


**Direct Expenditure  
attributed to  
International Conferences  
held in  
New South Wales  
2017-2018**

**Carmel Foley, Deborah Edwards,  
Anja Hergesell**

**UTS Business School**



©University of Technology Sydney



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 August 2019 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 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 Inga Davison, Research and Insights Manager.

If you would like any further information regarding this report, please contact:

#### **Associate Professor Carmel Foley**

Ph: +61 2 9514 5102

[carmel.foley@uts.edu.au](mailto:carmel.foley@uts.edu.au)

#### **Associate Professor Deborah Edwards**

Ph: +61 2 9514 5424

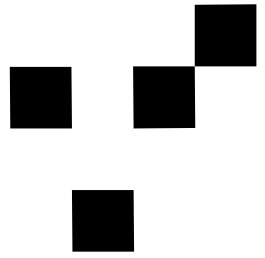
[deborah.edwards-1@uts.edu.au](mailto:deborah.edwards-1@uts.edu.au)

# Contents

<b>Contents</b>	<b>3</b>
<b>Tables</b>	<b>4</b>
<b>EXECUTIVE SUMMARY</b>	<b>6</b>
Introduction	6
Validity of Results	6
Key Findings	7
<b>Introduction</b>	<b>9</b>
Determining direct expenditure	9
<b>Methodology</b>	<b>10</b>
Attendee Direct Expenditure	11
Organiser Direct Expenditure	11
<b>Findings and discussion</b>	<b>12</b>
Total Expenditure by Origin	12
Inscope Expenditure	13
<b>References</b>	<b>20</b>
<b>Appendix: Exhibitor Analysis</b>	<b>21</b>

# Tables

Table 1: Conference surveys included in delegate expenditure calculations	10
Table 2: Expenditure distribution by expenditure item and respondent origin	12
Table 3: Average expenditure per attendee (and conference day) in AUD	13
Table 4: Estimated Inscope Expenditures of selected events	13
Table 5: Average expenditure rates for forecasting / estimation of direct attendee expenditure in AUD	15
Table 6: Organiser inscope expenditure for selected events	17
Table 7: Comparison of inscope expenditure data across years	18
Table 8: Comparison of accompanying guest and length of stay data across years	19
Table 9: Events considered and the responses by event	21
Table 10: Total and proportional expenditure by expenditure item and respondent origin	22
Table 11a+b: Inscope Expenditure rates by event and exhibitor origin for a) person-related expenditure, and b) exhibition-related expenditure	23






# EXECUTIVE SUMMARY



## Introduction



Business Events Sydney (BESydney) commissioned the UTS Business School to capture the full value of business events by: providing an estimate of the direct expenditure into New South Wales per delegate per conference day that occurs as a direct result of international conferences being held in Sydney; and reporting on the social legacies that arise from these conferences. The outcome of this research is “*The Full Value of Business Events*” and is reported in two companion pieces:

- A. Impacts and Legacies of Conferences held in New South Wales 2017-2018
- B. Direct Expenditure Attributed to Conferences held in New South Wales 2017-2018

This report represents the latter.

Data were drawn from 11 international conferences held in Sydney between 2017 and 2018. Each of these events was secured with the assistance of BESydney. The results form the basis of the findings below.

## Validity of Results

Direct expenditure studies are notorious for inflating the economic impact of events on host destinations (Edwards, Foley, Dwyer, Schlenker & Hergesell, 2014). Common errors are the inclusion in direct expenditure estimates 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 *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 direct 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 direct expenditure arising from the business events held in NSW are set out below.

As such, the results do not report the total expenditure that can be attributed to the business events but rather that portion of the total expenditure that represents new money into the New South Wales economy.

## Key Findings

INTERNATIONAL DELEGATES	
Direct expenditure (new money into NSW as a direct result of the conference)	<p><i>The average total direct expenditure per conference day in NSW per international delegate is 795AUD*</i></p> <p>(* figure includes organiser spend of 254AUD per conference day and excludes conference registration fees, domestic and international airfares and expenditure in states and territories other than NSW).</p>
Origins of international visitors	Most international respondents came from Europe (34 per cent), the Americas (31 per cent) and Asia (22 per cent).
New international visitors	The conference visit represented the first visit to Sydney for 67 per cent of respondents.
Influence on travelling to Sydney	91 per cent of international delegates came to Sydney because of the conference.
Travel party	Overall, on average 100 attendees were accompanied by 26 guests.
Extended stay in NSW	International attendees stayed in NSW for an average of 3.6 days beyond the conference duration.
Expenditure outside of NSW	26 per cent of international attendees recorded expenditure in other Australian states (this expenditure is <b>excluded</b> from the direct expenditure figures reported in this study).
Shopping	The majority of international attendees (86 per cent) shop. Overall, international delegates spend on average 381AUD per trip on retail purchases in NSW.
Return visitation	86 per cent of international respondents intend to visit Sydney again.
Flights	Qantas was the most popular airline among international respondents accounting for 21 per cent of all flights.

## INTERSTATE DELEGATES

Direct expenditure (new money into NSW as a direct result of the conference)	<p><b><i>The average total direct expenditure per conference day in NSW per interstate delegate is 551AUD*</i></b></p> <p>(* figure includes organiser spend of 254AUD per conference day and excludes conference registration fees and domestic airfares).</p>
Demographics	The majority of respondents came from Victoria (41 per cent) and Queensland (21 per cent). Half of them (50 per cent) were aged up to 44 years.
Previous travel to Sydney	Only 1 per cent of interstate respondents had not been to Sydney before the conference.
Travel party	Overall, on average 100 attendees were accompanied by 16 guests.
Extended stay in NSW	Interstate attendees on average extended their stay by 1.2 days beyond the conference duration.
Retail expenditure	More than half (53 per cent) of interstate attendees shop. Overall, interstate delegates spend on average 167AUD per trip on retail purchases in NSW.
Return visitation	91 per cent of interstate respondents intend to visit Sydney again.

## RETAINED LOCAL DELEGATES

Direct expenditure (new money into NSW as a direct result of the conference)	<p><b><i>The average total direct expenditure per conference day in NSW per retained local delegate is 475AUD*</i></b></p> <p>(* figure includes organiser spend of 254AUD 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).</p>
Influence of event location on attendance (retained attendees)	75 per cent of NSW based attendees reported that they would have attended the event if it had been held outside of New South Wales.

The “beyond tourism” legacies that were stimulated by these business events are reported in Report A: “*Impacts and Legacies of Conferences held in New South Wales 2017-2018*”.



# Introduction

International conferences are directly responsible for the injection of new money into the economies that host them (Foley, Edwards & Hergesell 2016; Edwards, Foley, Dwyer, Schlenker & Hergesell 2014; Foley, Edwards, Schlenker & Hergesell 2014). BESydney has commissioned this study to provide an estimate of the direct expenditure in New South Wales per delegate per conference day that occurs as a direct result of international conferences held in Sydney.

This report provides a summary of the expenditure noted by respondents who attended selected conferences in 2017 and 2018. It should be noted that the non-expenditure data collected as part of *“The Full value of Business Events”* study are not included in this report but provided in Report A: *“Impacts and Legacies of Conferences held in New South Wales 2017-2018”*. This report focuses on delegate expenditure. Further, a summary on exhibitor expenditure is provided in the Appendix but should be treated with caution given the low number of exhibitor responses.

Economic impact studies are important funding, management and marketing tools for convention bureaux. 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, professional associations, universities and industry bodies. It is good practice for organisations to conduct economic impact studies to provide evidence on the economic significance of business events to the local, regional, state and national economies. An essential component of any economic impact study is the ‘direct expenditure’ into the economy resulting from the business event.

## Determining direct expenditure

The term direct 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 delegates and accompanying visitors, organisers, and exhibitors as a result of the staging of the business event. It is often referred to as the tourism contribution. Such information is a useful indicator of the economic scale of the business event.

The determinants of direct 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 direct expenditure is not overstated. Overstating direct expenditure does not provide an impartial evaluation of a business event and prevents useful comparisons between business events by governments and funding agencies. Inflated estimates of direct expenditure is a global phenomenon, linked to the false assumption that the full value of conferences lies in this one measure. Common errors are the inclusion in direct expenditure estimates of domestic and international airfares, conference registration fees, expenditure made as part of the trip but outside of the inscope boundary, and 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 framework outlined in the methodology follows world’s best practice as detailed in Edwards, Foley, Dwyer, Schlenker and Hergesell (2014) and Foley, Edwards, Schlenker and Hergesell (2014) and this methodology has been employed by BESydney since 2011.

This study provides an estimate of the direct expenditure in New South Wales per delegate per conference day that occurs as a direct result of selected international conferences held in Sydney, New South Wales during 2017-2018.

The expenditure figures presented in this study 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 on any way or who switched the timing of their trip to coincide with the conference.

The direct 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 direct expenditure arising from the business events held in NSW are set out below.

As such, the results do not report the total expenditure that can be attributed to the business events but rather that portion of the total expenditure that represents new money into the New South Wales economy.

## Methodology

**Error! Reference source not found.** presents the eleven events included in the analyses. Other events were excluded due to their small sample size ( $n_{\text{Comp}} < 30$ ). The datasets were reduced to those responses of delegates only for the delegate expenditure analyses. A thorough data check was undertaken to exclude invalid responses resulting in a total of 1,272 responses. The excluded responses:

- mentioned unrealistic or no counts for the persons covered by the expenditure and/or
- did not complete the expenditure questions or
- noted per person and day average expenditure, which was extremely high (more than twice the standard deviation added to the mean expenditure across all responses).

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.

**Table 1: Conference surveys included in delegate expenditure calculations**

Conference Name	Dates of Event in 2018	No of Completed Delegate responses	No of Useable Responses for Del. Exp. calc.	Industry Sector
Congress of the Asian Pacific Society of Respirology 2017 (APSR)	23-26 Nov 2017	120	103	Health
IEEE Sections Congress 2017	11-13 Aug 2017	106	100	Professional Services and Technology
International Association of Restructuring Insolvency Bankruptcy Professional (INSOL) World Quadrennial Congress 2017	19-22 Mar 2017	42	36	Professional Services and Technology
Institute of Internal Auditors International Conference	23-26 Jul 2017	85	77	Professional Services and Technology

International Bar Association Congress	8-13 Oct 2017	203	186	Professional Services and Technology
International Congress of Ocular Oncology 2017	25-28 Mar 2017	61	54	Health
10 <sup>th</sup> World Chambers Congress (WCC)	19-21 Sep 2017	118	104	Professional Services and Technology
Annual Meeting of the Society for Social Studies of Science (45)	29 Aug - 1 Sep 2018	146	138	Science, Engineering and Infrastructure
19 <sup>th</sup> International Microscopy Congress (IMC19)	9-14 Sep 2018	203	186	Science, Engineering and Infrastructure
32 <sup>nd</sup> International Papillomavirus Conference (IPVC 18)	2-6 Oct 2018	85	77	Health
IEEE Nuclear Science Symposium and Medical Imaging Conference (IEEE-NSS-MIC)	10-16 Nov 2018	149	136	Health
World Congress of Accountants 2018 (WCOA)	5-8 Nov 2018	86	75	Professional Services and Technology
Science, Engineering and Infrastructure		349	324	
Health		415	370	
Professional Services & Technology		640	578	
TOTAL		1,404	1,272	

## Attendee Direct Expenditure

Attendee direct 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). Direct 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.

To ensure that direct 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 14 per cent of interstate delegates and 8 per cent of international delegates. This cautious approach means that the total direct expenditure is a conservative estimate.

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

## Organiser Direct 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.

It is important to note that the expenditure estimates detailed in this report do not represent the *total* value of the expenditure generated by the business events, but specifically the value of new or retained direct expenditure generated for the state of NSW by these business events.

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

## Findings and discussion

### Total Expenditure by Origin

Table 2 presents the expenditure noted by respondents from NSW, Interstate and International by expenditure item. Unsurprisingly, accommodation expenses made up around half of the total expenditure. Again meals, food and drink was the second most important expenditure item, followed by retail purchases and transport.

**Table 2: Expenditure distribution by expenditure item and respondent origin**

Exp Item	NSW (Resp=110, AttCov=121)		Interstate (Resp=131, AttCov=160)		International (Resp=1,031, AttCov=1,246)	
	Total Exp	% of Total Exp	Total Exp	% of Total Exp	Total Exp	% of Total Exp
Accommodation	58,415	46%	156,512	59%	1,823,293	53%
Meals, food and drink	24,230	19%	46,073	18%	597,409	17%
Transport	12,609	10%	22,244	8%	237,683	7%
Retail purchases	17,632	14%	26,654	10%	474,784	14%
Entertainment	5,810	5%	2,853	1%	59,009	2%
Tourist attractions	5,551	4%	4,130	2%	171,691	5%
Other Exp.	2,912	2%	4,744	2%	81,082	2%
<b>TOTAL</b>	<b>127,159</b>	<b>100%</b>	<b>263,210</b>	<b>100%</b>	<b>3,444,951</b>	<b>100%</b>

Notes: Excludes conference registration and airfares; Proportions based on rounding.

The average expenditure per attendee (and conference day) is shown in

Table 3 for each expenditure item. When comparing the expenditure, it can be noted that the expenditure of international attendees is generally higher. This is due to three factors:

- generally a higher proportion of those attendees noted expenditure for each expenditure item (see column three in each of the sections of

- Table 3),
- expenditure per attendee also includes expenditure made by accompanying guests with international attendees on average having a higher number of accompanying guests per attendee (see Table 8), and
- expenditure per attendee and conference day includes expenditure made on days that attendees stayed beyond the conference duration with international attendees on average staying longer in NSW than interstate attendees (see Table 8).

**Table 3: Average expenditure per attendee (and conference day) in AUD**

Exp Item	NSW (AttCov=121)			Interstate (AttCov=160)			International (AttCov=1,246)		
	Avg Exp per Att (total)	Avg Exp per Att & ConfDay	% Att with Exp	Avg Exp per Att (total)	Avg Exp per Att & ConfDay	% Att with Exp	Avg Exp per Att (total)	Avg Exp per Att & ConfDay	% Att with Exp
Accommodation	483	108	45%	978	216	93%	1,463	301	95%
Meals, food and drink	200	45	80%	288	64	99%	479	98	97%
Transport	104	23	95%	139	31	99%	191	39	97%
Retail purchases	146	32	45%	167	37	56%	381	78	86%
Entertainment	48	11	19%	18	4	13%	47	10	28%
Tourist attractions	46	10	25%	26	6	19%	138	28	62%
Other Exp.	24	5	28%	30	7	47%	65	13	59%
<b>TOTAL</b>	<b>1,051</b>	<b>234</b>		<b>1,645</b>	<b>364</b>		<b>2,765</b>	<b>568</b>	

Note: Some respondents could not provide information for each category but noted their total expenditure in the "other" category.

## Inscope Expenditure

**Error! Reference source not found.** shows the estimated visitor and organiser expenditure of selected events. It must be noted that the number is very conservative:

- Visitor inscope expenditure only covers delegate expenditure excluding exhibitor and sponsor expenditure. Moreover, the total visitor inscope expenditure is estimated on the total number of delegates who fully registered for the event.
- Organiser inscope expenditure only included conference-related expenditure, not exhibition-related expenditure in NSW.

**Table 4: Estimated Inscope Expenditures of selected events**

Conference Name	Total Number of Attendees	Est Visitor Inscope Expenditure in AUD	Conf-related Organiser Inscope Expenditure in AUD	Total Inscope Expenditure in AUD
Congress of the Asian Pacific Society of Respiriology 2017 (APSR)	1,946	4,065,455		
IEEE Sections Congress 2017	963	2,267,569	2,508,228	4,775,797
International Association of Restructuring Insolvency Bankruptcy Professional (INSOL) World Quadrennial Congress 2017	1,139	4,467,235		
Institute of Internal Auditors International Conference	2,005	3,682,459	2,574,340	6,256,799
International Bar Association Congress	3,918	13,519,139		
International Congress of Ocular Oncology 2017	246	637,623	534,000	1,171,623
10 <sup>th</sup> World Chambers Congress (WCC)	2,581	5,651,676	1,217,233	6,868,909
Annual Meeting of the Society for Social Studies of Science (4S)	1,112*	1,386,114		

19 <sup>th</sup> International Microscopy Congress (IMC19)	1,753	3,270,504	2,421,292	5,691,796
32 <sup>nd</sup> International Papillomavirus Conference (IPVC 18)	1,214	2,167,579	896,695	3,064,274
IEEE Nuclear Science Symposium and Medical Imaging Conference (IEEE-NSS-MIC)	1,539	3,584,504	2,244,461	5,828,965
World Congress of Accountants 2018 (WCOA)	6,003 <sup>^</sup>	15,069,018	6,372,522	21,441,540
Science, Engineering and Infrastructure	2,865	4,656,618		
Health	4,945	10,455,161		
Prof Serv & Tech	16,609	44,657,096		
TOTAL	24,419	59,768,875		

\*Data retrieved from Master spreadsheet provided by BESydney.

<sup>^</sup>Number differs to the one in BESydney Master spreadsheet and was retrieved from the organiser.

As shown in Table 5, the conference-related average organiser inscope expenditure rate varies greatly between events.



**Table 5: Average expenditure rates for forecasting / estimation of direct attendee expenditure in AUD**

Conference Name	NSW Retained Expenditure		Interstate Inscope Expenditure		International Inscope Expenditure		Organiser Inscope Expenditure
	Proportion of Inscope Attendees	Retained Expenditure Rate per Insc Att/ConfDay	Proportion of Inscope Attendees	Inscope Expenditure Rate per Insc Att/ConfDay	Proportion of Inscope Attendees	Inscope Expenditure Rate per Insc Att/ConfDay	Inscope Expenditure Rate per total Att/ConfDay
Congress of the Asian Pacific Society of Respirology 2017 (APSR)	70%	272	91%	346	89%	676	
IEEE Sections Congress 2017	57%	1431	50%	250	90%	910	868
International Association of Restructuring Insolvency Bankruptcy Professional (INSOL) World Quadrennial Congress 2017	67%	246	100%	888	91%	1,225	
Institute of Internal Auditors International Conference	56%	48	86%	271	93%	737	321
International Bar Association Congress	83%	518	100%	365	92%	658	
International Congress of Ocular Oncology 2017	100%	504	50%	1,200	98%	689	543
10 <sup>th</sup> World Chambers Congress (WCC)	60%	406	67%	665	88%	1085	157
Annual Meeting of the Society for Social Studies of Science (4S)	78%	65	92%	306	100%	379	
19 <sup>th</sup> International Microscopy Congress (IMC19)	92%	163	93%	288	99%	349	230
32 <sup>nd</sup> International Papillomavirus Conference (IPVC 18)	50.0%	75	100%	213	100%	416	148
IEEE Nuclear Science Symposium and Medical Imaging Conference (IEEE-NSS-MIC)	100%	128	100%	118	99%	352	208
World Congress of Accountants 2018 (WCOA)	91%	196	93%	320	100%	823	265

Science, Engineering and Infrastructure	86%	136	93%	295	100%	359	
Health	80%	232	83%	397		459	
Prof Serv & Tech	69%	411	86%	363		796	
OVERALL (based on total sample)	75%	296	88%	338	95%	569	

As the organiser inscope expenditure rate could only be calculated for eight events, other events taking place in Sydney in 2017 and 2018 were analysed to gain a better understanding of the average organiser inscope expenditure rate. Organiser data is collected by BESydney as part of the financial support agreements with conference organisers. Data for twenty additional events were included in the analysis (see Table 6). The last column lists the average conference-related organiser inscope expenditure per attendee and conference day. The numbers vary greatly between events. One reason for these discrepancies may be the diversity of events that were surveyed having different levels of services and experiences provided as part of the conference fee.

**Table 6: Organiser inscope expenditure for selected events**

Name of Event	Number of Attendees	Conference Duration in Days	Total Conference-related Organiser Inscope Expenditure in AUD	Conference-related Organiser Inscope Expenditure Rate in AUD per Attendee/ConfDay
IEEE Sections Congress 2017	963	3	2,508,228	868
Institute of Internal Auditors International Conference	2,005	4	2,574,340	321
International Congress of Ocular Oncology 2017	246	4	534,000	543
10 <sup>th</sup> World Chambers Congress (WCC)	623	3	1,217,233	157
19th International Microscopy Congress (IMC19)	1,753	6	2,421,292	230
32nd International Papillomavirus Conference IPVC 2018 in conjunction with AOGIN 2018	1,214	5	896,695	148
IEEE Nuclear Science Symposium and Medical Imaging Conference (IEEE NSS-MIC)	1,539	7	2,244,461	208
World Congress of Accountants 2018	6,003	4	6,372,522	265
2017 HPAIR Asia Conference	526	5	504,615	192
CTBUH 2017 Australia Conference	1,244	4	594,012	119
AMOS-ICSHMO 2018	558	5	274,875	99
AIPPI 2017 Sydney World Congress	1,161	5	3,346,716	577
Locate 2017 and ISDE	612	4	430,067	176
7 <sup>th</sup> International Conference on Nanomaterials by Severe Plastic Deformation (NanoSPD7)	226	6	196,767	145
IOF Regionals 7th Asia-Pacific Osteoporosis Meeting 2018	645	3	234,754	121
International Conference on Intelligent Virtual Agents 2018	86	4	49,254	143
World Congress on Cancers of the Skin 2018	384	4	645,391	420
International Conference on Learning Analytics and Knowledge (LAK) 2018	400	5	230,000	115
LAUNCH Festival 2018	655	2	219,965	168
Annual Scientific Meeting of the International Spinal Cord Society 2018	720	3	553,975	256
Annual Conference of the International Society for Anthrozoology - ISAZ 2018	249	4	105,600	106

International Air Transport Association IATA Annual General Meeting 2018	898	6	710,611	132
Pacific Association of Quantity Surveyors Congress - (PAQS) and International Cost Engineering Council World Congress	465	3	421,000	302
International Metropolis Conference 2018	638	5	1,189,189	373
International Adventure Therapy Conference (IATC) 2018	348	5	275,042	158
International Council of Commercial Arbitration (ICCA) Congress 2018	815	4	1,848,513	567
Annual Conference of the International Society for Integrated Disaster Risk Management IDRiM 2018	122	3	41,500	113
International Conference on Southern Hemisphere Meteorology and Oceanography - ICSHMO 2018	558	6	274,875	82
Simple Average based on the events used for remainder analysis only (first 8 events)				343
Simple Average based on all events for which information were available in 2017/18				254

A comparison of key data across the past three rounds of analysis shows that average attendee and organiser inscope expenditure have increased (see Table 7). It is noted that the present sample of conferences attracted a higher proportion of international delegates. This may be because Sydney lacked a purpose-built convention centre in 2014-2016 which in turn impacted the calibre of international events that were attracted to Sydney during this period.

Less, smaller, lower profile international events were held in Sydney, likely accounting for lower expenditures and lower proportions of international delegates during this period. Events held in Sydney in the period 2017-2018 are more typical of Sydney's traditional international association meeting profile. Organiser spend may also have increased due to a number of these events having been held at the new world class, purpose-built convention centre.

**Table 7: Comparison of inscope expenditure data across years**

Years Covered by the Conferences in the Analysis	Inscope Percentage Based on Total Number of Attendees	Attendee Inscope Expenditure of Inscope Attendees in AUD	Attendee Inscope Expenditure across All Attendees* in AUD	Organiser Inscope Expenditure in AUD	Delegate Split of Total Attendees
<b>NSW</b>					
2017-2018	75%	296	221	254	16%
2014-2015	77%	150	115	182	17%
2011-2013	67%	168	113	151	14%
<b>Interstate</b>					
2017-2018	88%	338	297	254	9%
2014-2015	83%^	252	210	182	22%
2011-2013	83%	342	284	151	17%
<b>International</b>					
2017-2018	95%	569	541	254	75%
2014-2015	99%	392	388	182	60%
2011-2013	90%	543	490	151	69%

^Number based on 2014 report; \*This number is just a multiplication of the % of total attendees who are part of the inscope expenditure x the attendee spend of inscope attendees

The increase in delegate expenditure rates can only be partially explained by differences in the average number of accompanying guests and average length of stay beyond the conference duration (Table 8). In the case of international delegates, the number of accompanying guests and length of stay 2011-2013 and 2017-2018 are closer to each other, which may explain why the average inscope expenditure rates are similar. But overall, other factors such as increased prices / inflation may also play a role in the increase in expenditure rates.

**Table 8: Comparison of accompanying guest and length of stay data across years**


Years Covered by the Conferences in the Analysis	Average number of accompanying guests per attendee	Average attendee length of stay beyond conference duration
<b>NSW</b>		
2017-2018	0.14	-0.34
2014-2015	0.07	-1.01
2011-2013	0.17	0.25*
<b>Interstate</b>		
2017-2018	0.16	1.19
2014-2015	0.17	0.77
2011-2013	0.20	1.27
<b>International</b>		
2017-2018	0.26	3.60
2014-2015	0.15	4.81
2011-2013	0.26	3.81

\* The average was based on three events only (Grasslands, ISUOG, WCLC) as the question was only added at this time in 2013.



# References



- 
- Edwards, D. C., Foley, C. T., Dwyer, A., Schlenker, K. & Hergesell, A. (2014). Evaluating the economic contribution of large indoor entertainment venues: an inscope expenditure study. *Event Management* 18(4), 407-420.
- Foley, C. T., Edwards, D.C. & Hergesell, A. (2016). *Direct Expenditure Attributed to Business Events held in New South Wales 2014-2015*. Sydney: UTS. Report prepared for Business Events Sydney.
- Foley, C. T., Edwards, D. C., Schlenker, K. & Hergesell, A. (2014). *Estimating inscope expenditure attributed to business events held in New South Wales*. Sydney: UTS. Report prepared for Business Events Sydney.

# Appendix: Exhibitor Analysis

This is an appendix to the final report which provides some analysis of the valid exhibitor responses across the 2017-2018 events examined.

**Table 9: Events considered and the responses by event**

Conference Name	Dates of Event	No of Completed Exhibitor Responses	No of Useable Responses for total Exp. calc.	No of Useable Responses for Insc. Exp. calc.	Industry Sector
Congress of the Asian Pacific Society of Respirology 2017 (APSR)	23-26 Nov 2017	6	6	6	Health
IEEE Sections Congress 2017	11-13 Aug 2017	2	2	2	Prof Serv & Tech
International Bar Association Congress	8-13 Oct 2017	8	8	8	Prof Serv & Tech
10 <sup>th</sup> World Chambers Congress (WCC)	19-21 Sep 2017	7	6	6	Prof Serv & Tech
Annual Meeting of the Society for Social Studies of Science (4S)	29 Aug-1 Sep 2018	6	6	4	Science, Engineering and Infrastructure
19 <sup>th</sup> International Microscopy Congress (IMC19)	9-14 Sep 2018	34	31	30	Science, Engineering and Infrastructure
32 <sup>nd</sup> International Papillomavirus Conference (IPVC 18)	2-6 Oct 2018	7	5	5	Health
IEEE Nuclear Science Symposium and Medical Imaging Conference (IEEE-NSS-MIC)	10-16 Nov 2018	14	12	10	Health
World Congress of Accountants 2018(WCOA)	5-8 Nov 2018	2	1	0	Prof Serv & Tech
<b>TOTAL</b>		<b>86</b>	<b>77</b>	<b>71</b>	

Nine of the “completed” exhibitor responses were deleted as no information on the number of persons covered by the expenditure was provided or no expenditure information was given. However, no other responses were deleted despite the wide range in expenditure stated given the very low response rate overall, by origin and by event. For the inscope expenditure calculation, another six responses were excluded from the analysis as their answers to the qualifier questions were “Don’t know”.

Given the great range in the inscope expenditure results and the very low number of responses on which these numbers are based, no valid conclusions can be drawn from the data. Indeed, the data cannot be used for forecasting or any other purposes given their lack of validity.

**Table 10: Total and proportional expenditure by expenditure item and respondent origin**

Exp Item	NSW (Resp=4, AttCov=8)		Interstate (Resp=3, AttCov=4)		International (Resp=70, AttCov=217)	
	Total Exp in AUD	% of Total Exp	Total Exp in AUD	% of Total Exp	Total Exp in AUD	% of Total Exp
Set up costs	6,500	22.3	24,500	58.0	740,230	33.8
Marketing costs	4,501	15.5	5,750	13.6	516,588	23.6
Extra Salaries and Wages	15,001	51.5	7,500	17.8	104,125	4.8
Freight costs	1,651	5.7	200	0.5	251,545	11.5
<b>Exh.-related Total Costs</b>	<b>27,653</b>	<b>95.0</b>	<b>37,950</b>	<b>89.8</b>	<b>1,612,488</b>	<b>73.6</b>
Accommodation	951	3.3	2,500	5.9	202,591	9.2
Meals, food and drink	270	0.9	850	2.0	320,462	14.6
Retail purchases	121	0.4	900	2.1	36,292	1.7
Entertainment	1	0.0	0	0.0	6,225	0.3
Tourist attractions	81	0.3	0	0.0	7,354	0.3
Other Exp.	31	0.1	50	0.1	5,354	0.2
<b>Person-related Total Costs</b>	<b>1,455</b>	<b>5.0</b>	<b>4,300</b>	<b>10.2</b>	<b>578,278</b>	<b>26.4</b>
<b>Total Exp.</b>	<b>29,108</b>	<b>100.0</b>	<b>42,250</b>	<b>100.0</b>	<b>2,191,366</b>	<b>100.0</b>



**Table 11a+b: Inscope Expenditure rates by event and exhibitor origin for a) person-related expenditure, and b) exhibition related expenditure**

Conference Name	NSW Retained Expenditure (person-related)			Interstate Inscope Expenditure (person-related)			International Inscope Expenditure (person-related)		
	Number of Total Att.Cov.	% of Insc. Att.	Retained Exp. Rate per Insc. Att/ConfD	Number of Total Att.Cov.	% of Insc. Att.	Inscope Exp. Rate per Insc. Att/ConfD	Number of Total Att.Cov.	% of Insc. Att.	Inscope Exp. Rate per Insc. Att/ConfD
Congress of the Pacific Society of Respirology 2017 (R)							19	89.5	128.68
IEEE Sections Congress 2017	1	0.0	NA				1	100.0	2246.67
International Bar Association Congress							20	95.0	433.67
10 <sup>th</sup> World Chambers Congress (WCC)	6	33.3	91.67	3	33.3	200.00	4	25.0	573.33
Annual Meeting of the Society for Social Studies of Science (4S)							4	75.0	452.22
19 <sup>th</sup> International Microscopy Congress (IMC19)	1	100.0	306.67				143	100.0	1058.53
32 <sup>nd</sup> International Papillomavirus Conference (IPVC 18)							8	100.0	558.33
IEEE Nuclear Science Symposium and Medical Imaging Conference (IEEE-NSS-MIC)							12	100.0	944.03
<b>TOTAL</b>	<b>8</b>	<b>37.5</b>	<b>122.50</b>	<b>3</b>	<b>33.3</b>	<b>200.00</b>	<b>211</b>	<b>96.7</b>	<b>484.11</b>

Conference Name	NSW Retained Expenditure (Exh.-related)			Interstate Inscope Expenditure (Exh.-related)			International Inscope Expenditure (Exh.-related)		
	Number of Resp.	% of Inscope Resp.	Retained Exp. Rate per Insc. Resp.	Number of Resp.	% of Inscope Resp.	Inscope Exp. Rate per Insc. Resp.	Number of Resp.	% of Inscope Resp.	Insc. Exp. Rate per Insc. Resp.
Congress of the Asian Pacific Society of Respiriology 2017 (APSR)							6	83.3	50,230
IEEE Sections Co [REDACTED] 2017	1	0.0	NA				1	100.0	2,200
International Bar Association Congress							8	87.5	7,650
10 <sup>th</sup> World Chambers Congress (WCC)	2	50.0	6,750	2	50.0	3,000	2	50.0	86,000
Annual Meeting of the Society for Social Studies of Science (4S)							4	0.75	20
19 <sup>th</sup> International Microscopy Congress (IMC19)	1	100.0	1,200				29	100.0	39,187
32 <sup>nd</sup> International Papillomavirus Conference (IPVC 18)							5	100.0	9,074
IEEE Nuclear Science Symposium and Medical Imaging Conference (IEEE-NSS-MIC)							10	100.0	3,200
<b>TOTAL</b>	<b>4</b>	<b>50.0</b>	<b>3,975</b>	<b>2</b>	<b>50.0</b>	<b>3,000</b>	<b>65</b>	<b>0.94</b>	<b>26,340</b>

\*Exhibition-related averages are based on number of respondents, which acts as a proxy for number of exhibiting company / exhibitor booth