

Destination NSW conducted surveys of its sponsored business events that were held from July 2022 to June 2023. Results in this report show the significant tourism benefits that the Conferencing sector brings to regional NSW.

DNSW REGIONAL CONFERENCE GRANT RECIPIENT EVENT STATISTICS¹



27 conferences held



27,953
conference attendees



1,035 average
attendees per
conference



3.1 average number of
days per conference



26% of attendees were from the local
region, **63%** were from elsewhere in NSW,
11% from interstate and **0.3%** from
overseas



An estimated **\$14.8 million** in direct expenditure
was spent by non-locals due to a conference or
\$243 per night (excl. registration fees and
airfares)‡

TOURISM BENEFITS FROM DNSW FUNDED REGIONAL CONFERENCES²

Figures for delegates / exhibitors who attended the conference from outside the local region where it was held*



90% visited the region
primarily due to a
conference



40% of domestic attendees
were first timers to the
conference location**



3.8 nights spent on average
during the trip to the
conference



53% engaged in leisure
activities outside of the
conference



28% visited other parts of
NSW before or after the
conference



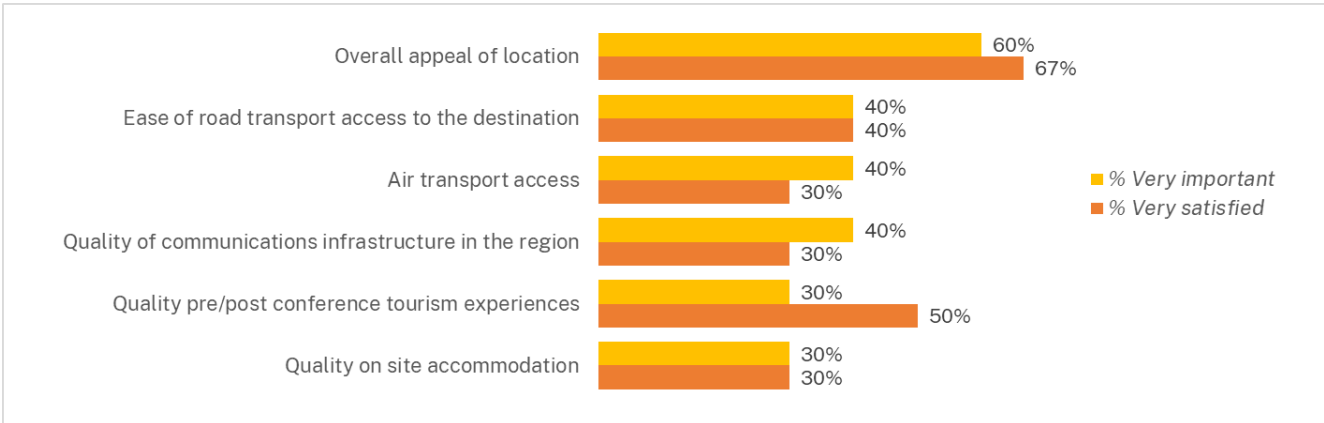
66% are likely to or will
return to the conference
location in the future

EVENT OWNERS³

The results of the DSNW Regional Conferencing Event Owner Survey are based on the responses of 10 of the 27 event owners representing conferences that DSNW provided grants for in period from July '22 to June '23

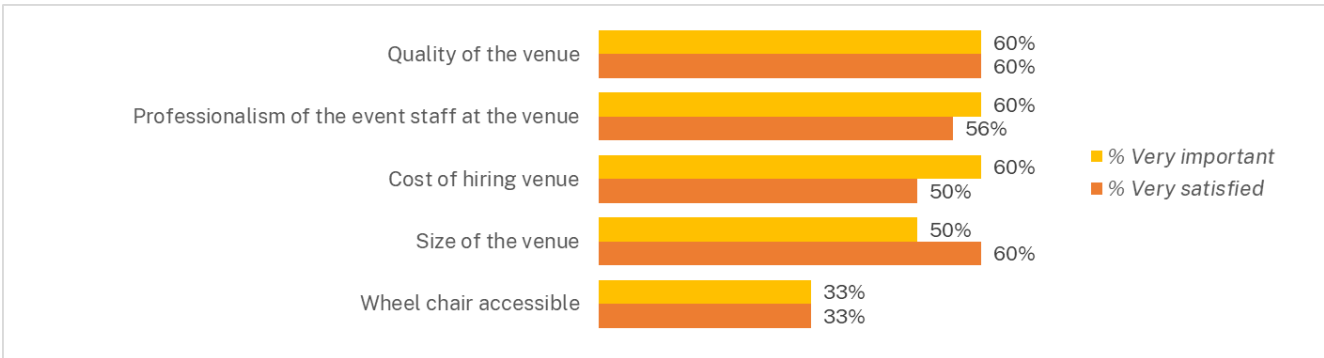
EVENT OWNERS - PERCEPTIONS AND SATISFACTION WITH CONFERENCE LOCATION³

Most important factors when selecting a conference regional location and satisfaction with the location on these factors (*ranked by importance*)^{†}**



EVENT OWNERS - PERCEPTIONS AND SATISFACTION WITH CONFERENCE VENUE³

Most important factors when selecting a conference venue and satisfaction with the venue on these factors (*ranked by importance*)^{†}**



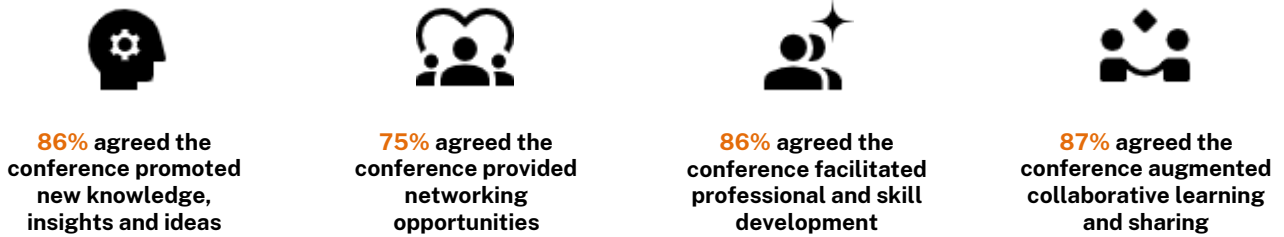
Source: ³DSNW Regional Conferencing Event Owner Survey (Note: Based on 10 conferences)

^{**}Base size, excl. N/A (n=8-10) †Percentage of respondents who selected very important, very satisfied



EVENT ATTENDEES - BEYOND TOURISM BENEFITS²

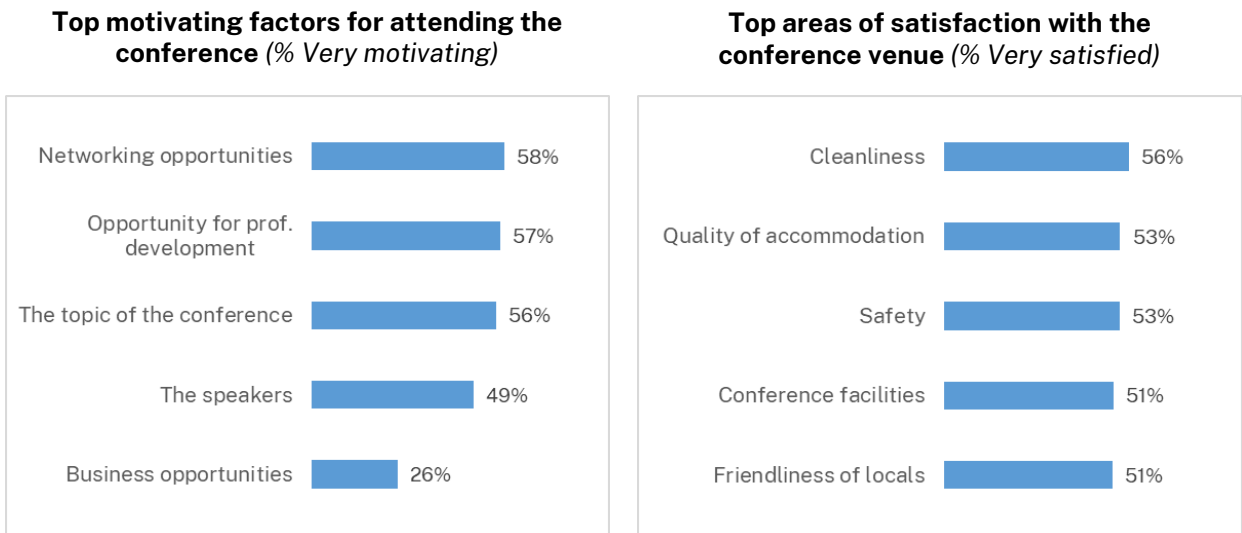
Figures for delegates / exhibitors who attended the conference from outside the local region where it was held*



NB: Each event had three specific 'calls to action'. The calls to action were assigned to one of the four categories above (where relevant). The figures show the proportion of respondents selecting 'yes' to the applicable call to action within these categories. The total numbers of respondents for each category may be different.

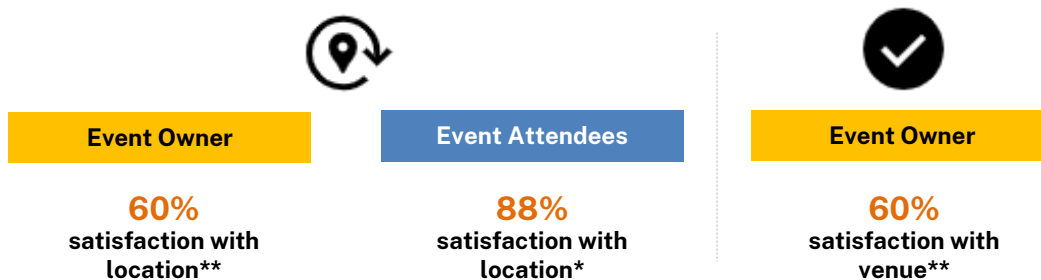
EVENT ATTENDEES – MOTIVATION FOR ATTENDING & SATISFACTION WITH VENUE^{2†}

Figures for delegates / exhibitors who attended the conference from outside the local region where it was held*



OVERALL SATISFACTION^{2,3}

Overall satisfaction with conference regional location and venue
(% Satisfied + Very satisfied)



Source: ²DSNW Regional Conferencing Delegate Survey (Note: Based on attendees from 23 conferences) ³DSNW Regional Conferencing Event Owner Survey (Note: Based on 10 conferences) *Base size, excl. N/A (n=160-464) **Base size (n=10) †Percentage of respondents who selected very motivating, very satisfied

