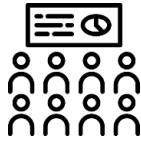


In 2019-20, Destination NSW's Regional Business Event Fund was not opened for applications. From 18 March 2020, conferences were cancelled in accordance with COVID-19 restrictions on public gatherings.

Destination NSW conducted surveys of conferences from previously approved Fund applications that were held prior to the COVID-19 restrictions. Results in this report show the significant tourism benefits that the Conferencing sector brings to regional NSW.

DNSW REGIONAL CONFERENCING GRANT RECIPIENT EVENT STATISTICS¹



25 conferences held



5,675 conference attendees



227 average attendees per conference



3.3 average number of days per conference

TOURISM BENEFITS from 25 DNSW FUNDED REGIONAL CONFERENCES¹



\$5.5 million spent by non-locals in direct expenditure due to conference held or **\$322** per night (excl. registration fees and airfares)



3.9 nights spent on average during trip to the conference



84 full-time equivalent staff and **150** volunteers



89% visited primarily due to conference



46% from interstate, **32%** from intrastate, and **4%** from overseas



36% of domestic attendees were first timers to the conference location



87% of overseas attendees were first timers to Australia



49% engaged in leisure activities outside the conference



25% visited other parts of NSW before or after the conference



71% likely to or will return to conference location in future

¹ Source: Destination NSW Regional Conferencing Grant Recipient Delegate Surveys and Event Owner Surveys. Event Owner Survey results were based on 22 conferences. Icon source: www.flaticon.com; www.thenounproject.com

EVENT OWNERS - BEYOND TOURISM BENEFITS²



95% agreed conference raised knowledge or skills



95% noted conference showcased local talent



95% found conference showcased local produce



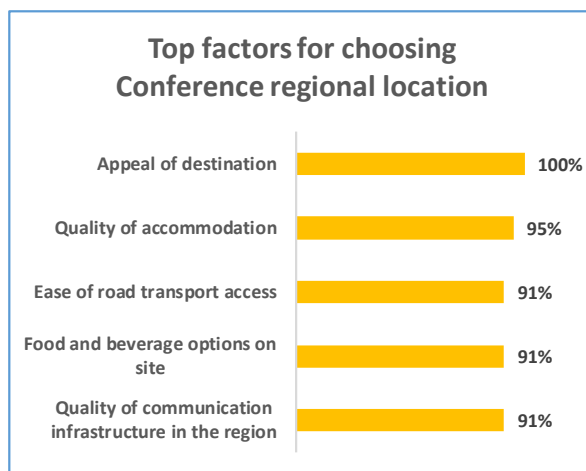
95% said conference enhanced reputation of destination



95% agreed conference lifted profile of local sector

EVENT OWNERS - PERCEPTIONS and SATISFACTION with CONFERENCE REGIONAL LOCATION²

Deciding factors when choosing Conference Location and Satisfaction ratings



EVENT OWNERS - PERCEPTIONS and SATISFACTION with CONFERENCE VENUE²

Deciding factors when choosing Conference Venue and Satisfaction ratings



EVENT ATTENDEES - BEYOND TOURISM BENEFITS³



76% agreed conference provided networking opportunities



76% agreed conference promoted new knowledge, insights and ideas

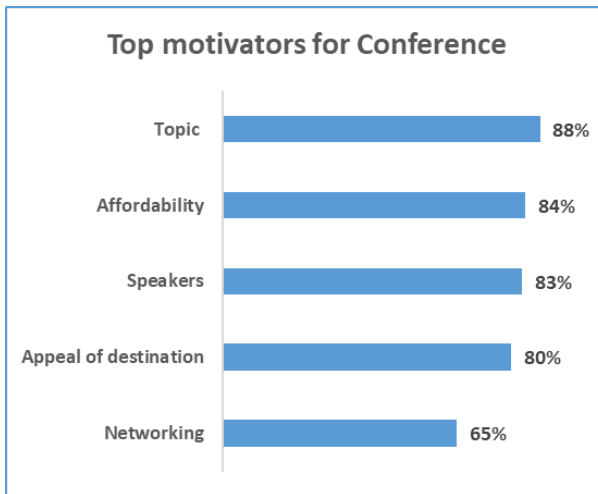


70% agreed conference augmented collaborative learning and sharing



58% agreed conference facilitated professional and skill development

EVENT ATTENDEES – MOTIVATION FOR ATTENDANCE³



EVENT ATTENDEES – SATISFACTION with CONFERENCE REGIONAL LOCATION³



OVERALL SATISFACTION¹

High Overall satisfaction with Conference regional Location and Venue



³ Source: Destination NSW Regional Conferencing Grant Recipient NSW Delegate Surveys. Percentage of respondents who selected agree/strongly agree, motivating/very motivating, satisfied/very satisfied.

