



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

**Sector Trends
Research, Evaluation &
Analytics Branch**



Convention Activity Survey Year to March 2018 report

Prepared May 2018



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

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ISSN 2382-1450

Prepared May 2018

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Introduction

Convention Activity Survey

The Convention Activity Survey (CAS) measures business event activity at qualifying venues in New Zealand.

The business event activity measured includes meetings and seminars, incentive activities, conferences and conventions, trade shows and exhibitions, and special occasions. The CAS is part of a broader Convention Research Programme, in which the Convention Delegate Survey measures the annual contribution of multi-day convention and conference activity to the New Zealand economy.

Convention Bureaux

Fourteen out of the nineteen Convention Bureaux participate in the Convention Research Programme (CRP). As such, the CRP is not a national programme but covers a significant majority of conference/convention activity in New Zealand. The participating Convention Bureaux are Auckland, Hamilton and Waikato, Bay of Plenty, Rotorua, Taupo, Hawke's Bay, Manawatu, Wellington, Marlborough, Nelson, Christchurch and Canterbury, Dunedin, Queenstown and Southland.

Southland has joined CRP since March 2018 quarter , however the statistics for Southland will not be included into the CAS report until year ended December 2018 report.

Highlights

All events

- The number of events increased 1 per cent from 45,700 in the year ended March 2017 to 46,100 in the year ended March 2018.
- However, the number of delegates attending all events decreased 4 per cent from 3.6 million in the year ended March 2017, to 3.5 million in the year ended March 2018.
- The total number of delegate days decreased 6 per cent from 4.5 million in the year ended March 2017, to 4.2 million in the year ended March 2018.

Conference and convention activity

- The number of conferences and conventions was steady at 5,100 in the year ended March 2018, compared to the year ended March 2017.
- The number of delegates attending conferences and conventions decreased 8 per cent to 543,800 in the year ended March 2018, from 592,400 in the year ended March 2017.
- The number of delegate days decreased 5 per cent to 970,000 in the year ended March 2018, from 1.03 million in the year ended March 2017.

Meeting and seminar activity

- Meetings and seminars comprised 68 per cent of all events, and 42 per cent of all delegate days.
- The number of delegates attending meetings and seminars increased 2 per cent to 1.58 million in the year ended March 2018, from 1.55 million in the year ended March 2017.
- The number of delegate days for meetings and seminars increased 1 per cent to 1.79 million in the year ended March 2018, from 1.77 million in the year ended March 2017.
- The number of meetings and seminars increased 4 per cent from 30,000 in the year ended March 2017, to 31,200 in the year ended March 2018.

Trade show and exhibition activity

- Trade shows and exhibitions accounted for one per cent of all business events and three per cent of all delegate days.

Special occasion activity

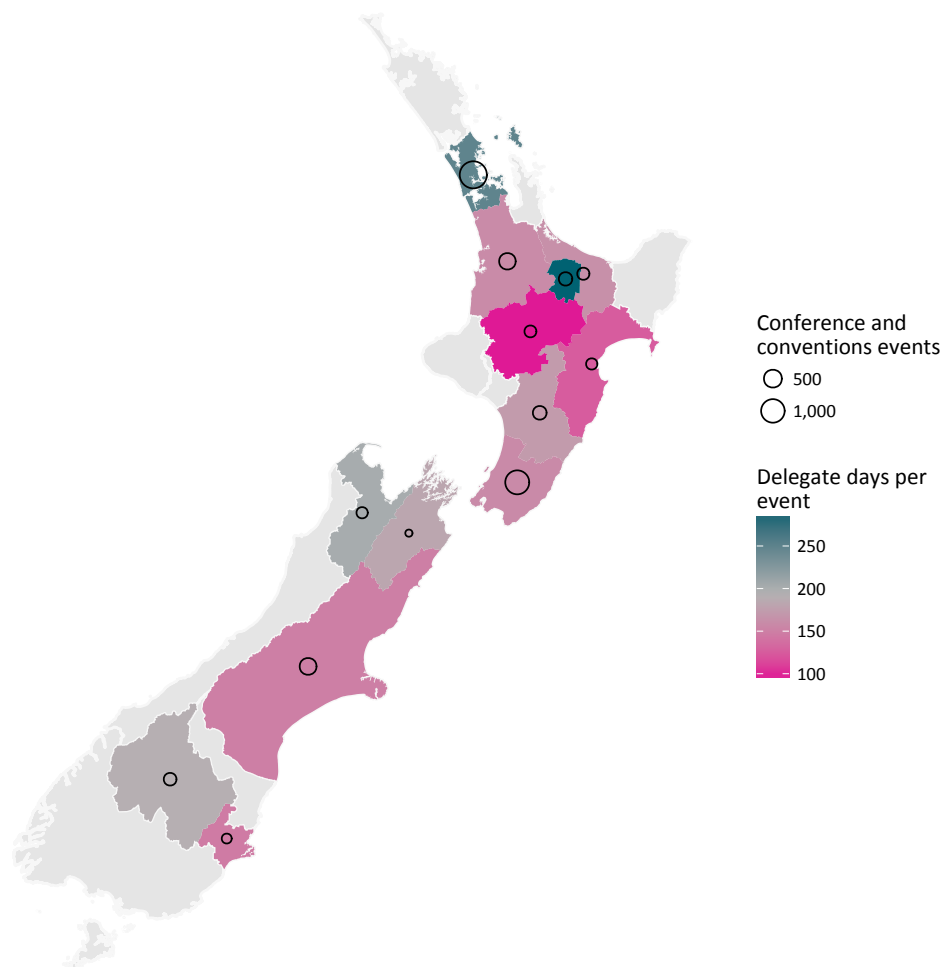
- The proportion of special occasion activity was 18 per cent of all business events in the year ended March 2018, down one per cent from 19 per cent in the year ending March 2017. In terms of delegate days, the share of special occasion activity was 30 per cent, at the same level as in the year ending March 2017.

Summary of conference and convention activity

A total of 543,800 delegates attended 5,100 conferences and conventions in the year ended March 2018, generating 0.97 million delegate days. With the event number having no significant change compared to the year ended March 2017, both the delegates (down eight per cent from 592,400) and the delegate days (down five per cent from 1.03 million) have decreased.

Around 29 per cent of multi-day conferences and conventions and 26 per cent of single-day conferences and conventions were held in Auckland in the year ended March 2018.

Figure 1: Summary of conference and convention activity (year ended March 2018)

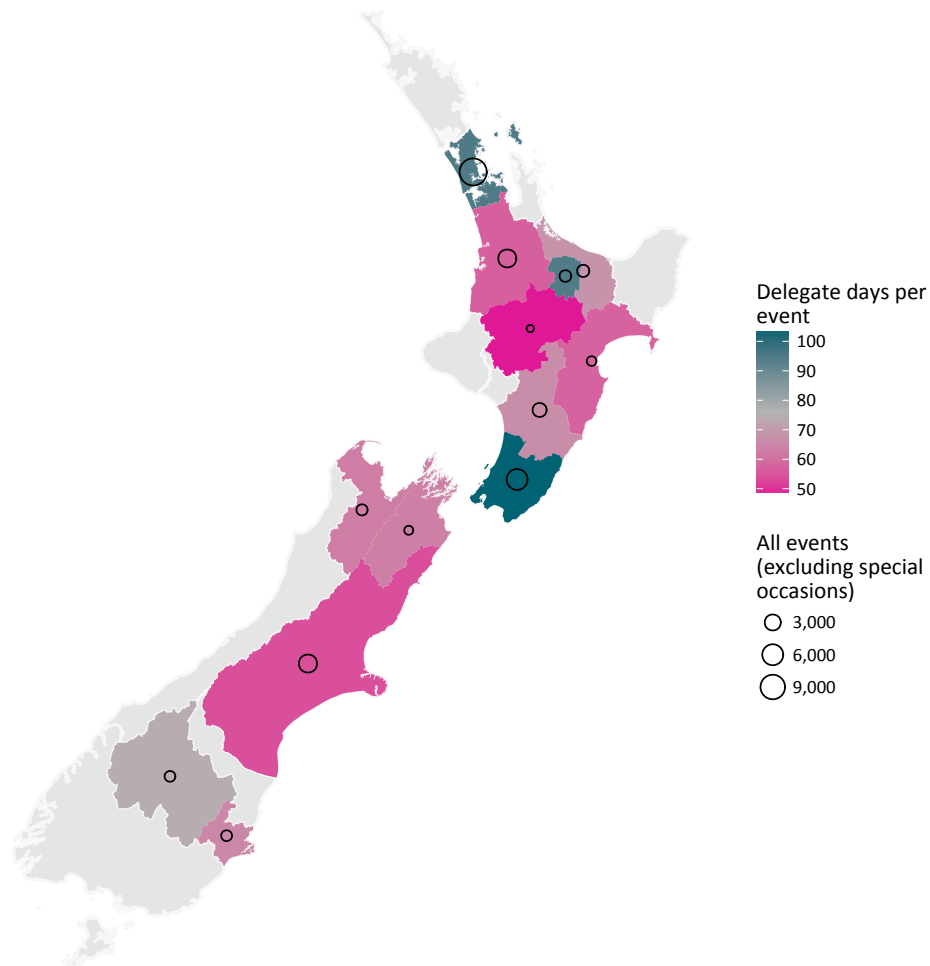


Summary of all business events excluding special occasions

For all business events (excluding special occasions), a total of 2.22 million delegates attended 37,600 events in the year ended March 2018, generating 2.97 million delegate days. Although the number of events increased two per cent from 37,000 in the year ended March 2017, both the delegates (down one per cent from 2.25 million) and the delegate days (down five per cent from 3.14 million) have decreased.

Around 31 per cent of all business events (excluding special occasions) were held in Auckland in the year ended March 2018.

Figure 2: Summary of all business events excluding special occasions (year ended March 2018)



Overview

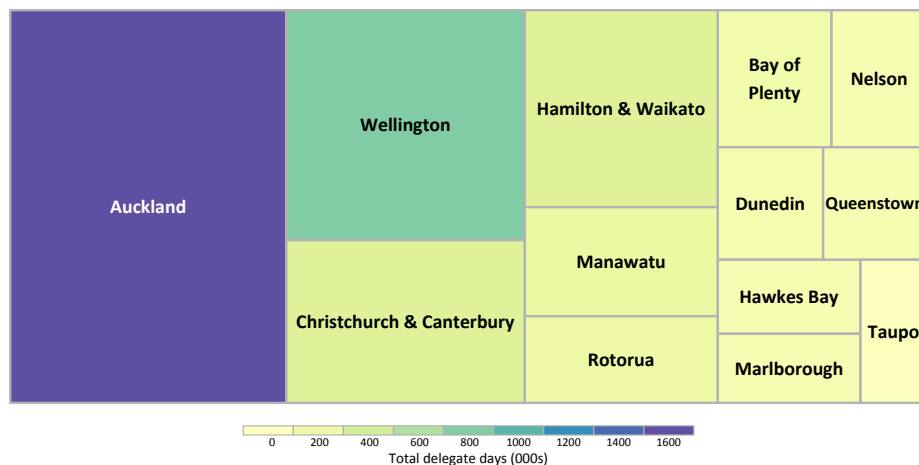
All business events by region

An estimated 46,100 business events occurred across 13 regions in the year ended March 2018. Table 1 shows 36 per cent of delegate days for the year ended March 2018 were in Auckland.

Table 1: Overview of all business events (year ended March 2018)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2017 Q1
Auckland	10,868	3,486	13,892	1,260,727	1,528,925	36%	No change
Hamilton & Waikato	4,032	786	4,867	290,645	346,802	8%	No change
Bay of Plenty	1,584	358	1,999	137,383	164,614	4%	No change
Rotorua	1,667	471	2,141	131,110	192,722	5%	No change
Taupo	839	378	1,218	46,528	59,878	1%	-1%
Hawkes Bay	1,121	236	1,355	78,618	95,796	2%	No change
Manawatu	2,249	443	2,694	203,762	230,399	5%	-1%
Wellington	5,368	1,900	7,024	656,111	818,777	19%	-3%
Marlborough	1,020	182	1,265	72,238	92,147	2%	No change
Nelson	1,449	226	1,675	97,281	121,432	3%	1%
Christchurch & Canterbury	4,180	764	4,979	293,251	342,303	8%	No change
Dunedin	1,269	248	1,520	111,754	124,492	3%	No change
Queenstown	1,041	445	1,496	73,852	113,941	3%	No change
Total	36,694	9,929	46,129	3,453,266	4,232,232		

Figure 3: Overview of business events by region (year ended March 2018)



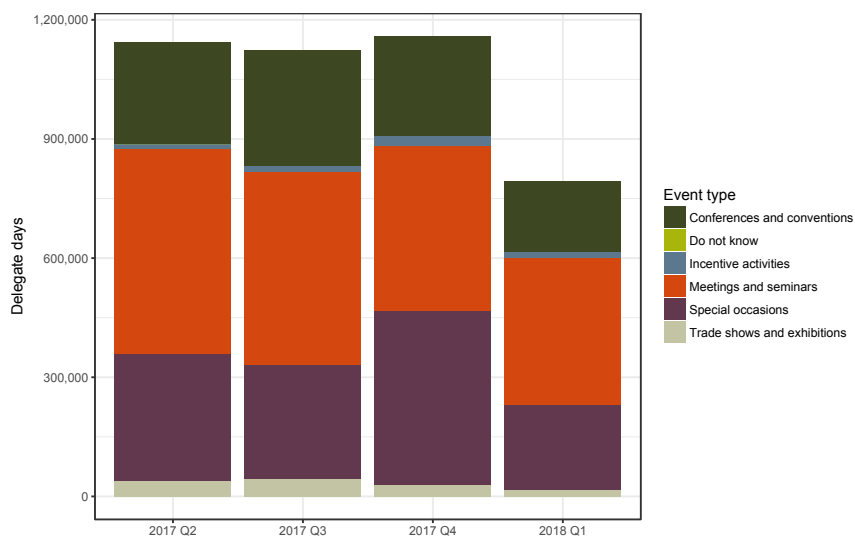
Delegate days by event type

There were about 4.2 million delegate days in the year ended March 2018. A total of 42 per cent of these were meetings and seminars. Table 2 shows the split in delegate days for different event types for the last four quarters. Note that due to seasonal factors, the first quarter in each year typically has the lowest number of delegate days.

Table 2: Delegate days by event type for each quarter during the year to March

	2017 Q2	2017 Q3	2017 Q4	2018 Q1	Total
Meetings and seminars	517,107	485,835	415,692	370,631	1,789,266
Incentive activities	11,019	16,556	24,025	13,069	64,670
Conferences and conventions	256,070	290,415	250,074	177,306	973,866
Trade shows and exhibitions	40,900	44,064	29,245	15,956	130,166
Special occasions	317,680	286,595	438,996	215,705	1,258,978
Don't know	0	0	292	862	1,155
Total	1,142,778	1,123,466	1,158,326	793,531	4,218,104

Figure 4: National overview of delegate days by event type



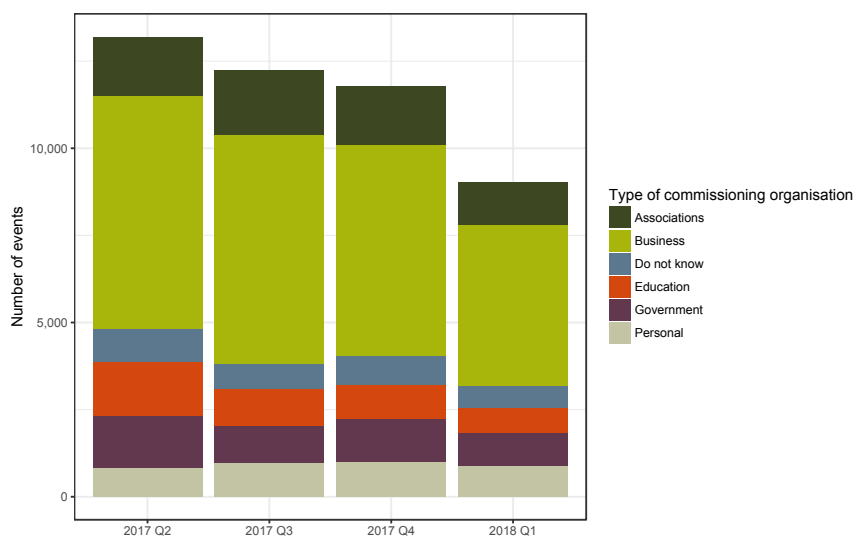
Organisations commissioning business events

Table 3 shows that around half of the business events in the year ended March 2018 were commissioned by businesses, with associations and government entities coming a distant second and third.

Table 3: Events by type of organisation commissioning for each quarter during the year to March 2018

	2017 Q2	2017 Q3	2017 Q4	2018 Q1	Total
Associations	1,685	1,847	1,682	1,218	6,434
Business	6,693	6,544	6,067	4,594	23,899
Government	1,491	1,079	1,217	972	4,761
Education	1,541	1,058	992	719	4,312
Personal	832	962	1,010	876	3,681
Other/Don't know	956	735	818	633	3,144
Total	13,200	12,228	11,787	9,016	46,233

Figure 5: National overview of event counts by type of commissioning organisation



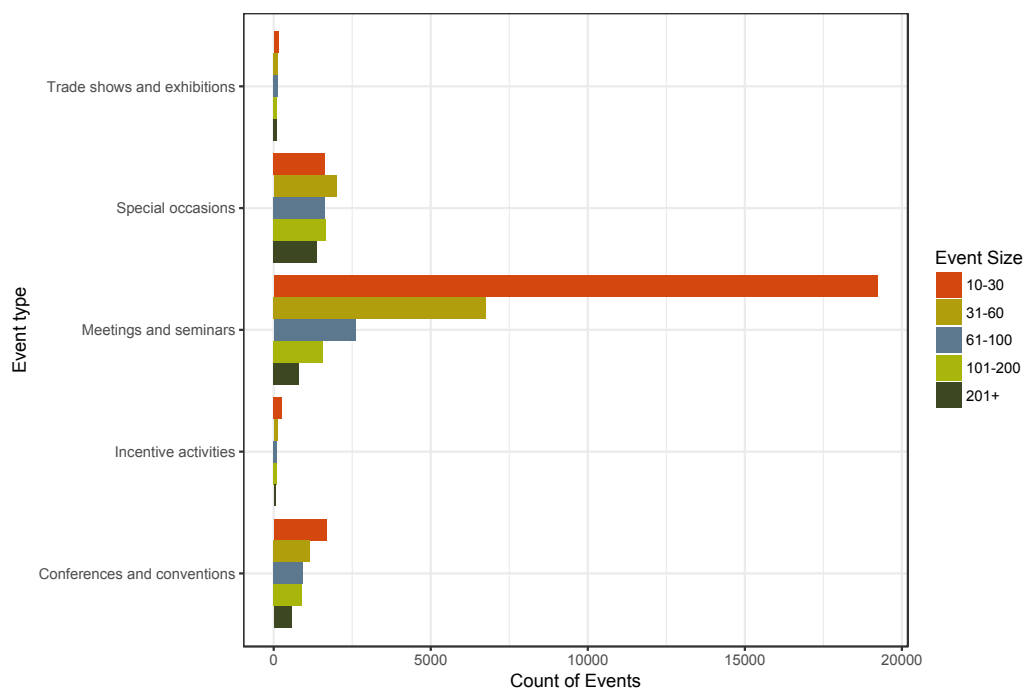
Events by size

For meetings and seminars, and conferences and conventions events, small-size events (those with 60 or fewer delegates) dominated business event activity in the year ended March 2018 (refer Figure 6). Small meetings and seminars (with up to 60 delegates) formed the majority (84 per cent) of all meetings and seminars, with 62 per cent of meetings having 10-30 delegates and about 22 per cent of meetings with 31-60 delegates. Smaller conferences and conventions also dominated conference and conventions activity, with 32 per cent having 10-30 delegates and a further 22 per cent having 31-60 delegates.

Table 4: Number of events by event type and event size (year ended March 2018)

	10-30	31-60	61-100	101-200	201+
Conferences and conventions	1,677	1,151	927	896	561
Incentive activities	262	127	101	99	53
Meetings and seminars	19,228	6,753	2,602	1,561	808
Special occasions	1,636	2,003	1,632	1,659	1,377
Trade shows and exhibitions	154	144	129	111	106

Figure 6: Number of events by event type and size (year ended March 2018)



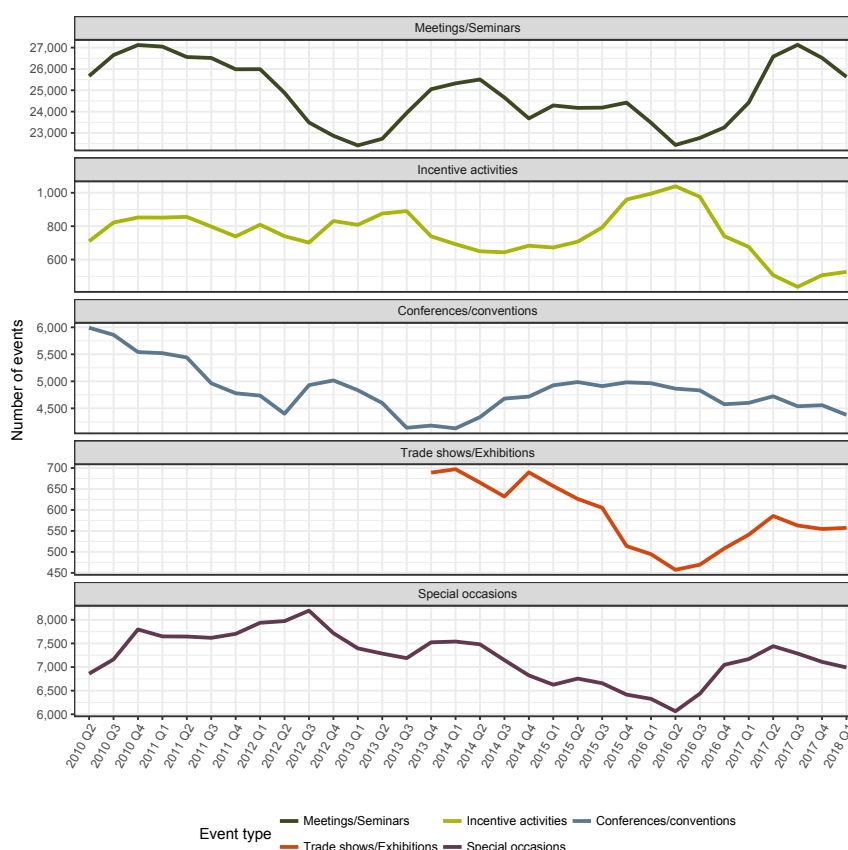
Trends in the number of events¹

Figure 7 shows the trends of the rolling annual sum of event numbers (for meetings and seminars, incentive activities, conferences and conventions, trade shows and exhibitions, and special occasions) reported between year ended June 2010 and March 2018.

The number of meetings and seminars in the year ended March 2018 were up five per cent and trade shows and exhibitions were up three per cent, compared to the year ended March 2017. On the other hand, special occasions were down two per cent, conferences and conventions were down five per cent and incentive activities were down 22 per cent, when compared to the year ended March 2017.

The trends of rolling annual event numbers of the meetings and seminars, the conferences and conventions and the special occasions were downward in recent quarters, while the incentive activities and the shows and exhibitions have shown some positive signs.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended March 2018)



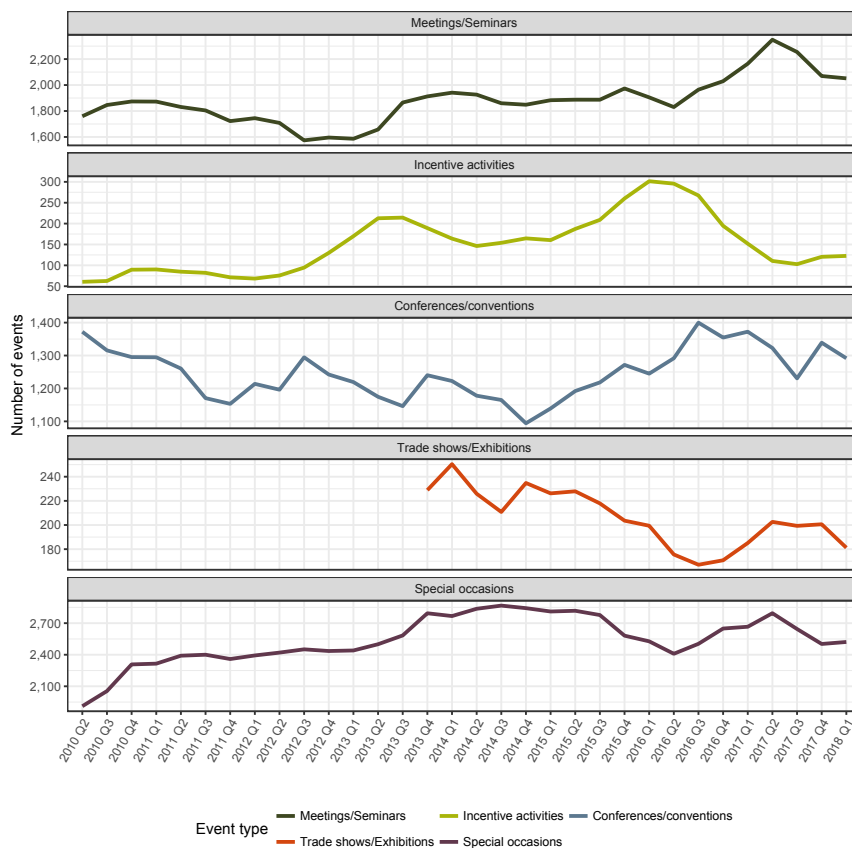
¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011 Q2), and Marlborough (joined the CAS in 2012 Q2).

Trends in larger events (more than 100 delegates)²

Figure 8 shows the trends of the rolling annual sum of large event (more than 100 delegates) numbers reported between year ended June 2010 and March 2018.

Compared to the year ended March 2017, the number of the large trade shows and exhibitions were down two per cent, both the large meetings and seminars and the large special occasions were down five per cent, conferences and conventions were down six per cent and incentive activities were down 19 per cent, in the year ended March 2018.

Figure 8: Number of business events with more than 100 delegates from year ended June 2010 to year ended March 2018



²Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011 Q2), and Marlborough (joined the CAS in 2012 Q2).

Activity by event type and region

This section summarises more detailed information about the activities by type of event for the year ended March 2018.³

Conference and convention activity

Conferences and conventions account for 11 per cent of all business events and 23 per cent of delegate days in the year ended March 2018.

■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 2,853 (55 per cent) of the conferences and conventions held in the year ended March 2018 were multi-day events, with 48 per cent of these multi-day conferences and conventions (1,361) being two days in duration.

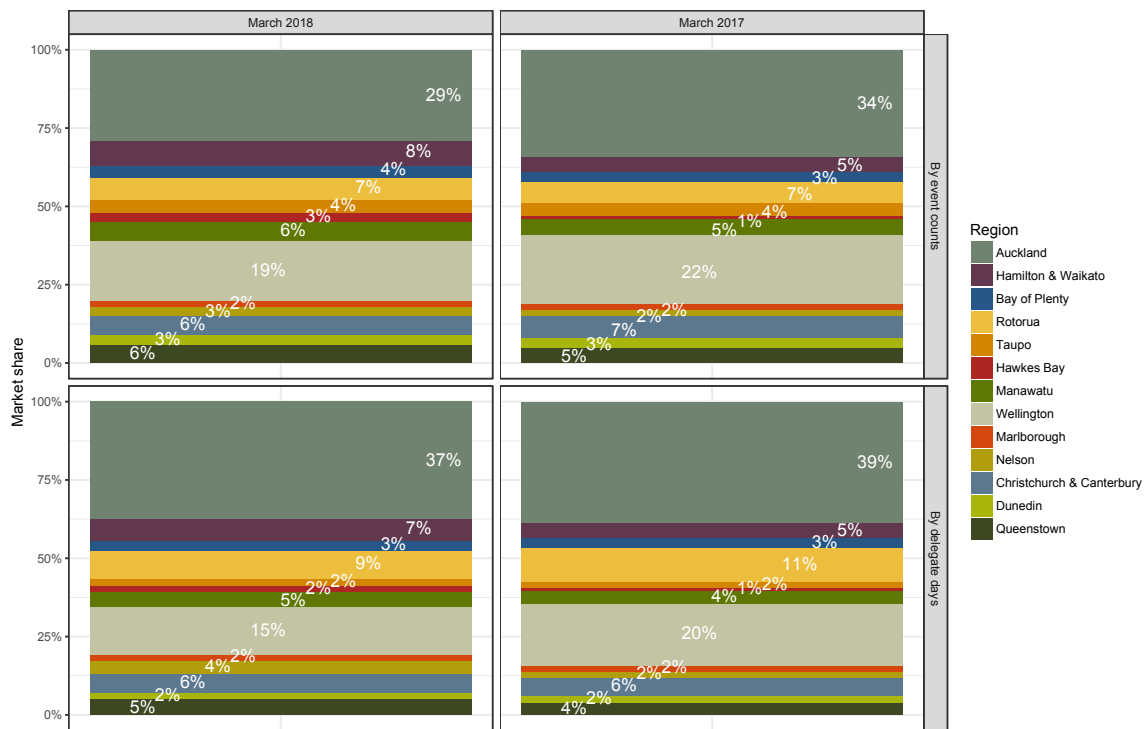
Auckland hosted the greatest proportion (29 per cent) of multi-day conferences and conventions, generating 37 per cent of total multi-day conference and convention delegate days. Wellington was second with 19 per cent of multi-day conferences and conventions and 15 per cent of multi-day conference and conventions delegate days.

Table 5: Number of conferences and conventions and delegate days

Region	Duration			Market share of multi-day events		Delegate days		Market share of multiday events by delegate days
	One day	Two days	>2 days	YE 2018 Q1	YE 2017 Q1	Single day	Multi-day	
Auckland	617	399	415	29%	34%	73,083	278,286	37%
Hamilton & Waikato	212	102	112	8%	5%	15,332	49,617	7%
Bay of Plenty	93	52	65	4%	3%	7,094	25,384	3%
Rotorua	59	78	122	7%	7%	5,142	69,535	9%
Taupo	81	54	68	4%	4%	3,625	16,220	2%
Hawkes Bay	109	37	44	3%	1%	4,327	18,351	2%
Manawatu	90	93	83	6%	5%	10,589	35,281	5%
Wellington	498	266	280	19%	22%	50,664	109,824	15%
Marlborough	70	32	30	2%	2%	3,877	18,362	2%
Nelson	108	25	52	3%	2%	7,919	28,864	4%
Christchurch & Canterbury	255	99	77	6%	7%	15,690	47,219	6%
Dunedin	84	40	44	3%	3%	5,484	17,237	2%
Queenstown	84	82	101	6%	5%	4,114	39,267	5%
Total	2,358	1,361	1,492	100%	100%	206,940	753,446	100%

³Further data and comparisons may be made using the excel pivot tables available from the MBIE website <http://www.mbie.govt.nz/info-services/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research-programme/convention-activity-survey>

Figure 9: Market share of multi-day conferences and conventions



■ Number of conferences and conventions by event size

Table 6: Number of conferences and conventions by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	309	312	282	323	226
Hamilton & Waikato	173	94	63	43	45
Bay of Plenty	67	50	40	26	27
Rotorua	56	61	60	49	32
Taupo	94	47	31	26	6
Hawkes Bay	86	39	24	22	15
Manawatu	107	48	49	33	29
Wellington	338	233	196	185	106
Marlborough	59	33	17	15	10
Nelson	74	36	23	37	15
Christchurch & Canterbury	186	100	62	61	24
Dunedin	41	43	36	28	15
Queenstown	87	58	46	49	12
Total	1,677	1,151	927	896	561

Table 7: Breakdown of large (>200) conferences and conventions

Region	201-500	500+
Auckland	182	44
Hamilton & Waikato	42	<5
Wellington	91	15
Rest North Island	109	10
Christchurch & Canterbury	23	<5
Rest South Island	35	7
Total	482	76*

* Cells with fewer than 5 events have been masked as "<5", and the corresponding totals exclude the masked entries.

■ Mix of multi-day conference and convention delegates by region

Of the 186,206 multi-day conference and convention delegates (about 24 per cent of all multi-day delegates) whose origin information was recorded in the year ended March 2018, 43 per cent were reported to be from the local region, with a further 47 per cent travelling to the conference and/or convention from elsewhere in New Zealand. About six per cent of multi-day conference delegates were from Australia, and a further four per cent from other overseas locations. For further information on the origin of multi-day delegates see Table 8.

Note that the delegate origin is no longer a compulsory question in the survey, as this information is not always available to the venues recording the data. This means that, for some reporting venues, the delegate numbers by origin do not sum to their total number of delegates. They also do not sum for non-reporting venues where imputation is required because the imputation process is done independently for sub-categories and category totals. The end result is that the regional total delegate numbers shown in Table 8 will not always match the regional sum of delegates by origin.

Table 8: Origin of multi-day conference and convention delegates by region (year ended March 2018)[†]

	Local	Regional	Australian	Other International	Total
Auckland	19,633	13,026	3,243	4,537	40,439
Hamilton & Waikato	8,200	8,543	106	796	17,645
Bay of Plenty	3,909	4,061	66	345	8,380
Rotorua	3,544	16,033	2,024	503	22,105
Taupo	623	3,533	234	53	4,442
Hawkes Bay	3,138	3,756	235	12	7,141
Manawatu	5,653	4,530	116	150	10,450
Wellington	15,947	12,687	238	502	29,374
Marlborough	2,088	2,961	252	222	5,523
Nelson	2,332	2,473	101	34	4,941
Christchurch & Canterbury	11,158	5,178	354	137	16,827
Dunedin	2,196	2,280	434	165	5,076
Queenstown	1,133	8,201	3,924	606	13,863
Total	79,554	87,262	11,328	8,062	186,206

[†]Based on estimates by venues (as opposed to the conference organisers who handle conference registration).

Another source of information on international conference and convention delegates is Statistics New Zealand's international travel and migration data. For the year ended March 2018, Statistics New Zealand reported that 74,256 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day)⁴. Of these, 42,064 (57 per cent) were Australian. For the year ended March 2017, 68,976 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 40,688 (59 per cent) were from Australia.

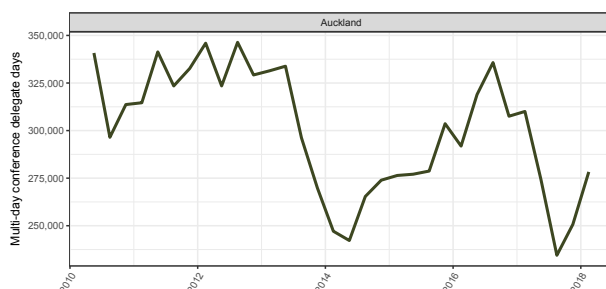
⁴Statistics New Zealand International Visitor Arrivals. Data available from http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx/.

■ Trends in delegate days for multi-day conferences and conventions

The multi-day conference and convention delegate days for the year ended March 2018 were down six per cent compared to the year ended March 2017.

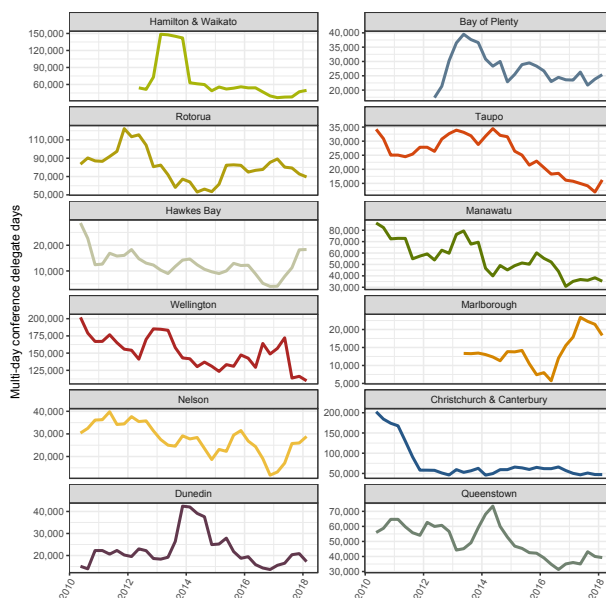
The figure 10 shows, with the number of estimated multi-day conference and convention delegate days in Auckland decreased 10 per cent in the year ending March 2018 compared to the year ended March 2017, the rolling annual sums have bounced off the bottom in recent quarters.

Figure 10: Auckland multi-day conference and convention delegate days (year ended June 2010 to year ended March 2018)



In the other regions there has been a mixture of results (see Figure 11) when comparing the year ended March 2018 to the year ended March 2017.

Figure 11: Multi-day conference and convention delegate days by region (year ended June 2010 to year ended March 2018)



Meeting and seminar activity

Meetings and seminars account for 68 per cent of all business events and 42 per cent of delegate days in the year ended March 2018.

■ Number of meetings and seminars and delegate days by duration

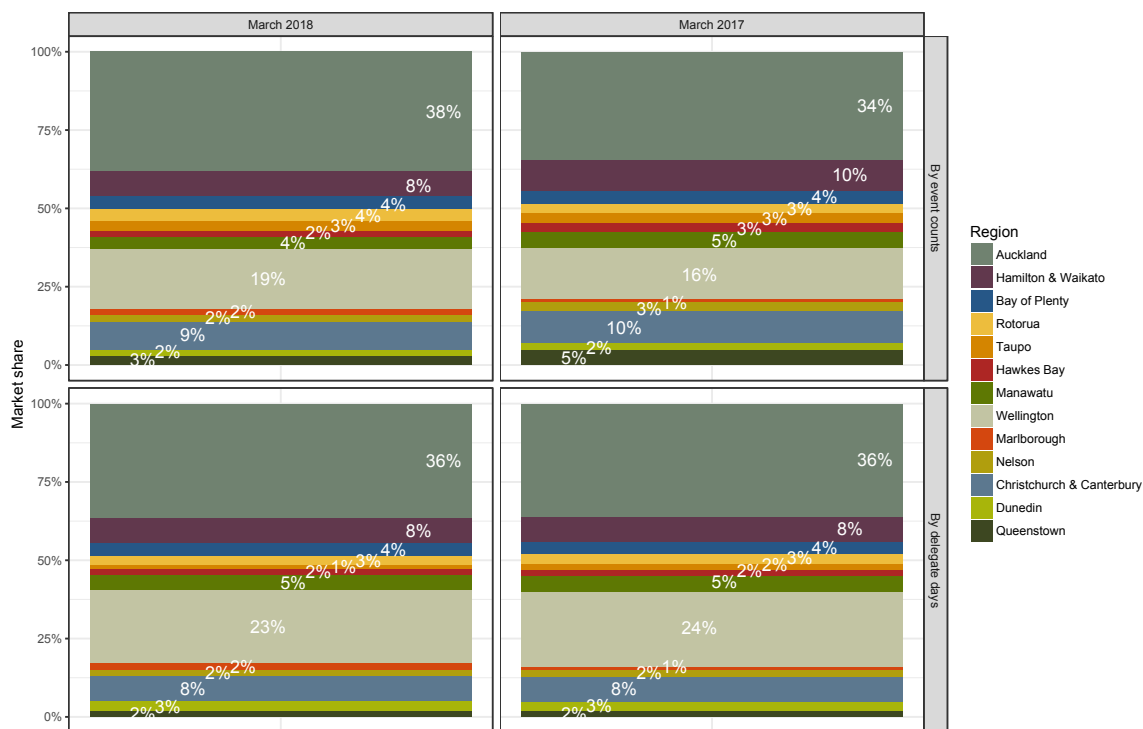
Table 9 shows that 6,252 (20 per cent) of the meetings and seminars held in the year ended March 2018 were multi-day events.

Auckland hosted the greatest proportion (38 per cent) of multi-day meetings and seminars, generating 36 per cent of total multi-day meetings and seminars delegate days. Wellington was second with 19 per cent of multi-day meetings and seminars and 23 per cent of multi-day meetings and seminars delegate days.

Table 9: Number of meetings and seminars and delegate days

Region	Duration		Market share of multi-day events		Total Delegate days	Market share by delegate days
	Single-day	Multi-day	YE 2018 Q1	YE 2017 Q1	YE 2018 Q1	
Auckland	7,671	2,405	38%	34%	653,068	36%
Hamilton & Waikato	2,972	530	8%	10%	148,962	8%
Bay of Plenty	1,090	220	4%	4%	66,613	4%
Rotorua	894	224	4%	3%	50,035	3%
Taupo	546	163	3%	3%	22,393	1%
Hawkes Bay	724	144	2%	3%	35,513	2%
Manawatu	1,598	243	4%	5%	86,714	5%
Wellington	3,659	1,193	19%	16%	419,326	23%
Marlborough	671	114	2%	1%	33,361	2%
Nelson	955	129	2%	3%	42,779	2%
Christchurch & Canterbury	2,945	541	9%	10%	141,826	8%
Dunedin	906	141	2%	2%	53,283	3%
Queenstown	686	204	3%	5%	35,393	2%
Total	25,317	6,252	100%	100%	1,789,267	100%

Figure 12: Market share of multi-day meetings and seminars



■ Number of meetings and seminars by event size

Table 10: Number of meetings and seminars by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	5,255	2,304	1,030	749	393
Hamilton & Waikato	2,318	738	238	142	45
Bay of Plenty	839	271	94	65	34
Rotorua	726	277	62	36	14
Taupo	551	112	30	13	<5
Hawkes Bay	553	173	64	32	12
Manawatu	1,114	415	137	80	50
Wellington	2,768	1,039	399	211	143
Marlborough	592	153	56	19	12
Nelson	788	226	59	37	13
Christchurch & Canterbury	2,383	711	284	100	36
Dunedin	665	185	99	52	50
Queenstown	675	150	51	26	<5
Total	19,228	6,754	2,602	1,561	804*

* Cells with fewer than 5 events have been masked as "<5", and the corresponding totals exclude the masked entries.

Table 11: Breakdown of large (>200) meetings and seminars events

Region	201-500	500+
Auckland	354	40
Hamilton & Waikato	44	<5
Wellington	91	52
Rest North Island	114	9
Christchurch & Canterbury	36	<5
Rest South Island	66	<5
Total	705	101*

Incentive activities

Incentive activities accounted for one per cent of all business events and two per cent of delegate days in the year ended March 2018.

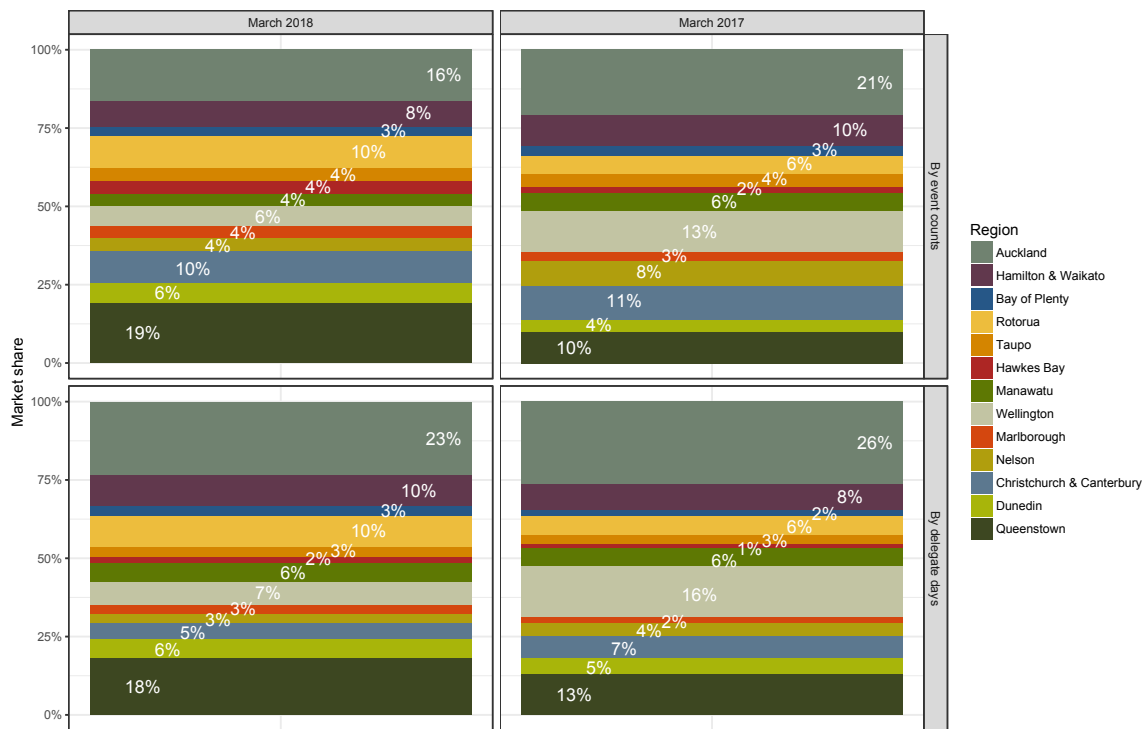
■ Number of incentive activities and delegate days by duration

Table 12 shows that Queenstown hosted the greatest proportion (19 per cent) of incentive activities in the year ended March 2018, generating 18 per cent of total incentive activities delegate days. Although the event number in Auckland was less than that in Queenstown, the delegate days in Auckland was more than that in Queenstown.

Table 12: Number of incentive activities and delegate days

Region	Total	Market share of		Total	Market share
	incentive events	events		Delegate days	by delegate days
	YE 2018 Q1	YE 2018 Q1	YE 2017 Q1	YE 2018 Q1	
Auckland	98	16%	21%	15,153	23%
Hamilton & Waikato	52	8%	10%	6,369	10%
Bay of Plenty	17	3%	3%	1,859	3%
Rotorua	65	10%	6%	6,552	10%
Taupo	25	4%	4%	1,741	3%
Hawkes Bay	24	4%	2%	1,495	2%
Manawatu	25	4%	6%	4,102	6%
Wellington	40	6%	13%	4,500	7%
Marlborough	24	4%	3%	2,013	3%
Nelson	27	4%	8%	2,216	3%
Christchurch & Canterbury	61	10%	11%	3,440	5%
Dunedin	36	6%	4%	3,605	6%
Queenstown	120	19%	10%	11,620	18%
Total	620	100%	100%	64,670	100%

Figure 13: Market share of incentive activities



■ Number of incentive activities by event size

Table 13: Number of incentive activities by event size

Region	10-30	31-60	61+
Auckland	28	16	62
Hamilton & Waikato	13	13	28
Bay of Plenty	<5	6	8
Rotorua	30	13	22
Taupo	16	6	<5
Hawkes Bay	16	<5	6
Manawatu	11	<5	15
Wellington	18	5	22
Marlborough	15	<5	10
Nelson	13	6	10
Christchurch & Canterbury	33	20	10
Dunedin	11	<5	21
Queenstown	56	30	35
Total	258*	115*	249*

* Cells with fewer than 5 events have been masked as "<5", and the corresponding totals exclude the masked entries.

Trade shows and exhibitions⁵

Trade shows and exhibitions account for one per cent of all business events and three per cent of delegate days in the year ended March 2018.

■ Number of trade shows and exhibitions and delegate days by duration

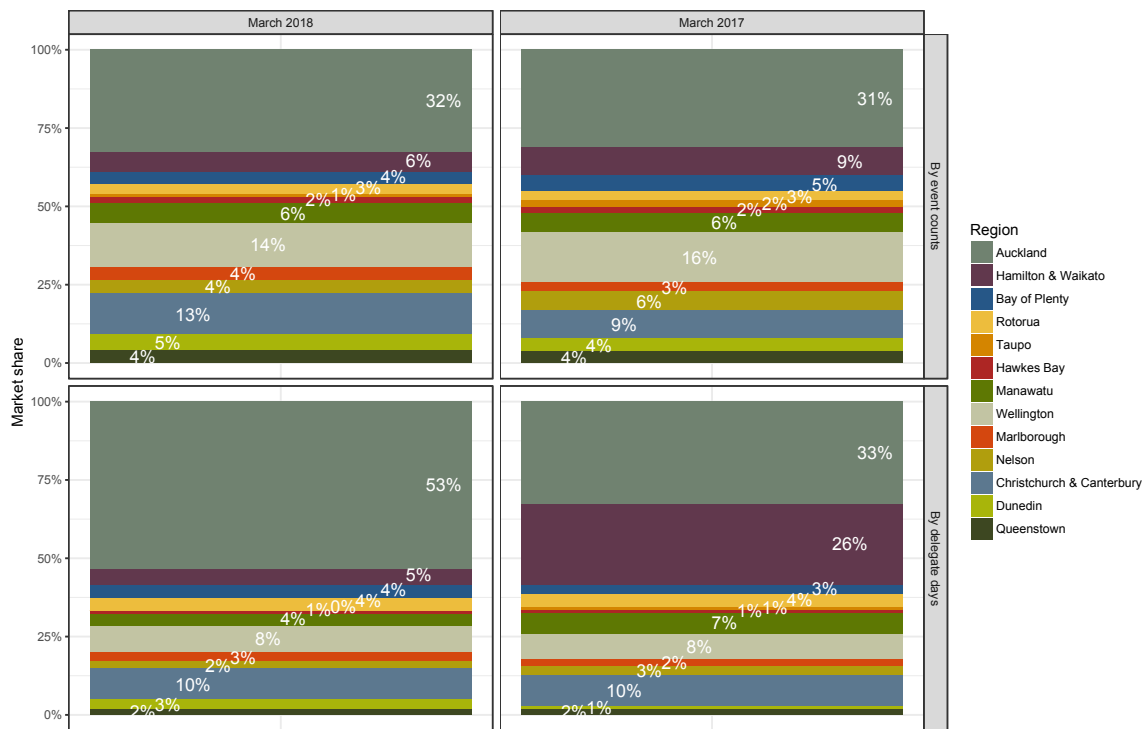
Table 14 shows that Auckland hosted the greatest proportion (32 per cent) of trade shows and exhibitions, generating 53 per cent of total trade show and exhibition delegate days. Wellington accounted for 14 per cent of trade shows and exhibitions market share, followed by Christchurch & Canterbury which hosted 13 per cent.

Table 14: Number of trade shows and exhibitions and delegate days

Region	Total	Market share of		Total	Market share
	Tradeshow/Exhibitions	events		Delegate days	by delegate days
	YE 2018 Q1	YE 2018 Q1	YE 2017 Q1	YE 2018 Q1	
Auckland	210	32%	31%	68,596	53%
Hamilton & Waikato	40	6%	9%	6,943	5%
Bay of Plenty	25	4%	5%	4,845	4%
Rotorua	21	3%	3%	4,705	4%
Taupo	7	1%	2%	544	0%
Hawkes Bay	15	2%	2%	1,552	1%
Manawatu	40	6%	6%	5,711	4%
Wellington	90	14%	16%	11,015	8%
Marlborough	28	4%	3%	4,480	3%
Nelson	28	4%	6%	2,287	2%
Christchurch & Canterbury	84	13%	9%	13,573	10%
Dunedin	33	5%	4%	3,505	3%
Queenstown	26	4%	4%	2,406	2%
Total	651	100%	100%	130,167	100%

⁵See section *Changes to trade shows and exhibitions* for changes to the definition for CAS qualifying trade shows and exhibitions.

Figure 14: Market share of trade shows and exhibitions



■ Number of trade shows and exhibitions by event size

Table 15: Number of trade shows and exhibitions by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	26	47	55	37	44
Hamilton & Waikato	8	7	8	9	11
Bay of Plenty	<5	7	<5	<5	6
Rotorua	<5	7	<5	6	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	<5	5	<5	<5	<5
Manawatu	11	9	7	8	6
Wellington	15	21	19	15	16
Marlborough	16	<5	<5	<5	<5
Nelson	18	<5	<5	<5	<5
Christchurch & Canterbury	29	17	10	14	10
Dunedin	11	8	<5	<5	6
Queenstown	8	7	5	6	<5
Total	141*	136*	105*	94*	98*

* Cells with fewer than 5 events have been masked as “<5”, and the corresponding totals exclude the masked entries.

Special occasion activity

Special occasions accounted for 18 per cent of all business events and 30 per cent of delegate days in the year ended March 2018.

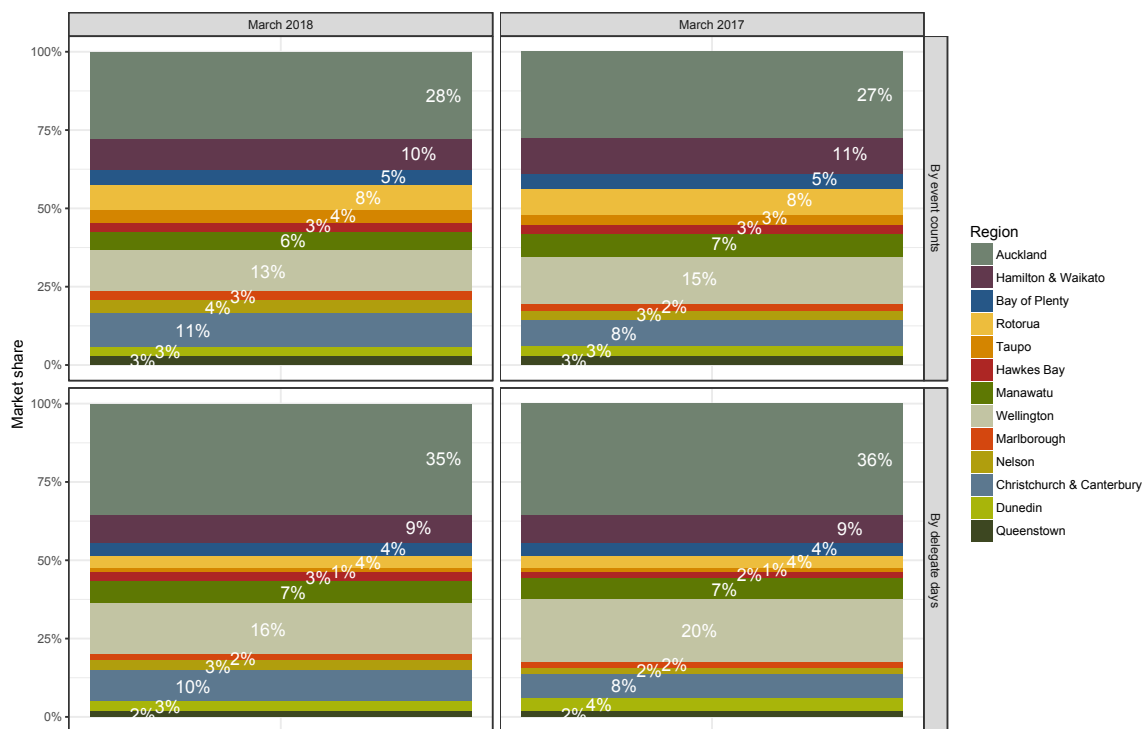
■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (28 per cent) of special occasions, generating 35 per cent of special occasions delegate days. Wellington was second with 13 per cent of special occasions and 16 per cent of special occasions delegate days. Christchurch & Canterbury accounted for 11 per cent, while Hamilton & Waikato accounted for 10 per cent of special occasions events.

Table 16: Number of special occasions and delegate days

Region	Total	Market share of		Total	Market share of
	Special Occasions	events		Delegate days	by delegate days
	YE 2018 Q1	YE 2018 Q1	YE 2017 Q1	YE 2018 Q1	
Auckland	2,354	28%	27%	438,605	35%
Hamilton & Waikato	840	10%	11%	117,227	9%
Bay of Plenty	406	5%	5%	56,507	4%
Rotorua	685	8%	8%	55,361	4%
Taupo	300	4%	3%	15,163	1%
Hawkes Bay	272	3%	3%	33,405	3%
Manawatu	543	6%	7%	87,368	7%
Wellington	1,108	13%	15%	207,501	16%
Marlborough	259	3%	2%	28,290	2%
Nelson	345	4%	3%	37,435	3%
Christchurch & Canterbury	893	11%	8%	120,488	10%
Dunedin	249	3%	3%	41,593	3%
Queenstown	236	3%	3%	20,029	2%
Total	8,498	100%	100%	1,258,978	100%

Figure 15: Market share of special occasions activities



■ Number of special occasions by event size

Table 17: Number of special occasions by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	339	435	433	547	497
Hamilton & Waikato	167	229	180	147	148
Bay of Plenty	72	87	101	78	76
Rotorua	219	193	108	112	51
Taupo	143	87	37	22	7
Hawkes Bay	51	64	72	51	46
Manawatu	110	128	116	99	105
Wellington	152	230	171	236	201
Marlborough	53	75	53	40	26
Nelson	65	94	82	67	36
Christchurch & Canterbury	180	278	179	144	111
Dunedin	25	43	54	74	52
Queenstown	59	60	47	42	21
Total	1,636	2,004	1,633	1,659	1,378

* Cells with fewer than 5 events have been masked as "<5", and the corresponding totals exclude the masked entries.

Appendix

CAS participants

■ Changes in venues since the year ended December 2017 report

Six Venues based in Southland have now participated in the CAS, however their results will not be included into the CAS report until the year ended December 2018 report.

■ Qualifying CAS Venues

The Convention Bureaux and the Ministry of Business, Innovation and Employment have agreed that to qualify for inclusion in the Convention Activity Survey, a venue must:

- promote their venue as suitable for a range of business-related activities, especially conventions/conferences and meetings.
- have theatre-style minimum capacity of 50.
- aim or plan to host a minimum of 12 conventions and/or business related events each year.

Venues are also classified in five different types, as follows:

- **Event or Convention Centre:** Venue whose primary function is hosting conventions, conferences and other large business events.
- **Stadium or showground:** Facility usually designed for large business events, for example trade shows, exhibitions, conferences and other events.
- **Hotel:** An establishment that provides accommodation and has onsite conference and other function facilities such as meeting rooms.
- **Other Accommodation (Motel, Motor Lodge etc.):** Other primarily accommodation establishments with conference facilities not classed as a hotel.
- **Other Venues:** Other establishments that provide conference and function facilities but not accommodation, for example restaurants, vineyards, and theatres.

The delegate capacity for a venue is defined as the largest number of business event delegates that can be comfortably hosted at one time in spaces regularly used to host business events within the venue. The estimate is based on minimal partitioning and theatre style set up of free-form spaces. The capacity of spaces used only for non-business events (for example, concerts and sporting events) is excluded from the reported delegate capacity.

Venues do not have to be a member of the Convention Bureau in their area, nor do they have to agree to submit data in order to be included in the venue population list. Each Convention Bureau is asked to identify the entire population of qualifying CAS venues in its area.

In the March 2018 quarter, event activity was recorded or estimated for a total of 300 venues in the 13 regions. Of these, 140 venues with 73 per cent of recorded capacity submitted data for at least one of the three months. At a national level, the number of venues actively contributing data to the CAS has remained relatively constant over the last two years, ranging between 136 and 144 venues each quarter.

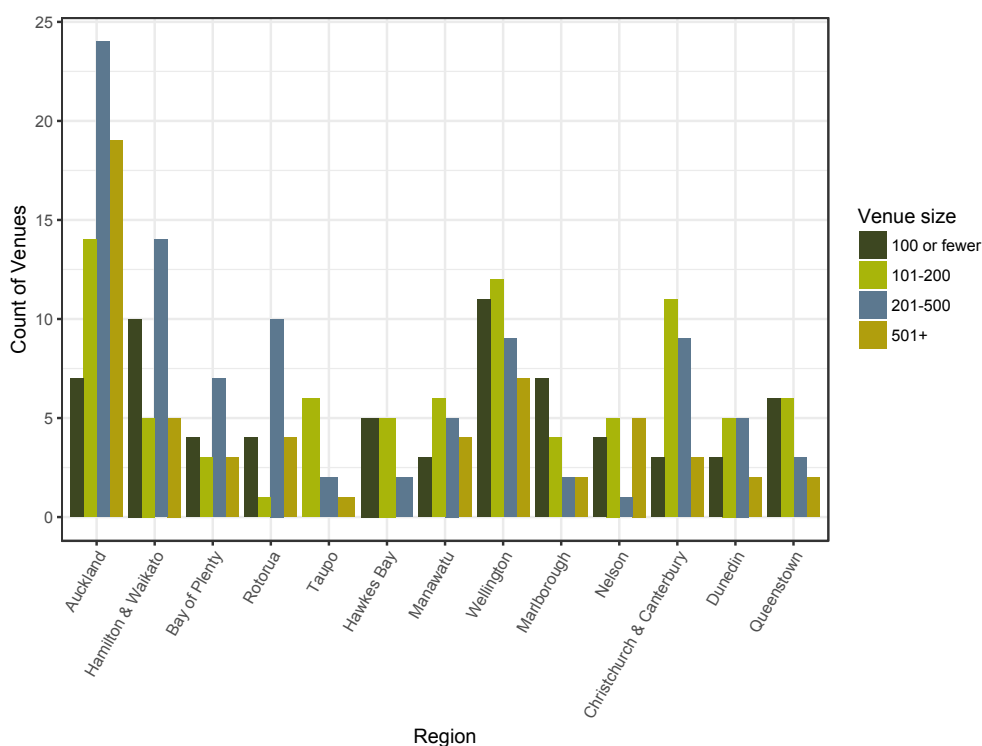
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger venues that represent a sizable share of regional event activity. Despite this potential variation in response patterns between quarters, our imputation process is designed to ensure robust estimates of event activity at both venue and region level (see next subsection for details).

Table 18: Comparing venue participation rates for 2017 Q4 and 2018 Q1

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2017 Q4	2018 Q1	2017 Q4	2018 Q1
Auckland	43%	42%	72%	70%
Hamilton & Waikato	41%	44%	78%	81%
Bay of Plenty	18%	18%	51%	51%
Rotorua	47%	42%	69%	68%
Taupo	56%	56%	75%	75%
Hawkes Bay	25%	25%	36%	36%
Manawatu	39%	39%	58%	58%
Wellington	45%	46%	81%	82%
Marlborough	27%	33%	55%	58%
Nelson	53%	60%	78%	80%
Christchurch & Canterbury	85%	77%	92%	87%
Dunedin	79%	80%	92%	93%
Queenstown	53%	47%	71%	60%
Total	47%	47%	74%	73%

The distribution of the venues in March 2018 quarter by size is shown in Figure 16 below. 64 venues (21 per cent) are located in Auckland.

Figure 16: Number of venues by delegate capacity and region (March 2018 quarter)



Event definitions

Meetings and seminars: A meeting or seminar is defined as a formal gathering of people to discuss matters of shared interest, usually within a single session.

Incentive activities: An incentive activity is defined as an activity occurring at a CAS venue that incentivises or rewards the invited event delegates for exceptional business achievement.

Conferences and conventions: A conference or convention is described as a formal gathering of people at a CAS venue to discuss matters of shared interest involving multiple sessions and speakers.

Trade shows and exhibitions: Trade shows and exhibitions are defined as a showcase of goods and services held for the benefit of a specific industry.

Special occasion: Special occasion activities are defined as a social gathering or celebration, for example a gala dinner, ball, graduation, cocktail party, birthday party, or wedding.

Changes to trade shows and exhibitions

At the beginning of the December 2014 quarter, the definition for CAS qualifying trade shows and exhibitions was changed. As the focus of the survey is on business events, events that are primarily directed at the public (i.e. consumer events) such as home shows and A&P shows are now excluded.

These consumer or public oriented events typically involve a large number of different attendees and can run for several days. Where these types of events have been included, they have a marked impact on the reported number of delegates and delegate days in this business event category and on total delegates and delegate days.

To allow for consistent comparison between the years 2013 and 2014 in the year end December 2014 report, these consumer events were removed from the data set for these years. This also allows for consistent year to year comparisons in this report and future reports.

Comparisons to reporting periods that include quarters prior to 2013 should not be made at a total level or for trade shows and exhibitions as the definition of trade shows and exhibitions is not consistent across these time periods.

Method for estimating unrecorded business event activity

This section describes the imputation methodology used to estimate business event activity for venues that are included in the CAS but have not supplied data.

For the 2009-2012 period, a simple method of estimating the missing data was used. Basically, the weighting was based on the reported capacity for the region. The weight was applied at the regional level, and was calculated as:

$$\frac{(\text{The total reported delegate capacity for the region})}{(\text{The delegate capacity of the venues that submitted data})}$$

In general, this calculation generated an average weight of around 1.4 across the 12 Convention Bureaux. This meant that the recorded activity (events, delegates, delegate days) would be multiplied by 1.4 to estimate the total activity for the region.

From 2013 onward, the nearest neighbour method was chosen to estimate the missing venue data. The weighting or estimation is based on venues rather than individual events. Thus, the individual events recorded by a venue are aggregated to months, then to the quarter. This data is then combined with the full list of venues so that the data set includes those venues who have registered with CAS and supplied data, and those who have registered without data and those that have not CAS registered.

Imputation uses the nearest neighbour classification to calculate the likely responses for count of events, sum of event days, type of event, sum of delegate days, sum of delegates and all of the associated subgroups. The imputed values are the means of the five nearest neighbours based on the delegate capacity, region and venue type as shown in Table 19. Regions were combined into five strata in order to create a sufficient pool of 'nearest neighbours'.

Table 19: Nearest neighbour criteria for estimation of missing venue data

Feature	Population (across all Bureaux)
Capacity	<ol style="list-style-type: none"> 1. <101 2. 101-200 3. 201-400 4. 401-1000 5. 1001+
Regions	Five strata of regions: <ul style="list-style-type: none"> • Auckland, Wellington • Bay of Plenty, Hamilton & Waikato, Hawke’s Bay, Manawatu • Christchurch & Canterbury, Nelson • Dunedin, Queenstown • Rotorua, Taupo
Venue type	<ul style="list-style-type: none"> • Hotels • Convention or event centres • Stadiums or show grounds • Other

As is shown in Table 20, the estimation process provides results that are quite consistent with the data reported by venues - the mean number of events, delegates and delegate days are not dissimilar. It also reveals that smaller venues do not necessarily hold fewer events, but the events they do host tend to have much fewer delegates and delegate days than those of larger venues.

Table 20: Comparison of mean counts per quarter for venues reporting/not reporting for the CAS

Venue capacity	Reporting venue figures					Estimated figures for non-reporting venues				
	100 or fewer	101-200	201-500	501-1000	>1000	100 or fewer	101-200	201-500	501-1000	>1000
	Measure (mean # per quarter per venue)									
Delegate days	1,038	2,098	4,678	5,706	13,919	1,480	2,018	4,212	6,470	15,367
Multi-day events	6	10	14	8	7	5	7	11	9	8
Single day events	15	33	47	37	30	17	29	42	41	35
Total delegates	719	1,632	3,578	4,563	11,157	1,040	1,666	3,324	5,313	12,371
One day conference delegate days	33	85	217	382	350	49	83	183	527	375
Multi-day conference delegate days	200	367	1,035	1,236	3,199	258	245	819	1,234	3,369

Imputation is more appropriate than weighting for data of this sort. We have a range of information on characteristics of non-reporting venues such as their number, historical event activity if reported in previous quarters, event capacity and venue type. Much better use of this information is made with imputation, which was not taken into account in the old weighting method.

Glossary

CAS	Convention Activity Survey.
CRP	Convention Research Programme.
Business events	The business events which include meetings and seminars, incentive activities, conferences and conventions, trade shows and exhibitions, and special occasions etc.
Delegates	Those people who attended the events.
Delegate days	Number of days spent in the events.
Meetings and seminars	A meeting or seminar is defined as a formal gathering of people to discuss matters of shared interest, usually within a single session.
Incentive activities	An incentive activity is defined as an activity occurring at a CAS venue that incentivises or rewards the invited event delegates for exceptional business achievement.
Conferences and conventions	A conference or convention is described as a formal gathering of people at a CAS venue to discuss matters of shared interest involving multiple sessions and speakers.
Trade shows and exhibitions	Trade shows and exhibitions are defined as a showcase of goods and services held for the benefit of a specific industry.
Special occasion	Special occasion activities are defined as a social gathering or celebration, for example a gala dinner, ball, graduation, cocktail party, birthday party, or wedding.