

2020 The Business Events Sector Progress Report

Tourism 2020 is Australia's national strategy to enhance growth and competitiveness in the tourism industry. Business events is one of the highest yielding sectors in Australia's visitor economy. In 2009, business events delegate visitor expenditure was worth \$9.6 billion to the Australian economy. This increased to \$12.9 billion in 2012.

International business events visitors contribute great value to Australia. They spend more per night during their visit, often extend their visit to regional parts of Australia and are likely to return to Australia for a holiday at a later date. Business Events play a valuable role in attracting visitors to Australia – nearly three quarters of international business events visitors would not have come to Australia were it not for the event they were attending.

SETTING A 2020 GOAL FOR AUSTRALIA'S BUSINESS EVENTS SECTOR

In 2010, Tourism Australia, the Association of Australian Convention Bureaux, the Business Events Council of Australia and other industry representatives identified that Australia's business events sector had the potential to contribute up to \$16 billion annually.

As a high yield sector with strong potential for growth, business events will make a significant contribution to the achievement of the Tourism 2020 objective of delivering between \$115 billion and \$140 billion in overnight expenditure by 2020. With the fast growth of the professional industries and sales based economies across Asia, there is great potential for Australia to attract greater numbers of business events visitors over the next decade.

In 2012, the total number of international business event visitors to Australia increased by four per cent to 919,000. The number of trip nights spent in Australia increased by 19 per cent to 18.3 million, and their spend increased by 12 per cent to over AU\$2.7 billion*.

\$16bn

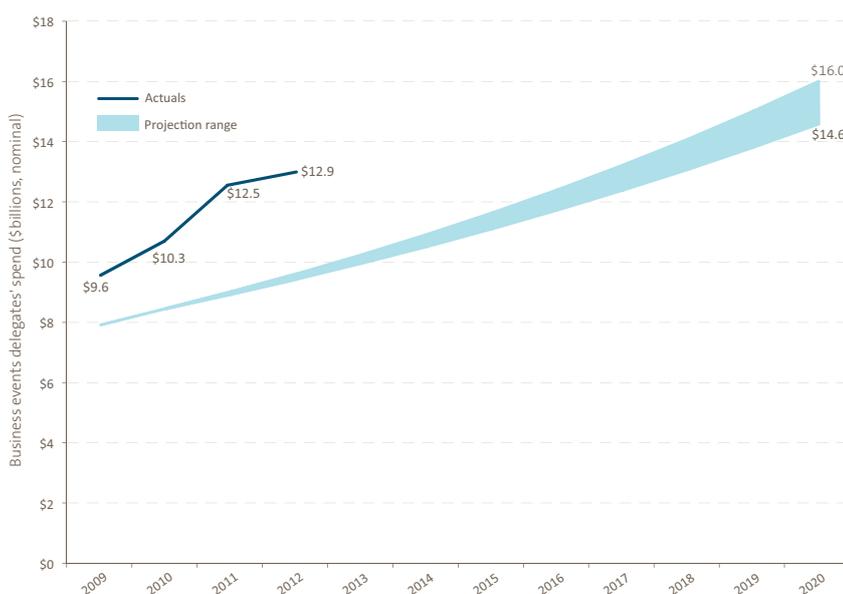
potential for Business Events delegate expenditure in 2020

\$12.9bn

Business Events visitor delegate expenditure in 2012

BUSINESS EVENTS EXPENDITURE POTENTIAL

Domestic & International Visitor Delegates (Source: Tourism Research Australia)



HOW WILL TOURISM AUSTRALIA CONTRIBUTE TOWARDS TOURISM 2020?

Tourism Australia will grow international demand for Australia as a business events destination, through:

- delivering a comprehensive global marketing program for business events
- working in partnership with the Australian business events sector, including with the Business Events Council of Australia, Association of Australian Convention Bureaux, Australia's convention centres and the broader industry
- targeting international event planners and buyers to have them pitch Australia more often
- providing insights to better understand and better target the international business events client
- identifying new and emerging markets
- working with industry to build appropriate product for those markets.

Tourism Australia will continue to deliver and refine its marketing programs in well-established, traditional markets across North America, New Zealand, the United Kingdom and Europe. It will also build and develop its presence across Asia, with particular focus on China, the Republic of Korea, Japan, Singapore, Indonesia, Malaysia and India.



