

# BUSINESS EVENTS AUSTRALIA BID FUND PROGRAM SUMMARY

October 2021

TOURISM AUSTRALIA



## BIDS WON

52  
WINS

\$415M  
Total economic  
impact

### BID APPLICATION SUMMARY

209\*

Events

\$1.1b\*\*

Total economic value

\*Excludes multiple applications received for some events

\*\* Excludes duplicates and withdrawn/lost/declined applications

### RETURN ON INVESTMENT

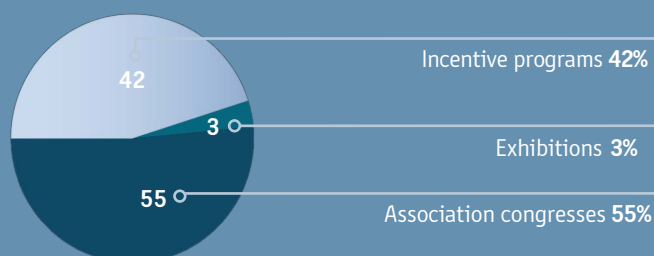
\$22\*

ROI on total contribution: This is the expected return for Australia for every dollar invested by all parties

\$55 \*ROI on TA contribution: This is the expected return for Australia for every dollar TA invests

\*Based on bids won

### APPLICATION BREAKDOWN BY EVENT TYPE

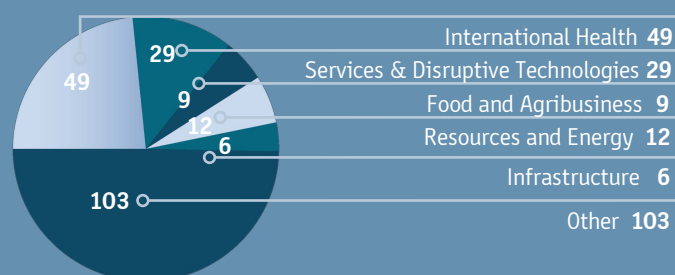


### AVERAGE INTERNATIONAL DELEGATE NUMBERS PER EVENT

1,517  
Association  
congresses

2,015  
Incentive  
programs

### INDUSTRY SECTOR BREAKDOWN BY EVENT



## APPLICATIONS

### PROGRESS REPORT BY EVENT LOST AND DECLINED

Lost to international competition	52
Withdrawn/Declined*	41
Confirmed events cancelled due to COVID-19	8

\* TA declined applications for events that did not meet mandatory eligibility criteria such as; minimum economic impact; international delegate numbers; acceptance of terms & conditions.

### BREAKDOWN BY STATE FOR APPLICATIONS\*

State	Association	Incentive	Exhibition
NSW	33	22	5
VIC	27	16	2
SA	12	13	-
QLD	57	48	1
WA	13	16	1
NT	8	-	-
ACT	3	-	-
TAS	-	-	-

\* 277 applications for 209 events

This information is confirmed as of 31 October 2021