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FACTSHEET

EEAA MARKET MONITOR #4 INSIGHTS January to June 2013

The Exhibition and Event Association of Australasia implements a regular survey of members designed to capture insights about the health and performance of the exhibition and events industry. Independent research company, Micromex Research, produces the Market Monitor every six months. The following results cover the reporting for January to June 2013

The insights of the EEAA Market Monitor track key facts and trends that demonstrate the health of the industry and its significant economic impact.

The January to June 2013 sample consisted of 69 respondents – including 17 organisers, 34 suppliers and 18 venues. A sample size of 69 respondents represents 53% of total EEAA members and provides a low sampling error.

KEY FINDINGS:

NEW EVENTS

- 17 new events are expected to be held in 2014, with 59% of organisers presenting new events (this indicates a similar level of new event activity to that identified in the previous research, where 53% of organisers indicated 16 new events to be held in 2013)
- New events cover industries including lifestyle, business, hospitality, health, home, retail/wholesale and travel

EXHIBITION NUMBERS

- EEAA member venues hosted 249 events, including 38 new events
- 10,932 exhibitors participated in events organised by EEAA members
- 345,205 visitors attended EEAA member events, an average of 6,164 per event.
- 34% of visitors participated in trade events and 66% in consumer events.
- Approx. 220,000 m² of exhibition space was sold utilising 550,771m² of gross venue space
- 7 of organisers' overall shows were new, whilst 38 of venues' overall shows were new.
- EEAA Members employed an estimated 3,232 full time staff, 5,091 casual/part time staff and 5,110 contractors
- The lifestyle sector is the predominant type of show operating, followed by retail/wholesale and manufacturing.

EXHIBITIONS GENERATING PAID CONFERENCES AND SEMINARS

- Overall, 35% of shows had a paid conference or seminar program alongside the event
- 44% of trade events had a paid conference program
- 24% of consumer events had a paid conference component

TRADE AND CONSUMER EVENTS

- Of the 56 EEAA member exhibitions - 29% of which were consumer events and 70% trade events
- Trade events had the largest exhibitor base with 7,918 participants and



attracting 117,173 visitors

- Consumer events had the largest visitor base, attracting 228,032 visitors
- Retail/wholesale sector dominates trade events, accounting for 16% of all events
- Lifestyle dominates consumer events, representing 29% of all events

ANNUAL TURNOVER

- Total approximate 2012/2013 turnover for EEAA member suppliers is approximately \$371 million
- On average, suppliers' annual turnover for 2012/13 calendar year was \$4.6 million
- On average, the exhibitions industry accounts for 59% of suppliers' 2012/2013 turnover
- On average, the exhibitions industry accounts for 35% of venues' annual turnover, with 64% of venues attributing over 25% of their 2012/2013 annual turnover to the exhibitions industry
- On average, venues attributed 35% of their turnover to the exhibitions industry in the first half of 2013 – an increase from 29% reported in July-Dec 2012.

MARKETING

- Event websites is seen to be the most important marketing medium for organisers, suppliers and venues
- Event websites and EDM were cited as the most important marketing mediums for event organisers
- Event websites and public relations were seen to be the most important marketing mediums for venues

INDUSTRY OUTLOOK AND IMPACTS ON FUTURE BUSINESS

- Venues identified competitor activity, the cost of doing business, decreasing exhibitor budgets and the domestic economy as having the most impact on business growth
- Decreasing exhibitor budgets, Government funding and the domestic economy have been identified as the main emerging issues impacting on business over the next six months
- Overall, suppliers report moderate business growth, with 32% stating that their turnover had increased from the previous financial year and 29% reporting a decrease.
- 80% of organisers describe consumer events as a growing market and 26% describe trade events as a growing market

ABOUT THE EXHIBITION AND EVENT ASSOCIATION OF AUSTRALASIA (EEAA)

The Exhibition and Event Association of Australasia (EEAA) is the peak association for the exhibition and event industry, representing organisers, venues and suppliers

OTHER EEAA DATA SOURCES: Audited Media Association of Australia (AMAA): for visitor numbers including interstate and overseas data relating to the top 30 exhibitions

CONTACTS

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