



Association
of Australian
Convention
Bureaux

Domestic Business Events

SNAPSHOT REPORT

OCTOBER /20

SPECIAL EDITION:
interim COVID-19
update

ANALYSIS OF BIDS WON, BIDS LOST AND THE BID PIPELINE

WWW.AACB.ORG.AU

ABOUT THIS REPORT

FORWARD CALENDAR

ANALYSIS OF BIDS WON

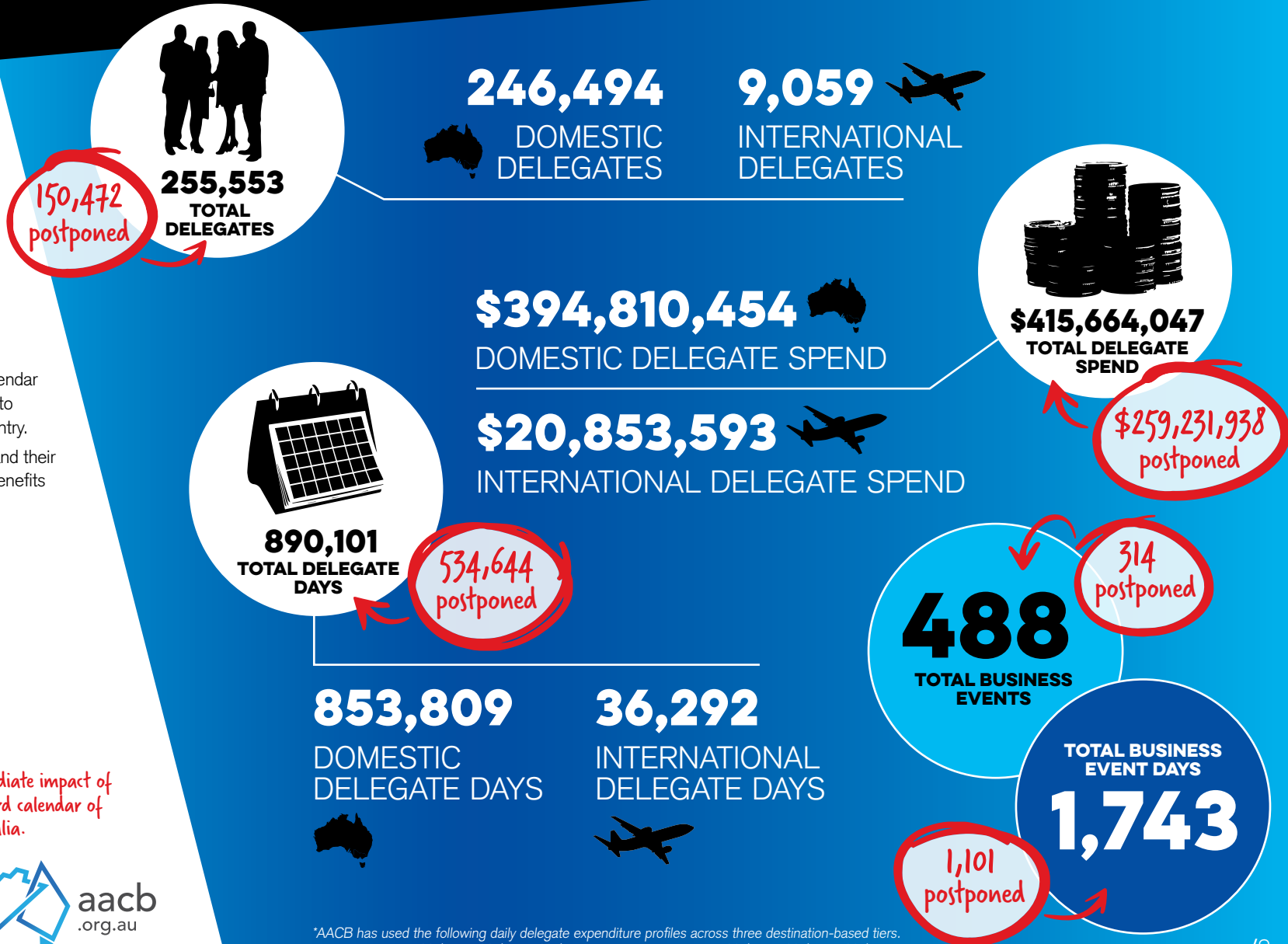
The AACB has produced an annual performance report for almost two decades. These reports have enabled AACB's members to benchmark their performance on a range of dimensions. In recent times, the AACB has developed a new data collection system which allows key market intelligence to be shared frequently with its strategic partners and government stakeholders.

Business events are unique in that they are the only tourism sector that provides a vision of confirmed future business. AACB's forward calendar outlines international business events attracted to Australia by convention bureaux across the country.

This intelligence can be used by governments and their departments to maximise the beyond tourism benefits that these events offer, such as:

- Attract global talent
- Transfer knowledge
- Boost productivity
- Nurture research collaboration
- Foster innovation
- Encourage foreign investment
- Stimulate trade
- Promote cultural exchange
- Deliver community benefits.

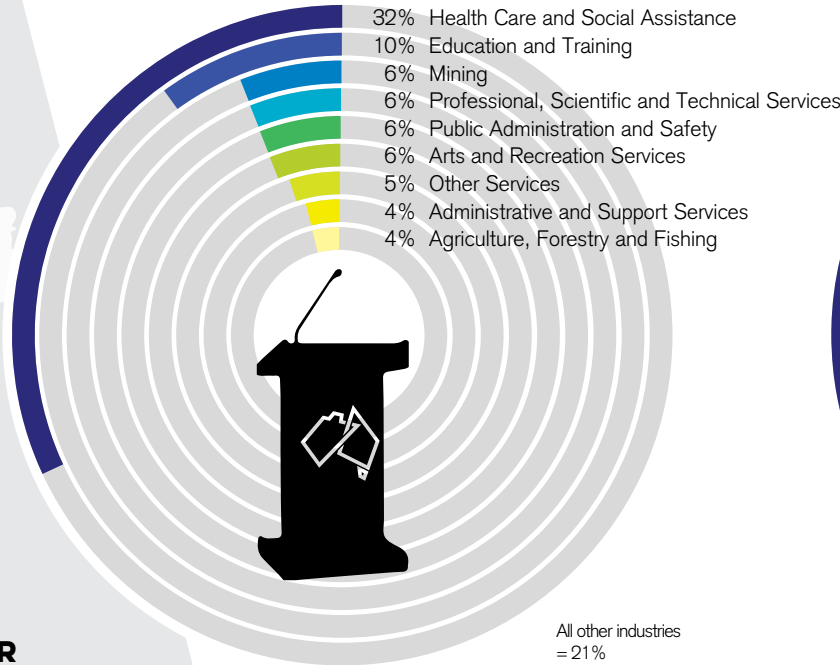
This special edition report highlights the immediate impact of the global coronavirus pandemic on the forward calendar of international business events secured for Australia.



*AACB has used the following daily delegate expenditure profiles across three destination-based tiers. National delegate (a) \$547, (b) \$406, (c) \$337; International delegate (a) \$664, (b) \$460, (c) \$434.

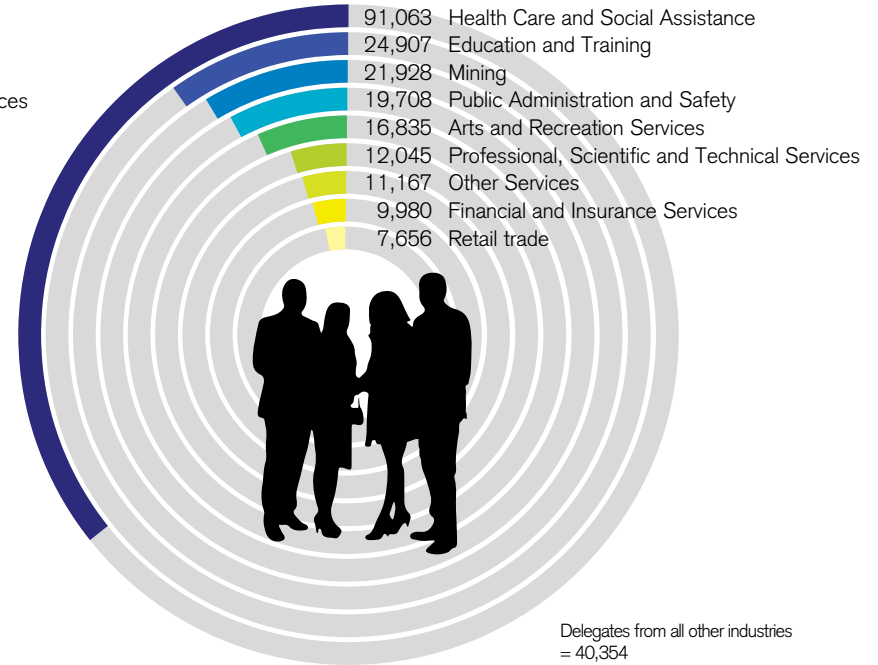
DOMESTIC BUSINESS EVENTS BY INDUSTRY TYPE

From October 2020



ESTIMATED DELEGATE NUMBERS BY INDUSTRY TYPE

From October 2020



Trade activity significantly impacted in 2020

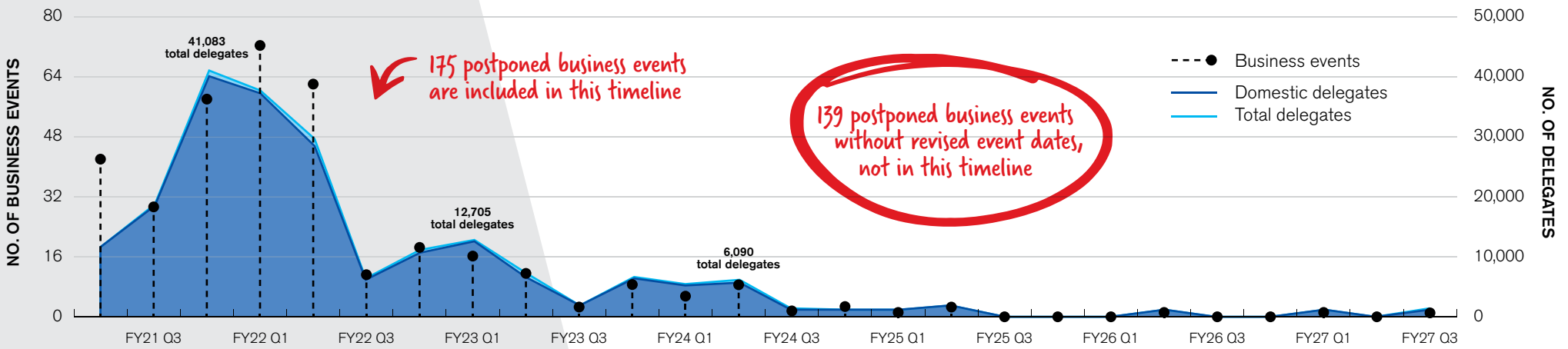
60% OF ALL DOMESTIC CONVENTIONS WON have a trade/exhibition component

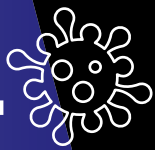
In-person collaboration significantly impacted in 2020

91k PROFESSIONALS including **3.5k** INTERNATIONAL delegates will come together to discuss best practice in **HEALTH CARE** and **SOCIAL ASSISTANCE**

BUSINESS EVENTS & DELEGATES PER QUARTER

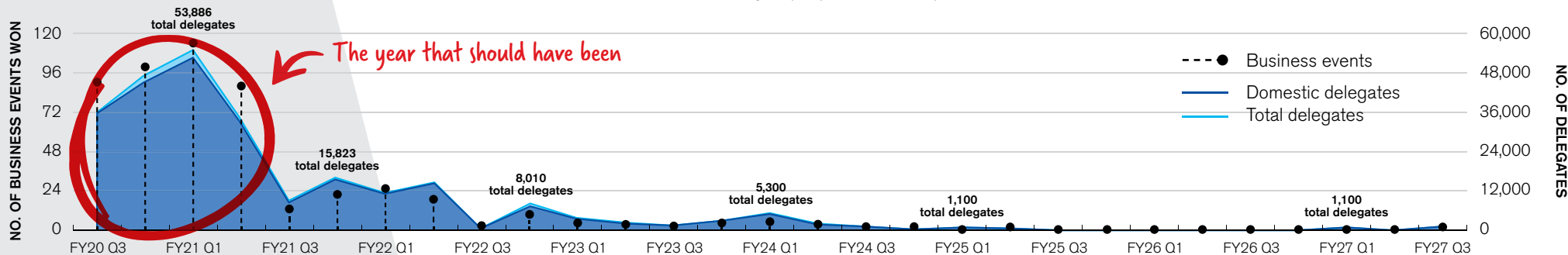
From October 2020





FORWARD CALENDAR OF BIDS WON PRE-COVID-19

Business events and delegates per quarter from January 2020



IMPACT OF COVID-19 ON THE FORWARD CALENDAR OF BIDS WON

Business events and delegates per quarter from January 2020

