



BEYOND TOURISM BENEFITS: BUILDING AN INTERNATIONAL PROFILE

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This report has been prepared in accordance with the project purpose outlined in the Research Agreement, December 2012.

This is a study of Business Events held in Seoul, Sydney, Toronto and Durban by the University of Technology, Sydney (UTS), on behalf of the Future Convention Cities Initiative (FCCI). The methodology adopted and sources of information used by the authors are outlined in this report. While all care and diligence has been exercised in the preparation of this report, the authors assume no responsibility for any inaccuracies or omissions. No indications were found during our investigations that information contained in this report as provided is false.

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FOREWORD

In 2010 the cities of Abu Dhabi, Durban, London, San Francisco, Seoul, Sydney and Toronto devised the concept of the Future Conventions Cities Initiative (FCCI) at IMEX in Frankfurt. With a focus on strategic research, collaboration and knowledge sharing, the seven cities set out to position themselves as leading destinations for key knowledge economy meetings and business events.

FCCI members are strongly committed to collaboration that shapes and accelerates the development of both their own destinations and the broader global industry.

Acknowledging the enormous, yet largely unrecognised potential of meetings and business events, FCCI's first official project expanded on earlier research completed by fellow member, Business Events Sydney. Completed in 2011, that research revealed the significant benefits of business events beyond the tourism spend. In 2013, FCCI commissioned the University of Technology Sydney to undertake a groundbreaking international study to lend further support to the global business events industry. We are determined to make the case with solid evidence for all – from within our industry to those in the business world and government – that the contribution of business events is vast.

The outcomes clearly indicate that business events contribute to the economy in the short term; while in the long term, their legacies are broad-reaching and potentially far more valuable. Business events stimulate creativity, inspire innovation, propel productivity and drive knowledge economies.

Yet this final report is as much about what appears as what does not. Though competitors, FCCI members pooled resources in the spirit of “cooptition” to address important industry issues for the greater good of the industry and all its stakeholders. Regrettably, two cities were unable to secure support, to collect data, from the very industry they sought to aid. Indeed a major disappointment as the data would have benefited all. The question remains, “Why?”

As industry advocates, perhaps FCCI can set out to find some answers!

The Future Conventions Cities Initiative members are the “new generation” of convention leaders and what we achieve as a group will be our legacy to our cities and our industry.



Maureen P. O'Crowley
Seoul Tourism Organization,
Chair, Future Convention Cities Initiative

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EXECUTIVE SUMMARY

The “Beyond Tourism Benefits: Building an International Profile” study was commissioned by the Future Convention Cities Initiative (FCCI). The study extends two important pieces of research conducted by Foley, Schlenker, Edwards and Hallyar (2010) and Edwards, Foley and Schlenker (2012). The first set of research findings identified that the benefits from business events extend well beyond tourism spend and include others, such as knowledge expansion, opportunities for networking, increased relationships and collaboration, positive educational outcomes, awareness raising and profiling, and destination showcasing and reputation. These outcomes are commonly referred to as the Beyond Tourism Benefits (BTB).

The second piece of research quantified these outcomes, more specifically, for Sydney and New South Wales. As requested by the FCCI, this study quantifies the benefits of business events at an international level. The study arose from a need by the FCCI to address the issues presented by an increasingly challenging business events environment.

A rigorous methodology produced the findings that are presented in this report and represent the first time that such a study has been replicated internationally. The study is based on an online survey of business events held in Seoul, Sydney, Durban and Toronto. A total of 2,213 valid responses were completed by delegates, sponsors, exhibitors and organising committee members, across twelve international congresses. The events occurred during 2009-2013 and are listed in Table 1.

TABLE 1:
Business events included in survey

CONGRESS	DATE	HOST CITY	NUMBER OF RESPONDENTS INCLUDED
5th ISPIM Innovation Symposium	2012	Seoul	25
6th African Microfinance Conference	2013	Durban	41
6th MIM Pan-African Malaria Conference	2013	Durban	255
7th International Orthodontics Congress	2010	Sydney	238
11th Congress of the World Federation of Societies of Intensive & Critical Care Medicine	2013	Durban	212
12th World Congress of the World Federation for Ultrasound in Medicine and Biology	2009	Sydney	191
22nd World Congress of Dermatology	2011	Seoul	381
Alzheimer’s Disease International Conference	2011	Toronto	43
Asia Pacific Academy of Ophthalmology	2011	Sydney	294
FIG (International Federation of Surveyors) Congress	2010	Sydney	247
HUPO 9th Annual World Congress	2010	Sydney	117
World Conference on Cooperative and Work Integrated Education (WACE)	2013	Durban	165



FINDINGS

Exhibitors and Sponsors

Sponsors and exhibitors were asked about their motives for exhibiting at the event, that is, the benefits they gained as well as their expenditure.

Key Messages – Sponsors

- Sponsorship is not about launching products or increasing export sales.
- Sponsors place greater importance on intangible outcomes than on monetary outcomes.
- Sponsorship motivation includes networking with clients and/or key industry figures, gaining product exposure/awareness, increasing recognition as a contributor to the broader community, and raising the organisation's profile amongst delegates and peers.
- Outcomes for sponsors include networking, product exposure, making a contribution to the community, obtaining leads, improving brand awareness, reaching target markets and launching products.

Key Messages – Exhibitors

- Exhibiting is not about launching products or increasing export or domestic sales.
- Exhibitors place greater importance on intangible outcomes than monetary outcomes.
- Exhibitors are motivated by opportunities for networking, product exposure, raising organisation profile and obtaining future leads.
- Additional motivations for exhibiting include relationship building and the politics of 'being seen'.
- Outcomes for exhibitors include networking, product exposure, making a contribution to the community, obtaining leads, improving brand awareness, reaching target markets and launching products.

- Exhibitors consider benefits to occur more than a year after the business event has been held.

Exhibitors and sponsors make a significant economic contribution to the host destination. International sponsors and exhibitors attending business events in Sydney, Seoul and Toronto spent a conservative estimate of A\$1,385 and A\$488 per person per day, respectively. They also realised significant investment opportunities, receiving investments that ranged from A\$1,500 to A\$2,000,000. Additionally, they reported realising business-related opportunities, such as increased product exposure and awareness, new leads, improved organisational profile, access to target markets and improved brand awareness.

Benefits and outcomes

The benefits and outcomes identified in this study are grouped under six broad areas: (1) general benefits and outcomes; (2) benefits and outcomes to the host destination; (3) personal benefits and outcomes; (4) how benefits and outcomes are used; (5) how knowledge and information is shared, and (6) other.

Key messages for each of the six areas are listed below.

1. Key Messages: General benefits and outcomes

- Delegates are exposed to new insights, knowledge and ideas.
- Business events focus on the latest research and its practical applications.
- Networking is fostered because people meet face-to-face.
- Business events result in the creation of business partnerships and research collaborations that lead to the development of new products.
- Organising committee members and practitioners consider business events to contribute to improving the quality of education in the field.

- Academic delegates view business events as catalysts for research collaborations.
- Practitioner attendees to Seoul events consider business events to result in research collaborations that lead to the development of new products and technologies.
- Early- and mid-career delegates are more invested in innovation and growing knowledge.

2. Key Messages: Personal benefits gained

- Compared to advanced-career delegates, early- and mid-career delegates realise greater personal benefits from attending events.
- Academics enhance their research and opportunities for research collaboration.
- Practitioners enhance their professional practice.
- Delegates learn about differences in professional practice in different countries.
- Business events are an opportunity to gain an understanding of the cultural aspects of the host destination.

3. Key Messages: Benefits and outcomes to the host destination

- Local delegates have greater opportunities for networking.
- Enhanced capacity of the conference destination's academic sector.
- Advanced-career delegates consider local postgraduate research students to have greater opportunities for research and networking.
- The education sector is more attractive to academics and students from outside the conference destination.
- Business events build research capacity in the destination, through local attendees' adoption of knowledge, techniques or materials into professional practice.
- International delegates are conscious of government support and media coverage for the business event.

4. Key Messages: How benefits and outcomes are used

- In general, attendees share information they have gained with colleagues, peers and, where applicable, with students.
- Practitioner delegates apply newly gained insights to their professional practice.
- Academic delegates:
 - undertake new research;
 - refine existing research (particularly early- and mid-career delegates);

- apply new insights to research programs;
- form new collaborations with international researchers and/or practitioners, and
- strengthen collaborations with researchers and/or practitioners from the conference destination.

- Early- and mid-career delegates are more likely to "refine existing research".

5. Key Messages: How knowledge and information are shared

- Meetings and presentations/seminars are the most common methods used for sharing information.
- Lectures are more popular among advanced-career delegates.
- Host country practitioner delegates will debrief staff.
- International practitioner delegates are more likely to give presentations.
- Written materials from the conference and book publications are distributed by email.

6. Key Messages: Other

- Benefits and outcomes occur within 12 months of the business event or are still being realised.
- There is a 'long tail' effect for sponsors and exhibitors because events are one part of a broader company strategy.
- People may relocate as a result of participating in a conference.
- Events can have a positive influence on delegate perceptions of the host destination.
- Broader aspects of destination management, such as cultural communication, things to do and see, safety, cleanliness, and the organisation of the conference can impact the experience of attendees.

Overwhelmingly, respondents believe that business events have facilitated the dissemination of new knowledge, ideas, techniques, materials and technologies by providing educators, practitioners and researchers from the host destination with access to a network of international colleagues. This networking affords local delegates with new business and research collaborations, which generates innovation, ideas and research agendas for many years to come.

The capacities of each of the event cities were showcased and this put the destinations 'on the map', as well as fostered the destinations' reputations of having highly skilled, capable, world leading researchers. The results clearly demonstrate that the successful hosting of business events enhances the reputation of the event

city as a global business events destination that is attractive, friendly, and home to excellent facilities and infrastructure.

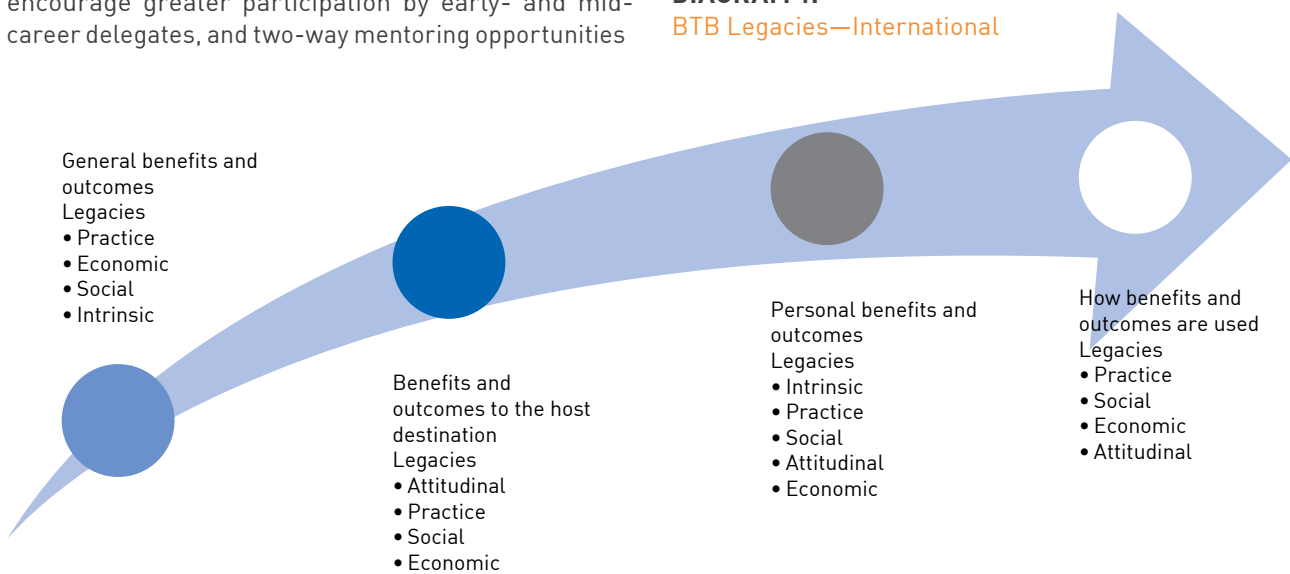
Business events provide a supporting platform from which the growth of intercultural understandings and international friendships can occur. These outcomes contribute to building the host destinations' capacities for success in global markets, and in business and education.

Congress attendees are not a homogenous group. Significant differences were identified between: academics and practitioners; early-career delegates (less than 5 years' experience) and advanced-career academics (greater than 10 years' experience), and international and domestic delegates. For example, early- and mid-career delegates have the most to gain from attending conferences as they are more invested in innovation and growing knowledge. Strategies that encourage greater participation by early- and mid-career delegates, and two-way mentoring opportunities

between all groups, can be important for maximising the benefits and outcomes of hosting business events.

Business events, in the cities examined in this study, provide a shared social context that supports formal and informal exchanges between people. It is through this social context that the sharing of knowledge and ideas occurs, and common meanings are developed through face-to-face interactions. The study has found a direct connection between the staging of business events and an extensive range of benefits and outcomes beyond that of tourism spend. Similar to findings reported by Edwards, Foley and Schlenker (2012), the benefits and outcomes—at an international level—can be linked to five broad legacy areas: intrinsic, practice, social, economic and attitudinal (Diagram 1).

DIAGRAM 1:
BTB Legacies—International



Social legacies represent the camaraderie that develops around the congress; the appeal of engaging with other like-minded people; the relationships that are enhanced and developed, and the broader benefits that are gained by the communities in which the congress is held. Business events develop a social space that is important, as it facilitates and reinforces social interaction and, in turn, influences the effectiveness of collaborative learning.

Successful economies are underpinned by collaborative global relationships because these relationships assist firms with innovation. International conferences foster the development of social networks that can affect the flow, and quality, of information into any industry sector. Innovation is less likely to occur in a closed network. Moving in different circles from one's usual group connects people to a wider set of ideas. New acquaintances can provide sources for information that can lead to innovations that go beyond what one's own group knows. New information is often subtle, nuanced and difficult to verify. Additionally, people are more likely to use information from others whom they know and trust.

Congresses are intense periods during which social interaction is fostered, and trust, professional relationships and, in many cases, friendships are developed. The relationships formed between host destination attendees and their global counterparts (i.e. academics, practitioners, exhibitors, sponsors) represent global connections for the industry sectors represented at the conference.

Intrinsic legacies are the opportunities afforded by congresses, to delegates, to develop their knowledge, skills and practices to fulfil part of their potential to work within their industry sector. An additional benefit is the ability to express and share—in a collaborative environment—the knowledge, skills and practices that they have already developed.

Practice legacies result from the skills and knowledge that delegates gain—such as learning new insights, surgical techniques, sharing new ideas and identifying solutions to problems—being directly integrated into their professional practice and organisations. Host communities benefit from the cutting edge technologies and insights that conference attendees bring back with them.



TORONTO: CANADA

Economic legacies include the 'new money' that conferences bring to the host destination, in the form of attendee, exhibitor and organiser spend, as well as sales and any direct investments that occur as a result of the conference. These legacies also represent cost and efficiency savings that result from the implementation of new practices.

Attitudinal legacies arise from the reactions of delegates through their experiences at the congress, as well as from governments, the private sector and individuals who become aware of important issues that are communicated through the international and local media.

Final comments

The combined results and the individual results for Seoul, Sydney, Durban and Toronto provide firm evidence for each of the legacies listed above. However, as outlined below, each destination exhibited particular strengths that deserve mention.

Seoul:

Practitioners formed new collaborations with international researchers and/or practitioners. Additionally, Seoul enhanced its reputation as a conference destination capable of driving social change and action. The capacity of the academic sector in the conference destination was enhanced. Exhibitors gave their highest scores to Seoul for product exposure and their increased recognition as contributors to the community, as well as reaching target markets and opportunities for networking with clients.

Sydney:

Exhibitors attracted significant investment. Exhibitors scored business events held in this location higher than for other cities, with regards to obtaining leads, launching new products and increasing domestic and export sales. The business events resulted in skilled migration and delegates (both domestic and

international) noted the importance of friendships formed and maintained at conferences. Sydney was also found to be an attractive destination for delegates from Asia.

Toronto:

The business event raised awareness of broader issues at the conference destination and received positive local media coverage, which reflected positively on the city. Toronto was a particularly attractive destination for delegates from Australia/New Zealand/Oceania.

Durban:

Durban attracted many attendees from America and Australia/New Zealand/Oceania, but fewer from Asia. A significantly higher proportion of Durban respondents utilised the benefits and outcomes than respondents from the other three cities.

In summary

The strengths outlined for each city present opportunities for growth in the lucrative business events sector. Additionally, FCCI members may draw insights from each other's strengths.

Until now, the scholarship of business events has focused mainly on the economic contribution of a business event as a means of determining its success. Importantly this study recasts that focus by changing the fundamental objectives from economic impact to wider industry and societal benefits. The current study supports previous results (Foley, Schlenker, Edwards and Hallyar, 2010; Edwards, Foley and Schlenker, 2012) which found the BTB outcomes are important for building industry sectors.

Continued collection of BTB data will result in increased understandings of how business events drive industry innovation and development. Such knowledge can inform policy-making in which business events are seen as spaces for the production and exchange of knowledge that generate a ripple effect on wider economic and societal outcomes.

01 / BACKGROUND

Members of the Future Convention Cities Initiative (FCCI) face an increasingly competitive environment, which is in part fuelled by a growth in large convention and exhibition spaces. As such, knowledge is required to inform strategic priorities for the FCCI, and each of its members, to drive the case for support of their business events sectors, advance their brand and reputations as world-class convention destinations, and to educate their national associations on the benefits of hosting business events. To address this challenge the FCCI commissioned the University of Technology, Sydney to measure the wider benefits of business events beyond that of tourism spend.

This study is based on three important pieces of research conducted by Foley, Schlenker, Edwards and Hallyar (2010), PKF International (2010) and Edwards, Foley and Schlenker (2012). The first of these identified that the benefits from business events extend well beyond tourism spend, to include outcomes such as knowledge expansion, networking, relationships and collaboration, educational outcomes, raising awareness and profiling, and destination showcasing and reputation.

Findings from the Foley, Schlenker, Edwards and Hallyar (2010) case study were subsequently replicated by PKF International (2010) for the Abu Dhabi Tourism Authority (Appendix 1). The results of the Abu Dhabi study supported the findings of the earlier 2010 case study by Foley, Schlenker and Edwards, which had been prepared for Business Events Sydney. In summary, the Abu Dhabi case studies highlighted, inter alia: an improvement in the quality of education and graduates; the dissemination of new knowledge, techniques, processes and technologies; improved access to a network of international colleagues; exposure to new business and research collaborations; the generation of innovation, ideas and research agendas, and opportunities for profiling and branding the host destination.

These previous studies were important for scoping the range of non-economic impacts of business events often referred to as 'beyond tourism benefits' (BTB). The third piece of research extended the earlier case studies, to quantify the BTB outcomes for Sydney and New South Wales.

There is currently no standard set of indicators that can be used to compare BTB that arise from business events. Indeed, the only data that has empirically assessed BTB is that of Edwards, Foley and Schlenker (2011). Recognising the need for comparable data on the BTB of events, the FCCI commissioned the current international study. The aim of this study is to provide further empirically-based, quantitative assessment of the impact of a range of contributions made by business events to host communities, beyond the tourism dimension, at an international level.

This study focuses on Seoul, Sydney, Durban and Toronto. The findings may assist FCCI members to plan marketing strategies, encourage public and private investment, support policy development and enable planning for growth. Importantly, the use of such knowledge to educate national associations on the benefits and opportunities of hosting business events has the added benefit of growing the national and global business events market, and minimising the focus on competition. Driving demand is vital to the ongoing sustainability of the business events sector both nationally and internationally. In the absence of increasing demand, business event sectors around the world must continue to compete for a limited market.

02 / METHODOLOGY

In order to facilitate an international comparison of beyond tourism benefits' (BTB) this study utilised the same survey as "The Beyond Tourism Benefits – Measuring the Social Legacies of Business Events" (Edwards, Foley and Schlenker, 2012). The methodology involved an empirically-based, quantitative and comparable assessment of the impact of a range of contributions, beyond the tourism dimension, made by business events to the host communities of Seoul, Sydney, Durban and Toronto.

The project involved four stages:

1) Contextual background and refinement of a survey instrument suitable for each FCCI member.

1

2) Pilot testing and instrument refinement.

2

3) Data collection.

3

4) Analysis and reporting.

4

The online surveys, distributed to event attendees, were compiled by the University of Technology, Sydney (UTS) project team. With the exception of Durban the questionnaire for each city was the same. Only the regional demarcations were adapted to the respective city/country. Durban was only able to incorporate some of the BTB questions within an existing questionnaire and this is noted, as appropriate, throughout the document.

Business Events Sydney, the Seoul Tourism Organization and Toronto Tourism were able to distribute the survey to their identified events (Table 2). Surveys were distributed via a link embedded in an introductory email. As a response incentive, respondents had the chance to win prizes, including a return QANTAS airfare from any domestic or international airport to Sydney.

TABLE 2:
Events included in survey

CONGRESS	DATE	HOST CITY	NUMBER OF RESPONDENTS INCLUDED
12th World Congress of the World Federation for Ultrasound in Medicine and Biology	2009	Sydney	191
FIG (International Federation of Surveyors) Congress	2010	Sydney	247
7th International Orthodontics Congress	2010	Sydney	238
HUPO 9th Annual World Congress	2010	Sydney	117
22nd World Congress of Dermatology	2011	Seoul	381
Asia Pacific Academy of Ophthalmology	2011	Sydney	294
Alzheimer's Disease International Conference	2011	Toronto	44
5th ISPIM Innovation Symposium	2012	Seoul	25
6th MIM Pan-African Malaria Conference	2013	Durban	255
11th Congress of the World Federation of Societies of Intensive & Critical Care Medicine	2013	Durban	212
World Conference on Cooperative and Work Integrated Education	2013	Durban	165
6th African Microfinance Conference	2013	Durban	41

The number of valid responses and their proportion of the total valid responses for each location can be found in Table 3. Sydney received the highest response rate (1,089), followed by Seoul (407) and Toronto (44). "Valid" is defined as questionnaires that were completed to the demographic section or beyond. While some respondents chose not to identify themselves, this did not invalidate their responses.

With respect to Durban 673 responses were used in the analysis of questions relating to gender and age, residency, country of origin, selected general benefits and outcomes, how benefits and outcomes were used and the host city as a world class destination.

TABLE 3:
Number of responses and valid responses by host city

	NUMBER OF RESPONSES	NUMBER (%) OF VALID RESPONSES
Sydney	1,089	1,089 (100%)
Seoul	977	407 (42%)
Toronto	136	44 (32%)
Durban	673	673 (100%*)
TOTAL	2,875	2,213

* Total number approached, unknown.



TABLE 4:
Number of respondents by location, event size and type

	SYDNEY	SEOUL	TORONTO	DURBAN
Event size				
Congress	794 (73%)	382 (94%)	0 (0%)	212 (32%)
Other	295 (27%)	25 (6%)	44 (100%)	461 (68%)
Event type				
Medical	841 (77%)	382 (94%)	44 (100%)	467 (69%)
Other	248 (23%)	25 (6%)	0 (0%)	206 (31%)

A further breakdown of events by type, location and size can be found in Table 4. Medical conferences comprised the main types of event.

Not all respondents answered every question. The number of respondents answering each question is marked as “n = XXX” in the graph accompanying that question. Due to Toronto’s small sample size, caution should be taken in interpreting the responses to some of its questions—such instances are highlighted throughout the report. The results include all valid responses and comparisons were made at the host city level only.

Survey data were analysed in SPSS. Relationships between categorical (nominal) variables were examined by calculating contingency tables and calculating the chi square coefficient, Phi Cramer’s coefficient, and Goodman and Kruskal’s Lambda. Differences termed “significant” are considered unlikely to have been caused by chance alone. Significant differences are noted at the $p < 0.01$.

2.1 SAMPLING

It is important to acknowledge that the online methodology used for this survey, being self-selecting (i.e. “opt-in”) in nature, is not strictly considered random. In a self-selecting sample it is difficult to assess the presence of bias, that is, whether the opinions or characteristics of the participants deviate from those of the target population. Participants may differ from the rest of the target population, for example, those who take part may have a strong opinion about the subject matter and hence complete the survey. However, there is no evidence in either the quantitative or qualitative data that such bias exists in this survey or that the overall results have been affected by any special interest groups. We believe that in this instance the robust sample size makes the survey findings effectively representative of the survey population, i.e. all attendees at the surveyed congresses.

While all attendees had the opportunity to complete a survey, results are reliant on those who chose to do so rather than those who had been randomly selected to participate. Those who chose to take part may or may not be representative of congress delegates as a whole.

03 / RESULTS

The results are presented in four main sections: (1) respondent characteristics; (2) sponsors and exhibitors; (3) organisers, practitioners and academic attendees, and (4) general questions.

3.1 RESPONDENTS' CHARACTERISTICS

3.1.1 Gender and age

Of the 2,191 respondents in the sample who provided information about their age, 58 per cent were male and 42 per cent were female. While respondents attending events in Sydney and Seoul were predominantly male, respondents attending events in Toronto showed a significantly different distribution with female respondents representing 71 per cent. Attendance at the

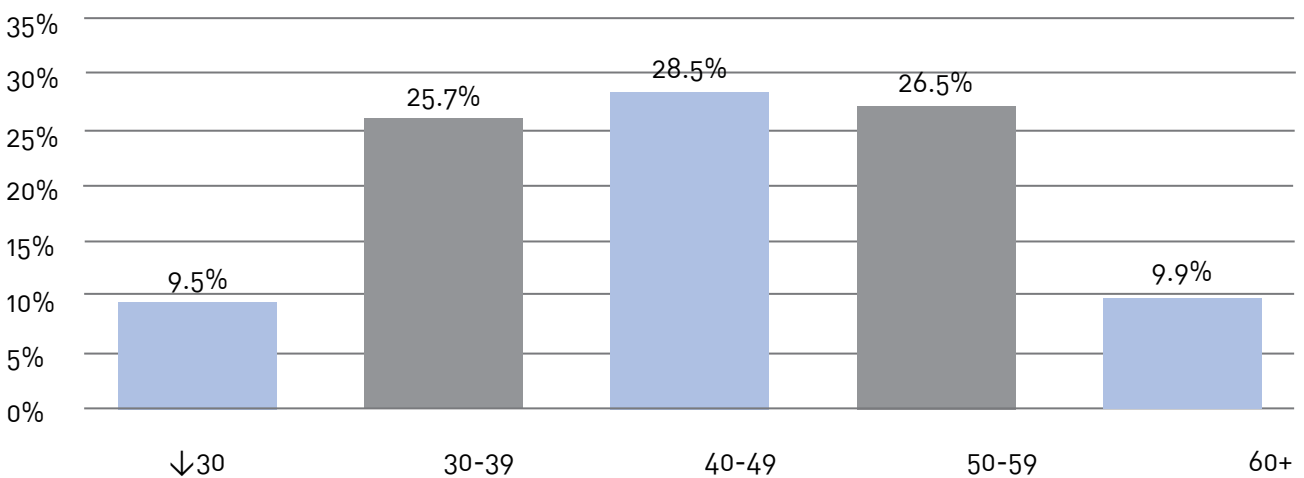
Durban events adhered closely to the overall distribution across events (i.e. 56% male, 44% female).

Examining respondents (n=1,540) by type and size of event, there are significant differences in the distribution of males and females, particularly between medical congresses and congresses related to other topics (e.g. banking and surveying). Forty-four per cent of respondents attending medical congresses were female but only 12 per cent of respondents attending other congresses were female.

Age distribution (Graph 1) was roughly normally distributed with the largest age group being the 40-49 year olds. Respondents aged less than 30 years of age, or over 60 years, represented the smallest age groups.

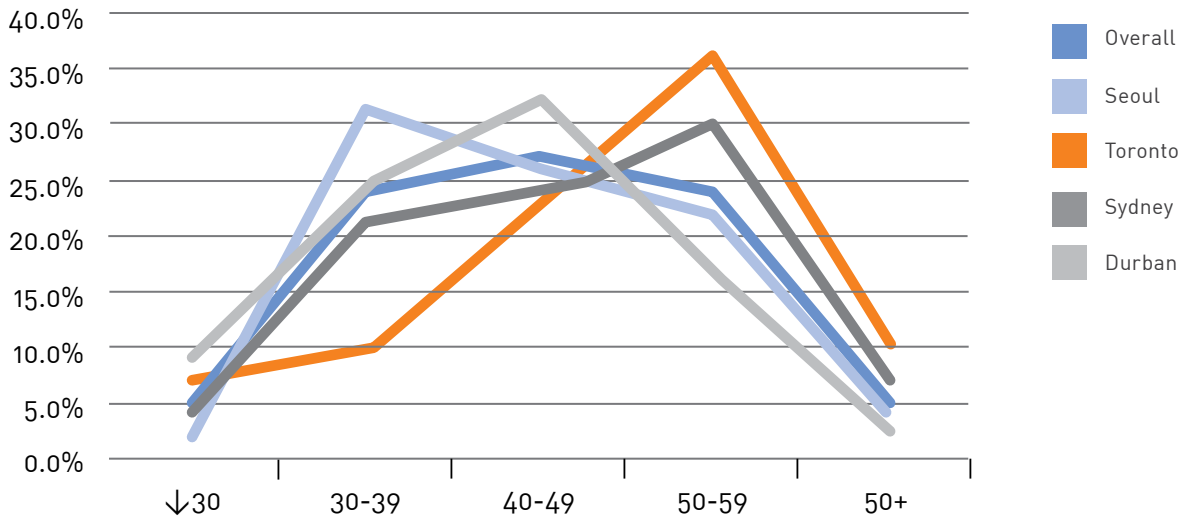
GRAPH 1:

Proportion of respondents by age (n=2,200)



When comparing the age distribution of respondents by location of event attended (Graph 2) it is noted that there was a higher proportion of younger respondents who attended events in Seoul, while a higher proportion of older respondents attended events in Sydney and Toronto.

GRAPH 2:
Age distribution of respondents by event location (n=2,200)

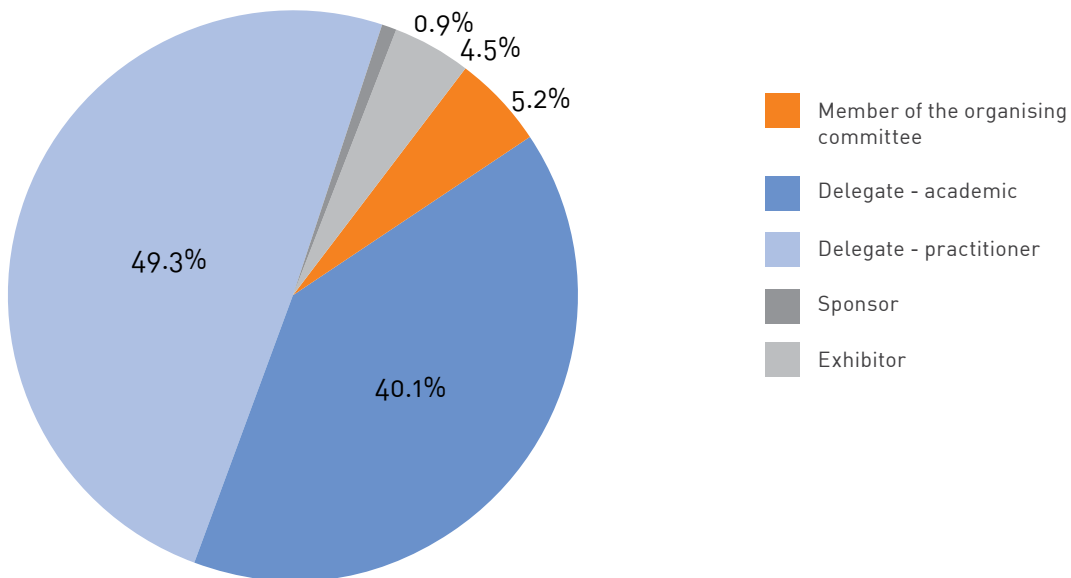


3.1.2 Type of delegate

The majority of respondents were practitioner delegates (49.3%) and academic delegates (40.1%) (Graph 3).

Significant differences were noted for delegates attending events in Seoul, with 38 per cent of respondents being practitioner delegates and 52 per cent being academic delegates. The remaining sample comprised 14 sponsors, 69 exhibitors and 80 members of the organising committees. As such, little can be said about differences between the sponsors across the four cities. Indeed, none of the respondents attending the Toronto event were sponsors.

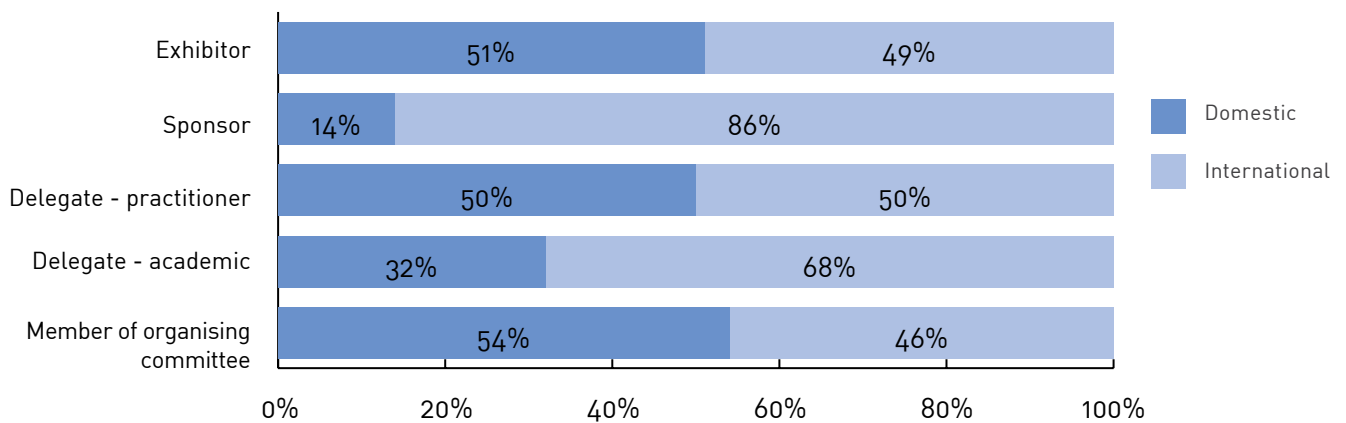
GRAPH 3:
Proportion of respondents by type of attendee (n=1,540)





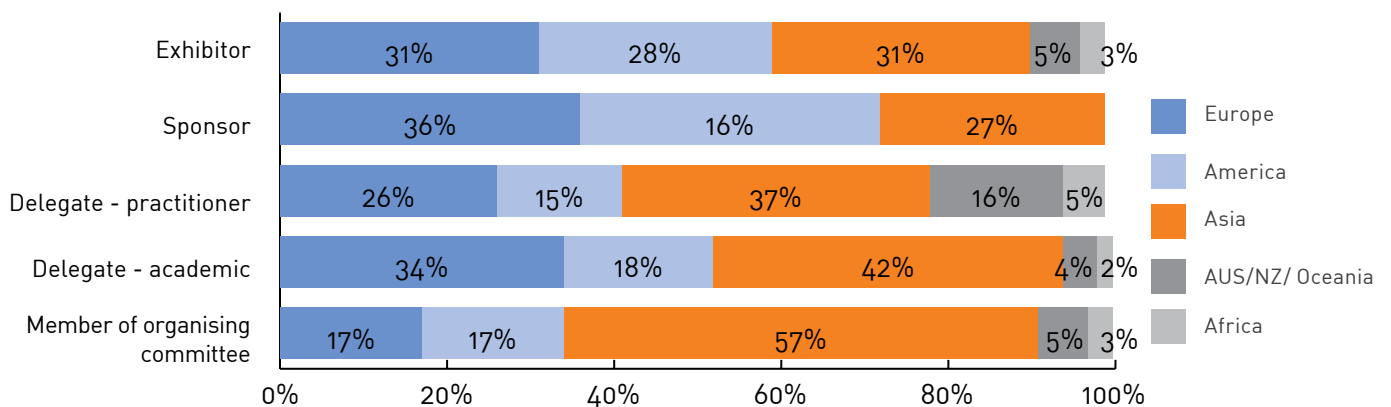
Graph 4 shows type of attendee by origin. In the sample, there were significantly fewer domestic academic delegates compared to the distribution among other types of attendees.

GRAPH 4:
Origin of respondents by type of attendee (n=1,484)



Graph 5 below, shows the origin of international respondents by type of attendee. There were significant differences in the proportion of respondents from Australia/New Zealand/Oceania, while there were significantly fewer academic delegates from the same region but significantly more practitioner delegates.

GRAPH 5:
Origin of international respondents by type of attendee (n=845)



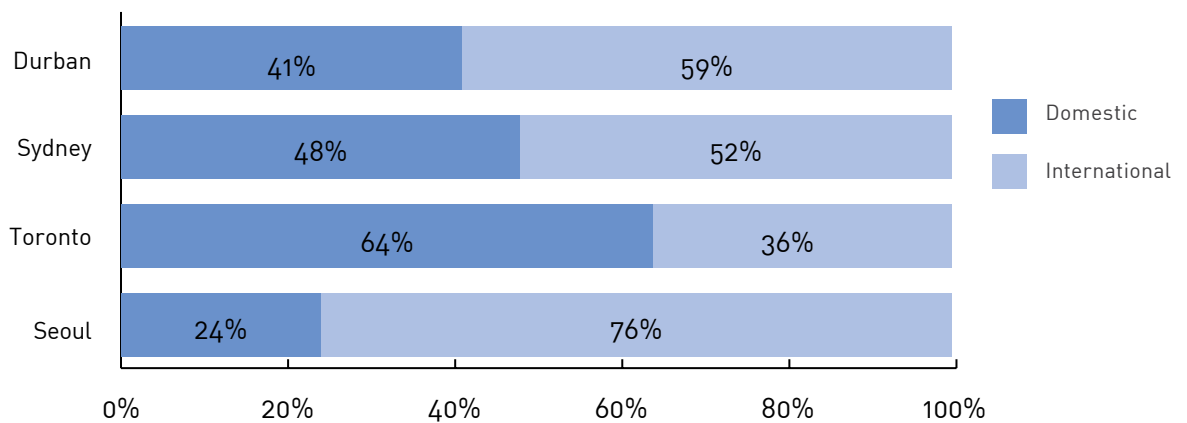
3.1.3 Country of origin

Of those respondents that indicated their residency (n=2,208), 58 per cent were international and 42 per cent were domestic. Domestic respondents were defined as those who were living in the country in which the respective business event took place. In other words, for events in Seoul all South Koreans are domestic, for the event in Toronto all Canadians are domestic, for events in Durban all South Africans are domestic and for all events in Sydney all Australians are domestic respondents.

The distribution of international and national respondents, by event location, differs significantly. International delegates were more likely to attend Seoul than Toronto, Durban or Sydney. In contrast, the majority of respondents who attended the event in Toronto were national (64 per cent) and a relatively even distribution of international and domestic visitors attended the events in Sydney (Graph 6).

GRAPH 6:

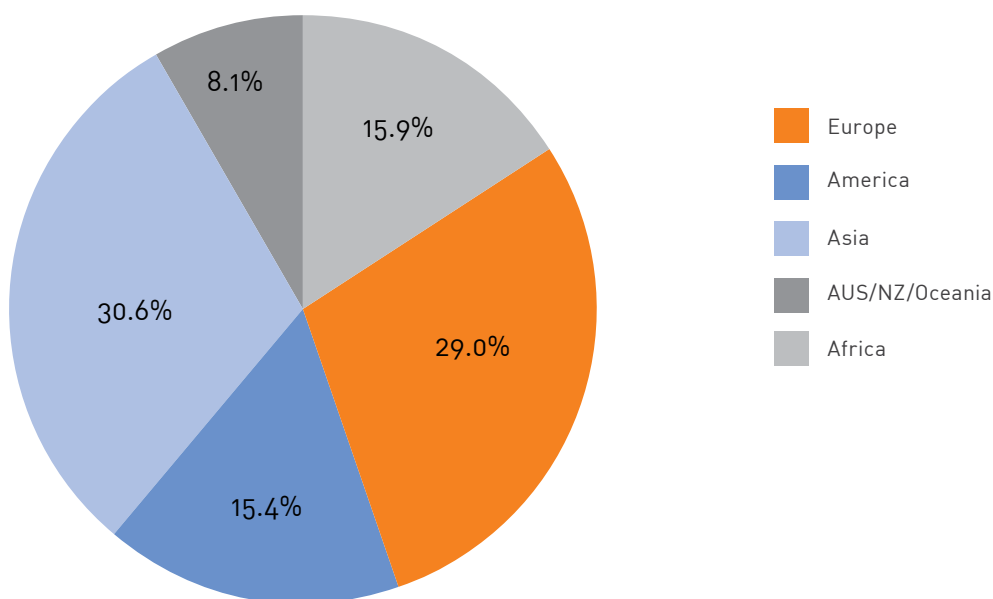
Respondents' residency by host destination



Of the 1,240 international respondents who indicated their country of origin (Graph 7) 31 per cent were from Asia, followed by Europe (29.0%) and America (16.4%).

GRAPH 7:

Proportion of international respondents by continent of origin (n=1,240)



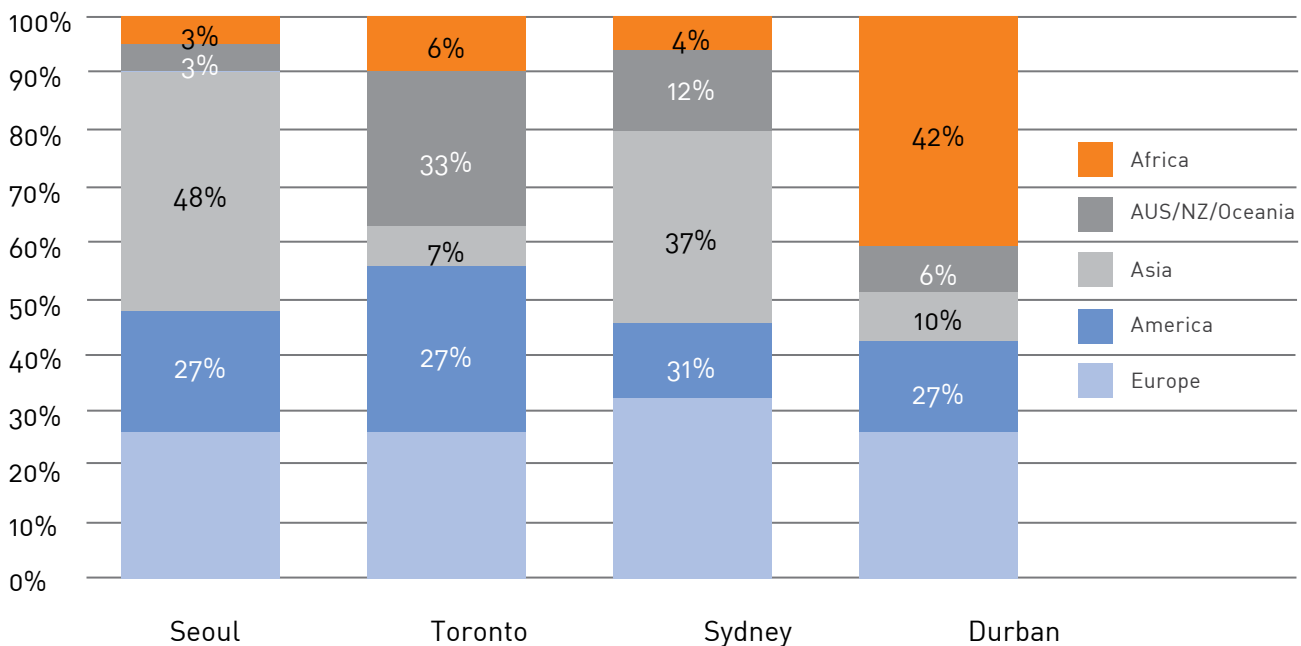
Comparing continent of origin by event location, Graph 8 shows that Durban attracted significantly more attendees from Africa (42%) compared to other host destinations, which does not seem surprising considering its location. The Durban sample also included significantly fewer respondents from Asia (10%).

Toronto attracted significantly more attendees from Australia/New Zealand/Oceania (33%) and significantly fewer attendees from Asia (7%). Again, the result

should be viewed with caution given there were only 15 international respondents for Toronto.

Seoul had significantly fewer attendees from Australia/New Zealand/Oceania (3%), and over 10 per cent more respondents from Asia (48%) compared to Sydney (37%). However, it is pleasing to note that Sydney attracted more than a third of its international delegates from Asia. This indicates that business events are playing a role in building and strengthening Australia's relationships within the Asian region.

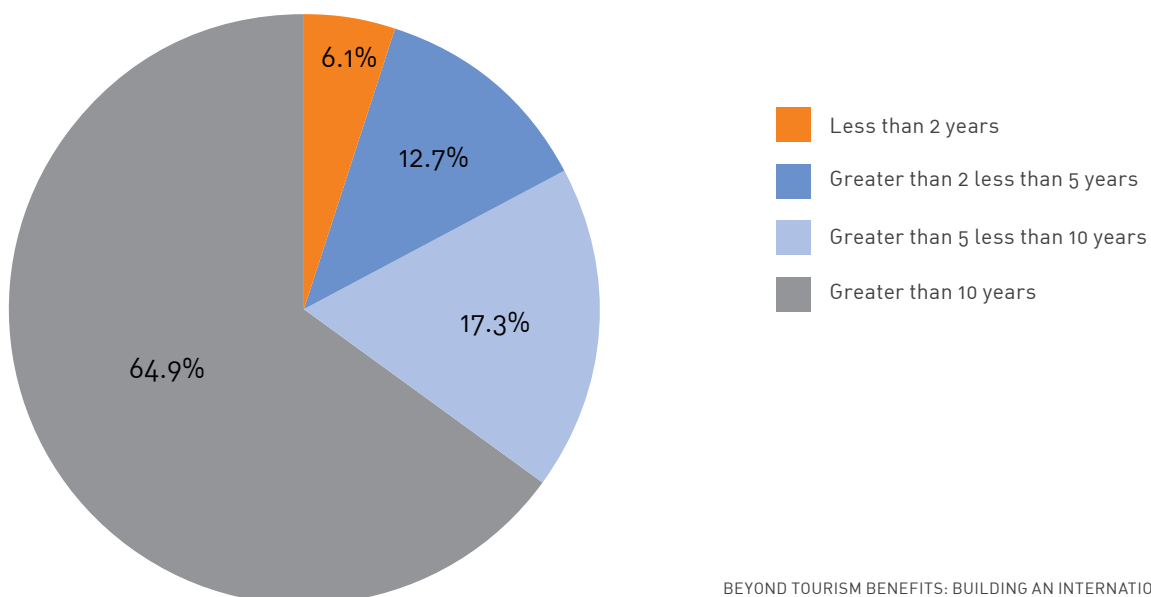
GRAPH 8:
International respondents' origin by host destination



3.1.4 Career stage

Business events attract what can be termed as 'advanced-career' delegates, with the majority of respondents indicating that they had worked in their main occupation for more than 10 years (64.9%) (Graph 9).

GRAPH 9:
Proportion of respondents by length of occupational experience (n=1,540)



Those who were in their occupations either 'less than 2 years' or 'greater than 2 less than 5 years', and are referred to as 'early-career delegates', comprised 18 per cent of respondents. Those who can be considered as 'mid-career delegates' (in their occupations for greater than five years but less than 10 years) represented 17 per cent of respondents. The stages of respondents' careers was compatible with the age groups discussed earlier, that is 'advanced-career academics' in the 45 to 59 age group represent the most common type of delegate attending business events. There were no notable differences between respondents attending events across the four event locations.

3.2 SPONSORS AND EXHIBITORS

Sponsors and exhibitors were asked about their motives for exhibiting at the event, as well as the benefits they gained and their expenditure. The answers to these

questions are described below, first with a presentation of sponsor data and then followed by exhibitor data. Differences by event location are not examined for sponsors as the sample size is too small. Indeed, there were only eight sponsors attending events in Sydney and six sponsors attending events in Seoul. Sponsor answers are given in numbers, not percentages, due to the sample size for this group.

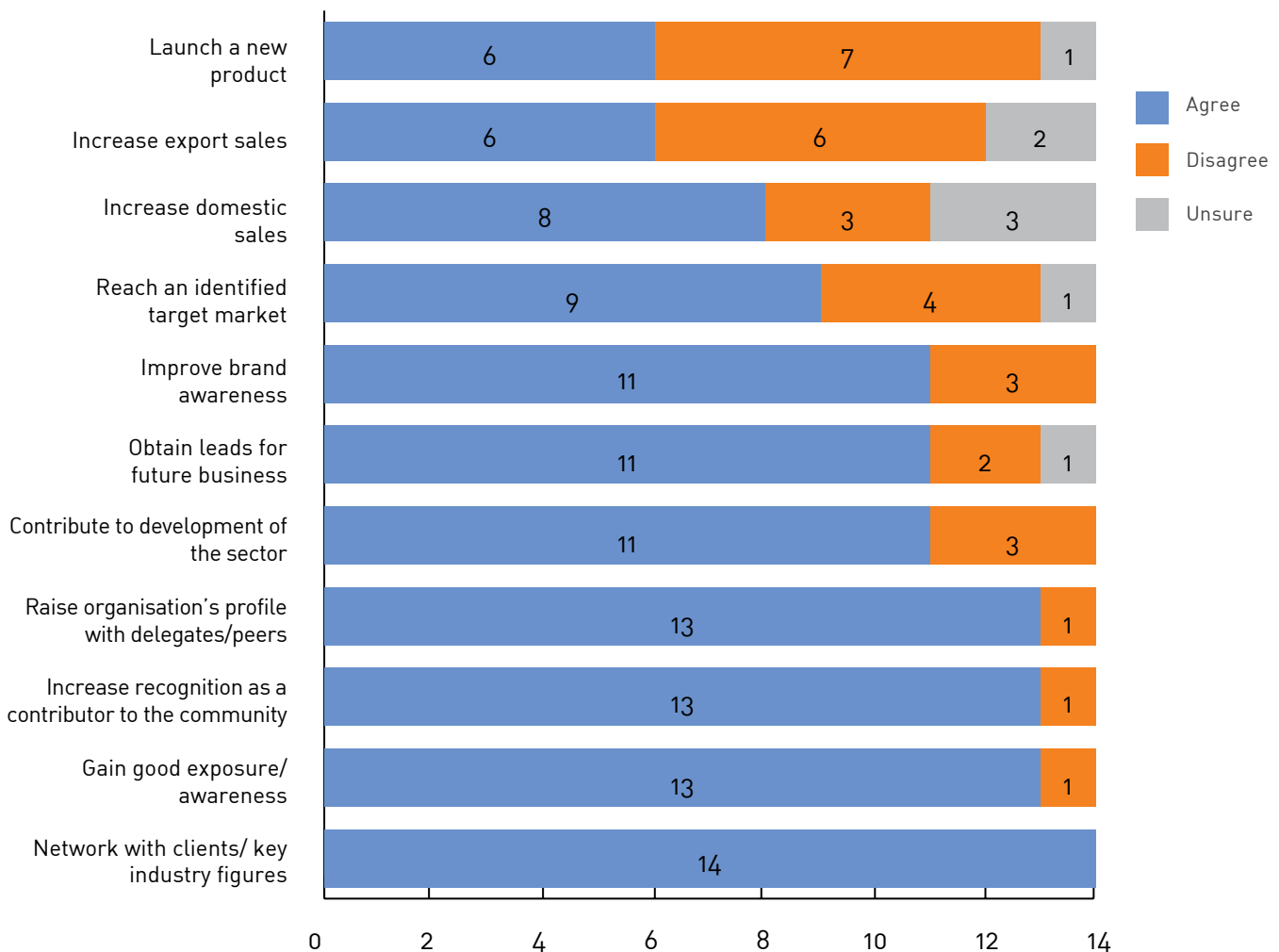
3.2.1 Sponsors

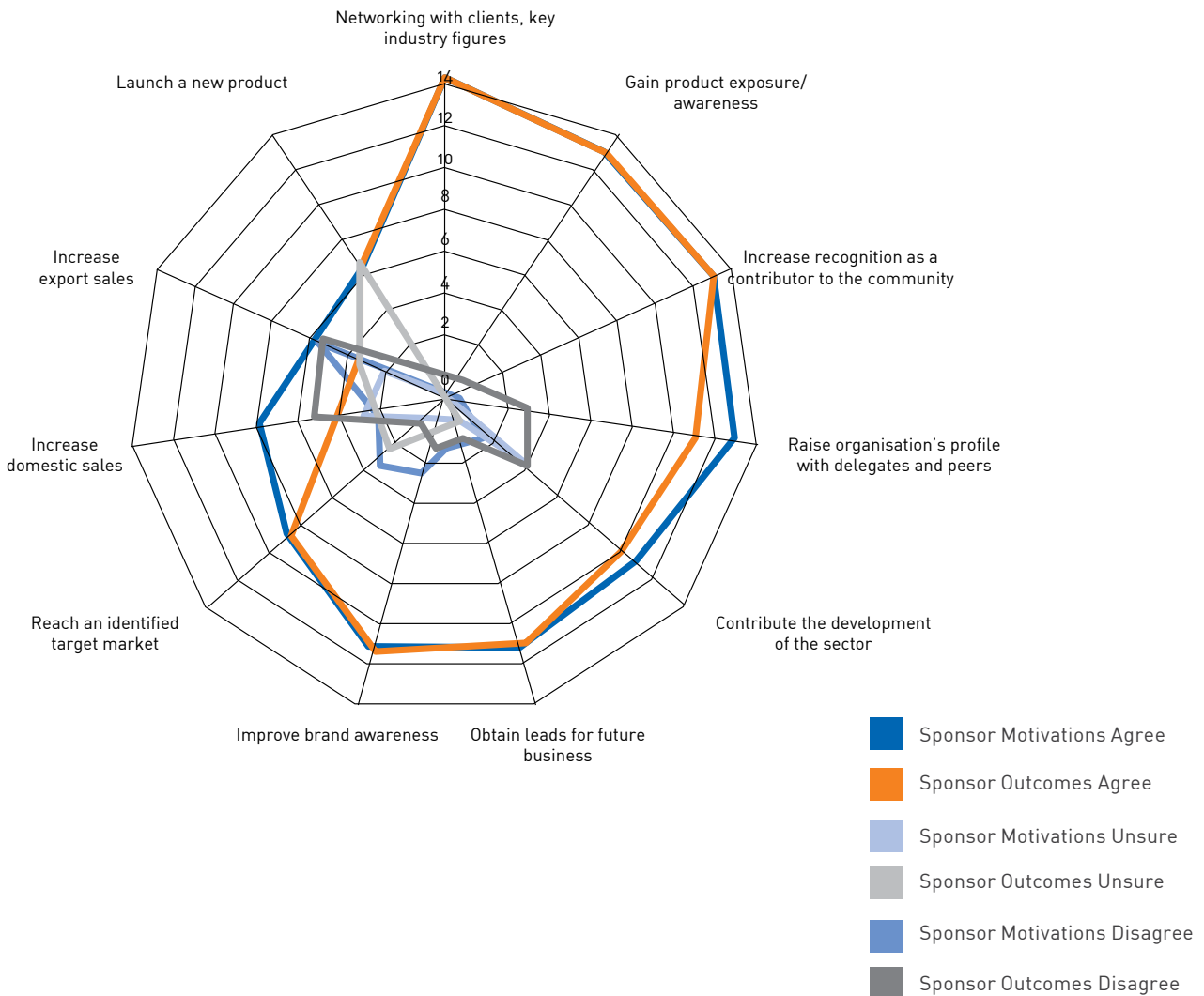
Motivations for sponsoring the business event

Graph 10 shows the number of sponsors who agreed with a range of potential motivations for sponsoring the business event. All respondents agreed that they sponsored the event to "network with clients and/or key industry figures", and all but one agreed with the motives to "gain product exposure/awareness", "increase the recognition as a contributor to the broader community" and "raise the organisation's profile amongst delegates and peers". However less than half the sponsors wanted to "launch a new product" or intended to "increase export sales", indicating that sales (product presentation and distribution) are a secondary motive for sponsors.

GRAPH 10:

Motives for sponsoring a business event (n=14)



GRAPH 11:**Comparison of sponsors' motives and outcomes (n=14)**

Comparison of motivations and outcomes for sponsoring the business event

Graph 11 is a comparison of sponsors' motivations for attending the business event and whether they gained these benefits. Items with which sponsors agreed were a motivation for attending the business event, and agreed that outcomes had been achieved, included:

- Networking with clients key industry figures.
- Gaining product exposure/awareness.
- Increasing recognition as a contributor to the community.
- Obtaining leads for future business.
- Improving brand awareness.
- Reaching an identified target market.
- Launching a new product.

Items which sponsors generally agreed were motivations for attending the business event, while remaining uncertain as to whether they were achieved their expected outcomes, included:

- Raising their organisation's profile with delegates and peers.
- Contributing to the development of the sector.
- Increasing domestic sales.
- Increasing export sales.

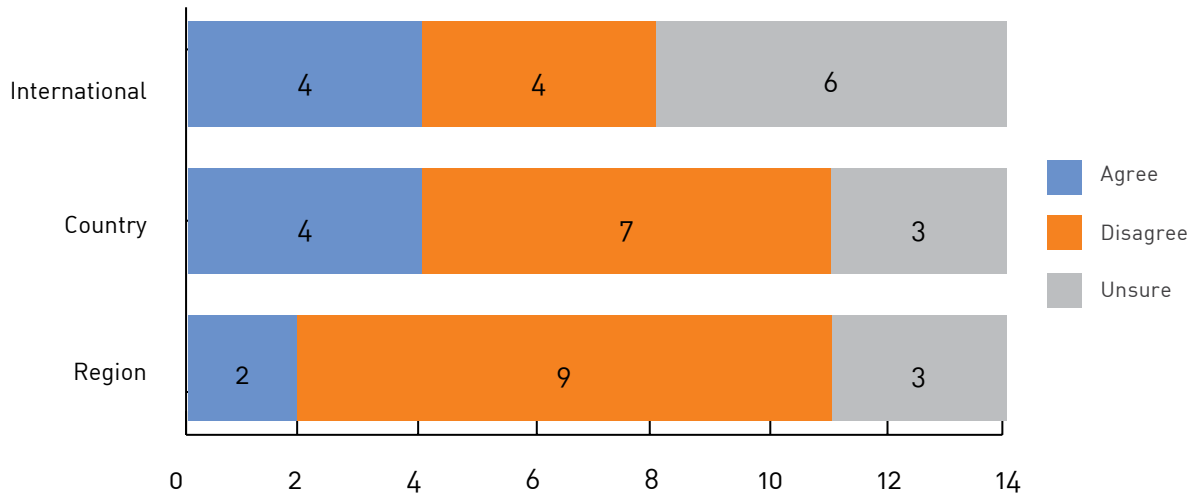
The reason for such uncertainty may be due to the relatively short time between survey completion and the end date of the business event—limiting the time available for benefits to be fully realised. Another reason may be that the employees of sponsor organisations are not fully aware of post-event sales that may have occurred. Respondents were given the option to note further benefits they may have gained from the event. One respondent mentioned "learning" and another mentioned "collaboration".

Investment opportunities

Sponsors were asked if their sponsorship resulted in investment opportunities for the organisation. Graph 12 indicates that few respondents could state for certain what investment opportunities resulted from the sponsorship. The relatively high number of respondents indicating “unsure” may be for the same reasons as outlined above, i.e. for those who indicated “unsure” when asked about the benefits gained.

GRAPH 12:

Investment opportunities gained as a result of event sponsorship (n=14)



One respondent attending an event in Sydney noted investment opportunities of approximately A\$1,000,000. Two respondents, also attending events in Sydney, noted investment opportunities within Australia of A\$2,000,000 and A\$50,000, respectively. Finally, another respondent attending a Sydney event noted investment opportunities, in other countries, at a volume of A\$200,000. One of the six sponsors attending events in Seoul indicated having had investment opportunities in other countries; however, they did not provide an indication of the amount.

Regardless of the investment opportunities gained from sponsorship, all but one sponsor considered sponsoring an event to be worthwhile. This confirms the findings above, that is, that sales related motives are not an immediate objective for most sponsors. Instead, sponsors place more importance on intangible outcomes, such as networking, product exposure, recognition and raising their company profile.

Box 1: Key messages – Sponsors

- Sponsorship is not about launching products or increasing export sales.
- Sponsors place greater importance on intangible outcomes than monetary outcomes.
- Sponsorship motivations include networking with clients and/or key industry figures, gaining product exposure/awareness, increasing the recognition as a contributor to the broader community and raising the organisation’s profile amongst delegates and peers.
- Outcomes for sponsors include networking, product exposure, making a contribution to the community, obtaining leads, improving brand awareness, reaching target markets and launching products.

3.2.2 Exhibitors

Motivations for exhibiting at the business event

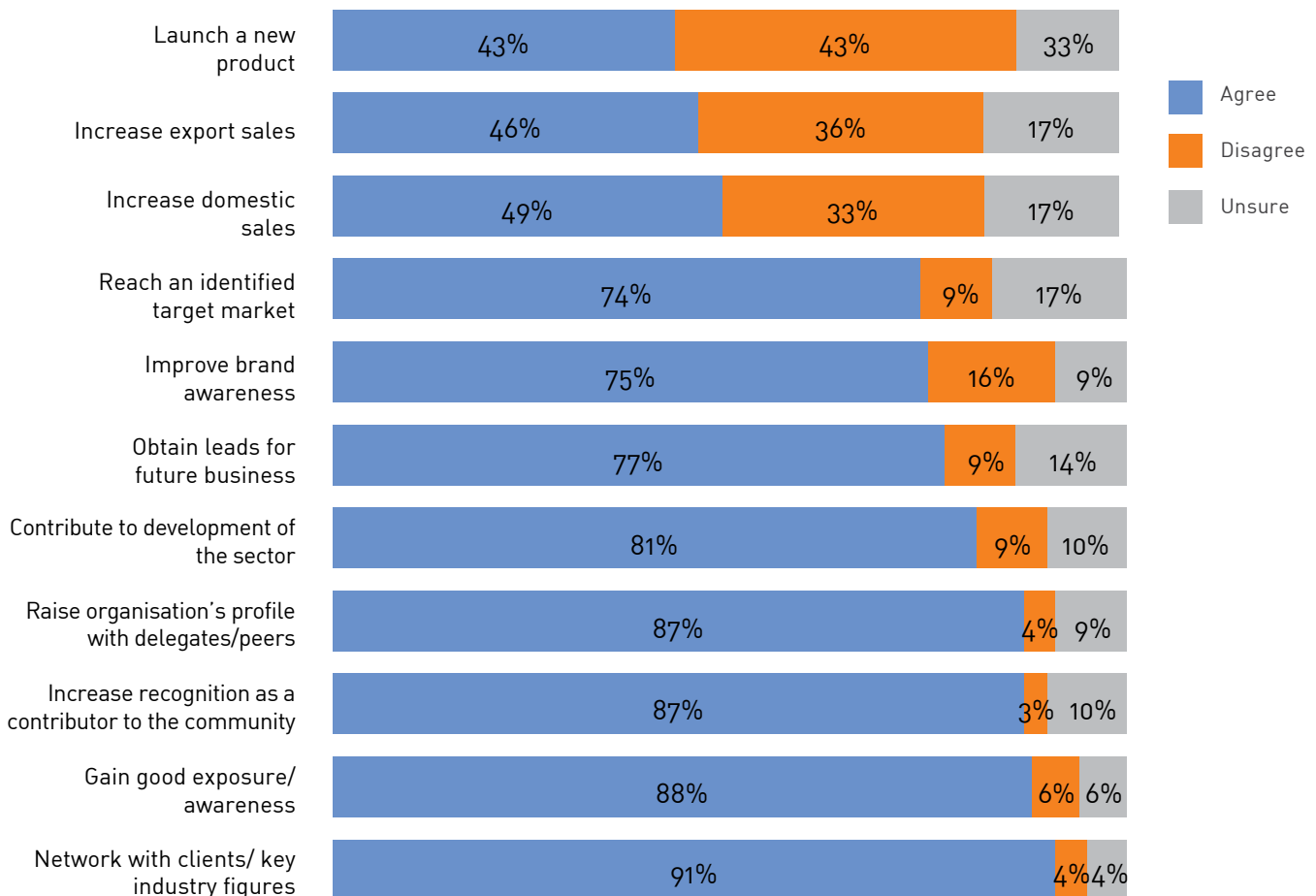
Sixty-nine exhibitors responded to this section of the survey. Similar to sponsors, the motive for exhibiting at the event, agreed on by the majority of respondents, was to “network with clients and/or key industry figures” with 91 per cent in agreement (Graph 13). This motive is followed by “gain product exposure/awareness” (88%), “raise the organisation’s profile amongst delegates and peers” (87%) and “obtain leads for future business” (87%).

As with sponsors, less than half the exhibitors who responded wanted to “launch a new product” or had intentions of increasing “export sales” or “domestic sales”. The data suggest that sales are a secondary motive to networking, product exposure, raising organisation profile and obtaining future leads.

Exhibitor respondents also noted other reasons for exhibiting at the conference. The free text answers included relationship building, the politics of ‘being seen’ and an interest in organising a future conference. Other reasons related to individuals, included learning about local culture, promoting a book, being active in the organising committee and learning.

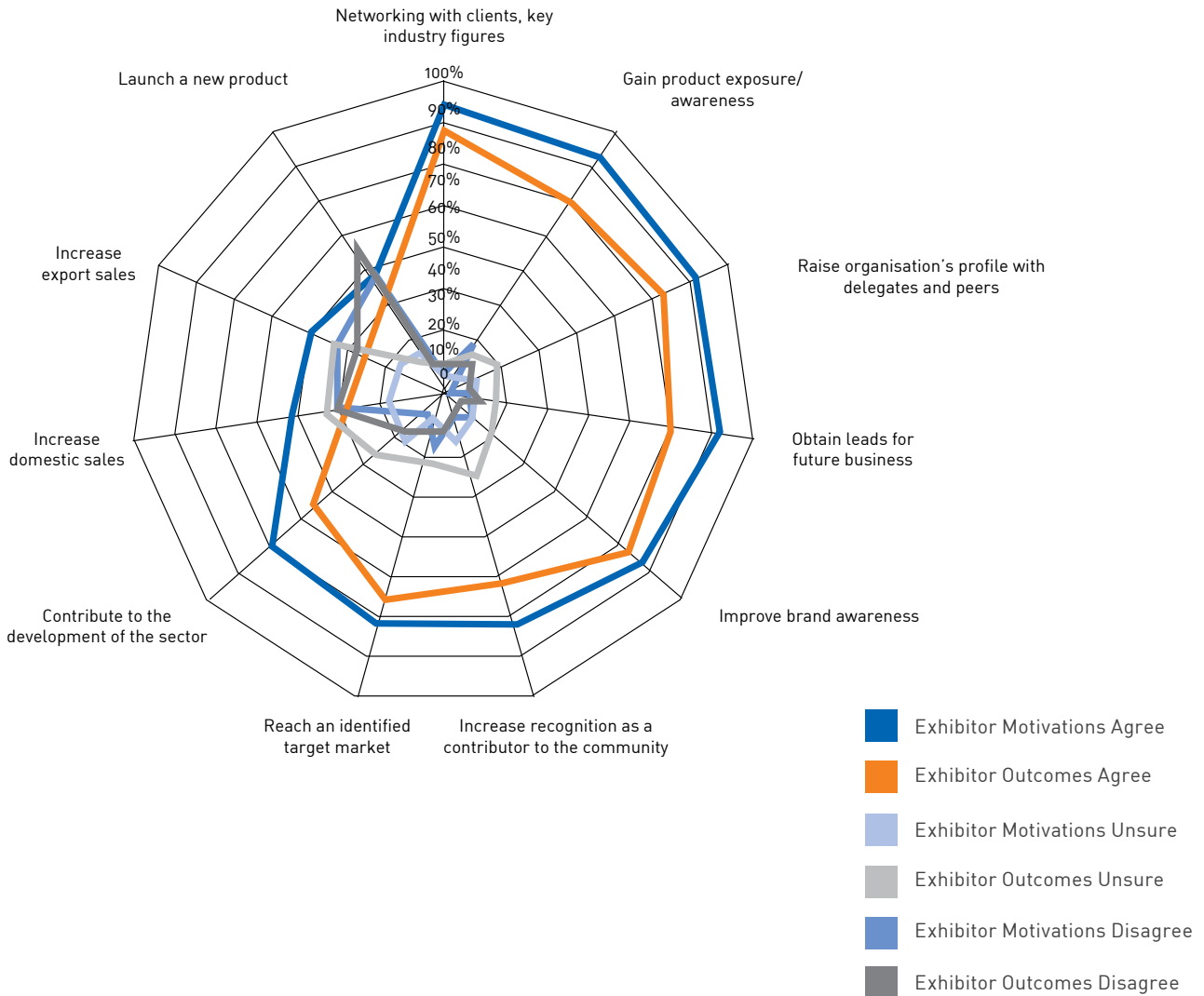
GRAPH 13:

Motives for exhibiting at the event (n=69)



GRAPH 14:

Comparison of exhibitors' motives and outcomes (n=69)



Comparison of motivations and outcomes for exhibiting at a business event

A comparison of motives and benefits gained by exhibitors is presented in Graph 14. It was found that the proportion of respondents being “unsure” increases when asked to assess the benefits of exhibiting. It is thought that this may only indicate the difficulty these respondents had in assessing the outcomes, particularly as they indicated that benefits were still being realised (see section 3.4.1).

Across all items, outcomes did not match the stated motivations. The items which had a much higher proportion of disagreement compared to the motive scale (i.e. 8% and higher) were “gained product exposure/

awareness” (14%), “obtained leads for future business” (13%), “contributed to the development of the sector” (17%) and “launched a new product” (54%). However, two of these items, that is, “gained product exposure/awareness” and “obtained leads for future business”, were among the top ranked motives—suggesting that these were only partially unmet for a minority of exhibitors.

Table 5 shows that domestic exhibitors are more critical of benefits, as they showed a consistently higher proportion of disagreement than international exhibitors.

TABLE 5:

Proportion of respondents disagreeing with selected benefits by origin

STATEMENT	DOMESTIC (N=35)	INTER- NATIONAL (N=34)	EUROPE	AMERICA	ASIA	AUS/NZ/ OCEANIA	AFRICA
Gained product exposure/ awareness	23%	6%	0	1	0	0	1
Obtained leads for future business	20%	6%	0	1	1		247
China	0	0					238
Contributed to the development of the sector	23%	12%	1	2	0	0	1
Launched a new product	60%	47%	6	4	3	1	1

Additional benefits gained by exhibitors related to learning, gaining new ideas and relationship building, and there was no noticeable difference between the various host cities (which is not surprising given the low sample size).

Table 6 compares the proportion of respondents agreeing with the statements by location. Excluding Toronto, due to a low number of responses, the locations which scored the highest on each statement are highlighted in red. The data indicate that Sydney scored higher for obtaining leads, launching new products, and increased domestic and export sales, while Seoul scored higher across all other criteria.

TABLE 6:

Proportion of exhibitors agreeing with statements by host destination (n=69)

	SYDNEY (N=51)	SEOUL (N=15)	TORONTO (N=3)
Networked with clients and/or key industry figures	82%	93%	100%
Obtained leads for future business	78%	53%	33%
Improved brand awareness	74%	80%	67%
Raised organisation's profile amongst delegates and peers	72%	80%	100%
Gained product exposure/awareness	71%	80%	33%
Reached an identified target market	67%	73%	67%
Increased the recognition as a contributor to the broader community	59%	67%	100%
Launched a new product	37%	20%	33%
Increased domestic sales	33%	13%	33%
Increased export sales	31%	13%	33%
Contributed to the development of the sector	51%	60%	67%
Increased domestic sales	33%	13%	33%
Increased export sales	31%	13%	33%
Contributed to the development of the sector	51%	60%	67%

Investment opportunities

Graph 15 shows the proportion of exhibitors who indicated they had gained investment opportunities from exhibiting at the event.

GRAPH 15:

Did you gain any investment opportunities from within various regions? (n=69)

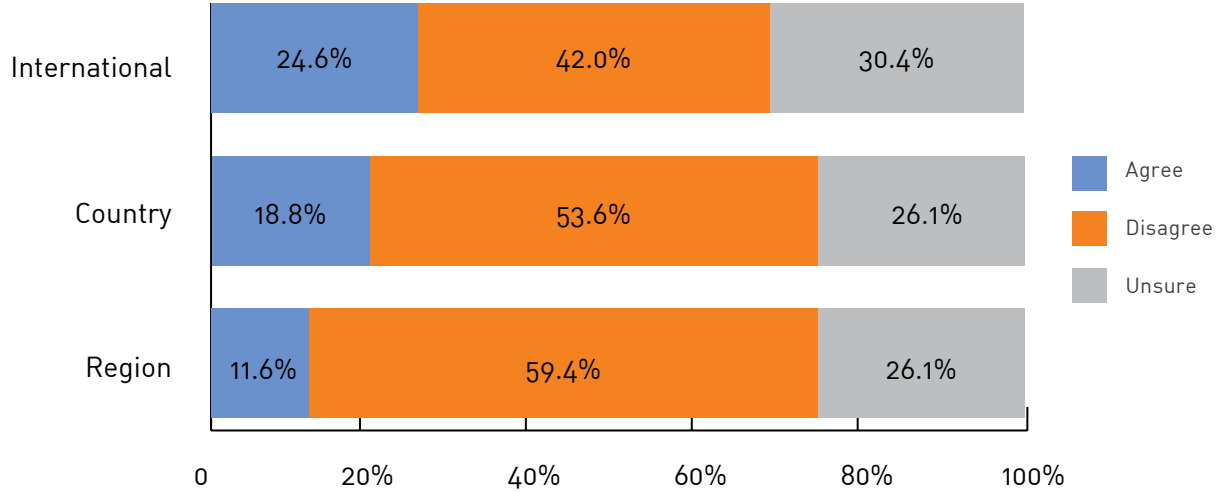


TABLE 7:

Investment opportunities gained within various regions by host destination

	SYDNEY (N=51)	SEOUL (N=15)	TORONTO (N=3)
International			
Yes	29%	8%	33%
No	42%	46%	67%
Unsure	29%	46%	0%
Country			
Yes	20%	14%	33%
No	55%	50%	67%
Unsure	25%	36%	0%
Region			
Yes	12%	8%	33%
No	63%	54%	67%
Unsure	19%	38%	0%

Overall, a low proportion of respondents agreed that they had gained investment opportunities, but a notable proportion of respondents were unsure (Table 7). Discounting Toronto, due to the low sample size, the location that received the highest percentage of investment opportunities was Sydney. A high number of unsure responses may indicate that exhibitors expected to receive investment opportunities at some point in the future.

Among those who indicated their investment opportunities, there were:

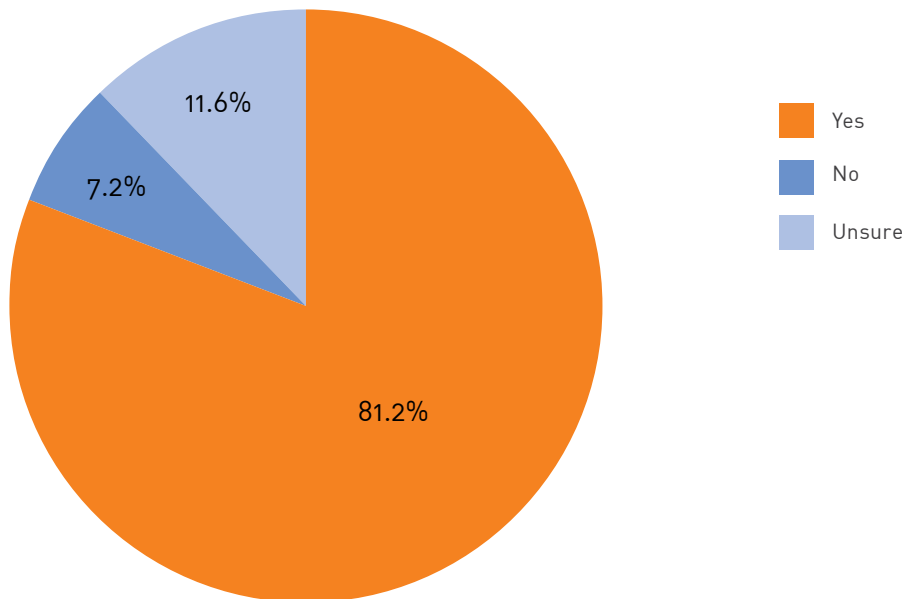
- **Regional investment:** Five respondents in Sydney and one respondent in Seoul, with investment opportunities ranging from A\$3,000 to A\$200,000 (mean: A\$55,244; median: A\$35,000).
- **National investment:** Eight respondents in Sydney, with investment opportunities ranging from A\$1,500 to A\$20,000,000 (mean: A\$2,832,688; median: A\$90,000).

- **International investment:** Ten respondents in Sydney, with investment opportunities ranging from A\$2,800 to A\$200,000,000 (mean: A\$21,086,780; median: A\$100,000).
- Moreover, there were no significant differences between exhibitor responses by event location. This can be attributed to the low sample size.

Finally, exhibitors were asked whether exhibiting at the event was worthwhile (Graph 16). The majority considered the event worthwhile (81%), while only a small proportion of respondents did not agree (7%) and an additional 11 per cent were unsure. The seven per cent (five respondents) had all attended events in Sydney. However, this finding should not necessarily be interpreted as Sydney having provided less worthy events. Instead, the sample size of exhibitors from Sydney is much larger than that of the other cities and while there is a greater distribution of answers among those respondents, there are no significant differences in the evaluation of the host city by location.

GRAPH 16:

Was exhibiting at the event worthwhile? (n=69)



Expenditure by sponsors and exhibitors

Sponsors and exhibitors were asked about their expenditure, both in the event location and separately across the rest of the region. While only two exhibitors attending events in Sydney indicated expenditure outside of Sydney (i.e. in New South Wales), the analysis focuses on the expenditure in the event locations and comparisons between event locations.

Expenditure in Seoul was given in US dollars and expenditure in Toronto was given in Canadian dollars. Thus, these expenditures were converted to Australian dollars using the average exchange rate during the

time of the conference. Sponsors and exhibitors providing expenditure information only attended one event in Seoul (22nd World Congress on Dermatology, May 24-29, 2011) and one event in Toronto (Alzheimer's Disease International Conference, March 26-29, 2011). The average was calculated by checking the historical exchange rate between the respective currencies on each conference day, using the XE currency converter (www.xe.com).

Of the 14 sponsors, eight originated from within the respective host city (Table 8). Their expenditure was not examined, which means that only the expenditures of one interstate sponsor and five international sponsors

were investigated. Similarly, of the 69 exhibitors, 35 were from the host city and, therefore, their expenditure is not calculated. Of the exhibitors examined, nine came from the region in which the host city is located, while five came from another state and 20 came from another country.

In addition to sample size limitations, it should be noted that not all sponsors and exhibitors completed the expenditure part of the questionnaire. One of the international sponsors, two of the international exhibitors and one of the regional exhibitors did not complete this part of the questionnaire and were thus excluded from the expenditure analysis. Table 8 shows

the differences in sample sizes and the ultimate size of the subsample used in the expenditure analysis.

In contrast, the proportional expenditure distribution among exhibitors of various origins appears more similar. Tables 9 and 10 present sponsor and exhibitor expenditure by type of expenditure. As there was only one sponsor respondent from interstate, who recorded expenditure for 17 people, the proportions should be treated with caution as they diverge notably from the proportional expenditure distribution of international sponsors. In contrast, the proportional expenditure distribution among exhibitors of various origins appears more similar.

TABLE 8:

Number of sponsor and exhibitor respondents in the sample and in the expenditure analysis

	NUMBER OF RESPONDENTS IN THE SAMPLE				NUMBER OF RESPONDENTS WITH EXPENDITURE INFORMATION			
	Host City	Host Region	Interstate	International	Host City	Host Region	Interstate	International
Sponsor	8	0	1	5	0	0	1	4
Exhibitor	35	9	5	20	0	8	5	18

TABLE 9:

Sponsor expenditure by type of expenditure

	EXPENDITURE BY INTERSTATE SPONSORS (NO RESP =1, NO PEOPLE COVERED=15)		EXPENDITURE BY INTERNATIONAL SPONSORS (NO RESP=4, NO PEOPLE COVERED=25)	
	Expenditure in AUD	% of total Expenditure	Expenditure in AUD	% of total Expenditure
Accommodation	5,000	2.4%	255,560*	91.1%
Food and Beverages	4,000	1.9%	5,693	2.0%
Conference Registration	110,000	53.1%	7,727	2.8%
Exhibition Entry Fees	0	0.0%	1,000	0.4%
Set up Costs	70,000	33.8%	1,000	0.4%
Marketing Costs	8,000	3.9%	6,202	2.2%
Salaries & Wages	0	0.0%	0	0.0%
Freight Costs	2,000	1.0%	100	0.0%
Transport Costs	5,000	2.4%	535	0.2%
Entertainment	3,000	1.5%	0	0.0%
Personal Services	0	0.0%	100	0.0%
Other Costs	0	0.0%	2,733	0.9%
Total	207,000	100.0%	280,649	100.0%

* One respondent providing only expenditure for accommodation, which covered 17 people, noted A\$215,000 expenditure.

TABLE 10:

Exhibitor expenditure by type of expenditure

	EXPENDITURE BY REGIONAL EXHIBITORS (NO RESP=8, NO PEOPLE COVERED=31)		EXPENDITURE BY INTERSTATE EXHIBITORS (NO RESP =5, NO PEOPLE COVERED=25)		EXPENDITURE BY INTERNATIONAL EXHIBITORS (NO RESP =18, NO PEOPLE COVERED=74)	
	Expenditure in AUD	% of total Expenditure	Expenditure in AUD	% of total Expenditure	Expenditure in AUD	% of total Expenditure
Accommodation	14,943	18.5%	24,987	14.8%	104,808	15.9%
Food and Beverages	4,415	5.5%	14,991	8.9%	68,851	10.4%
Conference Registration	11,390	14.1%	40,732	24.1%	46,733	7.1%
Exhibition Entry Fees	15,448	19.1%	10,699	6.3%	206,560	31.2%
Set up Costs	15,500	19.2%	37,484	22.1%	105,630	16.0%
Marketing Costs	7,000	8.7%	12,195	7.2%	61,117	9.2%
Salaries & Wages	1,195	1.5%	7,996	4.7%	6,200	0.9%
Freight Costs	1,300	1.6%	10,293	6.1%	24,806	3.8%
Transport Costs	7,842	9.7%	6,549	3.9%	22,504	3.4%
Entertainment	500	0.6%	1,600	0.9%	7,701	1.2%
Personal Services	300	0.4%	900	0.5%	550	0.0%
Other Costs	849	1.1%	798	0.5%	6,091	0.9%
Total	80,682	100.0%	169,223	100.0%	661,551	100.0%

To facilitate the comparison of expenditure between types of attendees and origin, the average expenditure per day, for selected types of expenditure was calculated. As Table 11 shows, the average expenditure on accommodation only differs notably in the case of sponsors, which had few respondents. The average expenditure on food and beverage ranged from A\$44 to A\$166 per day.

TABLE 11:

Average expenditure on accommodation and food & beverage per person and day

	REGIONAL EXHIBITORS	INTERSTATE SPONSORS	INTERSTATE EXHIBITORS	INTERNATIONAL SPONSORS	INTERNATIONAL EXHIBITORS
Accommodation	\$202	\$56*	\$234	\$1,338**	\$245
Food & Beverage	\$60	\$44	\$140	\$104	\$166

* Based on data of only one respondent.

** Sample size= 4. One respondent only provided expenditure for accommodation, which covered 17 people, noted A\$215,000 expenditure. This affects the average. Without this case, the average would lie at A\$737.



As there were so few sponsors represented in the dataset only exhibitor expenditure was examined in regards to differences by host city. It must be noted, however, that the number of exhibitor responses noting expenditure is very low (n=31; Sydney=23, Seoul=5, Toronto=3). No significant differences in the average expenditure on accommodation and food and beverage between host destinations could be found.

The in-scope expenditure, i.e. the 'new money' introduced into the host cities, is very similar to the total expenditure. Indeed, only one regional exhibitor attending an event in Seoul, who spent US\$30 (A\$28) on five people, did not come to the host city for the purpose of the conference. Therefore, the total in-scope expenditure for regional sponsors is lowered to A\$80,654 (including registration fee) or A\$69,264 (excluding registration fee).

Table 12 presents an overview of the in-scope expenditure by type of attendee and origin. The expenditure differs notably as shown by the range of the average in-scope expenditure per person. This may partly be attributable to the differences observed for attendee related expenditure, such as food and beverage, i.e. the expenditure variable by travel party size (see average variable in-scope expenditure per person and day). However, the largest contributor to these differences is the expenditure related to the activity of sponsors and exhibitors at the events (see average fixed in-scope expenditure per respondent). Table 13 presents this data by type of attendee and host destination.

TABLE 12:
In-scope expenditure by type of attendee and origin

	REGIONAL EXHIBITORS	INTERSTATE SPONSORS	INTERSTATE EXHIBITORS	INTERNATIONAL SPONSORS	INTERNATIONAL EXHIBITORS
In-scope Expenditure (w. reg. fee)	\$80,654	\$207,000	\$169,223	\$280,649	\$661,551
In-scope Expenditure (w/o reg. fee)	\$69,264	\$97,000	\$128,491	\$272,922	\$614,818
In-scope Expenditure for sponsoring and exhibiting*	\$40,443	\$80,000	\$78,666	\$8,302	\$404,313
Number of respondents	7	1	5	4	18
Number of people covered	26	15	25	25	74
Average in-scope expenditure per person (w/o reg. fee)	\$2,664	\$6,467	\$5,140	\$10,917	\$8,308
Average fixed in-scope expenditure per respondent	\$5,778	\$80,000	\$15,733	\$2,076	\$22,462
Average variable in-scope expenditure** per person per day	\$389	\$189	\$466	\$1,385	\$488

* Expenditure includes exhibition entry fees, set-up costs, marketing costs, salaries and wages, and freight costs.

** Variable in-scope expenditure includes accommodation, food and beverage, transport costs, entertainment, personal services and other costs.

TABLE 13:

In-scope expenditure in AUD by type of attendee and host destination

	SEOUL	TORONTO	SYDNEY
Regional Exhibitor		n=2	n=5
Insc. Exp. w. reg. fee		\$10,204	\$70,450
Insc. Exp. w/o reg. fee		\$7,914	\$61,350
Average Insc. Exp. per person (w/o reg. fee)		\$1,583	\$2,921
Interstate Sponsor			n=1
Insc. Exp. w. reg. fee			\$207,000
Insc. Exp. w/o reg. fee			\$97,000
Average Insc. Exp. per person (w/o reg. fee)			\$6,467
Interstate Exhibitor		n=1	n=4
Insc. Exp. w. reg. fee		\$17,073	\$152,150
Insc. Exp. w/o reg. fee		\$13,091	\$115,400
Average Insc. Exp. per person (w/o reg. fee)		\$6,545	\$5,017
International Sponsor	n=2		n=2
Insc. Exp. w. reg. fee	\$42,549		\$238,100
Insc. Exp. w/o reg. fee	\$39,822		\$233,100
Average Insc. Exp. per person (w/o reg. fee)	\$13,274		\$10,595
International Exhibitor	n=4		n=14
Insc. Exp. w. reg. fee	\$446,266		\$215,285
Insc. Exp. w/o reg. fee	\$420,408		\$194,410
Average Insc. Exp. per person (w/o reg. fee)	\$16,170		\$4,050

Unfortunately, the sample sizes from Seoul and Toronto do not enable an adequate comparison of locations. It is hoped that should more data be collected from other cities such comparisons will become possible.

Box 2: Key Messages – Exhibitors

- Exhibiting is *not* about launching products or increasing export sales.
- Exhibitor motivation includes networking with clients and/or key industry figures, gaining product exposure/awareness, increasing the recognition as a contributor to the broader community and raising the organisation's profile amongst delegates and peers.
- Relationship building and the politics of 'being seen' are additional reasons for exhibiting at an event.



3.3 ORGANISER, PRACTITIONER AND ACADEMIC ATTENDEES

This section presents the results for organisers, practitioners and academic attendees across a range of beyond tourism benefits (BTB), including: general benefit and outcome questions; personal benefits; benefits that may accrue to the host destination; how delegates used

benefits and the outcomes gained, and how knowledge and information were shared.

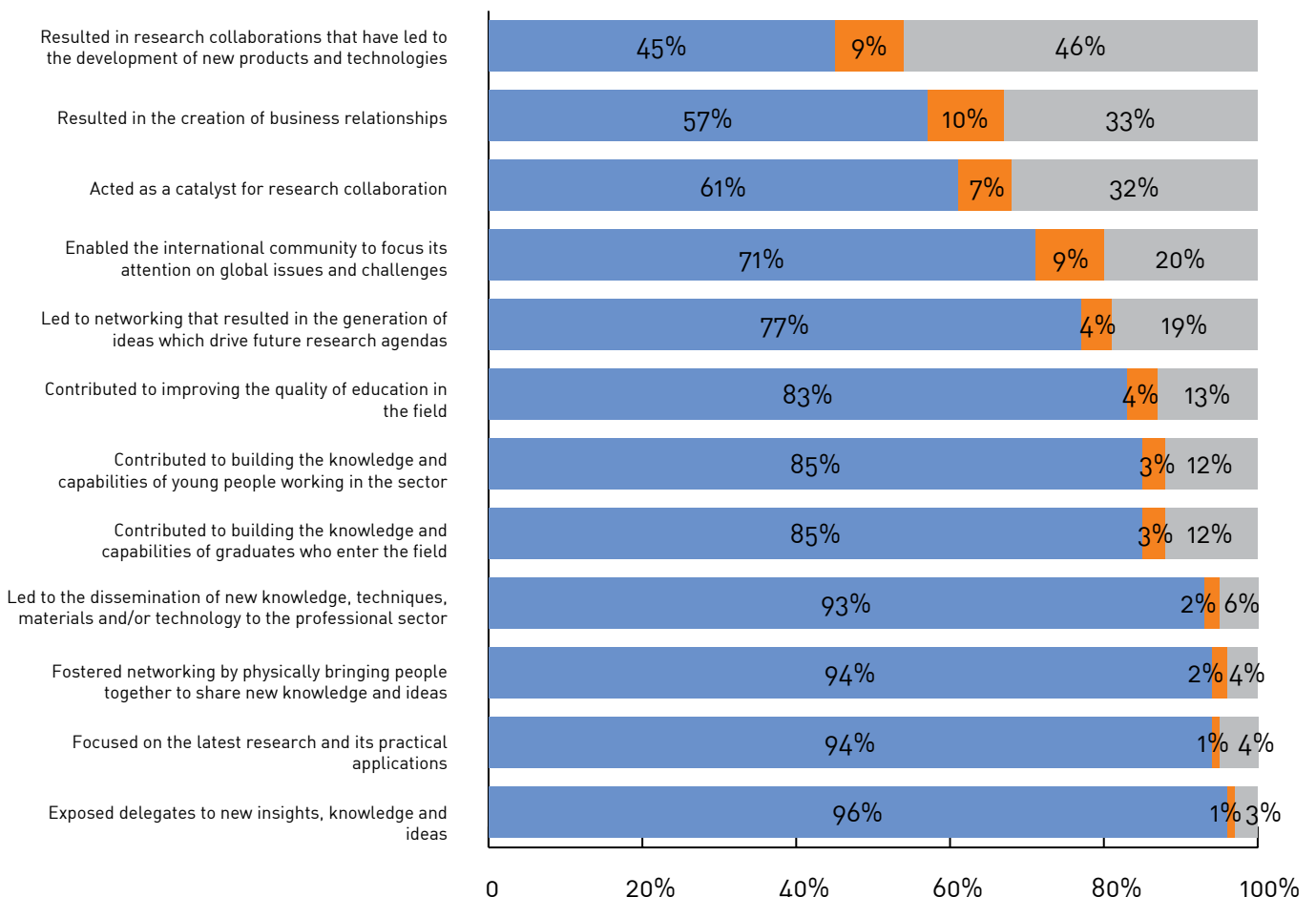
3.3.1 General benefits and outcomes realised from the events

Members of the organising committee, academic and practitioner delegates were asked about a number of general benefits and outcomes they may have gained from the conference. Graph 17 presents the result for Sydney, Toronto and Seoul.

GRAPH 17:

General benefits and outcomes realised (Sydney, Toronto and Seoul: n=1,457)

Agree Disagree Unsure



Ninety-six per cent of respondents agreed that the event “exposed delegates to new insights, knowledge and ideas” (96%), “focused on the latest research and its practical applications” (94%), “fostered networking by physically bringing people together to share new knowledge and ideas” (94%) and “led to the dissemination of new knowledge, techniques, materials and/or technology to the professional sector” (93%).

The benefits, that is, “the creation of business partnerships” and “the event resulted in research collaborations that have developed new products and technologies”, received 57 per cent and 45 per cent levels of agreement, respectively. This is a highly positive outcome given the short time period that had passed between the end of the conferences and dates of survey completion.

Significant differences by type of delegate:

- Organising committee members and practitioners felt that the conference “contributed to improving the quality of education in the field”.

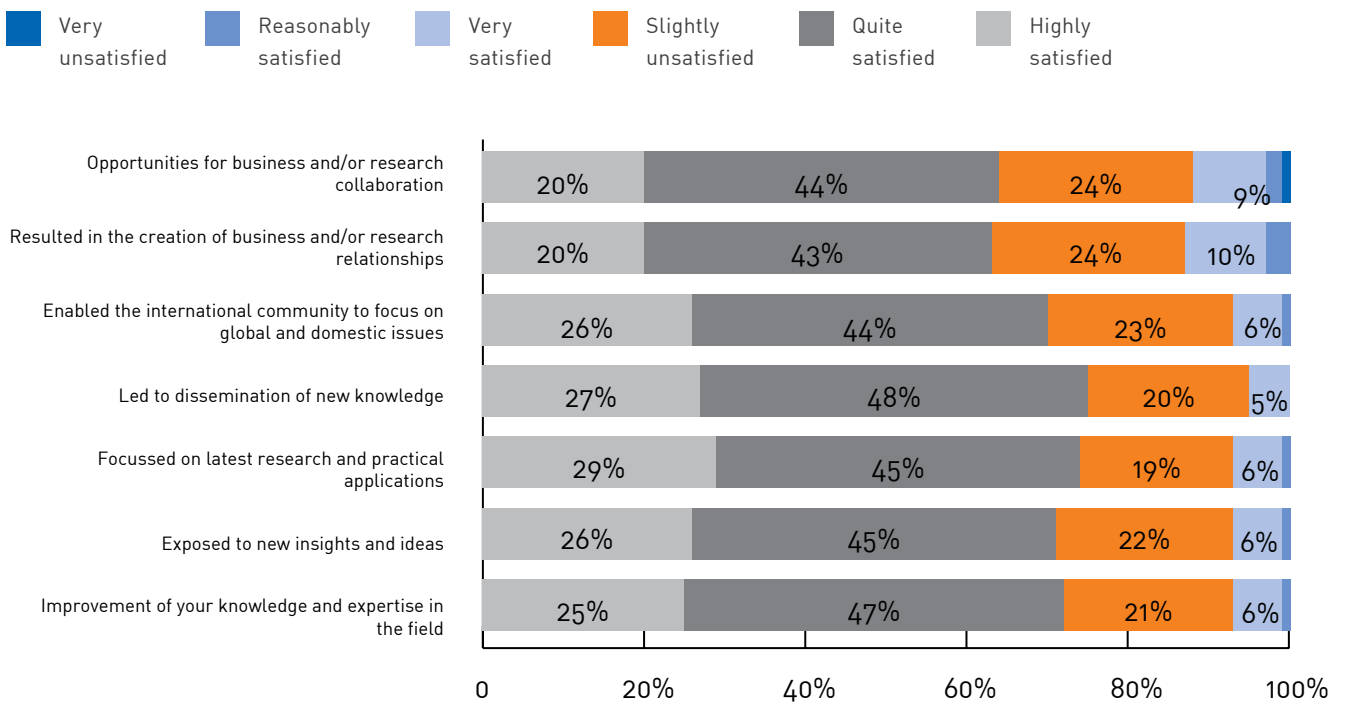
- Academic delegates were more likely to agree that the event “acted as a catalyst for research collaborations”.
- Practitioner delegates were more likely to be “unsure” that the event “resulted in research collaborations that have led to the development of new products and technologies”.

Durban included seven out of the 12 event benefit and outcome items in their questionnaire. However, the items were rephrased to determine the degree of satisfaction on a 6-point Likert scale (Graph 18) and for this reason could not be included in the data used in Graph 17.

Overall, attendees expressed a high level of satisfaction with general benefits and outcomes. In particular, attendees were satisfied that the conference led to the dissemination of new knowledge (94%), focused on the latest research and practical applications (93%), exposed participants to new insights and ideas (93%), improved their knowledge and expertise in the field (93%) and enabled the international community to focus on global issues and domestic sales (92%).

GRAPH 18:

Satisfaction with selected general benefits and outcomes (Durban only: n=631)





Differences by host city were examined by type of attendee. Significant differences by host city were notable for two items (Table 14). Practitioner attendees to Seoul were more likely to agree that the event:

- “Acted as a catalyst for research collaborations”, and
- “Resulted in research collaborations that have led to the development of new products and technologies”.

In other words, practitioner attendees in Seoul were more positive about having gained these benefits than those in other host cities.

TABLE 14:

Proportion of practitioner delegates agreeing with selected statements (n=759)

STATEMENT	SEOUL (N=155)	SYDNEY (N=574)	TORONTO (N=30)
Acted as a catalyst for research collaborations	68%	49%	57%
Resulted in research collaborations that have led to the development of new products and technologies	64%	33%	23%

Box 3: Key Messages - General benefits and outcomes

- Delegates are exposed to new insights, knowledge and ideas.
- Business events focus on the latest research and its practical applications.
- Networking is fostered because people meet face-to-face.
- Business events result in the creation of business partnerships and research collaborations that have developed new products.
- Organising committee members and practitioners consider business events to contribute to improving the quality of education in the field.
- Academic delegates view business events as catalysts for research collaboration.
- Practitioner attendees to Seoul were more likely to agree that the business event results in research collaboration, which leads to the development of new products and technologies.
- Early- and mid-career delegates are more invested in innovation and growing knowledge.

3.3.2 Personal benefits gained

Delegates were asked to indicate what personal benefits they may have gained (Graph 19). Five personal benefits received agreement from over 80 per cent of respondents. These related to knowledge sharing, knowledge which can enhance professional practice, affirmation of current practices, gaining a global perspective and making new contacts. Only 45 per cent agreed that they gained opportunities for business collaboration and 27 per cent indicated disagreement.

Examining differences in the personal benefits gained by respondents indicated that, as discussed previously, the same characteristics influenced answers to this question, that is, the type of attendee and their occupational experience.

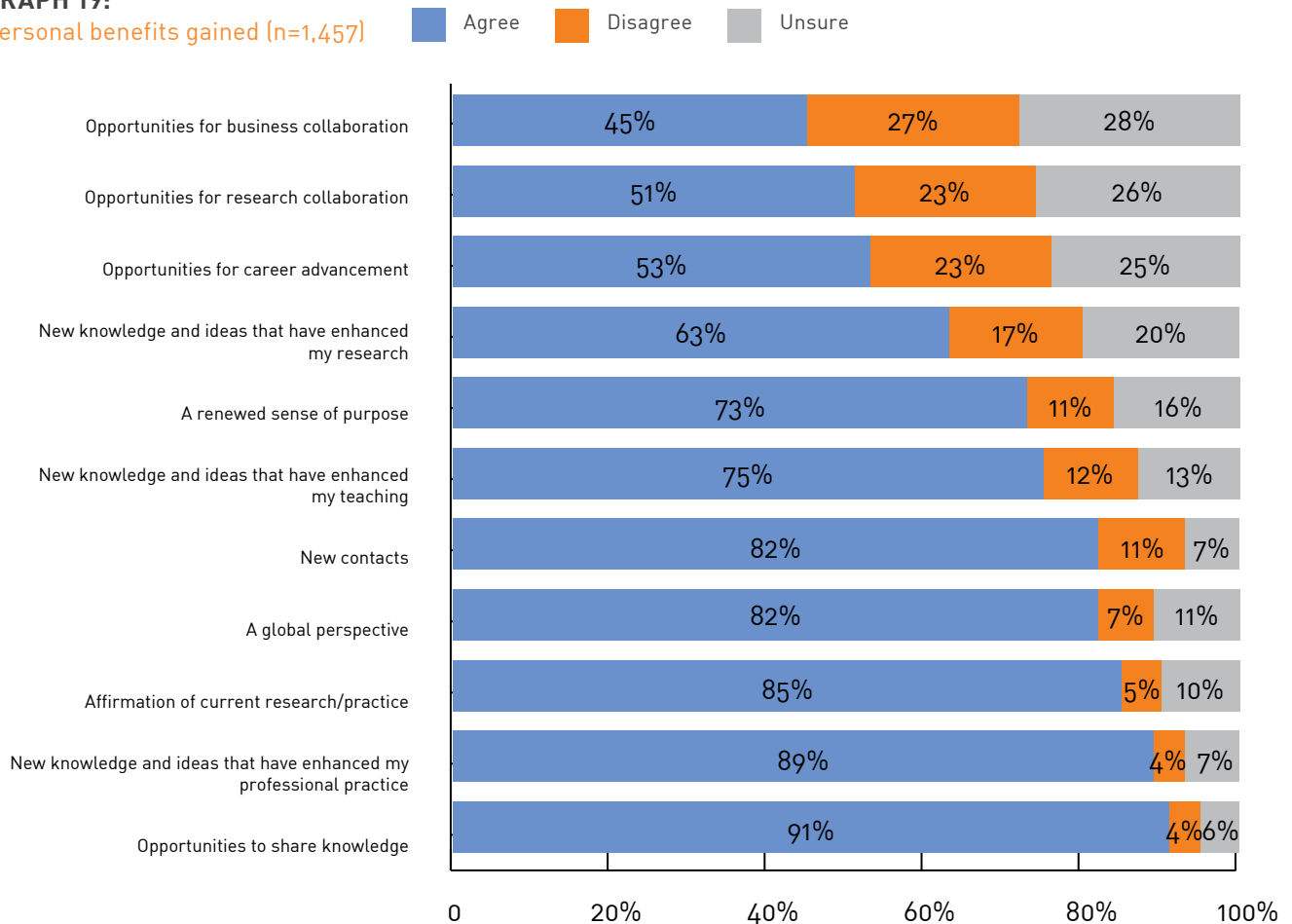
Academic delegates are significantly more likely than practitioner delegates to agree that they gained:

- “New knowledge and ideas that have enhanced my research” (79% agreement compared to 51% agreement among practitioner delegates), and
- “Opportunities for research collaboration” (64% agreement compared to 38% agreement among practitioner delegates).

While practitioner delegates had a significantly higher degree of agreement that they gained “new knowledge and ideas that have enhanced my professional practice” (95% agreement compared to 83% agreement among academic delegates).

GRAPH 19:

Personal benefits gained (n=1,457)





The relationship between occupational experience, age and agreement with selected statements is evidenced in Graph 20. In effect, the older the respondent, the less likely they are to agree with the benefits of gaining new knowledge and opportunities for research collaboration and career advancement. This finding is supported by the following results:

- “New knowledge and ideas that have enhanced my research” (58% agreement);
- “Opportunities for research collaboration” (46% agreement), and
- “Opportunities for career advancement” (47% agreement).

Advanced-career delegates may feel that they have less to learn and fewer jobs available to them at their level. It is clear that early- and mid-career delegates have more to gain from attending events.

Significant differences were identified between host locations (Table 15). Seoul respondents were more likely to agree that they gained:

- “New knowledge and ideas that have enhanced my teaching”;
- “New knowledge and ideas that have enhanced my research”;
- “Opportunities for research collaboration”, and
- “Opportunities for career advancement”.

GRAPH 20:

Proportional agreement with selected statements by age group (n=1,457)

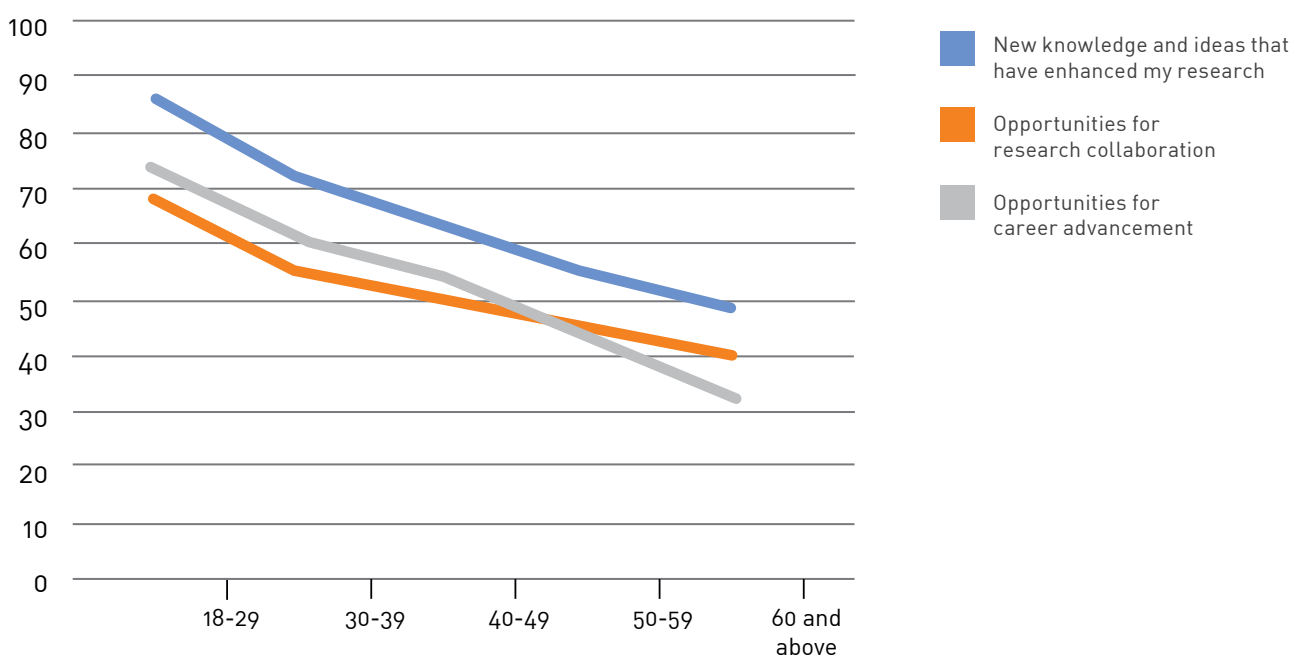


TABLE 15:

Proportion of respondents (dis)agreeing to selected statements by host destination

	SYDNEY (N=386)	SEOUL (N=42)	TORONTO (N=1,030)
New knowledge and ideas that have enhanced my teaching			
Agree	85%	90%	70%
Disagree	5%	5%	15%
New knowledge and ideas that have enhanced my research			
Agree	79%	51%	58%
Disagree	9%	20%	20%
Opportunities for research collaboration			
Agree	64%	56%	46%
Disagree	16%	24%	25%
Opportunities for career advancement			
Agree	62%	37%	50%
Disagree	15%	24%	25%

Additionally, advanced-career practitioner delegates (i.e. those with experience greater than 10 years) from Seoul rated the items listed above more favourably than their counterparts in Sydney and Toronto.

Delegates were also asked to comment on other benefits they may have gained from attending the event (Table 16). Eighty-five delegates attending events in Seoul, 11 delegates attending events in Toronto and 341 delegates attending events in Sydney chose this option. The majority of comments either confirm that “all was covered” or reinforced and detailed the benefits provided in the list of statements. In summary, perceived additional benefits related to learning about differences in professional practice between various countries, an improved understanding of cultural aspects of the host destination and an appreciation of the cultural insights provided by visiting the host destination. These benefits were mentioned by respondents across all host cities.

TABLE 16:

Additional benefits gained by respondents (selected quotes)

ADDITIONAL ASPECTS	EXEMPLARY QUOTES
Culture and Professional Insights	“Insight into the differences in attitudes and actual usage of new technologies among different cultures”
	“I also could learn the local perspective of the profession from Australian land surveyors”
	“I was able to learn more about innovation in Korea.”
	“I was good to hear from different countries what they do to help people with dementia.”
	“Interesting Social and work related benefits through meeting other practitioners from around the world and Australia”
	“It was great to learn about the cultural differences in dermatology in the host city of the conference.”
	“It makes me get to know different kind of people from different culture practicing what I also practice but with a different perspective”
	“Style of professional practice in Australia and Asia”
	“Opportunities to better know the Asian and Korean market and dermatology “

ADDITIONAL ASPECTS	EXEMPLARY QUOTES
Culture of the host destination	<p>“Appreciated the beauty of Australia”</p> <p>“Appreciation of Australian culture”</p> <p>“a chance to see Australia”</p> <p>“Despite all I had time to get acquainted with the history, culture and cuisine of Korea”</p> <p>“Discover the beauty of South Korea as young dynamic and open Country!”</p> <p>“Discovery of Sydney”</p> <p>“Got to see new country and understand different culture. Exploring the beautiful nature of people of South Korea”</p> <p>“Got to visit a wonderful country”</p> <p>“Have a fill of the Australian culture”</p> <p>“We can understand of another country”</p> <p>“To see another culture first hand”</p> <p>“To know better about Korea”</p> <p>“Learn something regarding Australian culture”</p>
Tourism	<p>“I found that Australia is a country that I would love to return to”</p> <p>“Vacation with my husband”</p> <p>“Travelled around Australia”</p> <p>“Tourism is another benefit we get by attending the congress in different continents”</p> <p>“Tourism”</p> <p>“To take some vacation after the meeting!”</p> <p>“See culture of Australia and New Zealand and different kinds of animals. Had good tours of both countries”</p> <p>“Opportunity to travel and promenade in a beautiful country”</p>

Box 4: Key Messages – Personal benefits gained

- Business events accommodate for different needs and the diversity of interests of attendees, by fostering collaboration among practitioners and academics.
- Early- and mid-career delegates have more to gain from attending events.
- Academics enhance their research and have opportunities for research collaboration.
- Practitioners enhance their professional practice.
- Delegates learn about differences in professional practice in different countries.
- Business events are an opportunity to gain an understanding of the cultural aspects of a host destination.

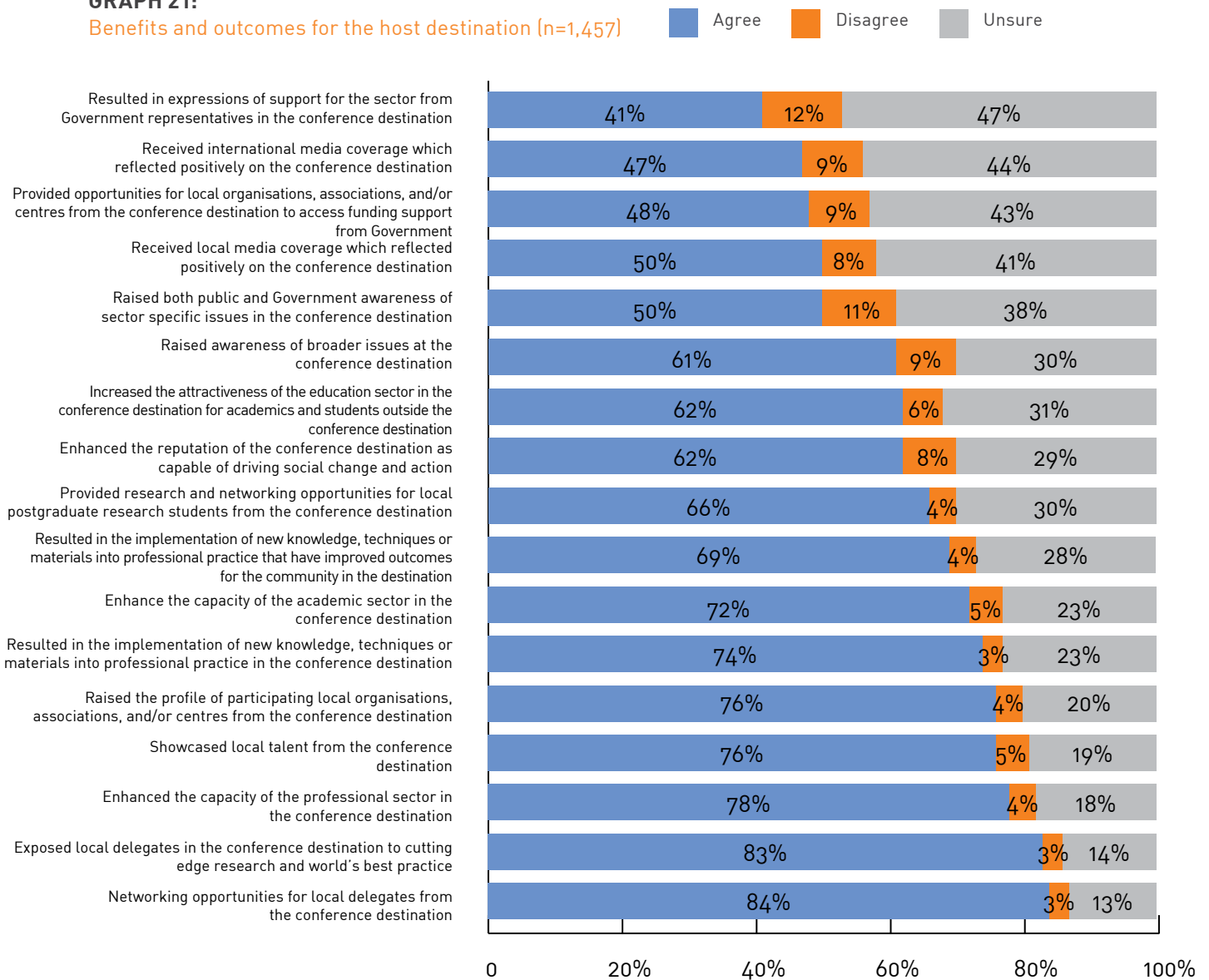
3.3.3 Benefits and outcomes of the conference to the host destination

Delegates had more difficulty identifying the benefits for the host destination (Graph 21). The proportion of “unsure” is much higher than for other questions. There were only two benefits that received agreement from more than 80 per cent of the respondents: “facilitated networking opportunities for local delegates from the conference destination” (84%) and “exposed local delegates in the conference destination to cutting edge research and world’s best practice” (83%).

Five items received agreement from more than 70 per cent of the respondents: “enhanced the capacity of the professional sector in the conference destination” (78%); “showcased local talent from the conference destination” (76%); “raised the profile of participating local organisations, associations, and/or centres from the conference destination” (76%); “resulted in the implementation of new knowledge, techniques or materials into professional practice in the conference destination” (74%), and “enhanced the capacity of the academic sector in the conference destination” (72%).

GRAPH 21:

Benefits and outcomes for the host destination (n=1,457)



Differences between three of the host cities (i.e. Seoul, Toronto and Sydney) were examined (Table 17). Attendees to events in Seoul indicated more agreement with a majority of the items, followed by attendees to the Toronto event.

The items with significant differences related to:

- Image effects on the event destination;
- The events reputation among the general public;
- The academic sector and the local government, and
- Knowledge gains and increase in local support.

TABLE 17:

Proportional agreement with selected statements by host destination (n=1,457)

	PROPORTION OF RESPONDENTS AGREEING WITH THE BENEFIT		
	Seoul	Toronto	Sydney
Raised awareness of broader issues at the conference destination	72%	87%	55%
Enhanced the reputation of the conference destination as capable of driving social change and action	78%	69%	56%
Received local media coverage which reflected positively on the conference destination	65%	90%	43%
Received international media coverage which reflected positively on the conference destination	66%	54%	39%
Enhanced the capacity of the academic sector in the conference destination	85%	62%	68%
Resulted in expressions of support for the sector from Government representatives in the conference destination	58%	46%	34%

In contrast to other questions, residency was found to be the only factor influencing responses. Domestic respondents were significantly less likely to agree and more likely to disagree, than international respondents, on items (listed below) related to government support and media coverage.

- “Provided opportunities for local organisations, associations, and/or centres from the conference destination to access funding support from Government and/or the private sector”.
- “Raised both public and Government awareness of sector specific issues in the conference destination”.
- “Resulted in expressions of support for the sector from Government representatives in the conference destination”.
- “Received local media coverage which reflected positively on the conference destination”.
- “Received international media coverage which reflected positively on the conference destination”.
- “Enhanced the reputation of the conference destination as capable of driving social change and action”.

Domestic respondents were also significantly more likely to agree, than international respondents, that the event “enhanced the capacity of the academic sector in the conference destination”.

In addition to residency, advanced-career respondents (i.e. those with greater than 10 years of experience) were less likely to agree with:

- “Provided research and networking opportunities for local postgraduate research students from the conference destination”, and
- “Increased the attractiveness of the education sector in the conference destination for academics and students outside the conference destination”.

Recognising and accounting for these differences, the differences by host city were re-examined. It was found that domestic residents in Seoul were significantly more likely to agree, than domestic respondents in Sydney or Toronto, that the event “provided opportunities for local organisations, associations, and/or centres from the conference destination to access funding support from government and/or the private sector”.

Additionally, domestic respondents from Seoul and domestic respondents from Toronto were significantly more likely to agree with the statement that the event “raised both public and government awareness of sector specific issues in the conference destination”.

Box 5: Key Messages – Benefits and outcomes to the host destination

- Local delegates have greater opportunities for networking.
- Enhanced capacity of the academic sector in the conference destination.
- Advanced-career delegates consider local postgraduate research students to have greater research and networking opportunities.
- The education sector is more attractive to academics and students from outside the conference destination.
- Business events build research capacity in the destination through local attendees’ adoption of knowledge, techniques or materials into their professional practice.
- International delegates are conscious of government support and media coverage for the business event.

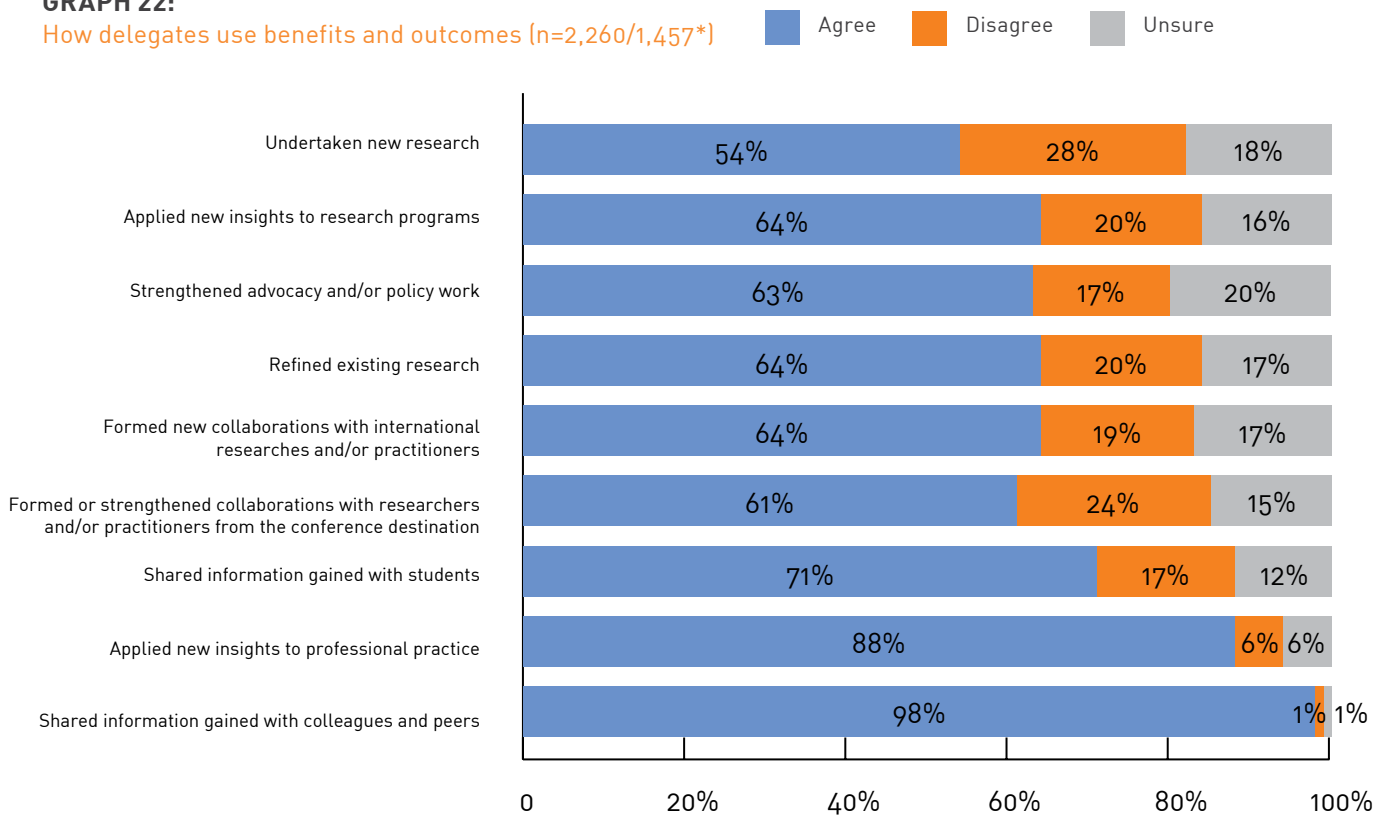
3.3.4 How delegates use the benefits and outcomes

All but one of the items for this question was asked in the Durban survey. Therefore, the Durban data for this question were aggregated with the Sydney, Seoul and

Toronto data. As Graph 22 demonstrates, nearly all respondents “shared information gained with colleagues and peers” (98%) and 88 per cent “applied new insights to professional practice”. Fifty-four per cent of respondents have “undertaken new research” as a result of attending the conference.

GRAPH 22:

How delegates use benefits and outcomes (n=2,260/1,457*)



Academic and practitioner delegates demonstrated significant differences in their responses. The latter agreed significantly more that they had “applied new insights to professional practice” (92% agreement compared to 76% agreement among academic delegates; 4% disagreement compared to 12% disagreement among academic delegates). In contrast, academic delegates were significantly more likely to show agreement with regards to everything that pertained to teaching and research, such as:

- “Shared information gained with students”;
- “Refined existing research” (72% agreement compared to 43% agreement among practitioner delegates; 14% disagreement compared to 36% disagreement among practitioner delegates);

- “Undertaken new research”;
- “Applied new insights to research programs”;
- “Formed new collaborations with international researchers and/or practitioners”, and
- “Formed or strengthened collaborations with researchers and/or practitioners from the conference destination”.

These differences clearly relate to the purpose and main activities with which each of these types of attendees are involved. The only significant difference by occupational experience was “refined existing research” for which early- and mid-career delegates indicated a higher degree of agreement, compared to advanced-career delegates.

Differences by host city could be noted with regards to practitioner delegates having attended events in Seoul (Table 18). Accounting for the type of attendee, practitioner delegates attending events in Seoul were significantly more likely to rate the following items positively:

- “Refined existing research”;
- “Undertaken new research”;
- “Applied new insights to research programs”, and
- “Formed new collaborations with international researchers and/or practitioners”.

TABLE 18:

Proportion of practitioner delegates agreeing with selected statements (n=909)

	SEOUL (N=155)	TORONTO (N=30)	SYDNEY (N=574)
Applied new insights to research programs	72%	37%	35%
Refined existing research	71%	33%	36%
Formed new collaborations with international researchers and/or practitioners	69%	50%	45%
Undertaken new research	62%	30%	28%

Seoul received consistently higher ratings from practitioner delegates suggesting that events in Seoul may cater better to their practitioner delegates, throughout their event program. Interestingly, both national and international practitioner delegates attending events in Seoul provided significantly higher ratings on the items described above, that is, cultural

aspects do not seem to influence the differences found across these items.

No differentiation by type of attendee could be made for Durban respondents. However, it is noted that in the case of Durban, generally a higher proportion of respondents agreed with the statements set out in Table 19.

TABLE 19:

Proportion of respondent agreement on selected items by host destination

	DURBAN	SEOUL	SYDNEY	TORONTO
Shared information gained with students	98%	69%	64%	61%
Applied new insights to research programs	80%	74%	49%	44%
Refined existing research	77%	73%	51%	44%
Strengthened advocacy and/or policy work	76%	63%	52%	78%
Formed new collaborations with international researchers and/or practitioners	75%	72%	53%	56%
Undertaken new research	73%	64%	37%	29%

Box 6: Key Messages – How benefits and outcomes are used

How benefits and outcomes are used relate to the purpose and main activities of each type of delegate.

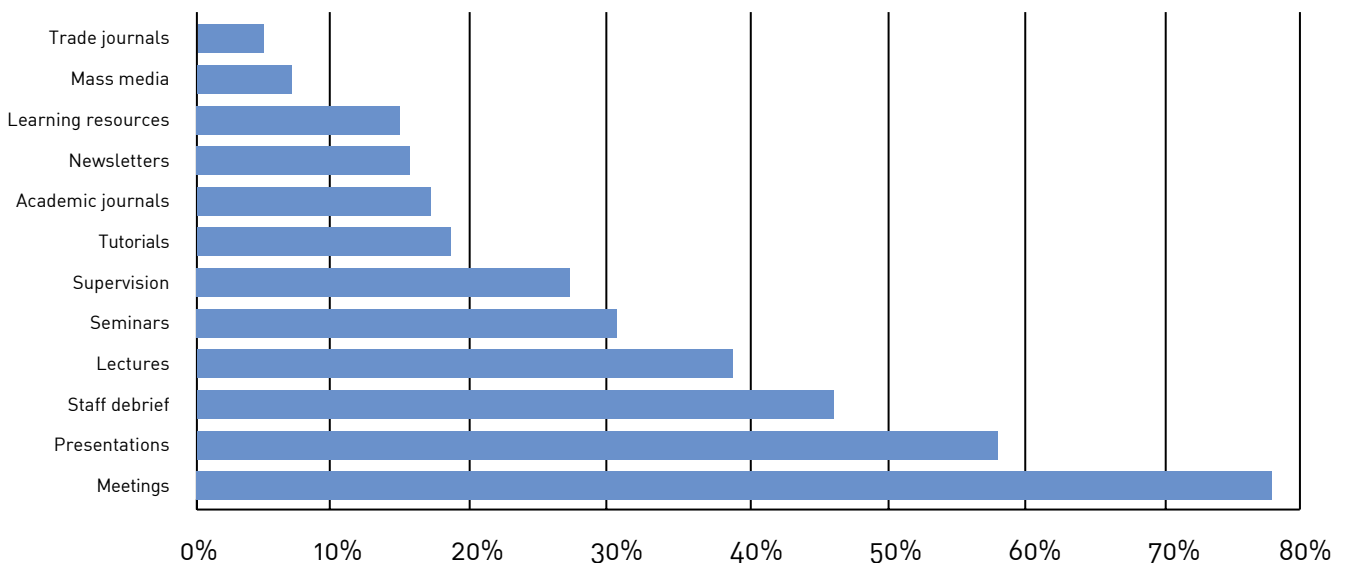
- In general, they share information gained with colleagues, peers and where applicable with students.
- Practitioner delegates will apply new insights to their professional practice.
- Academic delegates will:
 - undertake new research;
 - refine existing research (particularly early- and mid-career delegates);
 - apply new insights to research programs;
 - form new collaborations with international researchers and/or practitioners, and
 - strengthen collaboration with researchers and/or practitioners from the conference destination.
- Early- and mid-career delegates are more likely to “refine existing research”.

3.3.5 How knowledge and information are shared

Graph 23 presents the most popular ways in which information and knowledge are shared. Meetings and presentations were used by more than 70 per cent and 50 per cent, respectively while publications in trade journals and the mass media were used by less than 10 per cent of respondents.

GRAPH 23:

How knowledge and information are shared (n=1,457)



There were significant differences in the preferences for modes of knowledge sharing, between types of attendees. Among members of the organising committee newsletters were significantly more popular (39%), while presentations (65%), seminars (37%) and lectures (49%) were significantly more popular among academic delegates but less popular among practitioner delegates. Practitioner delegates were significantly less likely to use academic journals (11%), preferring to use staff debriefs (56%) and supervision (30%) more frequently than academic delegates.

The only notable difference for sharing information and

knowledge was occupational experience. Specifically, lectures were more popular among advanced-career delegates (56%). Residency also appeared to be an important factor in explaining this difference. Practitioner attendees from the host country were significantly more likely to debrief staff on the knowledge and information gained. By contrast, international practitioner delegates were significantly more likely to give presentations. Finally, lectures were significantly more popular among domestic academic and practitioner delegates. However, these practices accord with the work methods of each delegate type.

The only notable significant differences by host location related to practitioner delegates attending events in Seoul. Among these, staff debriefs were significantly less popular (32% compared to 61-73% per cent in Sydney and Toronto) and lectures were significantly more popular (53% compared to 20-25% per cent in Toronto and Sydney), even after accounting for the effect of origin (i.e. domestic versus international). This finding indicates that management practices in Seoul are markedly different to those in Sydney and Toronto.

Additionally, delegates stated that they shared information and knowledge through personal conversations with colleagues, patients and supporters of the conference topic. Some also noted that they distributed written materials from the conference, as well as book publications, by email (Appendix 2).

Box 7: Key Messages – How knowledge and information are shared

- Meetings and presentations/seminars are the most common methods used for sharing information.
- Lectures are more popular among advanced-career delegates.
- Host country practitioner delegates will debrief staff.
- International practitioner delegates are more likely to give presentations.
- Written materials from the conference and book publications are distributed by email.

3.4 GENERAL QUESTIONS

A number of general questions were asked of all attendees, including the timeframe in which the benefits and outcomes occurred, the awareness of anyone relocating to the host destination as a result of attending the event, and perceptions of the host destination.

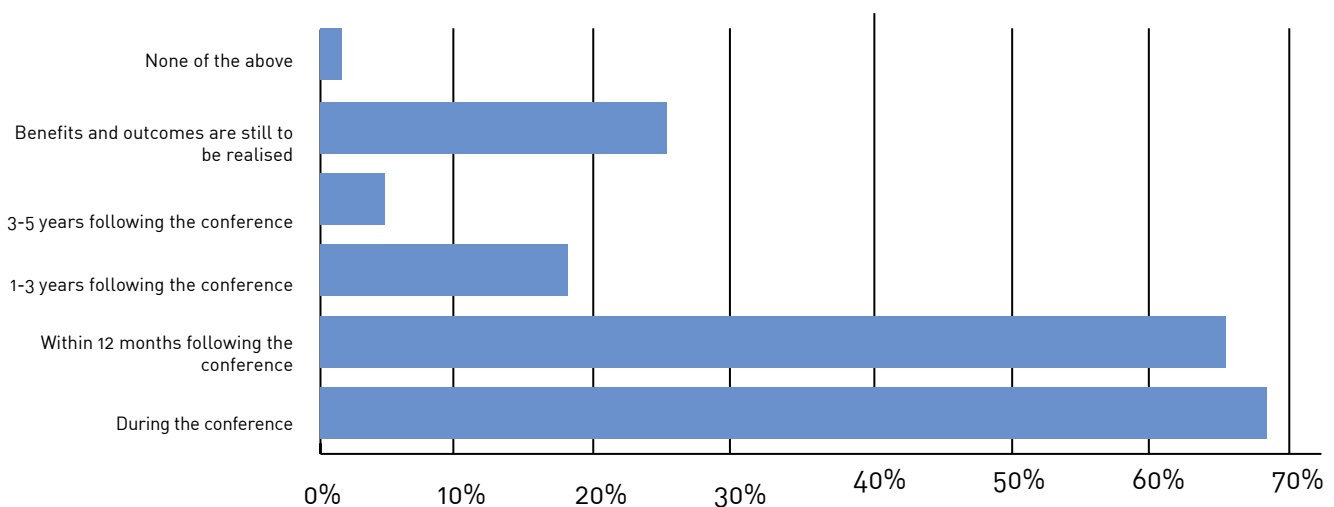
3.4.1 Timeframe in which benefits and outcomes of the event occurred

All attendees were asked about the timeframe in which they felt that the benefits and outcomes of the event occurred. Graph 24 shows that the majority of the attendees experience the benefits during and within 12 months after the conference. Many of the benefits and outcomes were felt either during the event or within 12 months following the event, whilst four per cent of attendees experienced the benefits three to five years after the event. More than 20 per cent stated that the benefits and outcomes were still to be realised. Again, the data indicates that business events have a 'long tail' effect.

The responses to this question differed significantly depending on the type of attendee, that is, significantly fewer sponsors (9%) and exhibitors (43%) experienced benefits within 12 months of their conference. Sponsors and exhibitors either expected outcomes to occur within 12 months or were still expecting them to be realised. Expectations of long-term impact may relate to attendees' primary motives and knowledge of one-time events as being part of a broader company strategy.

GRAPH 24:

Timeframe in which benefits and outcomes of the event occurred (n=1,457)



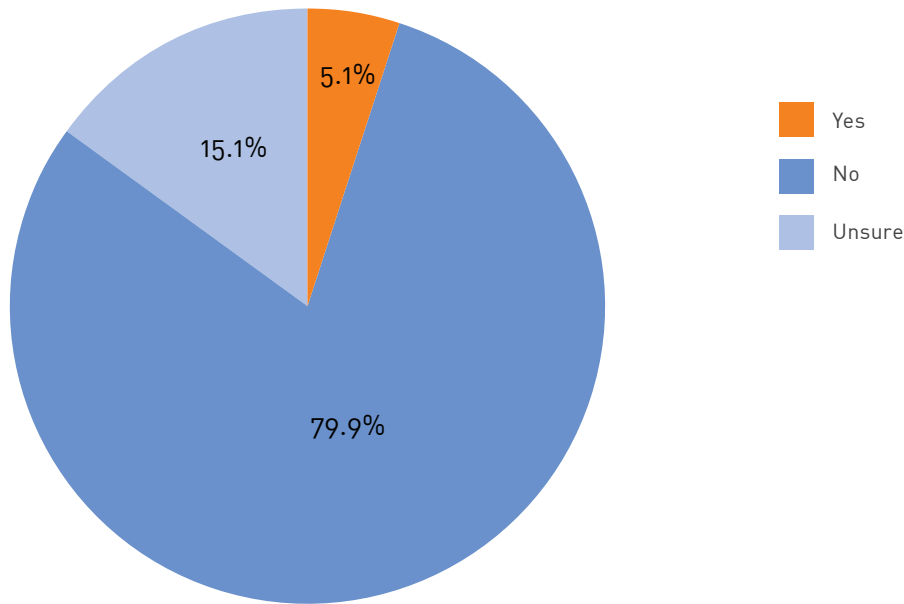
Members of the organising committee were more likely to be very positive about the long-term benefits of the event with 11 per cent of them expecting benefits to arise within three to five years of the conference. This very positive attitude is also of little surprise as event organisers are typically convinced of the value of their conference, for the long-term development of the sector.

3.4.2 Relocations due to the event

Attendees were asked whether they knew of anyone having relocated as a result of attending the event. Almost 80 per cent of the attendees did not know of anyone, 15 per cent were unsure and five per cent knew of someone (Graph 25). Of interest is that significantly more organising committee members (15%) knew of someone having relocated. This may be due to the ability of organising committees to maintain contact with large number of attendees, allowing them to stay in regular contact or be informed of such changes at follow-up business events. There were no other notable differences.

GRAPH 25:

Awareness of relocation as a result of attending the event (n=1,515)

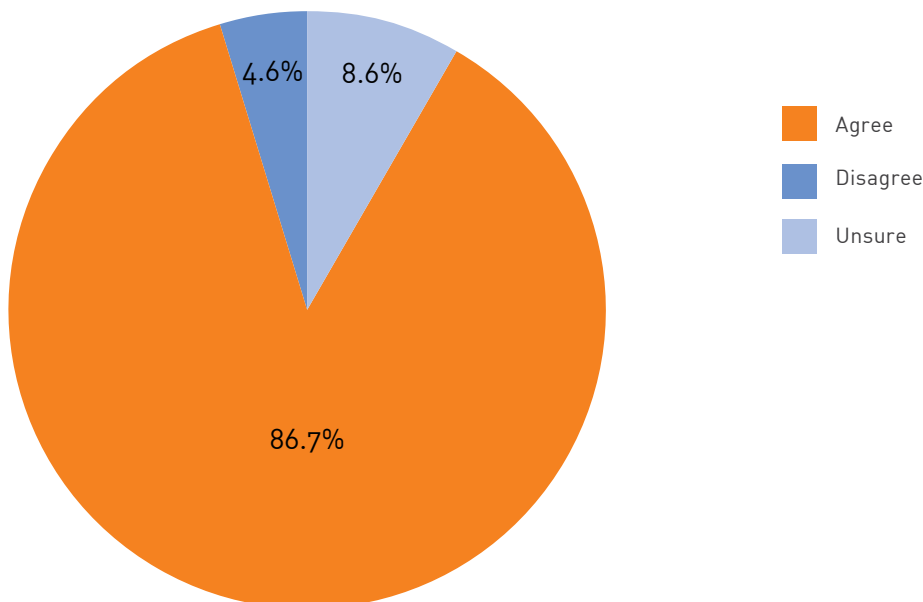


3.4.3 Perceptions of the host destination

Finally, attendees were asked whether they agree with the statement that the destination is a place for world-class, global business events, conferences and meetings. Graph 26 shows that 87 per cent of all Sydney, Toronto and Seoul attendees agreed with this statement and almost nine per cent were unsure.

GRAPH 26:

Perceptions of the host city as a world-class destination for events (n=1,515)



It is noted that domestic respondents display a higher degree of disagreement (6.3% compared to 3.5% of internationals) suggesting that host country respondents are more critical. Moreover, a higher proportion of organising committee members disagreed with the statement (7.5%), which might suggest some problems encountered during the process of event planning and preparation, which consequently affected their assessment.

This question was asked in the Durban questionnaire; however, a rating on a 6-point scale was used and for this reason was not included in the data for (Graph 26) but is included for comparison in Table 20. Table 20 shows that all four host destinations were very well received by their attendees, and there were no significant differences among the locations in terms of their rating.

TABLE 20:
Perceptions of the host city as a world-class destination for events

	SEOUL (N=407)	TORONTO (N=44)	SYDNEY (N=1,064)	DURBAN (N=670)
Agree	86.2%	84.1%	87.0%	98.7%
Disagree	3.9%	2.3%	5.0%	1.3%
Unsure	9.8%	13.6%	8.0%	-

Respondents were asked to comment on their response (Appendices 3, 4, 5 and 6). Comments were provided by 117 respondents attending events in Seoul, 454 from Sydney, 460 from Durban and 10 respondents from the Toronto event. It is pleasing to note that the majority of comments were very positive.

The positive comments, for all host destinations, referred to excellence in facilities and infrastructure, the friendliness of locals, the attractiveness of the city (things to do and see, safety, cleanliness), the organisation of the conference, and the food. Attendees in Durban particularly appreciated the weather and the environmental beauty of the surrounding area (especially being near the coast).

There were some minor elements that were not perceived positively by delegates. These related to language barriers and transport in Seoul; high prices and elements of the event (compactness of the conference and the food provided) in Sydney; Toronto's weather, and the cleanliness of the beach and city, as well as concerns for security and safety, in Durban. Unfortunately, many of these problems sit within aspects of broader destination management strategies and cannot easily be addressed by event organisers.

Box 8: Key Messages – Other

- Benefits and outcomes occur within 12 months of the business event or are still being realised.
- There is a 'long tail' effect for sponsors and exhibitors because events are one part of a broader company strategy.
- People may relocate as a result of participating at a conference.
- Events can have a positive influence on delegate perceptions of the host destination.
- Broader aspects of destination management, such as cultural communication, things to do and see, safety, cleanliness and the organisation of the conference can impact the experience of attendees.

04 / CONCLUSION

The international norm of evaluating the lucrative business events sector, in tourism terms alone, overlooks its most valuable legacies—the contributions that business events make to key industry sectors. These contributions occur through the advancement of knowledge, practice and technologies, innovation driven by global collaborations, research, trade and investment outcomes, contributions to host communities (through the showcasing of local talent), the education sector, and the conference destination itself to an international audience of industry-linked practitioners and academics.

Recognising the need for global data on the business tourism benefits (BTB) of business events, the FCCI commissioned this international study. This study represents a world first in direct comparative data. Through a robust and rigorous methodology, the findings are representative of the survey population. In this case, being a survey of attendees at businesses events hosted by four international cities (Seoul, Sydney, Durban and Toronto). The data clearly demonstrate a direct connection between the staging of business events and a range of benefits and outcomes for delegates, sponsors, exhibitors and the destinations.

Conclusive results throughout this report indicate that business events in Seoul, Sydney, Durban and Toronto are making significant contributions to their various industry sectors. While each of the destinations surveyed performed well overall, in terms of benefits and outcomes, each destination has a set of particular strengths. Specific insights provided by the findings contained within this report can be leveraged by the respective business event bureaus to enhance benefits and outcomes from hosting future business events.

The methodology and research instrument have proved to be appropriate for an international study.

Consequently, this study provides a reliable base from which to collect comparable data on the BTB of business events by other host destinations. Continued data collection on BTB outcomes will result in an ever-growing understanding of how business events drive industry innovation and development. This increased understanding of the role of business events can provide a new basis for policy-making in which business events are seen as systems of knowledge exchange that have ripple effects on wider economic and societal outcomes.

05 / REFERENCES

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06 / APPENDICES

APPENDIX 1: ABU DHABI TOURISM AUTHORITY CASE STUDY

In a study for the Abu Dhabi Tourism Authority (ADTA) that encompassed both economic and non-economic impacts, PKF International adopted the framework for assessing non-economic impacts developed by Foley, Schlenker, Edwards and Hallyar (2010). The ADTA case studies included events from the medical, environmental, energy and tourism sectors. Outcomes are summarised below.

Summary of non-economic impacts of business events in Abu Dhabi (PKF International 2010)

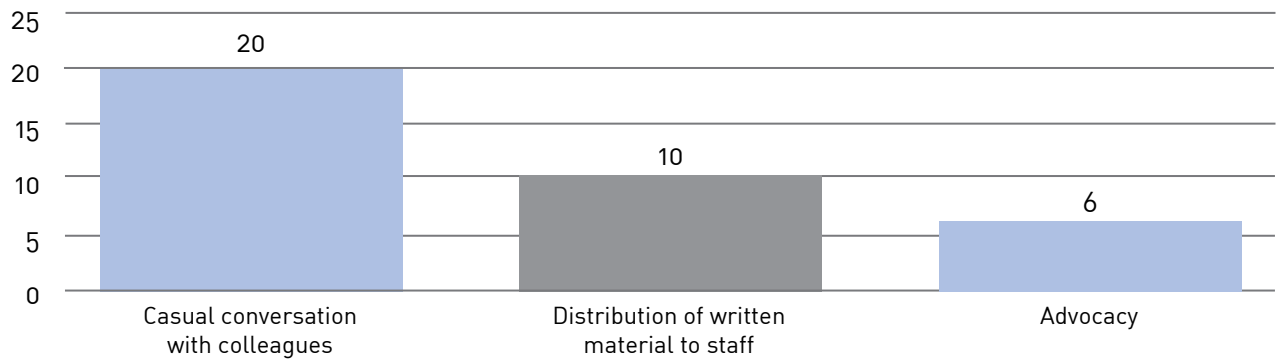
1. Improved quality of education in the various sectors, quality of graduates who enter the industry.
2. Dissemination of new knowledge, techniques, processes, and technologies in each of the sectors.
3. Researchers gain greater access to a network of international colleagues. Local delegates gain new business and research collaborations, generating innovation, ideas and research agendas.
4. International delegates have been exposed to local knowledge, research capacity, sites and facilities.
5. Awareness of sector-specific issues has increased as a direct result of the events through media coverage and the involvement in the events of key (influential) stakeholders, including City of Masdar, Health Authority Abu Dhabi (HAAD), Environment Agency Abu Dhabi (EAD), Abu Dhabi Tourism Association, Abu Dhabi National Exhibitions Centre (ADNEC), Abu Dhabi Urban Planning Council (UPC) etc.
6. Abu Dhabi is being branded as a city of thought leadership.
7. The profiles of ADTA, ADNEC, as well as other organisations, associations and centres involved with the events, have been raised and enhanced.
8. The events have showcased Abu Dhabi's capacities, putting the destination 'on the map'.
9. Successful hosting has enhanced Abu Dhabi's reputation as a business events destination.
10. Abu Dhabi's capability and capacity as a business events destination has also been strengthened through the development of the event management skills of those working within this field.

In order to further establish the relationship between business events and "knowledge expansion", PKF International examined the relationship between business events and patent growth in Australia, Malaysia, Singapore, UK, USA and UAE. Data from International Congress and Convention Association (ICCA) and the World Intellectual Property Organisation (WIPO) from 2001-2010 and 1995-2009, respectively were used for analysis. The results show a strong correlation between business events and patent growth. While this is not sufficient to prove a direct "cause-effect" relationship between business events and patents, the evidence clearly demonstrates a link (PKF International 2010, p. 84).

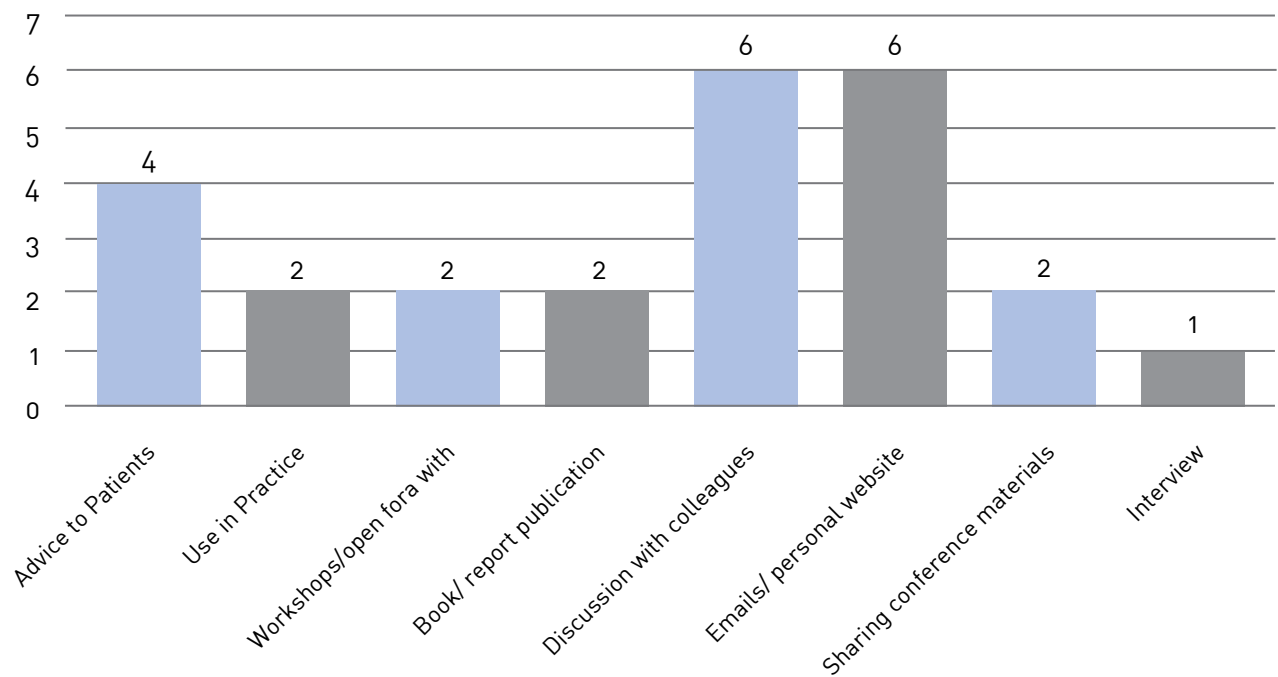
The results of the Abu Dhabi study (PKF International 2010) supported the findings of the case study project prepared for Business Events Sydney (Foley, Schlenker and Edwards 2010). The case study approaches were important for scoping the range of non-economic impacts, which are generally referred to as 'beyond tourism benefits' (BTB).

APPENDIX 2: ADDITIONAL WAYS OF SHARING KNOWLEDGE

Sydney



Seoul





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