

FACT SHEET

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INSIGHTS FROM EEAA MARKET MONITOR #6 REPORT FOR PERIOD JANUARY – DECEMBER 2014

The Exhibition and Event Association of Australasia (EEAA) with independent research company, Micromex, has produced its sixth Market Monitor. This Market Monitor captures data from Organisers, Venues and Suppliers who are Members of the Association. This data gives insights into the health and performance of the exhibition and event industry and provides details on current trends and future issues that may affect the industry.

The Market Monitor is a useful tool in establishing the economic impact of the exhibition and event industry.

This latest sample consisted of 69 unique respondents – including 17 Organisers, 18 Venues and 34 Suppliers. This sample size represents 58% of total EEAA Members and provides a low sampling error.

KEY OUTCOMES:

EXHIBITIONS GENERATING PAID CONFERENCES

- Organisers report that the proportion of Exhibitions with a paid for seminar or conference has decreased from 41% in 2013 to 33% in 2014.
- In 2014 39% of Trade shows and 14% of Consumer shows had a paid Conference or Seminar Program attached to event.
- Both Trade and Consumer shows report a decline in the proportion of events with a paid conference or seminar attached.

EXHIBITION NUMBERS

- EEAA Member Venues hosted 515 Events, this is an increase in total events from 2013 (485). EEAA Member Venues reported hosting 515 exhibitions in total, up from 485 in 2013. However, based on six like-for-like venues, the number of exhibitions in 2013 and 2014 are similar which suggests the overall increase may be due at least in part to profile change in responding Venues.
- 137 new events (to Venues) could include a mix of new-to-market and new-to-venue events.
- EEAA Member Organisers organised a total of 122 events, this is a small decrease in total events from 2013 (129).
- Organisers reported 14 new events, an overall percentage of new shows in 2014 of 11%, this is down marginally from 2013 (13%).



- The increase in both total and new events for Venues may reflect the closure of SCEC, with events moving to other venues in 2014.
- A total of 17,479 Exhibitors exhibited at Member events.
- The total number of visitors at Organisers' events was 873,489, down from 2013 (1.05 million).
- The average number of visitors per event was 7,160, a decline from 2013 (8,343).
- The Lifestyle sector continues to be the dominant type of show operating, representing 22% of all shows. Followed by Retail/Wholesale (15%) and Health (13%).
- Organisers reported a drop in percentage of net space sold (m²) from 73% in 2013 to 64% in 2014.
- Average space sold per event was 4,505m² which is an increase from 2013 (3,332m²).
- Organisers report that on average 42% of event visitors live outside the city in which the event is hosted, representing likely flow on economic benefits to the host city.

TRADE AND CONSUMER EVENTS

- 39% of Trade shows and 14% of Consumer shows had a paid Conference or Seminar Program attached to event.
- The average number of exhibitions per Organiser was 7.18, down from 2013 (9.13).
- Trade events had a total of 12,723 exhibitors and Consumer events had 3,637.
- Trade show visitors at Member events totalled 239,900, with an average of 3,199 per event. This is down from the average number of visitors in 2013 (3,859).
- Consumer show visitors at Member events totalled 522,378 with an average of 12,740 per event. This is down from the average number of visitors in 2013 (17,725).
- Lifestyle shows are the dominant type of Consumer shows.
- Retail/Wholesale shows are the dominant type of Trade shows.

ANNUAL TURNOVER ATTRIBUTED TO EXPOS BY VENUES AND SUPPLIERS

- Venues report that in 2014 their average share of Exhibition-related turnover was 24%, a decrease from 2013 (30%).
- The average 2014 Calendar year turnover for Suppliers is approximately \$5.2 million, well above the \$4.0 million estimated in Wave 5 of the Market Monitor for the 2013 Calendar year.

Based on this sample estimate, the total estimated turnover for all 78 EEAA Supplier Members would be around \$409 million. However, while the \$5.2 million average Wave 6 of the Market Monitor is higher than the Wave 5 average, when we specifically compare the 18 Suppliers who completed both the Wave 5 and Wave 6 surveys, the turnover is marginally **down** in 2014.

MARKETING CHANNELS

- Online media was identified as the most important marketing medium overall, as well as across the individual sectors of Organisers, Venues and Suppliers.
- Event websites have declined since 2013, while PR has become significantly more important. *Please note, in Wave 6 the survey was simplified in relation to the number of marketing channels used by the industry. These were rationalised from 11 to five and results may have been impacted by the change.

IMPACTS ON BUSINESS IN 2014

Members have been impacted by a wide variety of factors, with the most common being:

- Decreasing exhibitor budgets for investment in exhibitions (65%).
- Domestic economy (60%).
- Decreasing exhibitor numbers (54%).
- Impact of building and construction at Venues (50%).
- Decreasing visitor numbers (49%).

FORECAST FUTURE IMPACTS ON BUSINESS

Members forecast the below as future impacts on business:

- Competition for marketing dollars from other marketing channels (54%).
- Decreasing exhibitor budgets for investment in exhibitions (54%).
- Decreasing visitor numbers (43%).
- Decreasing exhibitor numbers (43%).
- Domestic economy (41%).
- The two factors that have noticeably larger 'Expected to be' scores relative to their 'Have been' scores (i.e.: potentially emerging issues) are: Competition for marketing dollars from other marketing channels (41% 'Have been' versus 54% 'Expected to be') and Local, State or Federal Government funding and policy for business events (22% 'Have been' versus 37% 'Expected to be').

THE STUDY ASKS RESPONDENTS TO COMMENT ON OPPORTUNITIES AND THREATS:

ORGANISERS IDENTIFIED THE FOLLOWING OPPORTUNITIES

- Use of technology, such as social media.
- New partnerships and markets.
- Further understanding target audiences/markets.

ORGANISERS IDENTIFIED THE FOLLOWING THREATS

- Economic climate.
- Cost of doing business.
- Competitor activity.

VENUES IDENTIFIED THE FOLLOWING OPPORTUNITIES

- New events/growth of some sectors.
- International expansion/market/events.

VENUES IDENTIFIED THE FOLLOWING THREATS

- Competition.
- Economic climate.
- Decrease in the number of visitors/exhibitors.

SUPPLIERS IDENTIFIED THE FOLLOWING OPPORTUNITIES

- New/reopening venues.
- International expansion/markets/events.
- Growth in technology/innovation.
- New customer bases/target markets.

SUPPLIERS IDENTIFIED THE FOLLOWING THREATS

- Competitor activity.
- Decline of domestic economy.
- Increasing costs (operational, supplies, etc).
- Decreasing numbers of exhibitions.

ABOUT EEAA

The Exhibition and Event Association of Australasia (EEAA) is the peak association for the exhibition and event industry, representing Organisers, Venues and Suppliers. As a not-for-profit organisation, EEAA's primary objective is to maintain high industry standards and ensure industry growth by promoting the professionalism of EEAA Members and unique benefits offered by exhibitions.

www.eeaa.com.au

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