

## 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 supports the event industry and formed part of the submission from the EEAA regarding the redevelopment of the Sydney Convention & Exhibition Centre.

We are proud to present new insights on visitor behaviour and volumes from the 2015-2016 financial year. This reporting provides a framework for Australian exhibition and events industry benchmarking.

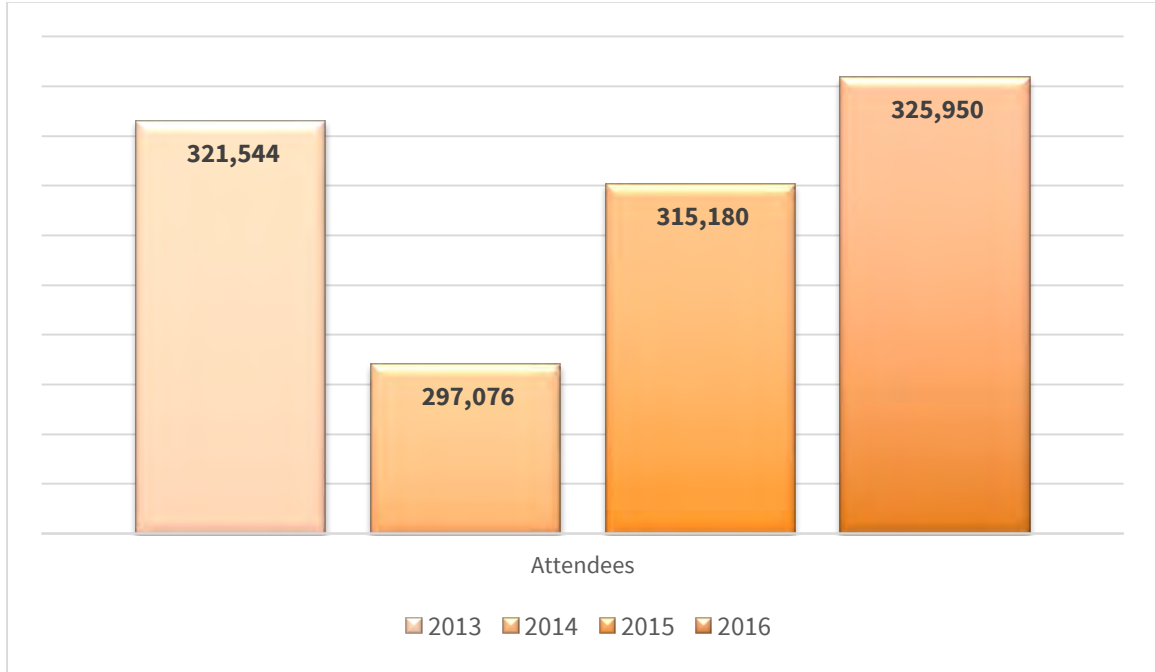
## Insights summary

- In the 2016 financial year, the top 30 audited exhibitions in Australia and New Zealand generated 325,950 unique visitors, an average of 10,865 per exhibition, an increase of 3.4% over FY2015.
- In 2016 Sydney generated 96,040 unique visitors with 25.9% of reported visitors from interstate or overseas
- In 2016, 5 of the 9 Sydney exhibitions were held at **Sydney Olympic Park**, representing **20.8%** of total audited attendance, up from 15.4% in 2015.
- In 2016 Melbourne generated 141,343 unique visitors with 41.3% of reported visitors from interstate or overseas
- In 2016, 8 of 11 of the Melbourne exhibitions were held at **MCEC**, representing **32.7%** of total audited attendance, down from 38.7% in 2015.
- In 2016 Sydney exhibitions ran on average for 3.4 days and Melbourne exhibitions ran on average for 3.6 days
- In the 2015-2016 financial period, Melbourne exhibitions attracted a higher percentage of interstate & overseas visitors than Sydney exhibitions (Melbourne 41.3% vs Sydney 25.9%)

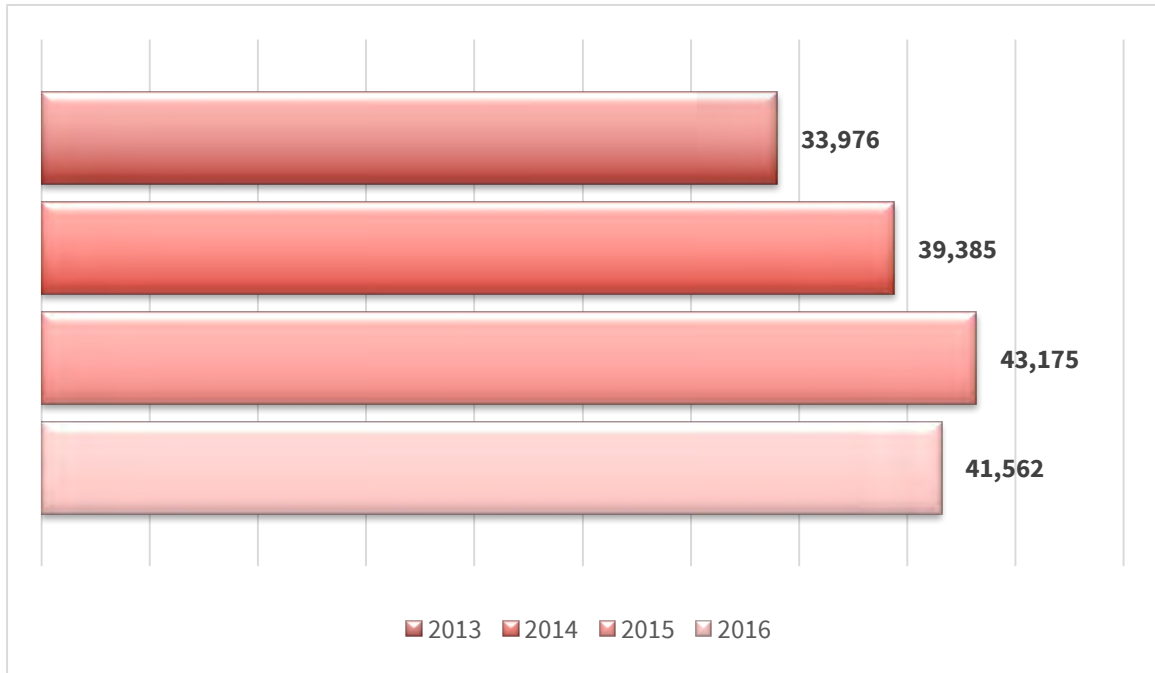
For this report we are also including data about the repeat visitation numbers for the trade shows that are part of the top 30 exhibitions.

- In 2016 of the 9 Sydney exhibitions included in the top 30, 6 were trade shows and reported an average repeat visit percentage of 19% of Unique Visitors, down from 21% in 2015.
- In 2016 of the 11 Melbourne exhibitions included in the top 30, 6 were trade shows and reported an average repeat visit percentage of 58% of Unique Visitors, up from 37% in 2015.

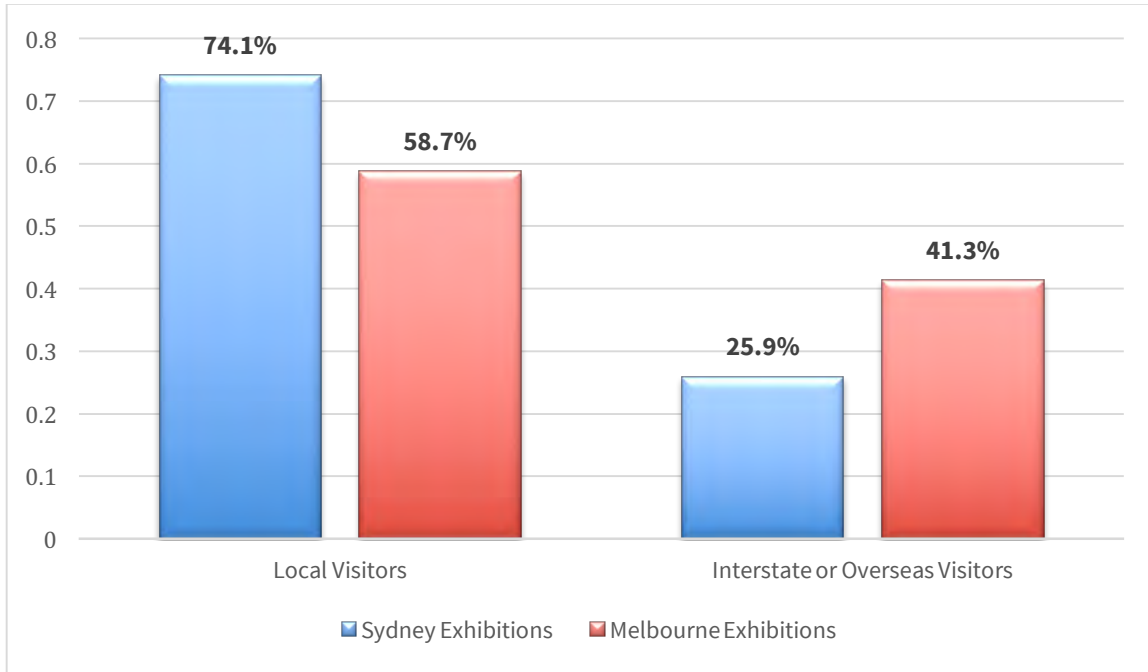
**Figure 1 - Total number of attendees for top 30 exhibitions**



**Figure 2: Total number of interstate or overseas attendees**



**Figure 2 - % of Visitors – local vs interstate and overseas**



**Figure 3 - % of Interstate Visitors over 4 years 2013-2016**

