

FACT SHEET

INSIGHTS FROM EEAA MARKET MONITOR #7 REPORT FOR PERIOD JANUARY – DECEMBER 2015

The Exhibition and Event Association of Australasia (EEAA) with independent research company, Micromex, has produced its seventh 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 56 unique respondents – including 17 Organisers, 14 Venues and 25 Suppliers. This sample size represents 43% of total EEAA Members, down from a 58% response rate in Wave 6 and provides a low sampling error.

KEY OUTCOMES:

EXHIBITIONS GENERATING PAID CONFERENCES

- In 2015, 46% of Trade shows and 16% of Consumer shows had a paid Conference or Seminar Program attached to event.
- Both Trade and Consumer shows report a slight increase in the proportion of events with a paid conference or seminar attached.
- Organisers report that the proportion of Exhibitions with a paid for seminar or conference has stayed relatively the same in 2015 (32%) since 2014 (33%), down from 41% in 2013.

EXHIBITION NUMBERS

- Organisers report that on average 52% of event visitors live outside the city in which the event is hosted, representing significant flow on economic benefits to the host city.
- EEAA Member Venues hosted 369 Events, this is a major decrease in total events from 2015 (515). The mean number of events per venue (26.4) is also down on previous years (30.3 in 2014), suggesting the drop is not just due to fewer Venue participants.
- EEAA Member Organisers organised a total of 115 events, though it is a small decrease in total events from 2014 (122), the average number of events per organiser remained virtually unchanged at 7.19 per organiser.



- Organisers reported 9 new events, an overall percentage of new shows in 2015 of 8%, this is down marginally from 2014 (11%).
- A total of 16,920 Exhibitors exhibited at Member events.
- The total number of visitors at Organisers' events was 1,164,182, up from 2014 (873,489) due to a considerable increase in mixed events visitors.
- The average number of visitors per event was 10,123, an increase from 2014 (7,160).
- The Lifestyle sector continues to be the dominant type of show operating, representing 22% of all shows. Followed by Health (17%) and Retail/Wholesale (10%) and Business (10%).
- Organisers reported a rise in percentage of net space sold (m²) from 64% in 2014 to 70% in 2015.
- Average space sold per event was 2,560m² which is a decrease from 2014 (4,505m²). The large drop is the result of an apparent 'outlier' in 2014 (that is, an Organiser that answered in both 2014 and 2015 provided an excessive estimate in 2014 – if this 2014 figure is changed to be identical to their 2015 result, the mean space sold per event in 2014 would have been approximately 2,624 m², more in line with the 2015 mean.

TRADE AND CONSUMER EVENTS

- The average number of exhibitions per Organiser was 7.19, virtually identical to 2014 (7.18).
- Mixed Events have increased in share, from 5% of Organiser events in 2014 to 20% in 2015. A mixed event is one that targets both Consumer and Trade visitors (as opposed to Consumer-only shows and Trade-only shows).
- Trade events had a total of 9,678 exhibitors, down from 2014 (12,723).
- Consumer events had a total of 5,364 exhibitors, up from 2014 (3,637).
- Trade show visitors at Member events totalled 218,804, with an average of 3,647 per event. This is up from the average number of visitors in 2014 (3,199).
- Consumer show visitors at Member events totalled 640,401 with an average of 20,013 per event. This is up from the average number of visitors in 2014 (12,740).
- Lifestyle shows are the dominant type of Consumer shows.
- Health, Retail/Wholesale and Energy & Resources shows are the dominant type of Trade shows, representing over half of all Trade shows.

ANNUAL TURNOVER ATTRIBUTED TO EXPOS BY VENUES AND SUPPLIERS

- Venues report that in 2015 their average share of Exhibition-related turnover was 30%, an increase from 2014 (24%), and more in line with the 2012 and 2013 results.
- Suppliers report that their average share of Exhibition-related turnover in 2015 was 51%, similar to 53% in 2014.
- The average 2015 Calendar year turnover for Suppliers is approximately \$5.3 million, very similar to the \$5.2 million estimated in Wave 6 of the Market Monitor for the 2014 Calendar year.
- Based on this sample estimate, the total estimated turnover for all 77 EEAA Supplier Members would be around \$408.5 million.



AUDITING

- The incidence of having shows independently audited has dropped marginally to 35% in 2015 – down from 49% in 2013 and 39% in 2014.
- Consumer events (43%) and Mixed events (33%) being independently audited have stayed the same from 2014.
- However, the number of Trade events being independently audited has dropped from 38% in 2014, to 30% in 2015.

FORECAST FUTURE IMPACTS ON BUSINESS

Members forecast the below as future impacts on business:

- Domestic Economy (67%).
- Decreasing exhibitor budgets for investment in exhibitions (65%).
- International Economy (55%).
- Impact of building and construction at venues (51%).
- Decreasing exhibitor numbers (49%).

THE STUDY ASKS RESPONDENTS TO COMMENT ON THREATS:

ORGANISERS IDENTIFIED THE FOLLOWING THREATS

- Economic climate
- Decreasing exhibitor budgets
- Competition for marketing dollars
- Cost of doing business

VENUES IDENTIFIED THE FOLLOWING THREATS

- Competitor activity
- Logistical factors (such as Venue capacity and Impact of building and construction)
- Decreasing exhibitor budgets
- Decline of domestic economy

SUPPLIERS IDENTIFIED THE FOLLOWING THREATS

- Economic climate
- Cost of staff
- Decreasing exhibitor budgets
- Decrease in the number of visitors/exhibitors
- Competitor activity

/ENDS

ABOUT EEAA

The Exhibition and Event Association of Australasia (EEAA) is the peak industry Association representing Organisers, Association Organisers, Venues and Suppliers within the exhibition and event sector. The EY study, *The Value of Business Events to Australia*, shows in 2013-14, there were

2,157 exhibitions staged in Australia, attracting 9.3 million visitors and over 65,000 exhibitors. The total direct expenditure from exhibitions was \$3.1 billion and these events contributed direct value add of \$1.5 billion and generated over 21,000 full time equivalent jobs.

The work of our Association and our Members is a testament to the **Power of Exhibitions** as a driver of the economy and in particular economic development, trade and export, employment, visitation and knowledge sharing. A not-for-profit organisation, EEAA works to ensure industry growth by encouraging high industry standards, promoting the professionalism of EEAA Members and highlighting the unique business opportunities which exist through exhibitions.

Read more about [EEAA](#) or view the [Power of Exhibitions](#) video.

CONTACTS

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