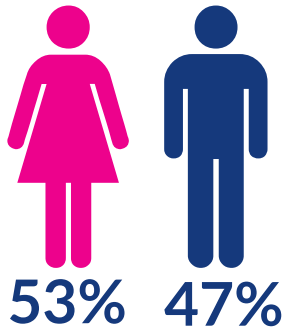


Darwin Business Event Delegate Research 2017 Event Season

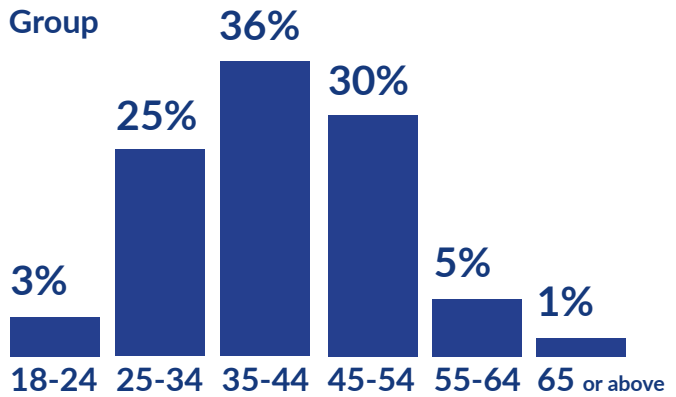
DEPARTMENT OF
TOURISM AND CULTURE

Aim of the study

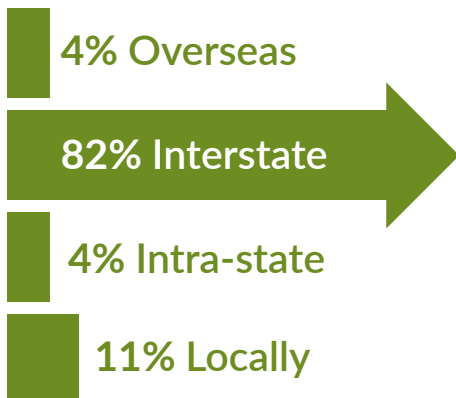
The aim of the study was to understand the impact of business events held at the Darwin Convention Centre in terms of delegate spend, behaviour and satisfaction.



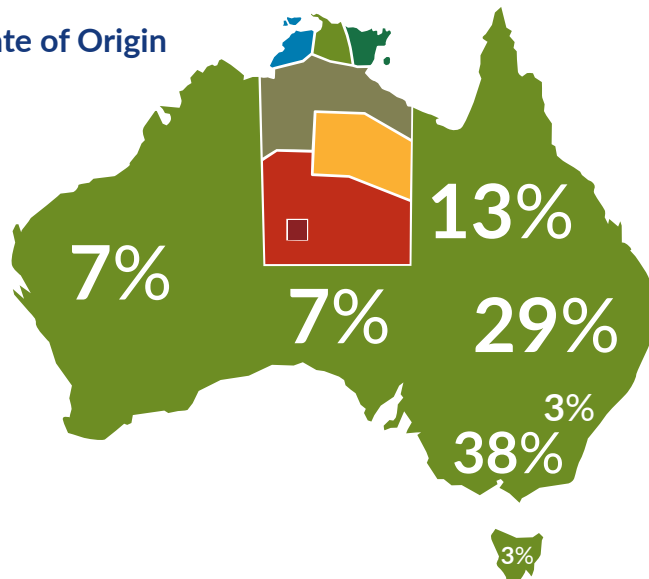
Age Group



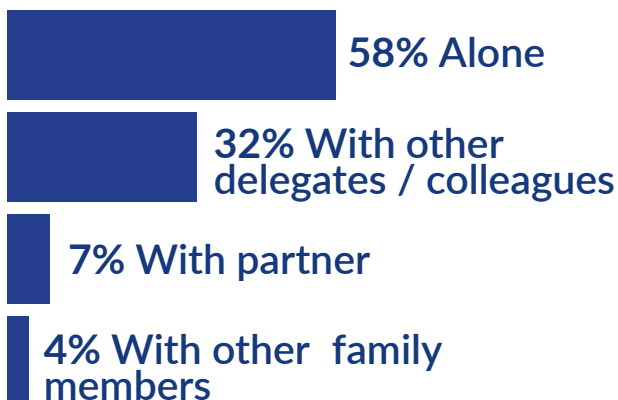
Residence



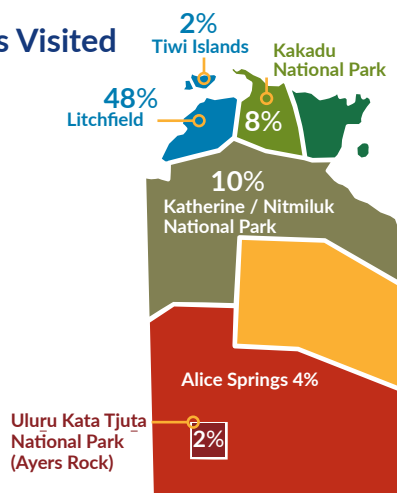
State of Origin



Travel Party



Places Visited



56% Other

INTENTION TO VISIT

16% of those who came to Darwin for a conference reported an intention to visit other places.

Financial and Visitor Behaviour Indicators

\$2,745
Average spend per delegate

3.8  Average length of stay in Darwin by delegate attending an event / conference



\$2745* Registration included. Sample is weighted to the proportion of visitors and by conference (i.e. each conference is equally represented).

Satisfaction Indicators

92%

Satisfaction with Darwin as a business event destination (Satisfied + Very Satisfied)



94%

Satisfaction with the Darwin Convention Centre (Satisfied + Very Satisfied)

Darwin as a business event destination



Darwin Convention Centre



Methodology

- A sample of 350 business delegates was obtained from five different events held at the Darwin Convention Centre between July-October 2017.
- A five minute intercept survey was administered on-site at each event.
- Where participants opted to complete the survey later, they were sent a link to the survey at a time that was convenient to them.