

28<sup>th</sup> September 2007



**TASMANIAN CONVENTION BUREAU**

**MEDIA RELEASE**

**New Research on Conference Spending**

The convention industry in Tasmania currently contributes just on \$50M annually to businesses around the state.

Announcing the results of independent research carried out by market research firm Enterprise Marketing and Research Services, Tasmanian Convention Bureau Chief Executive Vincent Barron said the research found that each convention delegate spent \$440 per day during an average stay in Tasmania of 4.6 days.

“Last year Tasmania attracted 23,000 delegates to national and international association conferences, and based on this research they each spent \$2024 which makes a total direct contribution of \$46.5M.”

“We also attracted at least 2000 higher yielding corporate delegates who contribute an estimated \$3.4M, to make the industry worth close to \$50M.

Mr. Barron was speaking at the launch of the Bureau’s new Meeting Planners Guide by the Minister for Tourism, Paula Wriedt. He said the survey, which was conducted by personal interview of 234 delegates at seven conferences in Hobart and Launceston, provided the most accurate data on delegate expenditure in Australia.

“Delegates who were interviewed, were then contacted upon their return home, to confirm their post conference activities and spend,” he said.

“37% of delegates stayed an average of 3.6 days before or after the conference and many of them toured widely, effectively dispersing the spend to businesses around the state”, he said.

“In addition 27% of delegates were accompanied by at least one person and their spending patterns were researched and included in the total daily delegate spend of \$440”, Mr. Barron said.

This is the high yield sector of the tourism industry and the Tasmanian Convention Bureau and its members work very closely with Tourism Tasmania to maximize convention attendance and their pre and post conference touring around the state. “This weekend we have more than 700 delegates attending the combined Primary and Secondary School Principals Conference”, Mr. Barron said.

*Ends*

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