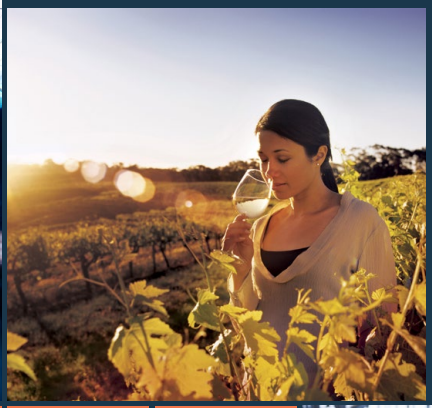
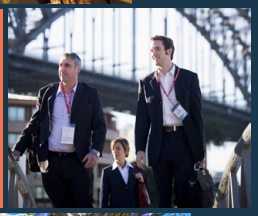
BUSINESS EVENTS
SYDNEY

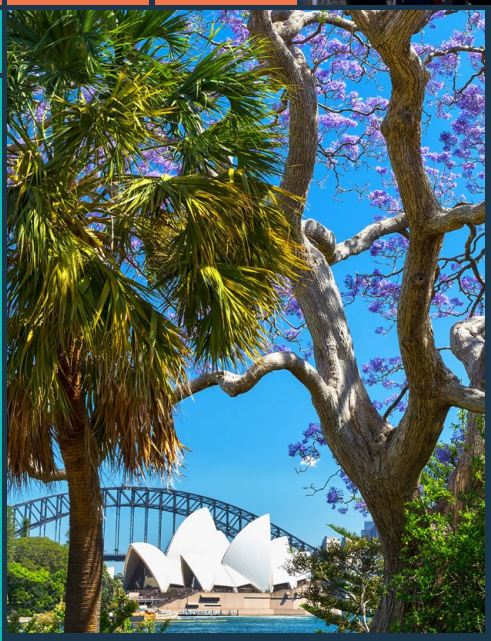


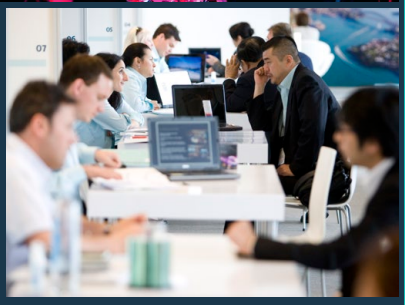
RESEARCH



Estimating Inscope Expenditure attributed to

Business Events held in New South Wales





Project Report – Business Events Sydney

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The UTS Business School has prepared this report in accordance with the project purpose outlined in the Research Agreement dated 7th November 2011.

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.

This report was prepared in March 2014 and is based on the conditions encountered and information reviewed at the time of preparation. This report should be read in full. No responsibility is accepted for use of any part of this report in any other context or for any other purpose or by third parties.

ACKNOWLEDGEMENTS
This research was supported and initiated by Business Events Sydney. The views expressed herein are those of the authors and are not necessarily those of Business Events Sydney. The authors are very appreciative of the assistance and contribution provided by Business Events Sydney. In particular, sincere thanks go to Lyn Lewis-Smith, Chief Executive Officer, Sonya Stewart, Chief Financial Officer, Kate Militano, Inga Davison, Anne Camenzind and Peggy Kellner. A special acknowledgement is given to Professor Larry Dwyer from the University of New South Wales for his assistance and advice during various stages of the project.

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FOREWORD

Foreword by Lyn Lewis-Smith

Convention bureaux exist to secure business events that will provide a broad range of benefits to a destination's public and private sectors. However measurement methodology of these benefits has historically been either inconsistent (for economic benefits) or non-existent (for legacy benefits). Since 2010, Business Events Sydney (BESydney) has partnered with the University Technology Sydney (UTS) Business School to undertake a series of research studies aimed at developing best practice measurement of the business event industry.

The first study, released in 2011 and titled *Beyond Tourism Benefits: Measuring the Social Legacies of Business Events*, documented the broad and long-lasting legacies of five business events held in Sydney between 2009 and 2011. The ground-breaking findings, which proved both qualitatively and quantitatively that business events contributed to both knowledge and visitor economies, provided the basis for the BESydney's closer engagement with the New South Wales (NSW) Government and broad recognition of the industry's role in an aligned economic development strategy.

The second phase sought to apply the research globally and involved contributions from Sydney's Future Convention Cities Initiative partners Seoul, Toronto and Durban. The findings from this report, *Beyond Tourism Benefits: Building an International Profile*, are being released in Frankfurt at IMEX 2014.

This current third phase is targeted at producing a best practice expenditure methodology that provides credible and transparent reporting of the direct tourism contribution of business events to host destinations. This report, *Estimating Inscope Expenditure attributed to Business Events in New South Wales*, outlines a new methodology which is robust, rigorous and sophisticated. It is believed to be the first of its kind to accurately measure the true value of 'new money' to destinations that host business events, and as such has the potential to set a new global benchmark for measuring business events. The methodology produces data that is credible, accountable and consistent – three outcomes any leading industry should strive for to ensure the integrity of the data they gather. Robust information means we can share a deeper understanding of our industry and its commercial context.

BESydney is an organisation that continually challenges convention and embraces a philosophy of continuous improvement. It is not one to sit on its laurels! The next phase of the UTS and BESydney partnership will see an expansion of *Estimating Inscope Expenditure attributed to Business Events in New South Wales* research to include exhibitor contribution and legacy benefits, as well as a separate study to measure the inscope expenditure attributed to corporate incentive events.

Finally, I would like to take the opportunity to acknowledge the UTS team, especially Dr Carmel Foley, Dr Deborah Edwards, Dr Katie Schlenker and Ms Anja Hergesell for their exceptional work in producing this report.

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International conferences generate substantial legacies for New South Wales including the new knowledge, business and research collaborations that spark creativity, innovation and investment in the state's key industry sectors (Edwards, Foley & Schlenker 2011; Foley, Schlenker, Edwards & Lewis-Smith 2013). In addition, international conferences contribute to the tourism sector and are directly responsible for the injection of new money into the New South Wales economy.

This report provides an estimate of the inscope expenditure in New South Wales per delegate per conference day that occurs as a direct result of international conferences held in Sydney. Data was drawn from twelve international conferences held in Sydney in 2011, 2012 and 2013. Each of these events was secured with the assistance of Business Events Sydney (BESydney). The results form the basis of the findings below and a forecasting tool that enables BESydney to estimate inscope expenditure generated by international conferences in New South Wales.

Validity of Results
Expenditure studies are notorious for inflating the economic impact of events on host destinations (Jago 2012; Jago & Dwyer 2006, Madden 2001). Common errors are the inclusion in expenditure totals of:

- domestic airfares
- international airfares
- conference registration fees
- expenditure made as part of the trip but outside of the inscope boundary
- expenditure made by delegates who were coming to the destination anyway or who switched the timing of their trip to coincide with the event.

The expenditure figures presented in this study (and in the forecasting tool) exclude expenditure on domestic and international airfares, conference registration fees and expenditure in states and territories other than New South Wales (NSW). They also exclude expenditure made by delegates who were coming to the destination anyway or who switched the timing of their trip to coincide with the conference.

The inscope expenditure calculations used in this report are conservative. No economic multiplier has been applied. Where reliable or best estimates could not be accurately reported, these data were not included in the analysis. In this context the results of the estimation of inscope expenditure arising from the business events held in NSW are set out on the next page.

Key Findings Tables

INTERNATIONAL DELEGATES	
Inscope expenditure (new money into NSW as a direct result of the conference)	**The average total inscope spend per conference day in NSW per international delegate is A$694***
Origins of international visitors	Most international respondents came from Europe (35%), the Americas (31%) and Asia (25%).
New international visitors	The conference visit represented the first visit to Sydney for 69% of respondents.
Influence on travelling to Sydney	90% of international delegates came to Sydney because of the conference.
Travel party	One fifth of international attendees were accompanied on their trip to Sydney by people ***who did not attend the conference***. The average number of accompanying guests among those attendees was 1.2 equating to 24 additional international visitors for every 100 international conference attendees.
Extended stay in NSW	International attendees stayed in NSW for an average of 3.8 days beyond the conference duration.
Expenditure outside of NSW	One quarter of international attendees recorded expenditure in other Australian states (this expenditure is ***excluded*** from the inscope figures reported in this study).
Shopping	The majority of international attendees (87%) shop. Their average retail expenditure in NSW per trip is A$343.
Return visitation	72% of international respondents intend to visit Sydney again.
Flights	Qantas was the most popular airline among international respondents accounting for 23 per cent of all flights.

* figure includes organiser spend of A$151 per conference day and excludes conference registration fees, domestic and international airfares and expenditure in states and territories other than NSW.

INTERSTATE DELEGATES	
Inscope expenditure (new money into NSW as a direct result of the conference)	**The average total inscope spend per conference day in NSW per interstate delegate is A$493***
Demographics	The majority of respondents came from Victoria (40%) and Queensland (29%). The majority were aged 40 to 59 years (55%).
Previous travel to Sydney	Only 3% of interstate respondents had not been to Sydney before the conference.
Influence on traveling to Sydney	83% of interstate delegates came to Sydney because of the conference.
Travel party	14% of interstate attendees traveled with people who did not attend the conference. The average number of accompanying guests among those attendees was 1.4.
Extended stay in NSW	Interstate attendees on average extended their stay by 1.4 days beyond the conference duration. This equates to 20 additional interstate visitors for every 100 interstate conference attendees.
Retail expenditure	More than half (56%) of interstate attendees shop. Their average retail expenditure in NSW per trip is A$267.
Return visitation	94% of interstate respondents intend to visit Sydney again.

* figure includes organiser spend of A$151 per conference day and excludes conference registration fees and domestic airfares.

RETAINED LOCAL DELEGATES	
Inscope expenditure (new money into NSW as a direct result of the conference)	**The average total inscope spend per conference day in NSW per retained local delegate is A$319***
Influence of event location on attendance (retained attendees)	Two thirds of NSW based respondents reported that they would have attended the event if it had been held outside of New South Wales.

* figure includes organiser spend of A$151 per conference day, excludes conference registration fees and domestic and international airfares and may be conservative as most of the local delegates did not incur accommodation expenses which would have been incurred if the conferences were held outside of NSW).

EXECUTIVE SUMMARY CONTINUED

Next Steps

The full value of business events comprise expenditure made by delegates, sponsors, exhibitors and organisers; return on investment for sponsors and exhibitors; practice legacies resulting from technological innovation and the acquisition of skills, knowledge and research and business networks; and enhanced host destination reputation through the showcasing of local talent. To date, a number of studies in the business event sector have reported on each of these benefits but there has been no full scale, co-ordinated collection of data to show the full value of business events to the host community. It is recommended that future studies integrate both the economic and social legacies in order to report on the full value of business events to NSW. Moreover, it is important to understand exhibitor expenditure beyond attendee expenditure, which cannot be fully examined by a delegate study. Thus, it is recommended that future studies specifically target exhibitors to examine corporate expenditure in the event destination.

1 INTRODUCTION

Business events come in many forms: conferences, congresses, conventions, meetings, seminars, summits, exhibitions, training, recognition and incentive programs, and can deliver significant economic and social benefits to host destinations (Edwards, Foley & Schlenker 2011; Foley, Schlenker, Edwards & Lewis-Smith 2013; Jago 2012;). These benefits are summarised by Lyn Lewis-Smith, Chief Executive Officer, Business Events Sydney (BESydney).

At world conferences hosted by professional associations ideas are generated, discussed and debated. Knowledge and new research findings are presented, collaboration is fostered, investment is stimulated; networks are consolidated, initiated and expanded. Arguments are put and refuted: sparks fly. And out of this crucible comes the creativity and the innovation that helps distinguish world-leading cities from the runners up (Lewis-Smith cited in Edwards, Foley & Schlenker 2011).

In addition to the substantial benefits mentioned above, business events bring new money to host economies and this is referred to as the "tourism contribution" (Jago & Deery, 2010; Jago 2012). In Australia in 2011, business event tourists were found to have spent an average of A$248 per night compared with A$135 per night for the average traveller (Tourism Research Australia, 2012). Indeed, the business event sector has been aptly described as a 'seam of gold' running through Australian tourism (Carlsen, 1995; Jago & Deery, 2010).

It is important to recognise that the tourism contribution comprises only a sub-set of the total value of business events to host economies and does not include expenditure by delegates who originate from within the host destination (apart from those who are counted in retained expenditure), or the return on investment for sponsors and exhibitors, as well as a range of other delegate and host destination benefits (see Edwards, Foley and Schlenker 2011 for an extensive list of these benefits). Nevertheless, the tourism contribution is the standard benchmark currently used both internationally and domestically for measuring the economic scale of a business event (Jago 2012). It is now commonly accepted that the first stage for measuring the economic scale of business events is the identification of inscope expenditure (Dwyer, Mellor, Mistilis & Mules 2000, Jago & Dwyer, 2006).

BESydney is required to report to its stakeholders on the economic benefits associated with the business events that they secure for New South Wales (NSW). To this end BESydney require a robust data collection method and forecasting tool to assist these reporting requirements and commissioned academics specialising in the field of event impacts at the UTS Business School to assist them to estimate the inscope expenditure arising from international conferences held in Sydney. The study had three key objectives:

1. Develop a set of sound survey instruments for the collection of inscope data from organisers, delegates and exhibitors;
2. Estimate the inscope expenditure to New South Wales arising from specific international conferences held in Sydney during the period 2011-2013;
3. Provide an inscope expenditure tool which will assist BESydney to approximate the past, current and future economic contribution of any event.

For the purposes of this study the tourism contribution refers to inscope expenditure and comprises the expenditure within New South Wales (excluding airfares and conference registration fees) of delegates from outside of New South Wales (both domestic and international), expenditure retained in New South Wales by delegates from New South Wales who would have attended the conference anyway if it had been held outside of New South Wales, and organiser expenditure within New South Wales. Inscope expenditure is expenditure that would not have occurred in the host region had the event not taken place, and therefore represents injections of 'new money' into the host destination (Jago & Dwyer 2006).

The report is structured in four sections.

SECTION 1
provides an introduction and background to the study.

SECTION 2
provides a detailed explanation of the methodological approach.

SECTION 3
presents the findings including a description of the sample and inscope expenditure by event and

SECTION 4
presents an overview of key findings and recommendations for consideration by BESydney.

Background

Economic impact studies on events are important funding, management and marketing tools for the organisers and coordinators of events. The nature and scale of activity of business events means that they are often a critical part of a host economy and can involve a range of stakeholders, including sponsors, exhibitors, delegates and government agencies. It is good practice for organisations to conduct economic impact studies to provide quantitative and qualitative evidence on the significance of business events to the local, regional, state and national economies. An essential component of any economic impact study is the 'new expenditure' into the economy resulting from the business event.

The term 'new expenditure' or 'inscope expenditure' refers to expenditure that would not have occurred in the host region had the business event not taken place. It includes the business event-induced expenditure made by visitors, participants, organisers, sponsors, media, and all other stakeholders as a result of the staging of the business event. Such information is a useful indicator of the economic scale of the business event.

Determining inscope expenditure

The determinants of inscope expenditure include: the number of delegates and their daily expenditure; types of delegates; length of stay and organiser, exhibitor and sponsor expenditure.

It is important that inscope expenditure is not overstated. Too many economic impact studies can be faulted for the fact that those who use them (especially non-economists) frequently draw incorrect or misleading inferences from them. Madden (2001) notes that the form and content of many such studies virtually incite such errors, leading to a prostitution of economics. Overstating inscope expenditure does not provide an impartial evaluation of a business event and prevents useful comparisons between business events by governments and funding agencies.

In a review of studies to assess the economic contribution of business events for the Joint Meetings Industry Council, Jago (2012) identified a number of issues that limited the accuracy of many studies. Of particular concern were the studies that included conference registration fees in the delegate expenditure calculation. Delegate expenditure on registration should not be included as part of delegate contribution since this expenditure helps to fund the expenditure made by the event organiser. Including the conference registration fee in the delegate expenditure calculation results in double counting when the organiser spend is added to the inscope calculation. Including the full registration fee fails to account for leakages (organiser expenditure made outside of the inscope boundary).

Another essential element of estimating direct inscope expenditure is defining the geographical boundaries of the host region for the business event. These boundaries will determine whether particular income and expenditure are new to the host region or are already within the region, and enable determination of who is a local delegate of the region and who is a visitor delegate to the region. These boundaries also assist in determining whether expenditure made by event organisers, exhibitors and sponsors is within the scope of estimation.

Expenditure Leakages
In seeking to identify expenditure that is included as inscope, it is important to account for expenditure leakages as not all expenditure that is made at an event is classed as 'new' or 'inscope expenditure'. It is recognised that there are five components (Dwyer, Mellor, Mistilis & Mules 2000; Jago & Dwyer 2006; Jago 2012) that need to be considered in this context:

1. Local attendees;
2. Purpose of visit;
3. Switched expenditure;
4. Retained expenditure; and
5. Direct imports.

Local attendees
Including the expenditure of local delegates can distort results and grossly overstate the economic impact of a business event. Expenditure made by local delegates at an event should not be included in an assessment of inscope expenditure as their expenditure would likely have been spent on other goods and services within the host region if the business event was not staged. Additionally expenditure by local delegates attending the event represents a transfer of expenditure either from one location to another. If the event was not to occur, the expenditure would still be undertaken and local businesses would still experience the demand.

Purpose of Visit
Expenditure by delegates who reside outside of the host region but were coming to the region anyway cannot be counted as inscope expenditure. These delegates were going to be in the destination anyway, thus their expenditure would have been made on other goods and services within the destination had the event not been staged. Therefore it is necessary to collect information from attendees regarding the primary purpose of their visit to the destination for which they attended the business event.

In the case of business event attendees who were coming to the host destination anyway but extended the length of their trip to attend the event, the expenditure made on these additional days is included as inscope for purposes of economic impact assessment.

Switched Expenditure
Direct inscope expenditure should only include expenditure by visitor attendees for whom the business event was the primary purpose of the visit. In order to determine whether time switching has occurred, visitor attendees should be asked whether the timing of their visit was changed to coincide with the business event. The expenditure of visitor attendees who adjusted the timing of their visit to attend the event, but would have visited the destination irrespective of the event, should not be attributed to the business event.

The same principle applies to the expenditure of exhibitors and sponsors if their expenditure would have occurred in the destination in any case but there has simply been a switch in the timing of this expenditure to coincide with the business event. This expenditure should not be included in the inscope expenditure.

Retained Expenditure
One example of where the expenditure of local attendees, exhibitors and sponsors located within the destination can be included within the inscope expenditure category is where the expenditure would have occurred outside of the destination had the event been held elsewhere. This is the case where local delegates would have attended the event regardless of where it was held.

In such cases the expenditure of the local delegate can be included in the inscope expenditure calculation because their expenditure is being retained within the destination. Retained expenditure can be seen as stemming an outflow of money on an economic evaluation and justifies its inclusion in the calculation of inscope expenditure.

Direct Imports
The import of goods and services directly related to a business event from outside of the inscope zone represents a leakage out of the host economy. Smaller regions within an economy have a higher overall propensity to import than the state as a whole since they tend to be less self-sufficient in producing goods and services for visitor needs. Therefore it is important to carefully select the geographical area of the region under analysis to ensure that direct imports are subtracted from inscope expenditure.

Table 1 summarises the inclusions and exclusions when calculating inscope expenditure.

Table 1:
Summary of inscope expenditure inclusions and exclusions

Inclusions & exclusions	Inscope expenditure	Considerations
Expenditure of Visitors	✓	Business event was their primary reason to visit. Only injection of 'new money' relevant.
Switched Expenditure	✗	Except if there is additional expenditure due to the business event.
Expenditure of locals	✗	Except in the case of retained expenditure.
Retained Expenditure	✓	In case where the expenditure would have occurred outside the region had the business event been staged elsewhere.
Organisers, exhibitors and Sponsors	✓	If the expenditure would not otherwise have been spent in the destination.
Direct Imports	✗	Expenditure on business event-related goods and services sourced from outside the destination are subtracted directly from inscope expenditure.

(Source: Jago & Dwyer 2006)

Economic impact
Estimating direct inscope expenditure is fundamental to the calculation of the full economic impact assessment of a business event. Inscope expenditure has secondary (indirect plus induced) effects on an economy; therefore multipliers are used to determine the contribution of events to destination output, value added, and employment (Dwyer et al., 2005). In the absence of undertaking a full economic impact assessment Dwyer et al. (2005) recommend the use of either the Input-output (I-O) model (most widely used) or the more recently developed, and, arguably, more accurate, Computable General Equilibrium (CGE) model. For NSW the I-O model multiplier is 2.2 and the CGE model is 1.2 (Dwyer et al., 2005). ***The results of this study represent the direct inscope expenditure only and do not include the use of a multiplier.***

This examination of current literature on best practice approaches to estimating direct inscope expenditure has been used to develop the templates for delegate and organiser questionnaires.

2 METHODOLOGY

Data for this study was collected from delegates and organisers attending international business events held in Sydney in 2011, 2012 and 2013. The business events included in the study were chosen in consultation with BESydney. A range of events based on industry type and size (attendee numbers) were chosen to represent the range of business events (with a minimum of 350 attendees) supported by BESydney. Smaller conferences (less than 350 attendees) were excluded due to sample size requirements. Medical conferences which represent approximately fifty per cent of the international association conferences (with 350+ attendees) supported by BESydney were slightly overrepresented in the sample (58%). This will be adjusted for as data continues to be collected for the forecasting tool in future years. Larger conferences (more than 1000 delegates) represent approximately one third of the conferences supported by BESydney and accounted for one third of the conferences used in the sample. These criteria represent an important condition for the study; to ensure accurate assumptions regarding expenditure and to assist in the development of estimated expenditure rates that will enable BESydney to estimate the future economic contribution of any event.

BESydney has established excellent working relationships with event organisers through various means including the in house BESydney Event Delivery team. This has enabled BESydney to invite event organisers to complete an organiser questionnaire and distribute the delegate questionnaire to conference attendees. It has not been possible to collect complete data sets from every participating event for a variety of reasons. Consequently, different sets of events have contributed to different calculations throughout the study. Table 2 indicates the list of events surveyed and their contribution to the analysis presented in this report. Data from a total of 12 business events informed all or part of the calculations for this report.

Prior to the participation of UTS in the project BESydney had collected data on three conferences: 34th International Symposium on Remote Sensing of Environment (ISRSE 2011), International Society for Arboriculture Conference and Trade Show (ISA 2011), and 6th World Congress on Paediatric Critical Care (PCC 2012). After a thorough analysis of the research instrument and methodology used for these surveys the researchers found that the data had limited applicability to the final study as shown in Table 2.

Table 2:
Business Events surveyed and their contribution to the analysis

Conference Name	Respondent Descriptives	Delegate Expenditure	Total Attendee (Inscope) Expenditure	Average Attendee Inscope Expenditure (Forecasting tool)	Average Organizer Inscope Expenditure (Forecasting tool)
2011					
34th International Symposium on Remote Sensing of Environment (ISRSE 2011)	✓	✗	✗	✗	✓
International Society for Arboriculture Conference and Trade Show (ISA 2011)	✓	✗	✗	✗	✗
2012					
6th World Congress on Paediatric Critical Care (PCC 2012)	✓	✗	✗	✗	✗
22nd International Symposium on ALS/ Motor Neurone Disease (MND 2011)	✓	✗	✓	✓ (✗)	✗
Bachelier Finance Society 7th World Congress (BFS 2012)	✓	✓	✓	✓	✓
Health Informatics Society of Australia National Conference (HIC 2012)	✓	✓	✓	✓	✓
Human Genome Meeting (HGM 2012)	✓	✓	✓	✓	✗
XV International Conference on Small-Angle Scattering (SAS 2012)	✓	✓	✓	✓	✓
XVI International Symposium on Atherosclerosis (Atheros 2012)	✓	✓	✓	✓	✓
2013					
15th World Conference on Lung Cancer (WCLC 2013)	✓	✓	✓	✓	✓
22nd International Grasslands Congress (Grasslands 2013)	✓	✓	✗	✓	✗
23rd World Congress of the International Society of Ultrasound in Obstetrics and Gynecology (ISUOG 2013)	✓	✓	✗	✓	✗

✓ Event included in that calculation; ✗ Not included in that calculation

2 METHODOLOGY CONTINUED

Data collection

Usable responses were defined by two criteria: the respondent must have completed the gender question and must have noted at least some expenditure in NSW (i.e. expenditure in NSW had to be more than zero).

Inscope Expenditure Assumptions

As discussed in the literature review the major determinants of inscope expenditure included in this study are:

- The number of delegates and the approximation of their expenditure;
- Length of attendee stay / the conference duration; and
- Organiser expenditure.

Inscope Boundaries

As part of the project scope and brief to the research team it was agreed that the host region for this project would comprise New South Wales (NSW). Only those respondents, who do not live in the host region demarcated by defined postal codes and who came to NSW because of the event or extended their stay because of the event were included in the calculation. In accordance with the criteria governing retained expenditure those NSW respondents who would have attended the conference if it had been held outside the host region were also included.

Instrument for collection of organiser data

The collection method for organiser data was a questionnaire template which sought information on: event attendees and their origin; expenditure related to the business event and or exhibition; expenditure paid to suppliers based interstate and international; accommodation venues; and event suppliers. The organiser questionnaires were sent to the professional conference organiser (PCO) or event organiser of each event for self-completion. Fully completed organiser questionnaires were received for six events (see Table 2).

Instrument for collection of delegate data

To determine inscope expenditure a survey questionnaire targeting delegates was designed to meet the requirements. The questionnaire was modified from the Jago and Dwyer (2006) template and included questions with respect to respondent demographic, expenditure, travel pattern, size of travel party and purpose of visit.

Administration

Qualtrics, an online survey program, was used to administer the delegate questionnaire. As an incentive for response, respondents had the chance to win an iPad. The questionnaire was piloted by staff from BESydney and a convenience sample of 10 people who had attended a business event in Sydney in the previous 12 months.

The survey was distributed by the organisers on behalf of BESydney and UTS to their database of delegates for each selected event. An email inviting participation in the survey was distributed to event attendees.

Analysis

Survey data were analysed using SPSS predictive analytics software. Descriptive and analytical statistics were employed to investigate and interpret the data.

The following sections detail the assumptions and method used for calculating attendee and organiser inscope expenditure.

Attendee Inscope Expenditure

Attendee inscope expenditure, for the sample, was calculated by first selecting the respondents who

a) came to New South Wales (including Sydney) because of the event and/or extended their stay in New South Wales (including Sydney) because of the event, and
b) lived outside the host region (New South Wales). Inscope expenditure of these respondents is represented by respondent origin (interstate and international). Moreover, respondents coming from New South Wales (including Sydney) and indicating that they would have participated in the event if it had taken place outside of New South Wales (NSW) were selected as they represent retained expenditure. Their inscope expenditure is given by type of attendee in the next section.

To ensure that inscope expenditure was not overstated respondents who answered "don't know" to the qualifier questions (such as "were you coming to Sydney anyway") were excluded from the calculation. The "don't know" exclusion applied to 12 per cent of NSW delegates, 14 per cent of interstate delegates and 9 per cent of international delegates. The cautious approach adopted by the researchers means that the total inscope expenditure estimated in the report and the proportions for inscope attendees to total attendees used in the forecasting tool are quite conservative.

Average expenditure was calculated for each category of attendee: NSW delegate, interstate delegate and international delegate.

The number of accompanying guests in the sample was used to extrapolate the total number of accompanying guests to the conference.

Organiser Inscope Expenditure

Organisers supplied a complete data set on full expenditure inside and outside the host region (NSW). Only expenditure within the host region was determined to be inscope.

Estimating Forecasting Expenditure Rates

This section sets out the method used to estimate expenditure rates that can assist BESydney to approximate the future economic contribution of business events. Data from ten events were used to inform the forecasting tool (see Table 2).

For the calculation of attendee inscope expenditure rates, the total inscope expenditure by type of attendee and origin was first calculated. The inscope expenditure was determined by purposeful visit for interstate and international respondents, and by willingness to participate in the conference if held outside of NSW for NSW respondents. To estimate an expenditure rate per attendee, per conference day the total inscope expenditure (excl. registration fees and airfares) was divided by the total number of conference days spent by the total number of attendees covered by the inscope expenditure. This means that the average is based on attendees only and considers accompanying guests (who did not attend the conference) indirectly by an increased average. In the same way, the total length of stay beyond the conference duration is reflected indirectly by a higher average.

The estimated expenditure rate per attendee, per conference day was then multiplied by the proportion of the total number of attendees that can be included in the inscope expenditure, i.e. a sample percentage of the attendees covered by the inscope expenditure relative to the number of attendees covered by the total expenditure was first calculated.

The organiser inscope expenditure rates were calculated by dividing the total organiser inscope expenditure provided by the conference duration and the number of attendees including registered delegates, event speakers and exhibitor registrations but not event staff and media.

The forecasting tool can be found in a separate document. The averages used in the forecasting tool are based on the events shown in Table 2. The attendee averages used in the forecasting tool are weighted cross-event averages, i.e. the data of all events used for the calculation were treated as one, thus resulting in more robust results than if calculating a simple average of all event averages. As there was no major difference between academic and practitioner delegates, these categories were collapsed for the purposes of the forecasting tool.

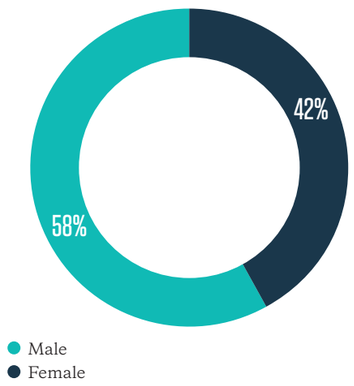
3 FINDINGS AND DISCUSSION

This section outlines the findings from each event, compares these, and outlines the parameters for the forecasting tool.

Respondent descriptives

The data in this section are based on the total number of respondents (1824). Fifty-eight per cent were male (Figure 1). Significant differences by event could be detected.

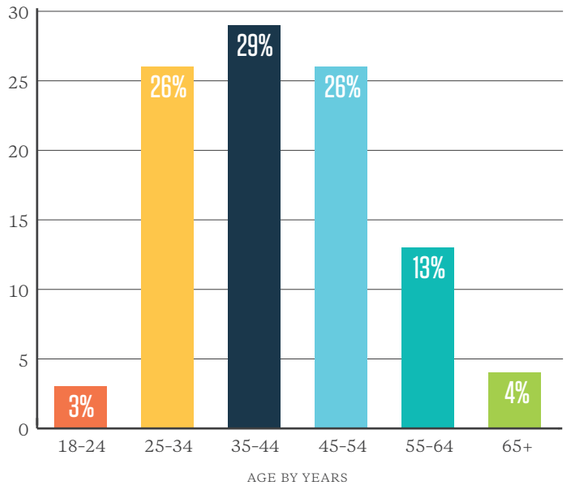
Figure 1:
Respondents by gender (n=1824)



Ninety-four per cent of respondents are between 25 and 64 years old (Figure 2). Among the respondents aged below 45 years 46 per cent are female while among those aged 45 and older only 35 per cent are female. Differences in the age of respondents by event were also noted.

Respondents from the Americas were significantly more likely to be aged 45 and older (54 per cent of respondents) while Asian respondents were significantly more likely to be aged below 45 years (66 per cent of respondents). There were no significant differences in origin by gender.

Figure 2:
Respondents by age (n=1308)

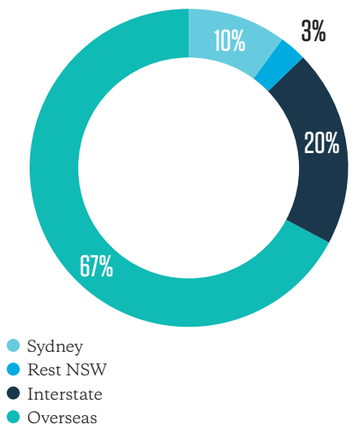


Older attendees brought along on average more accompanying guests than young attendees. While attendees up to 34 years of age only brought along 0.14 accompanying guests per attendee, attendees aged 55 or older brought along 0.28 accompanying guests per attendee. This reflects different stages in life with older attendees being more likely to bring along family members as the children cease to be dependent. Unsurprisingly, interstate and international attendees brought on average more accompanying guests than NSW attendees.

The majority of respondents were international (Figure 3), followed by attendees from interstate and Sydney/NSW, reflecting the international appeal of the conferences. However the conferences differed significantly in the composition of their respondents.

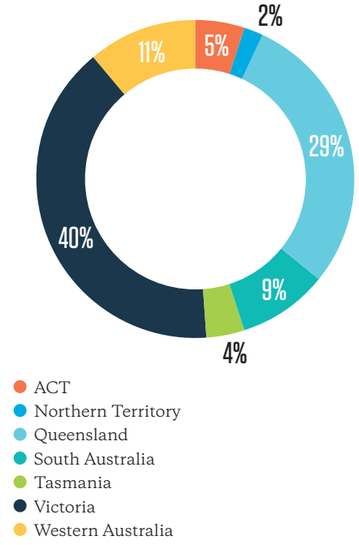
Significant differences by event and gender were also noted. Sydney and interstate respondents were more likely to be female (55 per cent and 50 per cent respectively) while international respondents were more likely to be male (62 per cent of respondents).

Figure 3:
Respondents by origin (n=1824)



When comparing the origin of interstate respondents it was found that respondents from Victoria represented 40 per cent, followed by Queensland (29 per cent) then Western Australia (11 per cent) (Figure 4).

Figure 4:
Origin of interstate respondents (n=372)

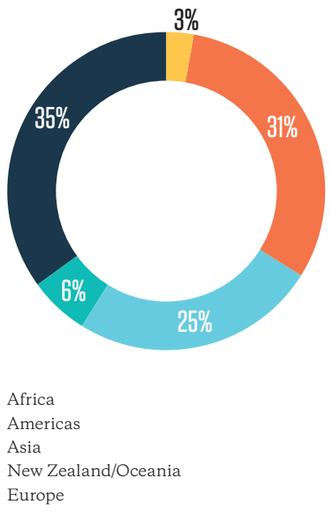


3 FINDINGS AND DISCUSSION CONTINUED

Respondent origin was grouped by continent. Of all international respondents, more than one third were from Europe followed by the Americas (31 per cent) and Asia (25 per cent) (Figure 5). Apart from Australia, New Zealand was the only country representing the Oceania region.

Significant differences in the origin of international respondents were identified between events. These differences by origin may reflect different geographical bases for the events, and the nature of the events.

Figure 5:
Origin of international respondents (n=1219)



Of the 1591 interstate and international respondents, 1562 (98 per cent) indicated arriving by plane (Table 3). International respondents who arrived by plane were asked about their choice of airline. Acknowledging that respondents could have used more than one airline or code sharing flights for their travels, the total frequency of airlines used is 1384. Qantas was the most popular airline among international respondents accounting for 23 per cent of all flights.

Table 3:
Top Ten airlines used by respondents (n=1384)

Rank	Airline	Number of Tickets
1	Qantas	323
2	Jetstar	128
3	Singapore Airlines	122
4	United Airlines	114
5	Emirates	104
6	Air New Zealand	78
7	Cathay Pacific	67
8	Etihad Airways	52
9	British Airways	51
10	Malaysian Airlines	42

Of the 323 respondents who used Qantas, 36 per cent were from Europe, another 36 per cent were from the Americas, 18 per cent were from Asia, and the remainder were from Africa and New Zealand (each 5 per cent). Examining the importance of Qantas in these markets compared to other airlines, it can be noted that:

- 53 per cent of all respondents from African countries (n=30),
- 31 per cent of all American respondents (n=374),
- 27 per cent of all European respondents (n=427),
- 22 per cent of all New Zealand respondents (n=78), and
- 19 per cent of all Asian respondents (n=374) used Qantas for at least part of their travel to the conference.

Unsurprisingly, the use of airline differs by respondent origin with preferences for airlines whose headquarters are within their region. The following significant differences are noted: respondents from the Americas used United Airlines and Virgin Australia. Asian respondents used airlines headquartered in East Asia such as Cathay Pacific, JAL Airlines and Air China. Respondents from New Zealand chose to fly with Air New Zealand. European respondents flew with the Middle East carriers Emirates and Etihad as well as with British Airways and Lufthansa. Singapore Airlines features in the Americas and Europe due to its code sharing arrangements with airlines from these regions.

Table 4:
Significant differences (p<.001) of airline use by origin of respondents

Airline	Africa	The Americas	Asia	Oceania	Europe
Qantas	+				
V Australia		+			
Air New Zealand			–	+	–
British Airways		–	–		+
Emirates	+	–			+
Etihad Airways	+	–			+
Singapore Airlines		+			+
Cathay Pacific		–	+		
Malaysian Airlines		–			
Thai Airways		–			
JAL Airlines			+		
Air China		–	+		
United Airlines		+	–		–
Other Airlines		+		–	–

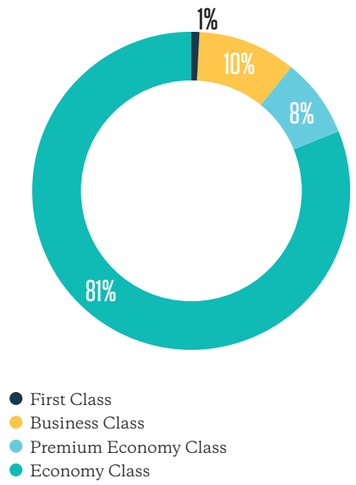
Significant differences were indicated to be either in a positive (+) or negative (-) direction.

3 FINDINGS AND DISCUSSION CONTINUED

The vast majority of flights by interstate and international respondents were in economy class (Figure 6) followed by an almost even proportion of Premium Economy and Business class flights. Interstate respondents were significantly less likely to fly business class or premium economy class, which is not surprising given the duration of national flights are much shorter than for most international travellers.

For 63 per cent of international respondents the conference prompted their first trip to Australia.

Figure 6:
Distribution of respondents by flight class (n=1562)



Respondents by type

Some of the questions provided in the UTS survey instrument were not used in the earlier surveys conducted by BESydney (as discussed in Section 2 and presented in Table 2) and therefore these surveys are not included in a number of the following calculations. The surveys conducted by UTS (Atheros, BFS, HGM, HIC, SAS, Grasslands, ISUOG, WCLC) differentiated between types of attendees. The subsample includes 1198 respondents of which the majority are academic delegates (Figure 7).

Exhibitors and "None of the Above" have been excluded from the expenditure analyses due to small sample size (see Table 5).

Figure 7:
Proportion of respondents by type of attendance (n=1198)

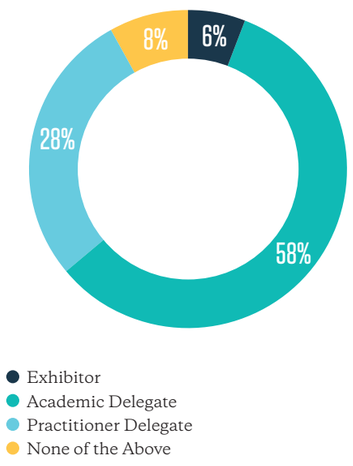


Table 5:
Distribution of types of attendees by origin (n=1198)

Airline	Sydney	Rest of NSW	Interstate	International	TOTAL
Exhibitor	20	0	20	35	75
Delegate (acad.)	74	20	78	517	689
Delegate (pract.)	55	23	103	157	338
None of the above	21	3	16	56	96
TOTAL	170	46	217	765	1198

The distribution of respondents by origin differs significantly (Table 5). Academic delegates were more likely to be international (75 per cent).Practitioner delegates were significantly more likely to come from within Australia (NSW and interstate - 54 per cent).

There are significant differences in terms of gender and age between types of attendees. Academic delegates are less likely to be female (only 35 per cent). Practitioner delegates are on average older than all other participants with 55 per cent being 45 years of age or older.

3 FINDINGS AND DISCUSSION CONTINUED

Delegate Expenditure

Only the events MND, Atheros, BFS, HIC, HGM, SAS, Grasslands, ISUOG and WCLC questioned respondents who reside in NSW about their expenditure with all but MND differentiating between types of attendees. The findings on delegate expenditure are thus based on eight events.

Table 6 presents the distribution of delegate expenditure by respondent origin and type of expense.

Table 6:
Distribution of delegate expenditure (excludes conference registration fees and airfares)

	NSW (Resp.=172 Pax covered=209)		Interstate (Resp.=180 Pax covered=237		International (Resp.=674 Pax covered=1,025	
Expenditure item	of total NSW expenditure A$	of total NSW expenditure %	of total Interstate expenditure A$	of total Interstate expenditure %	of total International expenditure A$	of total International expenditure %
Accommodation	45,510	41	151,906	56	995,721	51
Meals, food, drinks	28,574	26	53,403	20	331,100	17
Transport	16,474	15	20,532	8	173,852	9
Retail purchases	12,494	11	31,997	12	249,792	13
Entertainment	2,706	2	5194	2	38,781	2
Tourist attractions	3,067	3	4,719	2	110,790	6
Other Expenditures	2,781	2	5,304	2	37,011	2
Total Expenditure	**111,606**		**273,055**		**1,937,047**	

Expenditure on 'accommodation' is higher for interstate and international respondents than NSW respondents. Interstate and international respondents on average stayed longer before/after the conference.

Furthermore it can be noted that international respondents spend three times as much as interstate respondents on tourist attractions and interstate and international respondents have a higher proportion of retail purchases. The results indicate that international respondents, in particular, will combine business and leisure activities to a higher degree by engaging in activities such as sightseeing and shopping.

Inscope - visitor spend per visitor day
Visitor spend per visitor day provides an indicator of daily spend for the purposes of determining the contributions of business events to various tourism indicators in a destination. 'Visitor' refers to the conference attendees plus accompanying persons. 'Visitor days' refers to the total days spent in New South Wales as part of the trip. International attendees extend their stay beyond the conference duration by an average of 3.8 days; interstate delegates stay an average of 1.3 days. Visitor spend per visitor day (shown below) varies depending on the origin of the visitor:

- Origin NSW: visitor spend per visitor day = A$138
- Origin Interstate: visitor spend per visitor day = A$248
- Origin International: visitor spend per visitor day = A$260

It should be noted that the visitor inscope spend per visitor day shown above excludes registration fees, airfares (domestic and international) and organiser spend on behalf of delegates.

Accommodation for delegates
As evidenced above, accommodation is a key expenditure for all attendees. For the eight events the average expenditure on accommodation per delegate and conference day ranged from A$185 by interstate delegate to A$274 by international delegate (Table 7). The average expenditure per person[1] (i.e. accounting for differences in number of accompanying guests) and night (i.e. accounting for differences in the total length of stay) shows that the per person spend is approximately the same suggesting that differences in the above mentioned average is all explained by differences in number of accompanying guests and length of stay.

Table 7:
Accommodation expenditure by origin

Type of Attendee	Average accommodation expenditure per attendee and conference day A$	Average accommodation expenditure per person and night A$
Interstate Delegate	185	133
International Delegate	274	131

[1] Per person means the average per person in the travel party and is thus different to average per attendee.

Calculations per attendee and conference day are for use in the forecasting tool to allow calculation of the tourism contribution based on event information. Calculations per visitor per night are provided to facilitate comparison with other tourism classifications eg leisure.

Food and beverage
The average daily expenditure on meals, food and drinks was approximately the same in terms of expenditure per visitor and day ranging from A$38-39 (Table 8). However, the average expenditure per attendee and conference day differed greatly being influenced by the average number of accompanying guests and the length of stay beyond the conference duration. The daily expenditure rate represents only additional expenditure on food and beverages which are not covered by the registration fee.

Table 8:
Food and beverage expenditure by origin

Type of Attendee	Average F&B expenditure per attendee and conference day A$	Average F&B expenditure per visitor and day A$
Interstate Delegate	65	39
International Delegate	91	38

Entertainment and tourist attractions
Expenses on entertainment and tourist attractions were highest for international attendees. The average delegate expenditure on all entertainment and tourist attractions was A$51 per interstate delegate (A$42 per visitor) and A$183 per international delegate (A$146 per visitor). It must be noted, however, that only 29 per cent of interstate delegates recorded any spending on entertainment and/or tourist attractions.

Retail expenditure
Table 9 provides an overview on the total retail spending by origin of respondent and the number of persons covered.

Table 9:
Accommodation expenditure by origin

Origin	Number of Visitors covered by Retail Expenditure	Retail Expenditure A$
NSW	79	12,494
Interstate	147	31,997
International	917	249,792
TOTAL	**1,143**	**294,283**

3 FINDINGS AND DISCUSSION CONTINUED

Of total retail expenditure, international attendees and their accompanying guests spent A$249,792 (85 per cent) and interstate attendees and their accompanying guests spent A$31,997 (11 per cent). Eighty-nine per cent of international attendees had retail expenditure while this was only 56 per cent for interstate attendees.

Table 10 compares expenditure by type of attendee and whether they originated from interstate or overseas. Essentially practitioner delegates spend more than academic delegates, and international attendees spend more than interstate attendees.

Table 10:
Proportion of Attendees with Retail Expenditure and Average Retail Expenditure

	Interstate			International		
		Average Retail Expenditure Attendee			Average Retail Expenditure per Attendee	
Expenditure item	Proportion of Attendees with Expenditure %	With Expenditure (n=109) A$	Overall (n=194) A$	Proportion of Attendees with Expenditure %	With expenditure (n=724) A$	Overall (n=818) $
Delegate (acad.)	55	205	112	87	320	278
Delegate (pract.)	57	359	204	93	416	387
Delegates (all)	56	294	165	89	345	305

Of the 917 international visitors covered by the retail expenditure, 38 per cent came from Europe, followed by 32 per cent from Americas and 25 per cent from Asia. The remaining visitors were from Africa and New Zealand. However, on further examination of retail expenditure data it was found that Europe, Asia and the Americas contribute almost evenly to total expenditure, indicating that visitors from Asia and the Americas spend more per person compared to Europeans (Figure 8).

Indeed, Table 11 shows that the average retail spend both per attendee and per visitor is much higher for shoppers from Asia and the Americas compared to that of European shoppers. Moreover, the proportion of attendees from Asia and the Americas with retail expenditure is 7 per cent higher than that of Europeans. Both factors contribute to making business event attendees from Asia and the Americas an attractive proposition for the NSW retail sector.

Figure 8:
International retail expenditure by continent (n=249,792)

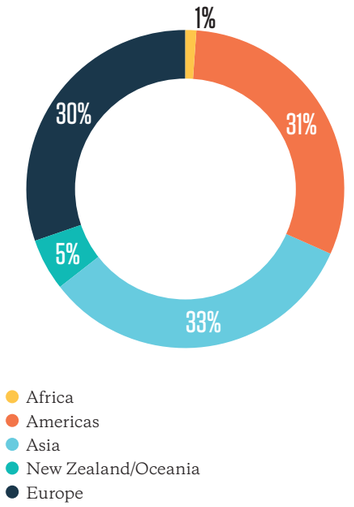


Table 11:
Proportion of attendees with retail expenditure and average retail expenditureRetail Expenditure

Continent	Proportion of Attendees with Retail Expenditure %	Average Retail Expenditure of Attendees with Retail Expenditure A$	Average Retail Expenditure of Persons with Retail Expenditure A$
Africa	93*	233**	233**
The Americas	92	472	340
Asia	92	359	282
New Zealand/Oceania	83	331	294
Europe	85	268	219

* Very small sample size (n=15) ** Very small sample size (n=14)

3 FINDINGS AND DISCUSSION CONTINUED

Inscope Expenditure

Inscope expenditure is a calculation of organiser and attendee spend and includes the amount of "new money" coming into NSW as a result of the business event plus any retained expenditure. The calculation excludes the inscope expenditure of exhibitors and sponsors and thus is a very conservative estimate.

Total inscope expenditure (attendee and organiser) for the seven business events is A$23,986,004. This is divided into:

- Total attendee inscope expenditure of A$18,002,115; and
- Total organiser inscope expenditure of A$5,983,889.

These seven events represent only a very small subset of the total number of international conferences held in Sydney in 2012 and 2013.

Organiser inscope –spend per conference day
Average organiser inscope spend per delegate per conference day was calculated to be A$151. Both the highest and lowest spend among organisers were on behalf of medical conferences.

The average organiser inscope spend per delegate per conference day calculated for this study was compared to the average of nine other events for which BES provided organiser data (AFNC 2013, ICPAPH 2012, ISBER 2013, ISEA 2013, ILTS 2013, AWITC 2013, WCF, WYSTC 2013, Ophthalmology 2011). The averages ranged from A$89 to A$255 with a simple average of A$156 organiser inscope expenditure per attendee and conference day, thus supporting the result for the six events in this study. For this study and the forecasting tool the more conservative average (A$151 per attendee and day) has been used.

Attendee inscope –spend per conference day
Inscope expenditure is influenced by the origin of event attendees as well as by the numbers of accompanying guests. Table 12 presents the average inscope expenditure per conference day for attendees' total trip to NSW including Sydney (excluding organiser spend, registration fees and airfares). The amounts reflect expenditure both during the conference and as part of an extended length of stay beyond the conference. International attendees extend their stay beyond the conference duration by an average of 3.8 days. Interstate delegates stay only an average of 1.3 days beyond the conference. International visitors stay longer and their overall spend is greater than any other group.

The average attendee inscope spend per conference day differs by origin (see Table 12). It includes expenditure by accompanying guests and expenditure on extended stays beyond the conference duration. As Table 12 shows there are a range of factors that influence the final average inscope expenditure per attendee, namely the number of accompanying guests per attendee and the average length of stay beyond the conference, which unsurprisingly differs between attendees and accompanying guests.

Table 12:
Average attendee inscope expenditure per conference day and its determinants

Delegate	Attendee inscope expenditure per conference day A$	Average number of accompanying guests per attendee	Average length of stay beyond the conference duration per attendee	Average length of stay beyond the conference duration per accomodation guest
NSW	168	0.17	0.25	0.71
Interstate	342	0.20	1.27	3.36
International	543	0.26	3.8	4.56

Total inscope –spend per conference day
Inscope spend was calculated per attendee per conference day and includes two components - attendee spend (excluding airfares and conference registration fees) and organiser spend.

The average total inscope spend per conference day in NSW is as follows:

- NSW delegate A$319
- Interstate delegate A$493
- International delegate A$694

These amounts include the organiser inscope spend and the attendee inscope spend. Across all events, the average organiser inscope spend per attendee per conference day is A$151. So, for example, the complete inscope spend per conference day represented by an international delegate visiting NSW for the purpose of attending a business event comprises:

- Organiser per person inscope spend A$151
- International delegate spend A$543
- TOTAL inscope per conference day A$694

It should be noted that not every attendee comes to Sydney because of the event. However , on average 67 per cent of all NSW delegates, 83 per cent of all interstate delegates and 90 per cent of all international delegates fulfil the criteria and are thus considered in the inscope expenditure (see methodology section).

4 RECOMMENDATIONS AND CONCLUSIONS

In assessing the inscope expenditure from seven business events held in NSW in 2012 and 2013 the total business event-related new money into NSW is A$23,986,004. Inscope expenditure calculations provide a sound basis for full economic impact studies. It should be noted that these seven events comprise only a small subset of the total number of international conferences held in Sydney in 2012 and 2013.

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- Organiser per person inscope spend A$151
- International delegate spend A$543
- TOTAL inscope per conference day A$694

Business events prompt first time visits
Sixty seven per cent of respondents were international visitors and for 69 per cent of all international attendees the business event was the catalyst for their first visit to Sydney and NSW.

Shopping
All delegate groups enjoy shopping however the American and Asian delegates and their accompanying guests spend more than their European counterparts.

Flights
Inclusion of air ticket spend is traditionally excluded from event inscope calculations and this exclusion has been maintained in this study for benchmarking purposes and to avoid inflating the data. However, it should be noted that Qantas and Jetstar (headquartered in Sydney) were the most popular airlines accounting for 23 per cent and 10 per cent respectively of all business event attendee flights.

Future Research
This study is limited by the number of events surveyed therefore the forecasting tool and its underlying assumptions will require continued testing and evaluation to further refine the instrument.

Moreover, expenditure research targeting specifically exhibitors is needed. The expenditure by exhibiting companies is not easily examined by attendee surveys as expenses are incurred in various departments of the company and employees attending the event are frequently not those who have decided or have been informed about all expenditure incurred at the destination. Thus, face to face interviews with decision makers in the companies are needed to get a more complete understanding of exhibitors' inscope expenditure.

As identified in previous studies the full value of business events comprise expenditure made by delegates, sponsors, exhibitors and organisers; return on investment for sponsors and exhibitors; practice legacies resulting from technological innovation and the acquisition of skills, knowledge and research and business networks; and enhanced host destination reputation through the showcasing of local talent. To date, a number of studies in the business event sector have reported on each of these benefits but there has been no full scale, co-ordinated collection of data to report the full value of business events to the host community. It is recommended that future studies consider integrating both the economic and social legacies in order to report on the full value of business events to NSW.

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