

**BUSINESS EVENTS**  
**CAIRNS & GREAT**  
**BARRIER REEF**  
*The natural place to meet*

## Market Summary & Activity Overview





## Current Market

2020 has brought many challenges to the visitor economy, with the business events industry facing its own new set of challenges around delivering effective events in a "Covid-safe" environment.

Whilst policies on managing the restrictions placed on business events are still being discussed, Business Events Cairns & Great Barrier Reef (BECGBR) will continue to focus on driving demand for the region through:

1.

Increasing our destinations share of voice through content marketing strategies and consistent brand influence

2.

Providing opportunities for members to connect with business events trade through our trade marketing activities and education programs, connecting members with business events industry

3.

Driving revenue to members that are active in the business events space through management of leads and bids

Similar to the broader tourism industry, the geographic marketing focus will be on the domestic markets for the next 12 – 18 months. BECGBR will closely monitor the opening of interstate borders, resumption of aviation services and clarity around Covid-safe operational requirements for business events, adjusting our marketing plans accordingly.

BECGBR also expects the domestic market to be extremely competitive as regions compete for the "lucrative business events dollar". Whilst we continue to lobby for a local subvention fund, this will not be available in the short term. As a result, it is going to be more important than ever to unite as an industry and sell the destination in a consistent manner, focusing on the USPs the region offers in a post-covid environment. Aligning our destination brand, *See Great, Leave Greater*, with business events and how that then aligns with each business events member will be a key focus for the BEC team in the coming months.







## Aviation

A consistent business events calendar instills an airlines' confidence in a destination and can influence where and when they fly. BECGBR will be providing regular updates to airlines on the region's collective business events activity to assist with building a case for aviation services into Cairns.

While we will use our internal data from leads and referrals and confirmed events from the Convention Centre, we will reach out to our hotel partners to assist us with additional information. Members will be asked to disclose number of delegates and the sector of the event (e.g. corporate), which will be added to a regional monthly total that is confidentially shared with airlines.

## Domestic Trade Marketing Activities

BECGBR is planning to run the following activities:

- Regional Showcase has been redesigned as an interactive digital game to educate buyers on members products, which is scheduled for July 2020.
- Sell TNQ is scheduled for November 2020; however, this will be subject to aviation access and costs. BECGBR will heavily subsidise this activity.
- AIME 2021 is scheduled to proceed; however, we are unsure of the format. BECGBR intends to participate and subsidise member participation where possible.
- Site inspections will be a key focus once interstate borders are reopened for travel.
- Leads generation for members will continue to be a key focus; however, we are expecting the domestic environment to be extremely competitive.

## International Trade Marketing Activities

International travel is not expected to resume until early-mid 2021. When it does, there will be a reduction in capacity in the short term. Our expectation is that international delegates will transit through gateway cities of Brisbane and Sydney, so marketing activity will focus on countries that fly into these ports. BECGBR will continue to support the Business Events Australia international market managers to advocate for our destination.

## Content

A new range of marketing content will be created to coincide with the new business events brand currently under development, focusing on showcasing the USPs that the region has on offer. Monthly media releases and consistent content posting across social media and web platforms will be a digital priority, ensuring accurate and engaging regional content is reaching business event organisers.

BECGBR will be actively promoting members to business event organisers through a mix of digital marketing and face-to-face trade activities. Members will be required to ensure their business events specific content and stories are relevant, sustainable, easy to find and up-to-date.



Business events are a significant contributor to the overall business mix for Cairns & Great Barrier Reef. Whilst business event visitor numbers are on average 25% of total visitation, the spend is much greater and forms a significant portion of the region's yield. They also significantly contribute to filling shoulder and low seasons.

The direct financial contribution was \$58.5 million and an indirect contribution of \$177 million. During the 2018/2019 financial year, Cairns & Great Barrier Reef hosted 323 business events and 36,033 delegates, amounting to 154,499 delegate days.

Within the state, Cairns & Great Barrier Reef business events equated to 10% of all business events, 8% of delegates and 11% of delegate days.

Factors influencing these results were:

- AMWAY China Incentive of over 6,000 delegates over a four-week period
- Closure of spaces and rooms due to refurbishment at Shangri-La Hotel, The Marina, Cairns and Novotel Cairns Oasis Resort
- Riley, Crystalbrook Collection Resort opened end of 2018

When comparing the state's regional results it's important to note that the Gold Coast and Brisbane conference numbers are always significantly higher due to larger capacity and access to Brisbane-based meetings. Sunshine Coast numbers are typically slightly less than Cairns & Great Barrier Reef; however, they also have a large focus on state-based meetings due to their proximity to Brisbane.

International delegates represented the largest portion of the market with 42% due to the large AMWAY China Incentive from April 2019 that brought over 6,000 delegates to the region. Of the remaining delegates, national accounted for 42% followed by state at 17%.

Of total events in the region, incentives only amounted to 28% of the spread, with conferences holding the majority with 52%.

From a sector perspective, the corporate market continues to be the strongest performing for the region at 74%, followed by association sector at 15% and government sector at 11%.

The following pages include a detailed analysis of the 2018/2019 statistics.

*Disclosure: The above figures are taken from the annual Queensland Business Events Survey (QBES) for the financial year end June 2019. The financial forecasts are based on the AACB - Tier 2 expenditure figures of \$460 per international delegate and \$406 for national and state delegates. Meetings, delegates and delegate days are based on overnight events of 15 delegates or more, with only actual meeting days counted. This does not take into account pre or post arrival and departure days, pre and post touring, or accompanying partners. While these financial figures are extremely conservative, they are used by the Queensland Government to analyse trends in business events throughout the state and are therefore adopted by Business Events Cairns & Great Barrier Reef to ensure consistency.*





The following tables provide a breakdown of at-a-glance statistics for Cairns & Great Barrier Reef's performance in the state's business events sector over the past five years. In 2018/2019, Cairns & Great Barrier Reef's number of events, number of delegates and number of delegate days all increased between 1% - 3%.

While state's total number of events has decreased, Cairns & Great Barrier Reef managed to increase number of events hosted by almost 50 from the previous year in 2017/2018.

## Business Events

	14/15	15/16	16/17	17/18	18/19
Queensland	4,072	3,953	3,666	3,445	3,234
Cairns & GBR	362	443	349	280	323
% Share	9%	11%	10%	8%	10%

## Delegates

	14/15	15/16	16/17	17/18	18/19
Queensland	480,037	417,698	397,674	388,274	444,648
Cairns & GBR	33,469	30,861	30,133	28,551	36,033
% Share	7%	7%	8%	7%	8%

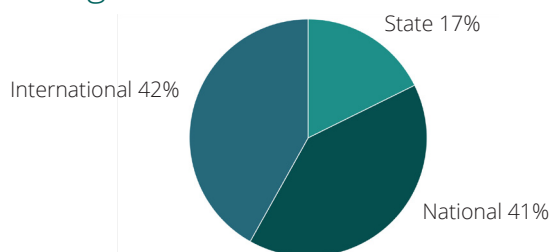
## Delegate Days

	14/15	15/16	16/17	17/18	18/19
Queensland	1,517,099	1,256,686	1,220,895	1,161,296	1,425,610
Cairns & GBR	114,904	101,456	104,977	106,395	154,499
% Share	8%	8%	9%	9%	11%

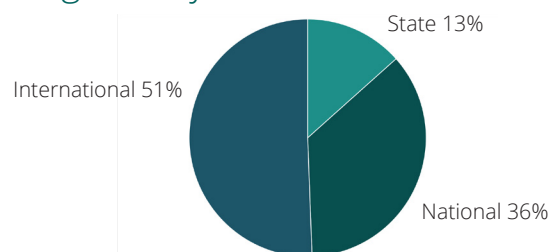


Business events can have delegates from state, national and international markets, so geographic data is reported by delegates and delegate days. The international and national market continue to be the largest for Cairns & Great Barrier Reef. Below is a summary by delegate and delegate days for the 2018/2019 financial year for each market, including percentage contribution to state figures, as well as a geographic breakdown for the past five years.

## Delegate Source



## Delegate Day Source



## International

In 2018/2019, Cairns & Great Barrier Reef attracted 25% of all international delegates and 29% of delegate days in Queensland. At a regional level, the average length of event attendance for an international delegate is 4 days.

	14/15	15/16	16/17	17/18	18/19
Delegates	9,827 (29%)	9,475 (31%)	7,477 (27%)	7,283 (26%)	15,090 (42%)
Delegate Days	38,226 (33%)	38,688 (38%)	29,973 (30%)	32,187 (30%)	78,168 (51%)

## National

In 2018/2019, Cairns & Great Barrier Reef attracted 7% of all national delegates and 9% of delegate days in Queensland. At a regional level, the average length of event attendance for a national delegate is 3 days.

	14/15	15/16	16/17	17/18	18/19
Delegates	16,022 (48%)	14,180 (46%)	14,089 (47%)	15,429 (54%)	14,565 (40%)
Delegate Days	55,142 (48%)	43,689 (43%)	48,746 (46%)	53,666 (50%)	55,609 (36%)

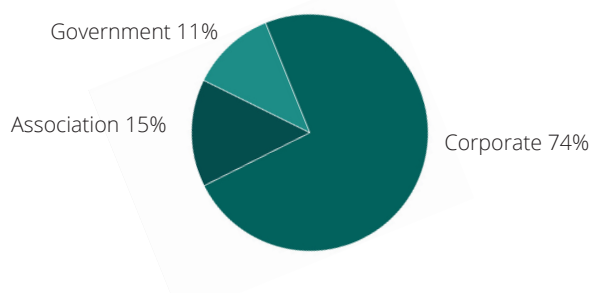
## State/Local

In 2018/2019, Cairns & Great Barrier Reef attracted 3% of all state/local delegates and 4% of delegate days in Queensland. At a regional level, the average length of event attendance by a state/local delegate is 3 days.

	14/15	15/16	16/17	17/18	18/19
Delegates	7,620 (6%)	7,205 (7%)	8,567 (8%)	5,838 (5%)	6,378 (4%)
Delegate Days	21,536 (19%)	19,079 (19%)	26,258 (25%)	20,542 (19%)	20,722 (13%)



In 2018/2019, the corporate sector represented the largest market for Cairns & Great Barrier Reef, followed by the association and government sectors. The tables below outline recorded numbers of delegates and delegate days for the region by sector and geographic origin.



## Association

In 2018/2019, Cairns & Great Barrier Reef hosted 48 association events, representing 8.32% of total association events within the state. At a regional level, the average attendance at an association event is 195 delegates for an average of 3.9 days.

	State	National	International	Total
Delegates	2,497 (27%)	4,452 (47%)	2,421 (26%)	9,370
Delegate Days	8,682 (24%)	16,842 (46%)	10,990 (30%)	36,514

## Corporate

In 2018/2019, Cairns & Great Barrier Reef hosted 241 corporate events, representing 9.93% of total corporate events within the state. At a regional level, the average attendance at a corporate event is 100 delegates for an average of 4.5 days.

	State	National	International	Total
Delegates	2,307 (10%)	9,534 (39%)	12,437 (51%)	24,278
Delegate Days	7,548 (7%)	35,937 (33%)	65,896 (60%)	109,381

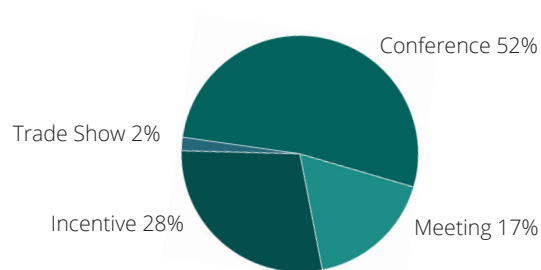
## Government

In 2018/2019, Cairns & Great Barrier Reef hosted 38 government events, representing 14.9% of total government events within the state. At a regional level, the average attendance at a government event is 65 delegates for an average of 3.7 days.

	State	National	International	Total
Delegates	1,574 (64%)	579 (23%)	323 (13%)	2,476
Delegate Days	4,492 (49%)	2,830 (31%)	1,784 (20%)	9,106



Conferences represent the largest sector at 52% of the market, followed by incentives at 28%, meetings at 17% and trade shows with the smallest sector at 2%. The following tables show a breakdown of Cairns & Great Barrier Reef delegates and delegate days by geographic origin.



## Conference

In 2018/2019, Cairns & Great Barrier Reef hosted 171 conferences, representing 8% of Queensland's conference sector. At a regional level, the average attendance at a conference is 68 delegates for an average of 7.6 days.

	State	National	International	Total
Delegates	5,212 (45%)	1,143 (10%)	5,327 (46%)	11,682
Delegate Days	17,360 (19%)	46,279 (52%)	25,393 (29%)	89,033

## Meetings

In 2018/2019, Cairns & Great Barrier Reef hosted 57 meetings, representing 7% of Queensland's meeting sector. At a regional level, the average attendance at a meeting is 46 delegates for an average of 4.4 days.

	State	National	International	Total
Delegates	929 (36%)	1,143 (44%)	540 (21%)	2,612
Delegate Days	2,436 (21%)	5,420 (47%)	3,671 (32%)	11,527

## Incentive

In 2018/2019, Cairns & Great Barrier Reef hosted 93 incentives, representing 31% of Queensland's incentive sector. At a regional level, the average attendance at an incentive is 109 delegates for an average of 5.2 days.

	State	National	International	Total
Delegates	62 (1%)	719 (7%)	9,314 (92%)	10,095
Delegate Days	314 (1%)	2,812 (5%)	49,606 (94%)	52,732

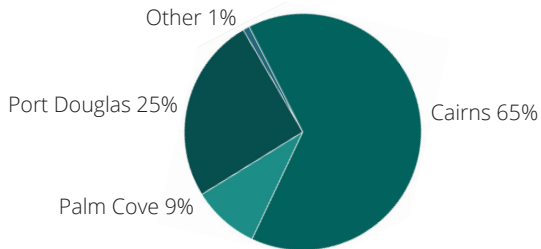
## Trade Shows

In 2018/2019, Cairns & Great Barrier Reef hosted 6 trade shows, representing 14% of Queensland's trade show sector. At a regional level, the average attendance at a trade show is 62 delegates for an average of 4.6 days.

	State	National	International	Total
Delegates	0 (0%)	371 (100%)	0 (0%)	371
Delegate Days	611 (36%)	1,098 (64%)	0 (0%)	1,709

# 18-19 Regional Breakdown

Predominately due to infrastructure and direct access, Cairns continues to attract the most business events within the region, followed by Port Douglas, Palm Cove and other destinations, such as Tropical Islands, Cassowary Coast or Atherton Tablelands. Corporate remains the largest sector for all regions with a difference of almost 200 events, followed by association and government sectors.



## Regional Event Breakdown

	Cairns	Palm Cove	Port Douglas	Other	Total Events
Conference/ Meeting	146	28	52	2	228
Incentive	59	2	31	1	93
Trade show/ Exhibition	6	0	0	0	6
Total Events	211	30	83	3	327

## Regional Sector Breakdown

	Cairns	Palm Cove	Port Douglas	Other	Total Events
Corporate	137	21	81	2	241
Association	44	2	2	0	48
Government	30	7	0	1	38
Total Events	211	30	83	3	327





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