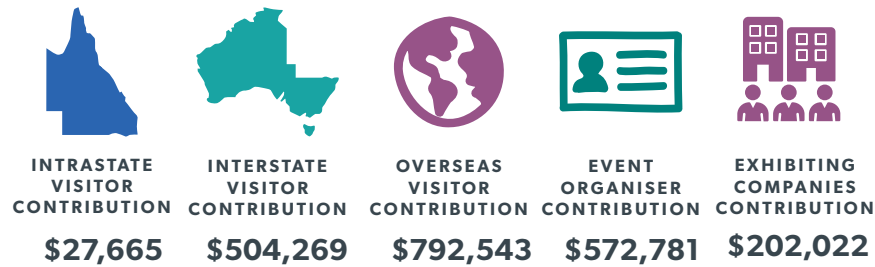


## ECONOMIC AND TOURISM IMPACTS

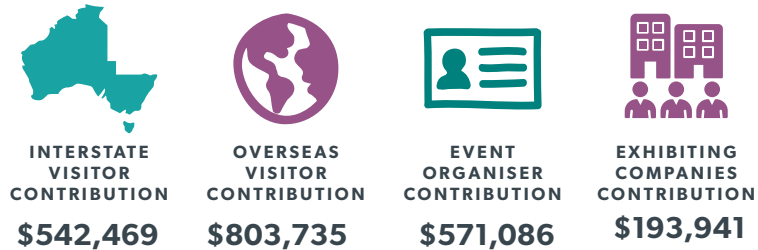
Total Direct and Incremental Expenditure for Brisbane



TOTAL DIRECT AND INCREMENTAL EXPENDITURE FOR BRISBANE

**\$2,099,279**

Total Direct and Incremental Expenditure for Queensland

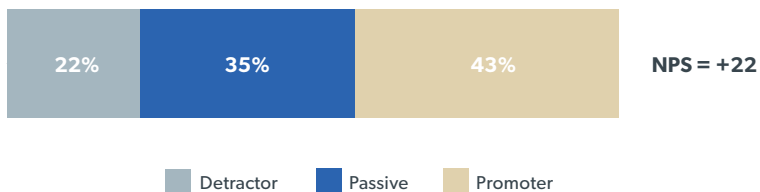


TOTAL DIRECT AND INCREMENTAL EXPENDITURE FOR QUEENSLAND

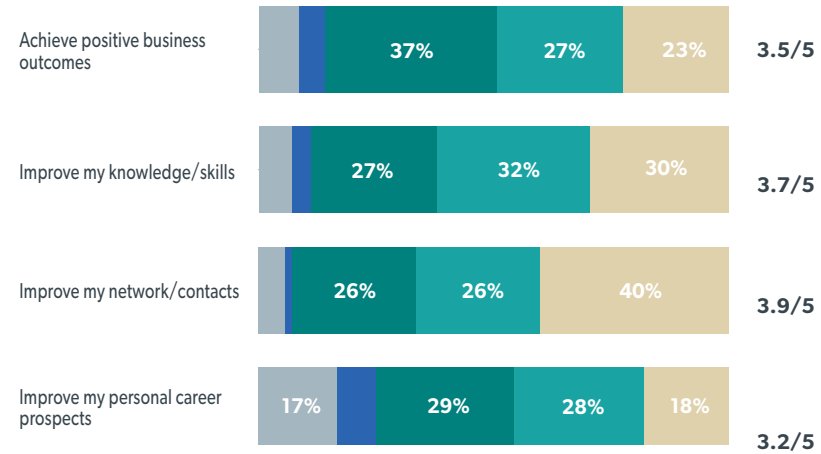
**\$2,111,231**

## NET PROMOTER SCORE

This is a measure of the degree of advocacy amongst attendees regarding Brisbane



## CONFERENCE OUTCOMES



Strongly Disagree Disagree Neither agree or disagree Agree Strongly Agree

## DESTINATION PERCEPTIONS



Strongly Disagree Disagree Neither agree or disagree Agree Strongly Agree

## AT A GLANCE

+ APMC13 attracted 843 attendees across 6 days. When accompanying people are taken into consideration, there were 1,034 individuals who attended the congress and / or visited Brisbane.

+ APMC13 generated direct and incremental expenditure of \$2,099,279 attributable to the Brisbane economy and \$2,111,231 attributable to the Queensland economy.

+ APMC13 was responsible for generating 4,177 visitor nights in Brisbane. The majority of these nights were generated by overseas visitors (2,323).

+ When assessing 'Conference Outcomes', the highest level of agreement was recorded for the statements 'Improve my network/contacts' (3.9/5).

+ When assessing 'Destination Perceptions', the highest level of agreement was recorded for the statement 'More likely to talk positively to others back home about Brisbane' (4.2/5).