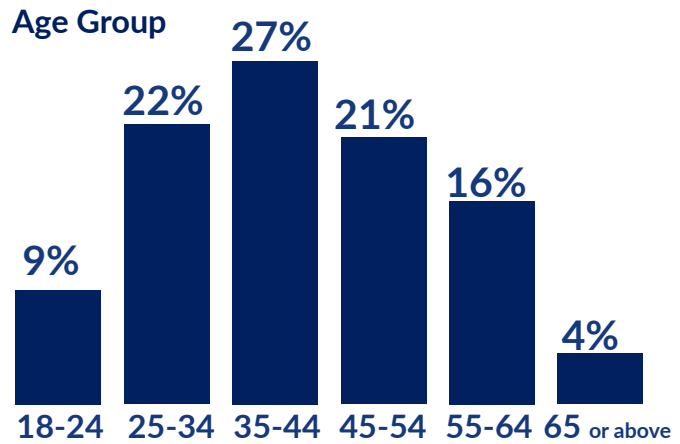
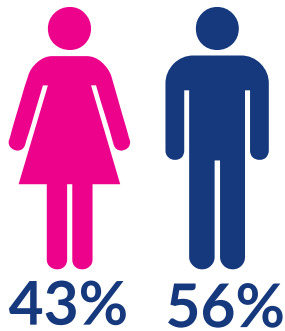


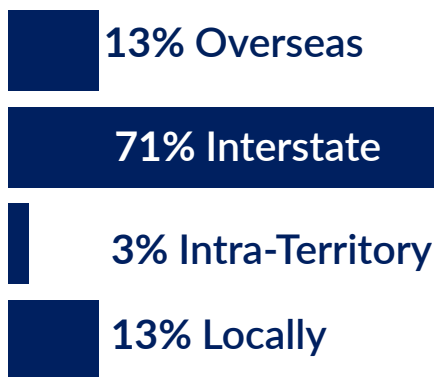
Darwin Business Events Delegates Research 2019

Aim of the study

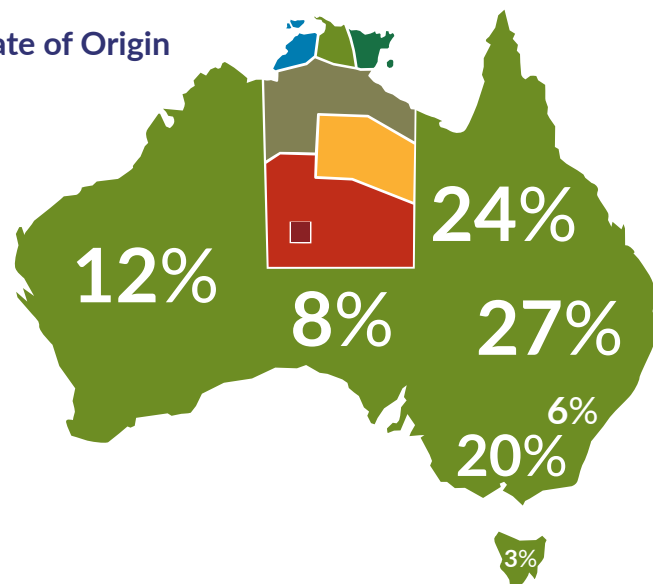
The aim of the study was to understand the impact of business events held at the Darwin Convention Centre in terms of delegate spend, behaviour, satisfaction and economic contribution.



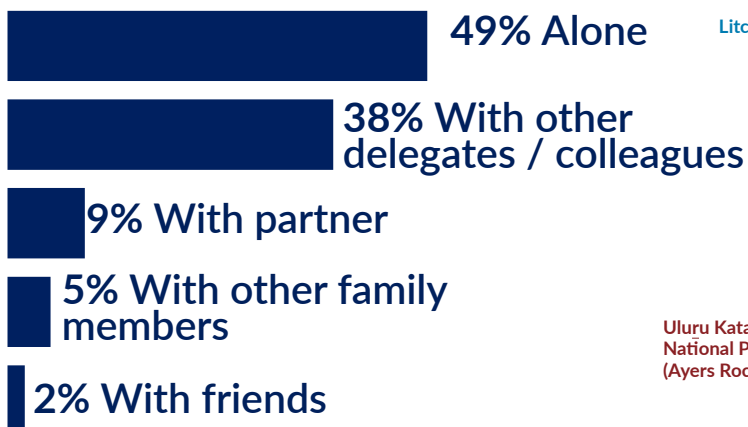
Residence



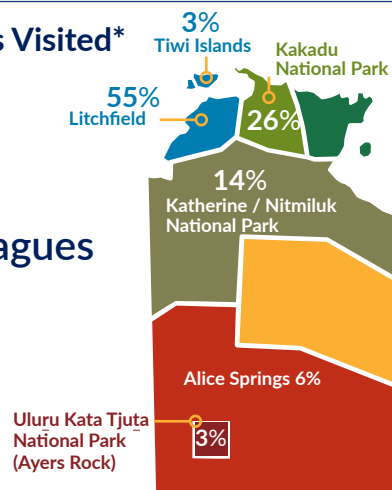
State of Origin



Travel Party



Places Visited*



31% Other

INTENTION TO VISIT
21% of those who came to Darwin for a conference reported an intention to visit other places in the NT.

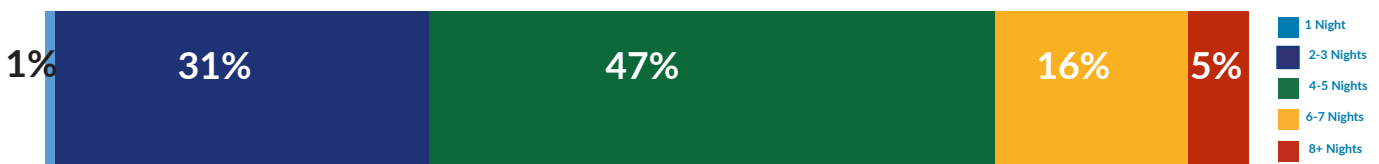
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Financial and Visitor Behaviour Indicators

\$3,402
Average spend per delegate

4.5 

Average length of stay (ALOS) in Darwin by delegates attending an event /conference.



\$3,402* Registration included. Sample is weighted to the proportion of visitors who identified as local, NT residents, travelling interstate and travelling from overseas. ALOS in the NT by delegates attending the conference was 5.8 nights.

Satisfaction Indicators

85%

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



91%

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

Darwin as a business events destination



Darwin Convention Centre



Methodology

- A sample of 666 business delegates was obtained from eight different events held at the Darwin Convention Centre between July-November 2019.
- A ten minute intercept survey was administered on-site at each event.
- Interviews were conducted during morning, lunch and afternoon breaks at the conference.

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