotels and other organisations across the hospitality and tourism sector. They create jobs and inject new money into the NSW economy.



13.1m

people attended
business events



145,100

business events
were held



\$10.4B

in direct expenditure was
generated



66,300

jobs created



\$5B

in direct value
added to NSW



\$3.2B

in direct wages
in NSW

Source: Sydney Business Events Coalition: Value of Business Events to Australia, EY, NSW component (FY19 high-level update) September 2022

International association conference delegates



\$852

average spend
per delegate per
conference day



4.1 days

average stay in NSW
beyond conference
duration



24

additional
international
visitors per
100 conference
delegates



75%

visited Sydney for
the first time because
of the conference



100%

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



80%

intend to visit
Sydney again



33%

visited regional NSW



82%

would highly
recommend Sydney
as both a conference
destination and
tourist destination

TOURISM IMPACTS

Buyer behaviour



Top 4 flight booking leadtimes*

11%	6+ months
34%	3-6 months
39%	1-3 months
14%	< 1 month



Top 5 types of accommodation used*

12%	5 star
39%	4 star
18%	3 star
9%	Airbnb
9%	Serviced apartment



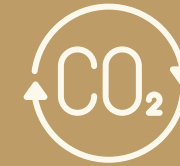
Top 4 booking channels used*

28%	Booking engine
21%	Hotel website
15%	Travel agent
13%	Conference website



Delegates who shopped, favouring souvenir shops, malls and/or supermarkets

93%	International
79%	Interstate



Did you buy carbon offsets for your flight?

16%	Yes
84%	No

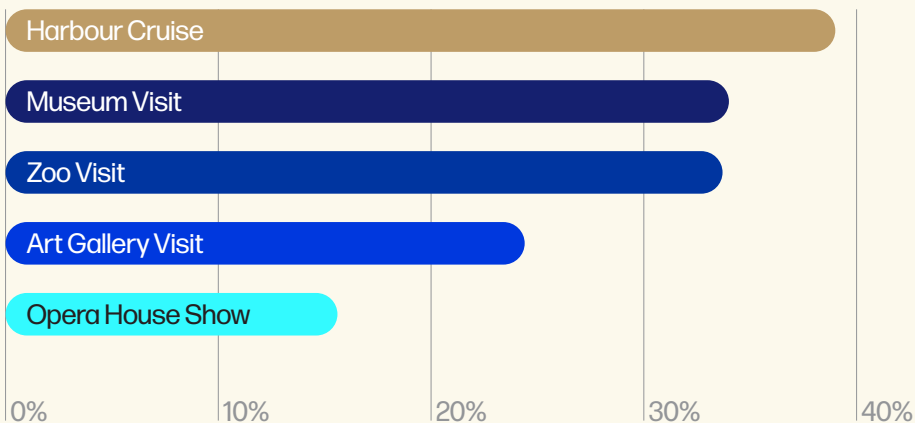


Happy with the Australian visa application process?

91%	Rated 4 or 5 out of 5
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*includes responses from interstate delegates as well as international delegates.

Percentage of delegates visiting top 5 tourist attractions*



Percentage of international delegates visiting top 5 areas outside Sydney

