



Conferences Bring High Yield Visitors

The Convention Industry in Tasmania currently contributes just on \$51M annually to businesses around the state.

Independent research carried out by market research firm Enterprise Marketing and Research Services found that each convention delegate spent \$445.00 per day during an average stay in Tasmania of 4.6 days.

Tasmanian Convention Bureau statistics reveal that last year Tasmania attracted 23,000 delegates to national and international association conferences, and based on this research they each spent \$2,024 which makes a direct contribution of \$47M.

Convention Bureau chief executive Vincent Barron said, "we also attracted a least 2,000 higher yielding corporate delegates who contributed as estimated \$3.4M, to make the industry worth close to \$51M."

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 \$445.00," 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 delegate's pre and post conference touring around the state.

