

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Supplementary Budget Estimates 2008-09
23 October 2008

Question: SR-14
Topic: Business events
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Senator RONALDSON—Did Senator Eggleston ask you what our share of the global business events tourism market is?

Mr Buckley—Yes. I indicated from memory that it is around about 15 per cent. But that is from memory, so I will take that on notice and come back to you with it.

Answer:

There is a lack of accurate data on the global business events market.

On the basis of the number of international association meetings in 2007, the International Congress and Convention Association (ICCA) found that Australia was ranked 13th in the world with 194 events.

Tourism Research Australia has started collecting more comprehensive data on the Australian business events sector since the beginning of 2008 to help provide a better insight into the nature of the business events market and activity across different sectors.

The estimated total trip spending of international business event visitors who have the business event as the reason why they come to Australia is around \$970 million in the first six months of 2008 – or around 13 per cent of total trip spending by leisure visitors to Australia in this period.