# PROFIT – Business Events that Pay Off

Deep Dive Session

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Session Chair

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## What are Business Events?

Definition: Business events include meetings, incentives, conferences, conventions, exhibitions.

#### Types of events:

- Conferences and conventions
- Exhibitions and trade shows
- Corporate meetings and product launches
- Incentive travel programs
- Association and government events

## Key Segments of the Business Events Sector









Association Conferences:
Often rotate
nationally/internationally.

Corporate Meetings: Include product launches, strategy days, and training. Incentive Travel:
Reward programs
boosting staff and dealer
performance.

Trade shows and public expos promoting industry interaction.

**Exhibitions:** 

## Sector Composition

#### Key Stakeholders:

- Event organisers (PCOs, AMCs)
- Venues (convention centres, hotels, unique venues)
- Suppliers (AV, staging, catering)
- Destinations and Convention Bureaux
- Travel and transport providers
- Government and industry associations

#### Support services:

- Marketing & PR
- Technology platforms
- Security & risk management

## Economic Value to Australia

### In 2019 (pre-pandemic):

- Contributed \$36 billion to the Australian economy
- Supported over 230,000 jobs
- Hosted over 484,000 business events

#### Business events generate:

- High yield tourism (longer stays, higher spend)
- Year-round demand (off-peak travel)
- Trade, knowledge exchange & investment attraction

## Business Events in Regional NSW: Key Highlights

#### Economic Impact (Year Ending December 2024)

- 3.2 million business event visitors to regional NSW
- Total expenditure of \$1.8 billion by these visitors
- 1.9 million domestic overnight visitors
- 1.3 million domestic day-trip visitors
- 38,100 international visitors

These figures underscore the significant contribution of business events to regional economies, supporting local businesses and communities.

## Business Events Visitors vs. Leisure Visitors



<sup>\*</sup>overnight visitors only

Note: leisure visitors are visitors whose purpose of visit is either Holiday and/or Visiting friends and/or relatives.

Source: Business Event Visitors to NSW - Year Ending December 2024, Destination NSW.

Business Events that Pay Off

## Why Regional Areas Matter



ENCOURAGE DISPERSAL OF ECONOMIC BENEFITS BEYOND MAJOR CITIES.



OFFER UNIQUE EXPERIENCES AND DESTINATIONS.



SUPPORT REGIONAL TOURISM OPERATORS AND COMMUNITIES.



INCREASING
GOVERNMENT FOCUS
ON REGIONAL EVENT
ATTRACTION.



## What PCOs Value in a Venue

- Accessibility: Close to transport hubs and parking.
- Capacity & Flexibility: Configurable spaces for all event types.
- Technology: Fast Wi-Fi, AV equipment, hybrid event readiness.
- Accommodation: Onsite or nearby, with various price options.
- Catering: High-quality, dietary-friendly, locally sourced.
- Sustainability: Certified green practices and carbon-conscious policies.

## What PCOs Look for in Suppliers

- Reliability: Prompt, clear communication.
- Pricing: Competitive, transparent quotes.
- Experience: Proven record with similar events.
- Professionalism: Insurances, compliance, punctuality.
- Creativity: Unique, delegate-enhancing ideas.

## Common Pain Points to Avoid

- Unresponsive communication.
- Hidden fees or pricing changes.
- Inflexibility with changes.
- Poor delegate experience.
- Technical failures (AV/Wi-Fi).

## How to Stand Out to PCOs

- Have a polished capability statement.
- Offer virtual site tours or 3D floorplans.
- Understand their objectives and collaborate.
- Showcase testimonials and past successes.
- Be familiar with tendering and bid processes.

## Final Tips

- Focus on partnerships, not just transactions.
- Offer proactive value-add ideas.
- Stay current with industry trends.
- Join industry bodies (ABEA, PCOA).

# Tracey Pascoe

Business Development Manager Destination Wollongong

# Regional Conferencing in Wollongong

# Lisa Kelsey

Director Sales & Marketing Crowne Plaza Shell Cove

## CROWNE PLAZA

Shell Cove Marina

# Opening late Q4













Business Events that Pay Off

## Hotel Features Include:

- 179 Guest Rooms including 1 & 2 Bedroom Suites
- Restaurant & Bar
- Rooftop Pool Deck & Bar
- Gymnasium with Infrared Sauna
- Expansive Meeting & Events Space which includes a Grand Ballroom to cater for up to 600 pax Cocktail Style

## Expert Panel Discussion

**Robyn Johnson**Panel Facilitator

Tracey Pascoe
Destination
Wollongong

**Lisa Kelsey** Crowne Plaza Shell Cove

## Resources

#### Destination Sydney Surrounds South

- Dedicated <u>Business Events Industry Support</u> page
- <u>Business Events Checklist</u> for Venues and Suppliers

#### Destination NSW & BENSW

- FREE Listing for Venues and Suppliers on the <u>BENSW website</u>
- Business Events Toolkit:
  - Client Brief Template
  - Request for Proposal Response Template
  - Quick Tips for working with the business events sector