Capitalising on Business Events

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Tourism Benefits from 33 DNSW Funded Regional Conferences

- $4.1 million spent by non-locals in direct expenditure due to conference held or $219 per night (excl. registration fees and airfares)
- 3.9 nights spent on average during trip to the conference
- 162.5 full time equivalent staff and 455 volunteers
- 91% visited primarily due to conference
- 49% from intrastate, 21% from interstate and 3% from overseas
- 29% of domestic attendees were first timers to the conference location
- 80% of overseas attendees were first timers to Australia
- 49% engaged in leisure activities outside the conference
- 30% visited other parts of NSW before or after the conference
- 72% likely to or will definitely return to conference location in future

Source: DNSW NSW Regional Conferencing Research report 2018-2019
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**EVENT OWNERS - PERCEPTIONS and SATISFACTION with CONFERENCE LOCATION**

Deciding factors when choosing Conference Location and Satisfaction ratings

- Top factors for choosing Conference location
  - Ease of road transport: 90%
  - Pre and post conference tourism experience: 88%
  - Appeal of destination: 84%
  - Food and beverage options: 84%
  - Accommodation: 81%

- Satisfaction with Conference location
  - Accommodation: 94%
  - Ease of road transport: 94%
  - Food and beverage options: 94%
  - Pre and post conference tourism experience: 93%
  - Appeal of destination: 91%

**EVENT OWNERS - PERCEPTIONS and SATISFACTION with CONFERENCE VENUE**

Deciding factors when choosing Conference Venue and Satisfaction ratings

- Top factors for choosing Conference venue
  - Quality of venue: 59%
  - Food and beverage services: 59%
  - Size of venue: 37%
  - Cost of hiring venue: 37%
  - Staff professionalism: 37%

- Satisfaction with Conference venue
  - Quality of venue: 97%
  - Size of venue: 97%
  - Experience in venue: 90%
  - Food and beverage options: 90%
  - Accommodation: 88%

Source: DNSW NSW Regional Conferencing Research report 2018-2019
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Is Your Destination Ready? Next Steps / Considerations for Business Events (BE)

- **Business Strategy:** Do you have one? If not, where do you start?
- **Implementation:** If you have a strategy, how are you measuring /working through implementation
- **Gap analysis:** Do you know what the gaps are in terms of attracting BE?
- **Accessibility:** How do delegates get there? Do you need to develop a case for better access?
- **Infrastructure:** What assets, accommodation, venues, suppliers can be used?
- **Resources:** What level of capabilities exists? How do you upskill?
- **Capacity:** What volume /sizes can you accommodate? Venues, accommodation, transfers, experiences
- **Destination Focus:** What are the USPs in the location?
- **Issues:** What issues need to be addressed?
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Useful Resources

DSNW Regional Conferencing Report

Regional NSW Conferencing Toolkit

DNSW RFP Response Template

DNSW Meet in in Regional NSW Venue Listing
https://www.meetin NSW.com.au/create-your-venue-listing

Federal Government
Federal Regional Tourism Bushfire Recovery Grants
Global Talent Program

Tourism Australia (Business Events Australia)
https://businessevents.australia.com/en

Association of Australian Convention Bureaux (AACB)
https://aacb.org.au/

Evolve 2020 (MEA Conference)

Meetings and Events Australia
OFFER FOR LGNSW DELEGATES – FREE BUSINESS EVENTS SUPPORT

Deanna Varga, Karen Bolinger and David Addison will provide up to one day each complimentary to LGA delegates if they wish to seek advice on their Council’s business events strategy, implementation, capacity building or economic development for business events.

Projects should be sent to Deanna Varga deanna@mayvinglobal.com or phone 0438 664 647 no later than 24 April, 2020 and projects will need to have capacity to be completed by 30 September, 2020.

Deanna, Karen and David will collectively discuss all project requests and determine which project is best suited to which consultant.

We look forward to the opportunity to assist LGA in NSW to develop their business events credentials in NSW.
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