

RESEARCH: FACT SHEET

EXTRACTS FROM *THE VALUE OF BUSINESS EVENTS TO AUSTRALIA* *Business Events Council of Australia (BECA)*

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http://www.businesseventscouncil.org.au/files/View_Report.pdf



KEY INSIGHTS ON EXHIBITION INDUSTRY

Exhibitions

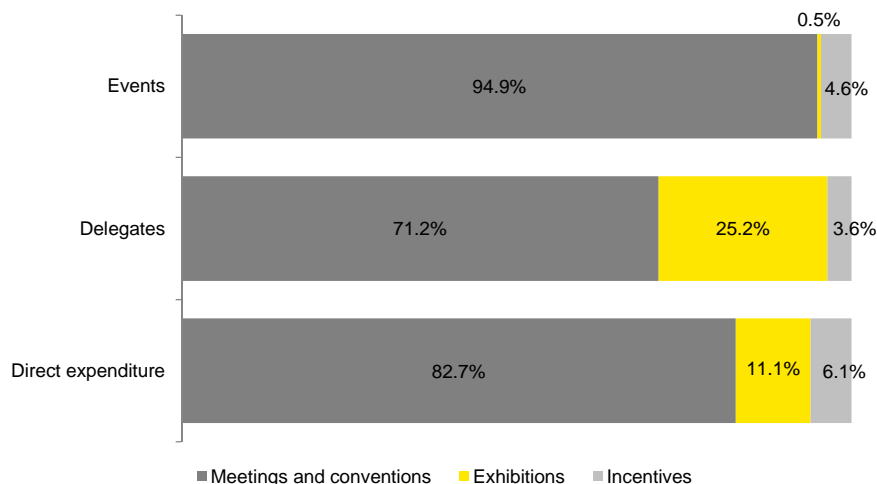
In 2013-14, there were 2,157 exhibitions staged in Australia, attracting 9.3 million visitors and over 65,000 exhibitors. Exhibitions as part of a conference were the most frequently held type of exhibition, although these events tended to be small in scale. In contrast, consumer exhibitions attracted the majority of visitors and exhibitors, despite having a lower number of events overall.

Table ES4: Number of events and delegates

	Number of events	Number of visitors	Number of exhibitors
Trade	697	850,139	20,560
Consumer	552	7,649,566	32,621
Mixed trade and consumer	80	414,139	7,616
Part of a conference	827	440,710	4,405
TOTAL	2,157	9,354,553	65,203

The total direct expenditure from exhibitions was \$3.1 billion in 2013-14. These events contributed direct value add of \$1.5 billion and generated over 21,000 full time equivalent jobs.

MARKET SEGMENT BREAKDOWN



EXHIBITIONS – KEY FACTS:

In 2013-14, over 2,000 exhibitions were held in Australia, attracting over 9 million visitors. These exhibitions generated expenditure of \$3.1 billion and contributed direct value add of \$1.5 billion

Number of events and delegates

In 2013-14, there were 2,157 exhibitions staged in Australia, attracting over 9.3 million visitors and 65,000 exhibitors. The table below shows the breakdown of exhibitions by event type. Exhibitions as part of a conference were the most frequently held type of exhibition, although these events tended to be small in scale. In contrast, consumer exhibitions attracted the majority of visitors and exhibitors, despite having a lower number of events overall.

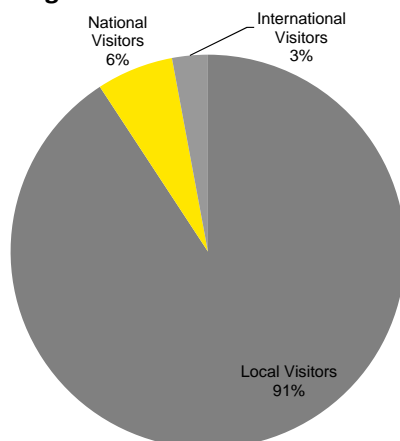
Table 1: Number of events and delegates

	Number of events	Number of visitors	Number of exhibitors
Trade	697	850,139	20,560
Consumer	552	7,649,566	32,621
Mixed trade and consumer	80	414,139	7,616
Part of a conference	827	440,710	4,405
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ORIGIN OF VISITORS TO EXHIBITIONS

Overall, 3% of exhibitions visitors were from overseas, 6% were from interstate and 91% were from within the event state.

Figure 1: Origin of visitor



EXHIBITION VISITOR EXPENDITURE

Table 2 shows the mean daily expenditure of exhibition visitors. Public exhibition visitors had the lowest daily spend (\$124), which is expected given that these events tend to mostly attract local visitors. In contrast, mixed exhibition visitors had the highest average daily spend. Across all visitors, the most significant expenditure items were accommodation, dining out/restaurants and shopping.

Table 2: Average exhibition visitor spend per day by exhibition type

	Trade	Consumer	Mixed
Accommodation	\$34.52	\$24.00	\$53.96
Dining out/restaurants	\$35.46	\$24.93	\$36.13
Ground transport	\$9.18	\$6.48	\$9.44
Domestic air travel	\$9.83	\$6.13	\$11.70
Tours	\$1.10	\$0.86	\$3.19
Recreational activities	\$7.13	\$5.00	\$6.88
Theatre/concert/cinemas	\$1.55	\$1.08	\$1.75
Other	\$19.03	\$15.95	\$69.44
Shopping	\$55.87	\$39.26	\$51.63
TOTAL	\$173.68	\$123.69	\$244.12

Overall, exhibition visitors spent \$2.3 billion in Australia during 2013-14 (excluding registration/entrance fees). Domestic delegates accounted for the majority of this spend.

Table 3: Total visitor expenditure and direct contribution (\$ m)

	Total expenditure	Direct contribution to value added
International	\$570.9	\$308.7
Interstate	\$576.7	\$251.5
Local	\$1,197.2	\$455.5
TOTAL	\$2,344.8	\$1,015.7

EXHIBITOR EXPENDITURE

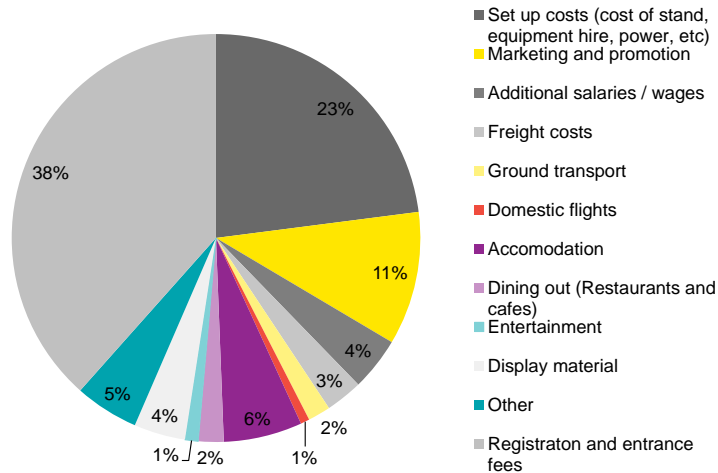
Table 4 shows the average exhibitor expenditure (per organisation), including registration fees paid to event organisers. International exhibitors have the highest spend (over \$30,000), followed by interstate exhibitors.

Table 4: Average exhibitor spend (per exhibition)

	Average spend
Local	\$10,678
Interstate	\$20,383
International	\$31,887

The major expense items for exhibitors are registration and entrance fees (which include the cost of floor space) and set up costs. Combined, these account for over 60% of total expenditure.

Figure 2: Breakdown of exhibitor spend



Overall, exhibitors spent \$643 million in Australia during 2013-14 (excluding registration/entrance fees)¹.

Table 5: Total exhibitor expenditure and direct contribution (\$ m)

	Total expenditure	Direct contribution to value added
Exhibitors	\$643.4	\$406.4

⁷ Registration fees are excluded to avoid double counting with organiser spend

EXHIBITION ORGANISERS EXPENDITURE

Table 6 shows the average expenditure reported by exhibition organisers per exhibitor. The most significant cost to organisers was venue hire. Other major costs included administration, marketing promotion and design and stand construction.

Trade exhibitions had the highest organiser spend per exhibitor, followed by mixed exhibitions. In contrast, exhibitions as part of a conference had the lowest organiser spend per exhibitor.

Table 6: Average organiser spend per exhibitor

	Trade	Consumer	Mixed	Part of a conference
Venue	\$420.32	\$497.75	\$461.62	\$371.50
Food and beverage	\$225.60	\$20.57	\$118.81	\$146.38
Equipment	\$259.28	\$326.08	\$294.72	\$167.85
Administration	\$331.20	\$143.33	\$233.59	\$176.73
Marketing, promotion and design	\$372.00	\$442.69	\$409.69	\$174.70

¹ Registration fees are excluded to avoid double counting with organiser spend

Key note and other sponsored speakers	\$132.00	\$12.09	\$69.55	\$64.62
Stand construction cost (as charged to exhibitor)	\$259.20	\$242.27	\$250.84	\$256.82
Security	\$100.80	\$59.55	\$79.42	\$32.90
Other	\$60.00	\$234.31	\$151.27	\$40.03
TOTAL	\$2,160.40	\$1,978.64	\$2,069.52	\$1,431.53

Overall, exhibition organisers spent \$137 million in Australia during 2013-14, generating \$88 million in value add.

Table 7: Organiser expenditure and direct contribution (\$ m)

	Total expenditure	Direct contribution to value added
Exhibition organisers	\$137.2	\$88.0

Total expenditure, value add and employment

The total direct expenditure from exhibitions was \$3.1 billion in 2013-14. These events contributed direct value add of \$1.5 billion and generated over 21,000 jobs.

Table 8: Direct expenditure, value add and employment

	Direct value
Expenditure (\$ m)	\$3,125.3
Value added (\$ m)	\$1,510.1
Jobs	21,525

STATE BREAKDOWN

Figure 3 shows the breakdown of exhibitions and visitors by state and territory. Victoria, New South Wales and Queensland hosted the largest number of exhibitions. Combined, they accounted for 65% of exhibitions. The proportion of visitors attending exhibitions in Victoria is greater than the proportion of events held in that state, indicating a larger event size in Victoria.



Figure 3: Breakdown of exhibitions and visitors by state and territory

