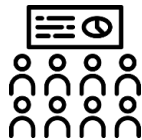


The Conferencing sector brings significant tourism benefits to regional NSW. In 2018-2019, Destination NSW conducted surveys of its sponsored business events. Results below showed the volume of conference attendance, the money and jobs generated in regional NSW.

DNSW REGIONAL CONFERENCING GRANT RECIPIENT EVENT STATISTICS¹



33 conferences held



7,158 conference attendees



217 average attendees per conference



3.3 average number of days per conference

TOURISM BENEFITS from 33 DNSW FUNDED REGIONAL CONFERENCES¹



\$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

¹ Source: Destination NSW Regional Conferencing Grant Recipient Delegate Surveys and Event Owner Surveys
Icon source: www.flaticon.com; www.thenounproject.com

BEYOND TOURISM BENEFITS²



94% agreed conference raised knowledge or skills



93% noted conference showcased local talent



90% found conference showcased local produce



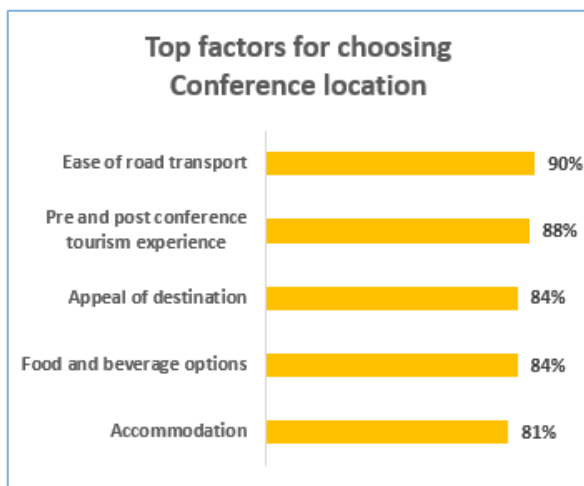
88% said conference enhanced reputation of destination



87% agreed conference lifted profile of local sector

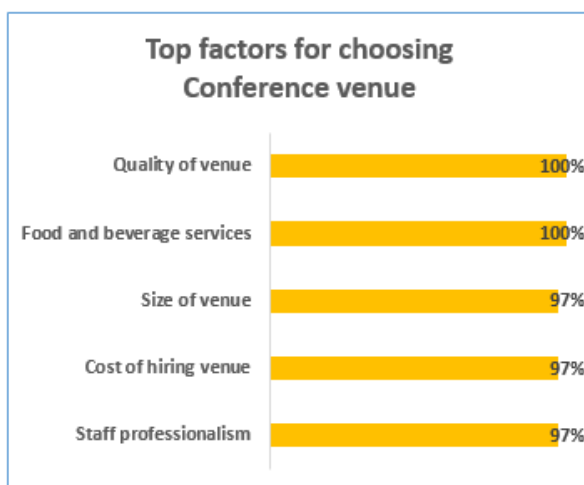
EVENT OWNERS - PERCEPTIONS and SATISFACTION with CONFERENCE LOCATION²

Deciding factors when choosing Conference Location and Satisfaction ratings



EVENT OWNERS - PERCEPTIONS and SATISFACTION with CONFERENCE VENUE²

Deciding factors when choosing Conference Venue and Satisfaction ratings



EVENT ATTENDEES – MOTIVATION FOR ATTENDANCE³



EVENT ATTENDEES – SATISFACTION with CONFERENCE LOCATION³



OVERALL SATISFACTION¹

High Overall satisfaction with Conference Location and Venue



Event Owner

Event Attendees

90%
satisfaction with
location

89%
satisfaction with
location



Event Owner

94% satisfaction
with venue

¹ Source: Destination NSW Regional Conferencing Grant Recipient Delegate Surveys and Event Owner Surveys

³ Source: Destination NSW Regional Conferencing Grant Recipient Delegate Surveys

Icons source: www.flaticon.com; www.thenounproject.com