

Introduction

The Audited Media Association of Australia (AMAA) has been working with the Exhibition and Events Association of Australia (EEAA) since 2001 and with its members verifying attendance data for exhibitions since the late 1990's.

The regular review and update of the CAB attendance audits rules have provided the industry with best practice reporting and new insights into visitor attendance and behaviour. AMAA audited data then formed part of the submission from the EEAA regarding the redevelopment of the Sydney Convention & Exhibition Centre, due to be completed in 2016.

We are proud to present new insights on visitor behaviour and volumes from the 2014-2015 financial year. This reporting provides a framework for Australian exhibition and events industry benchmarking.

Insights summary

- In the 2015 financial year, the top 30 audited exhibitions in Australia and New Zealand generated 315,180 unique visitors, an average of 10,506 per exhibition
- In 2015 Sydney generated 72,343 unique visitors with 26.4% of visitors from interstate or overseas
- In 2015, 6 of the 9 Sydney exhibitions were held at **Sydney Olympic Park**, representing **15.4%** of total audited attendance, up from 14.9% in 2014.
- In 2015 Melbourne generated 159,533 unique visitors with 26.4% of visitors from interstate or overseas
- In 2015, 10 of the 12 Melbourne exhibitions were held at **MCEC**, representing **38.7%** of total audited attendance, up from 37.3% in 2014
- In 2015 Sydney and Melbourne exhibitions ran on average for 3.6 days
- In the 2013-2015 financial period, Melbourne exhibitions attracted a higher percentage of interstate & overseas visitors than Sydney exhibitions (Sydney 21.9% vs Melbourne 23.6%)
- The average duration of Melbourne and Sydney events in 2014-2015 was 3.6 days

For this report we are also including data about the repeat visitation numbers for the trade shows that are part of the top 30 exhibitions.

- In 2015 of the 9 Sydney exhibitions included in the top 30, 7 were trade shows and reported an average repeat visit percentage of 21% of Unique Visitors.
- In 2015 of the 12 Melbourne exhibitions included in the top 30, 9 were trade shows and reported an average repeat visit percentage of 37%.

Figure 1: Total number of interstate or overseas attendees

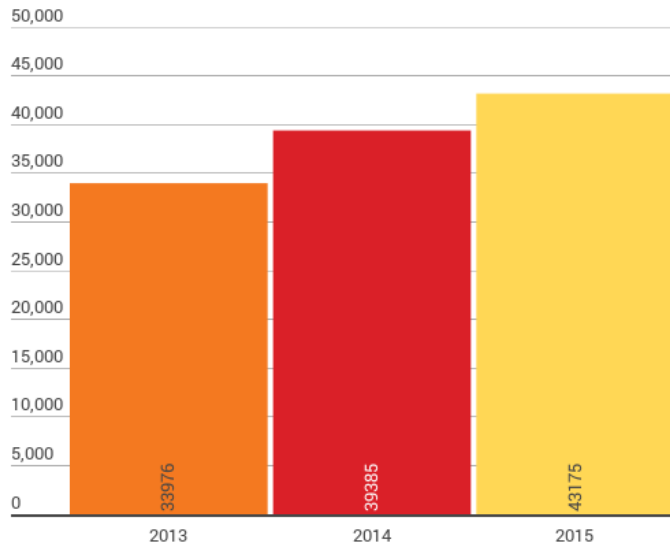


Figure 2: Local vs Interstate or Overseas Visitors (2015)

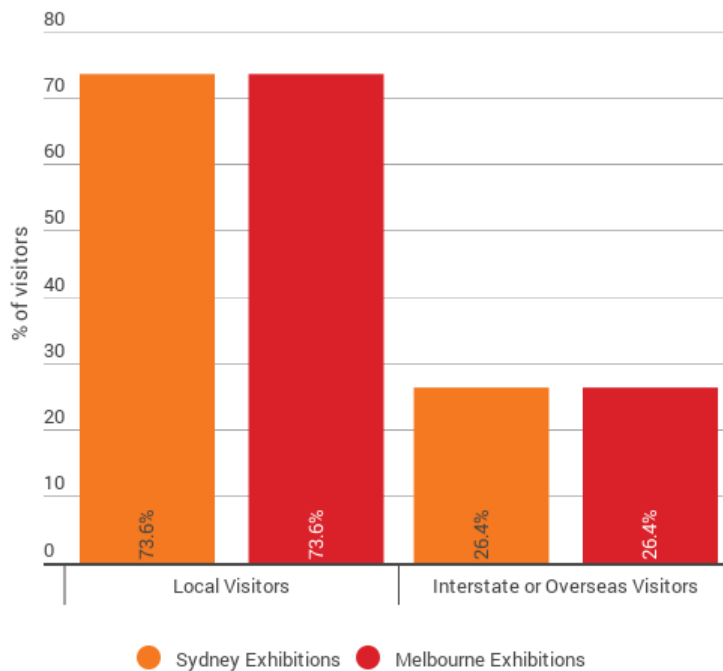


Figure 3: Interstate visitors 2013-2015

