

2020

New research to help the Australian business events sector reach its Tourism 2020 potential

A major **international business events research project** into how corporate business events decision makers view Australia, and the factors that motivate them to choose the destination for corporate events, has been undertaken by Tourism Australia.

The research project, which involved interviews with 550 senior company managers in 10 of Australia's most important source markets, provides unique insights into the perception of Australia as a destination for business events. The findings will assist the industry in achieving its broader Tourism 2020 goal to grow delegate expenditure to as much as \$16 billion annually by the end of the decade.

The research will be used to help shape the future marketing of Australia internationally for business events and to identify opportunities to make the country's offering more attractive to the sector.

KEY FINDINGS

- The findings show that the perception of Australia as a quality destination in international markets is 'high' and that it rates extremely well from a business events perspective in all 10 key markets. For those who have visited, Australia delivered strongly. The **raw appeal** of Australia, **its environment and its people** along with **specific business opportunities, service levels** and above average **business event facilities** are significant competitive advantages.
- Factors most important when selecting Australia as a business events destination were identified as safety and security, **excellent business event facilities**, a range of **quality accommodation, good food and wine, clean cities** and good road infrastructure.
- Australia's **strong appeal** was highest in **Indonesia, China** and **India** with the intention to hold a business event in Australia strongest in India.
- When compared to key competitors, **Australia rated second highest for consideration** as a destination in the next four years by survey respondents. Further, **Australia rated second by respondents who were 'actively planning'** a business event in the next two years.
- **Cities and coastal/beachside** settings rated highly in terms of areas or locations decision makers would most likely hold a business event in Australia.
- **Cuddling a koala** or feeding kangaroos at a wildlife sanctuary, climbing the **Sydney Harbour Bridge**, dining under a glittering canopy of stars, whale watching along spectacular coastline, and **ballooning over a renowned wine region** followed by a private tasting were the **top five preferred team activities** as part of a business event in Australia.
- When **events agents are used for an event in Australia they are highly involved**, with over 90% of respondents saying that agencies were involved to help choose the destination and organise the event.

"By better understanding what motivates corporate business event decision makers in our key markets we are in a much better position to shape our activity, and encourage industry to do the same, to convert more business for Australia."

**Penny Lion, General Manager
Business Events Australia**



Kangaroo Island, South Australia

The perception that **Australia is seen as an important place to do business** by many, is another reason for choosing it as a business events destination – especially for countries located further from Australia such as the United Kingdom, North America and China. In markets closest to Australia (New Zealand, Indonesia, Singapore and Malaysia), proximity and affordability are positive drivers.

Quality business event facilities in Australia are generally highly regarded, particularly amongst respondents based in India, Singapore and New Zealand.

Quality food and wine ranked at number four when survey respondents were asked to rate their top five most important factors for selecting Australia as a business events destination.



Great Barrier Reef, Queensland

FOOD AND WINE

Food and wine remains an important factor in business event destination selection. Access to a range of multicultural food options, unique dining experiences with stunning views, heritage of food and wine culture, fine dining restaurants and world class local produce, including fresh seafood are all notable considerations.

When asked specifically about Australia's food and wine appeal, survey respondents said that enjoying local food and wine, and exposing guests to unique culinary experiences, especially overlooking the Australian coastline or Uluru, or touring a wine region dominates the top preferences.

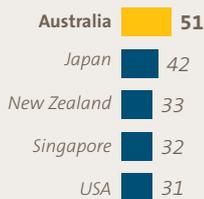
WHY CORPORATES ARE CONSIDERING AUSTRALIA

Good accessibility, particularly for corporates based in Asia, a high level of safety and security, excellent infrastructure, friendly people, and experience in hosting business events were all cited as reasons why corporate decision makers were considering Australia for future business events programs.

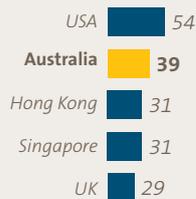
The raw appeal of Australia, its environment and its people are major competitive advantages held by Australia across its major source markets. In addition, when comparing Australia with key competitors, it rated number one or two in its key business events source markets.

How does Australia rank?

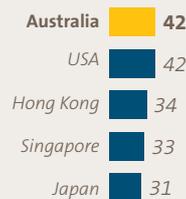
A Safe & Secure Destination (%)



Excellent BE Facilities (%)



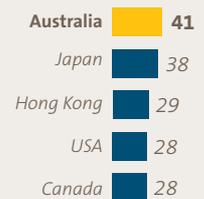
Quality Accommodation (%)



Food & Wine (%)



Clean Cities (%)



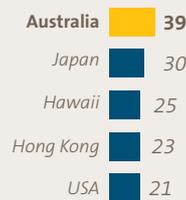
Value for Money (%)



Friendly BE Staff (%)



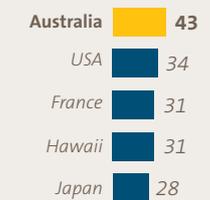
Friendly Citizens (%)



Exclusive Experiences (%)



Local Attractions (%)



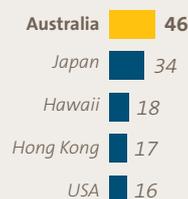
Proven Performance (%)



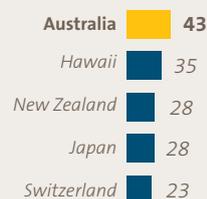
Ease of Visa (%)



Climate (%)



World Class Beauty (%)



When compared with 45 competitor destinations, Australia is ranked number one or number two across the board.



The raw appeal of Australia, its environment and its people are key competitive advantages for decision makers looking to host a business event here.





Twelve Apostles, Victoria

THE RESEARCH

The purpose of this business events research project was to help determine the strategic priorities of Australia's business events strategy in line with Tourism Australia's Tourism 2020 goals, by providing a comprehensive assessment of Australia's current destination appeal from a business events perspective.

The research was carried out in 10 of Australia's key business events markets: Indonesia, New Zealand, Singapore, Malaysia, South Korea, Japan, China, India, USA, and the United Kingdom.

The 550 respondents were corporate Managing Directors, CEOs, Presidents, Vice Presidents, Senior Executives, and a small percentage of small to medium business operators who had all been overseas for a business event and who were wholly or jointly responsible for deciding on destinations for future events.

OBSTACLES TO HOLDING A BUSINESS EVENT IN AUSTRALIA

Whilst Australia remains an aspirational destination with perception rating very highly, the number one barrier to holding a business event in Australia is distance and associated costs.

Distance and cost aside, the study found that there was a knowledge gap with the corporate respondents' about the specific business events offering in Australia.

Further research will be conducted amongst agents to identify opportunities for closing the knowledge gap and between the intermediary and corporate end user.

TOURISM 2020

Tourism 2020 is Australia's national strategy to enhance growth and competitiveness in the tourism industry, with the goal to grow overnight expenditure to between \$115 and \$140 billion annually by the end of the decade. Business events is one of the highest yielding sectors in Australia's visitor economy and has the potential to contribute \$16 billion annually by 2020. In 2009, delegate expenditure for business events visitors was worth \$9.6 billion to the Australian economy. This increased to \$13 billion in 2013.

ABOUT BDA MARKETING PLANNING

The research project was carried out by BDA Marketing Planning, a consultancy who specialise in international demand side strategy development and consumer research.

BDA Marketing Planning was originally engaged by Tourism Australia in 2010 to work on a major strategic project which was the forerunner to the industry's Tourism 2020 strategy.



BUSINESS EVENTS AUSTRALIA

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