



National Business Events Study (NBES)

The National Business Events Study was conducted by the [Sustainable Tourism CRC](#) and is the most comprehensive evaluation of Australia 's business events sector than has ever previously been undertaken.

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Industry input to the NBES was coordinated through the Business Events Council of Australia, with study stakeholders including Tourism Australia, Association of Australian Convention Bureaux, Meetings & Events Australia, Exhibition & Events Association of Australia and Gold Coast Convention Bureau.

The NBES study shows total expenditure related to business events at over \$17 billion.

When the report was released Jenny Lambert, Chief Executive of the Meetings & Events Australia, said "this new study conducted by the Tourism CRC provides firm evidence of the enormous contribution that the business events industry makes to the Australian economy."

"The export benefit alone, quantified at \$1.86 billion, is grounds for rejoicing. For years the Australian tourism industry has recognised that conference delegates are "high yield" for hotels and other tourist businesses. The Government's Tourism White Paper reinforced this, and this National Business Events Study removes any last doubts. The average daily spend of the international conference delegate at \$554 per day is a whopping 6 times the average tourist. "

"However, we cannot rest on our laurels as there is already so many signs that the international business events market place is getting tougher, and Australia's position towards the top of the international destination lists is slipping in the face of cashed-up international competitors, such as Singapore, Malaysia, Thailand and parts of Europe. We must do more, and we look forward to a strong investment from the Federal Government in international marketing of business events", Ms Lambert said.

Businesses from all over the Australian economy are the beneficiaries of the spend of the international conference delegate, with expenditure on accommodation, shopping, transport, restaurants, theatres and tours all rating highly.

"This study proves that not only do businesses directly benefit from the educational and networking outcomes of meeting face to face, but many sectors of the economy are the winners. The main message that this study reinforces is that business should go on meeting face to face", Ms Lambert said.

A full executive summary is available as a free download from the CRC Tourism bookshop via www.crctourism.com.au. The full report is available in February 2005 [via this downloadable order form](#).