



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

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



Convention Activity Survey Year to December 2017 report

Prepared Feb 2018



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

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Highlights

All events

- The number of delegates attending all events was steady at 3.5 million in the year ended December 2017, compared to the year ended December 2016.
- The total number of delegate days was steady at 4.3 million in the year ended December 2017, compared to the year ended December 2016.
- The number of events increased 7 per cent from 44,200 in the year ended December 2016 to 47,200 in the year ended December 2017.

Conference and convention activity

- The number of delegates attending conferences and conventions decreased 6 per cent to 550,500 in the year ended December 2017, from 584,600 in the year ended December 2016.
- The number of delegate days decreased 6 per cent to 0.96 million in the year ended December 2017, from 1.01 million in the year ended December 2016.
- The number of conferences and conventions increased 3 per cent from 5,100 in the year ended December 2016, to 5,300 in the year ended December 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 7 per cent to 1.6 million in the year ended December 2017, from 1.49 million in the year ended December 2016.
- The number of delegate days for meetings and seminars increased 6 per cent to 1.81 million in the year ended December 2017, from 1.7 million in the year ended December 2016.
- The number of meetings and seminars increased 13 per cent from 28,500 in the year ended December 2016, to 32,300 in the year ended December 2017.

Trade show and exhibition activity

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

Special occasion activity

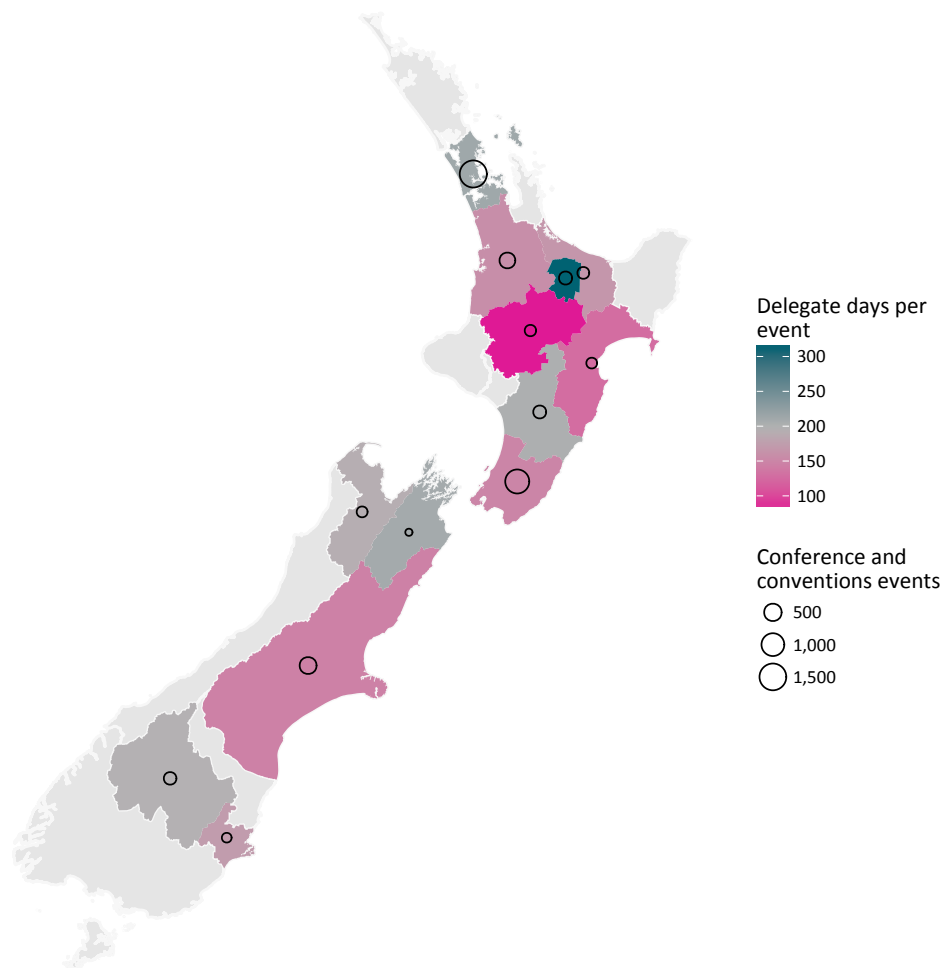
- Special occasion activity was steady at 18 per cent of all events, and 29 per cent of all delegate days (from 31 per cent in the previous year).

Summary of conference and convention activity

A total of 550,500 delegates attended 5,300 conferences and conventions in the year ended December 2017. This indicates fewer delegates (down six per cent) attended more events compared to the year ended December 2016, where 584,600 delegates attended 5,100 conferences. The number of delegate days decreased 6 per cent to 0.96 million in the year ended December 2017 compared from 1.01 million in the year ended December 2016.

Around 30 per cent of multi-day conferences and conventions and 28 per cent of single-day conferences and conventions were held in Auckland in the year ended December 2017.

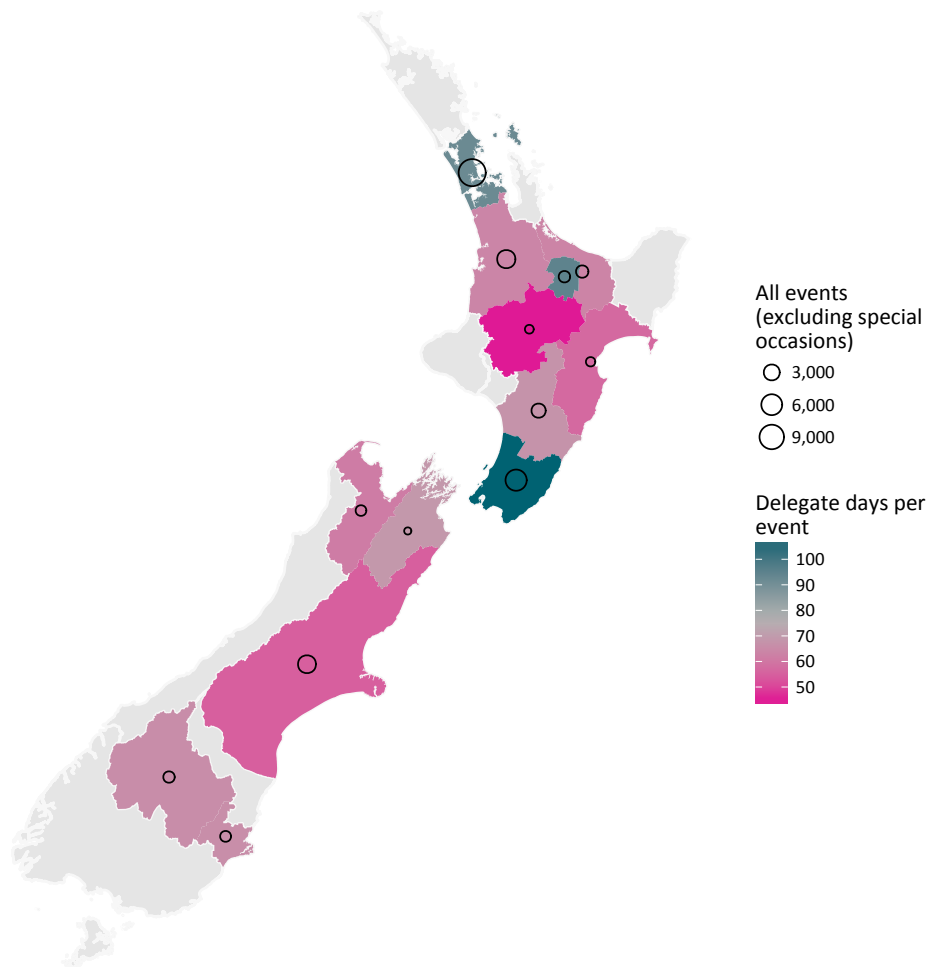
Figure 1: Summary of conference and convention activity (year ended December 2017)



Summary of all events excluding special occasions

The results for all events excluding special occasions increased over the year ended December 2017 with 2.28 million delegates (up four per cent) attending 38,600 events (up eight per cent) for around 3.07 million delegate days (up three per cent). In the year ended December 2016, there were 2.19 million delegates, 35,600 events and 2.98 million delegate days. A total of 30 per cent of all events (excluding special occasions) were held in Auckland in the year ended December 2017.

Figure 2: Summary of all events excluding special occasions (year ended December 2017)



Overview

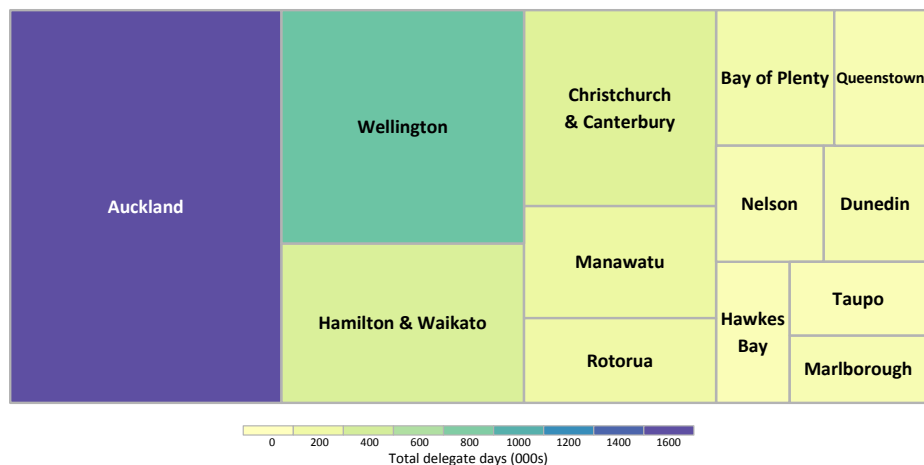
All business events by region

An estimated 47,200 events occurred across 13 regions in the year ended December 2017. Table 1 shows 35 per cent of delegate days for the year ended December 2017 were in Auckland.

Table 1: Overview of all business events (year ended December 2017)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2016 Q4
Auckland	10,930	3,440	13,973	1,273,375	1,513,820	35%	-2%
Hamilton & Waikato	4,203	820	5,071	305,207	385,655	9%	2%
Bay of Plenty	1,668	360	2,100	138,437	163,380	4%	No change
Rotorua	1,678	450	2,134	128,626	190,269	4%	-1%
Taupo	955	370	1,326	49,838	63,247	1%	-1%
Hawkes Bay	1,110	254	1,362	74,483	89,746	2%	No change
Manawatu	2,350	449	2,822	205,459	239,574	6%	No change
Wellington	5,743	1,906	7,422	679,296	879,807	20%	-1%
Marlborough	968	183	1,213	69,794	93,130	2%	1%
Nelson	1,414	222	1,636	93,726	115,703	3%	1%
Christchurch & Canterbury	4,164	741	4,935	291,455	338,831	8%	No change
Dunedin	1,313	257	1,573	116,162	131,067	3%	No change
Queenstown	1,193	443	1,647	74,520	114,332	3%	No change
Total	37,694	9,899	47,220	3,500,383	4,318,566		

Figure 3: Overview of business events by region (year ended December 2017)



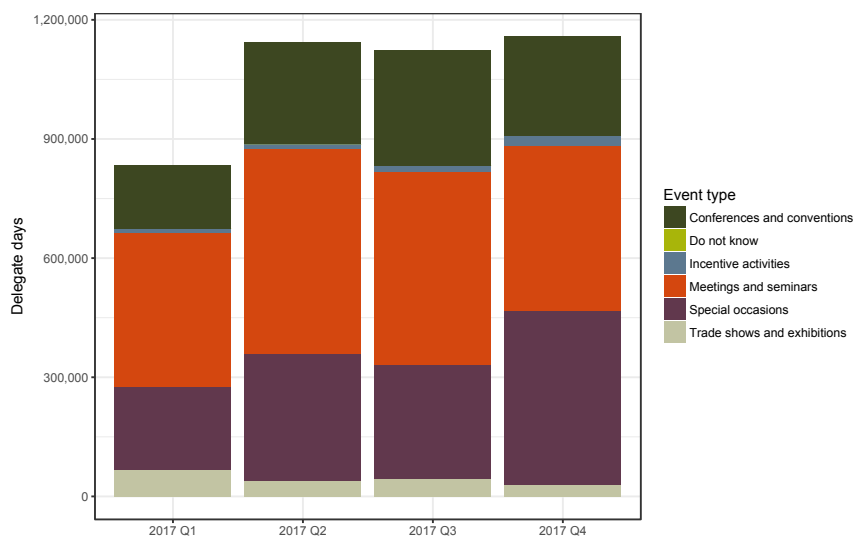
Delegate days by event type

There were about 4.3 million delegate days in the year ended December 2017. 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 December

	2017 Q1	2017 Q2	2017 Q3	2017 Q4	Total
Meetings and seminars	390,004	517,107	485,835	415,692	1,808,639
Incentive activities	10,439	11,019	16,556	24,025	62,041
Conferences and conventions	159,966	256,070	290,415	250,074	956,526
Trade shows and exhibitions	66,868	40,900	44,064	29,245	181,078
Special occasions	207,680	317,680	286,595	438,996	1,250,953
Don't know	0	0	0	292	292
Total	834,958	1,142,778	1,123,466	1,158,326	4,259,531

Figure 4: National overview of delegate days by event type



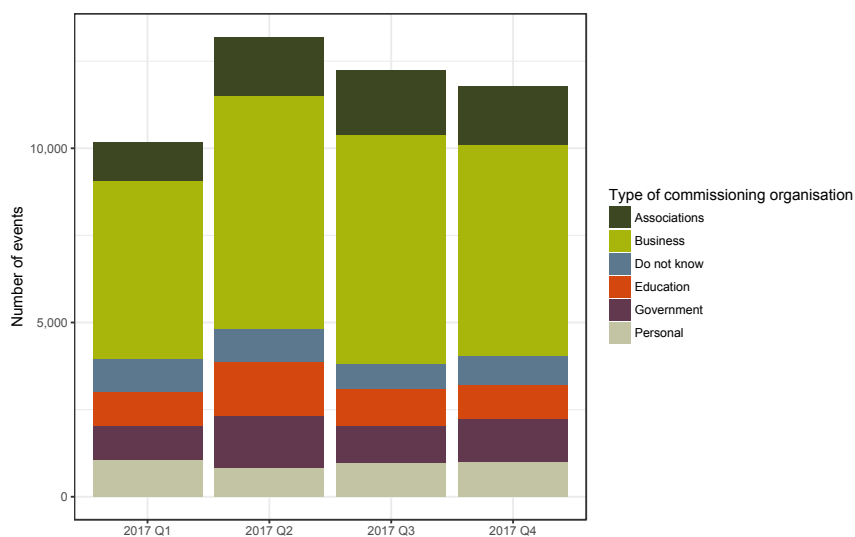
Organisations commissioning business events

Table 3 shows that around half of the events in the year ended December 2017 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 December 2017

	2017 Q1	2017 Q2	2017 Q3	2017 Q4	Total
Associations	1,110	1,685	1,847	1,682	6,326
Business	5,107	6,693	6,544	6,067	24,411
Government	969	1,491	1,079	1,217	4,758
Education	975	1,541	1,058	992	4,567
Personal	1,069	832	962	1,010	3,874
Other/Don't know	942	956	735	818	3,452
Total	10,174	13,200	12,228	11,787	47,392

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



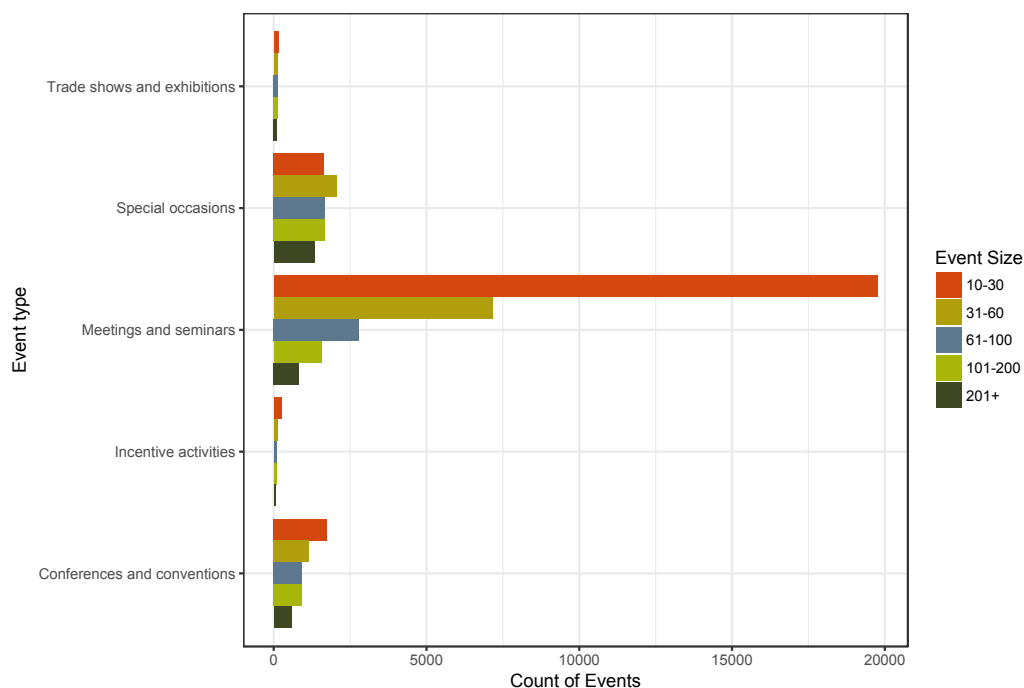
Events by size

With the exception of special occasions and trade shows and exhibitions, small events (those with 60 or fewer delegates) dominated business event activity in the year ended December 2017 (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 33 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 December 2017)

	10-30	31-60	61-100	101-200	201+
Conferences and conventions	1,748	1,155	923	918	581
Incentive activities	255	119	95	95	51
Meetings and seminars	19,766	7,157	2,789	1,563	819
Special occasions	1,643	2,076	1,673	1,686	1,340
Trade shows and exhibitions	156	127	138	131	110

Figure 6: Number of events by event type and size (year ended December 2017)

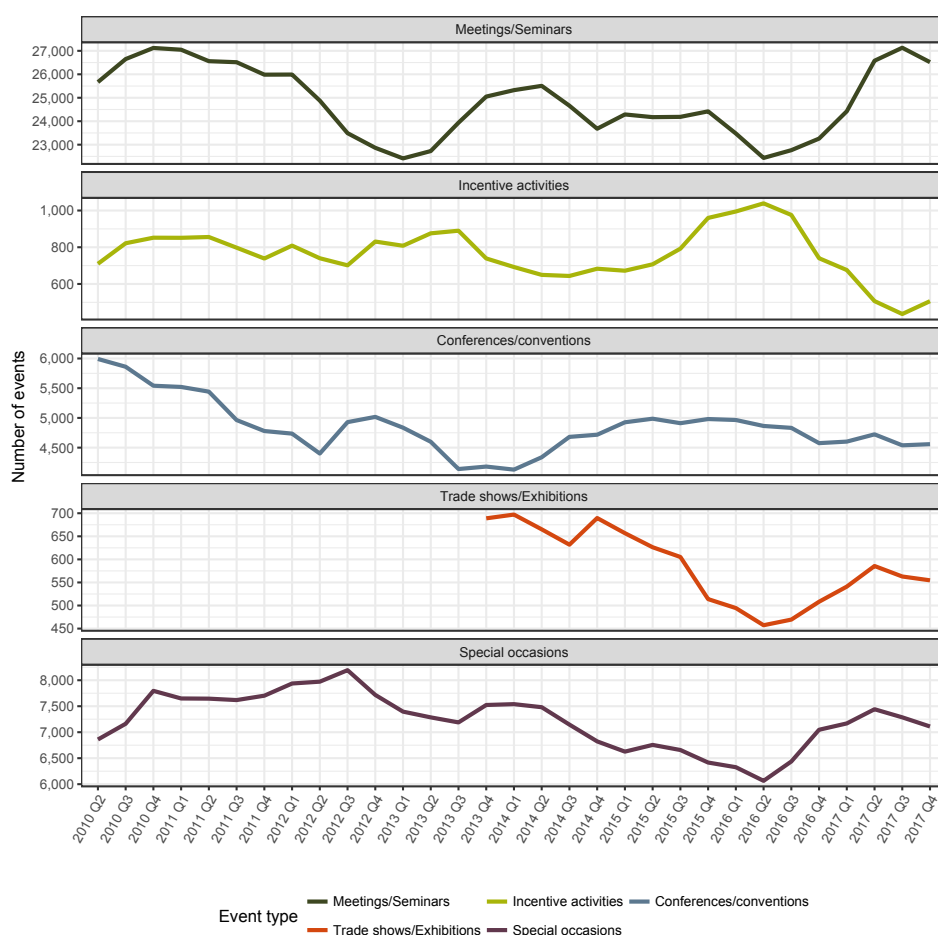


Trends in the number of events¹

Since the June 2010 quarter, it has been possible to construct rolling annual totals for different variables. Figure 7 shows the variation or trend for the number of events (meetings and seminars, incentive activities, conferences and conventions, trade shows and exhibitions, and special occasions) reported for each year ended quarter from June 2010 to December 2017.

The annual number of meetings and seminars in the year ended December 2017 were up 14 per cent, special occasions were up one per cent and trade shows and exhibitions were up 9 per cent, compared to the year ended December 2016. On the other hand, conferences and conventions were unchanged, and incentive activities were down 32 per cent, when compared to the year ended December 2016.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended December 2017)



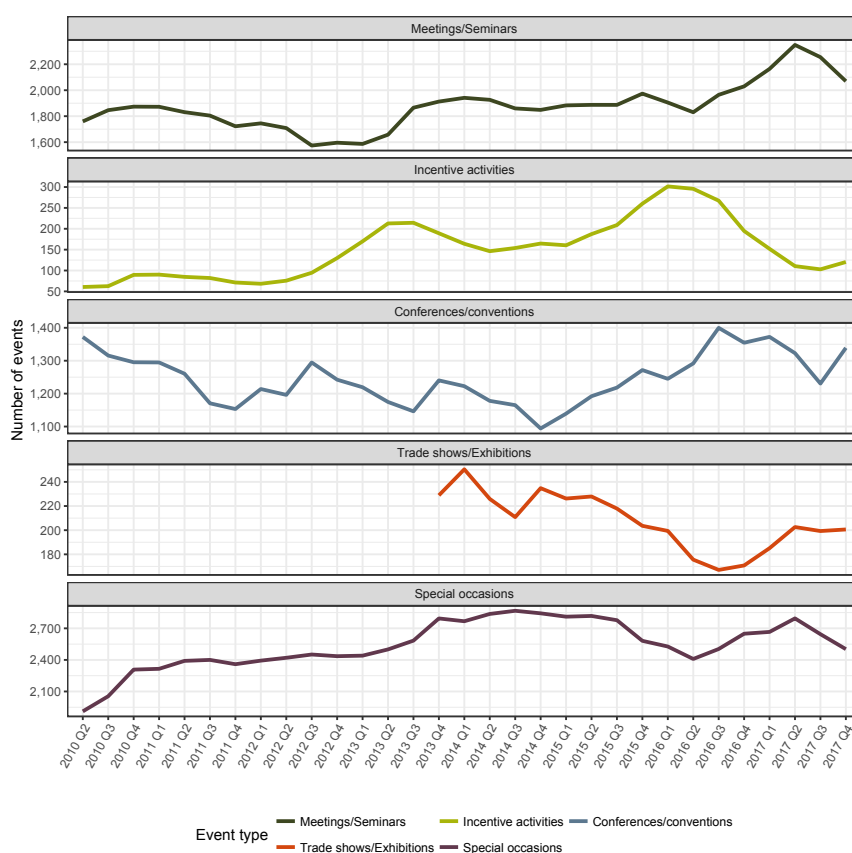
¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011 Q2), and Marlborough (joined the CAS in 2012 Q2).

Trends in larger events (more than 100 delegates)²

There has been a strong decline in the number of large incentive activities in the year ended December 2017 (down 38 per cent) compared to the year ended December 2016. The number of special occasion events was down 6 per cent, all year ending December 2017 compared with December 2016, and the number of large conference and convention events also fell, down one per cent.

In comparison, the number of tradeshow increased 17 per cent, and the number of large meetings and seminars was also up two per cent.

Figure 8: Number of events with more than 100 delegates from year ended June 2010 to year ended December 2017



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 December 2017.³

Conference and convention activity

Conferences and conventions account for 11 per cent of all events and 22 per cent of delegate days in the year ended December 2017.

■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 2,871 (54 per cent) of the conferences and conventions held in the year ended December 2017 were multi-day events, with 48 per cent of these multi-day conferences and conventions (1,382) being two days in duration.

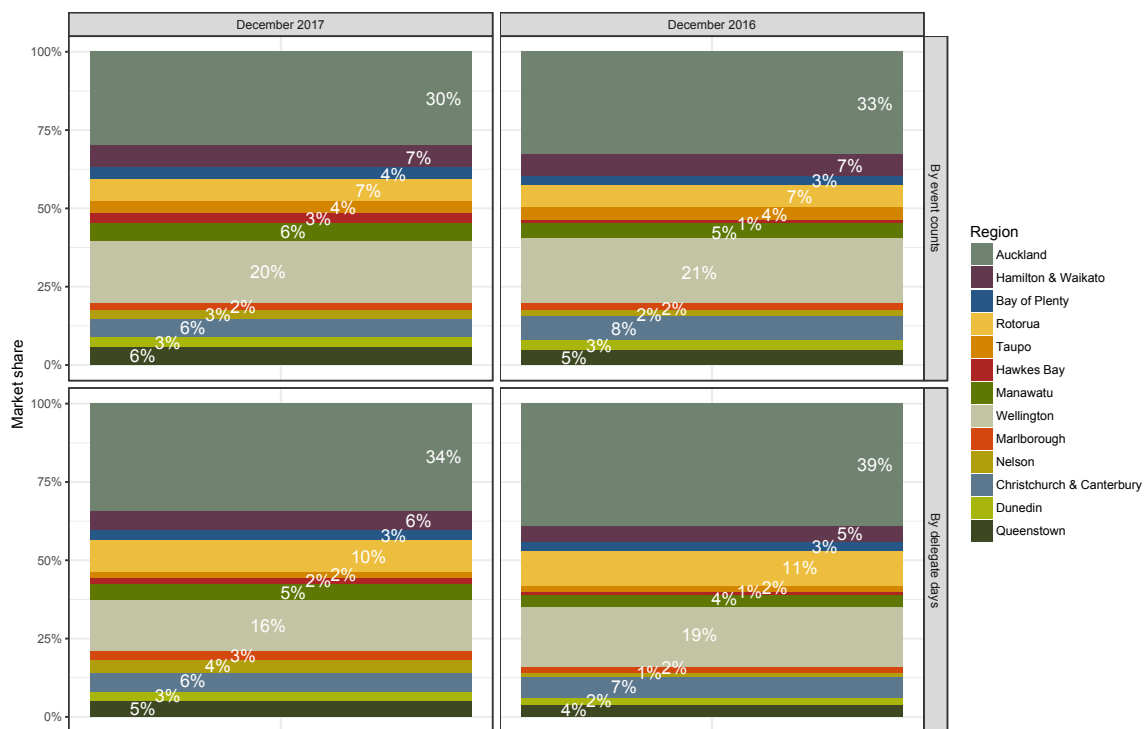
Auckland hosted the greatest proportion (30 per cent) of multi-day conferences and conventions, generating 34 per cent of total multi-day conference and convention delegate days. Wellington was second with 20 per cent of multi-day conferences and conventions and 16 per cent of multi-day conference and 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 2017 Q4	YE 2016 Q4	Single day	Multi-day	
Auckland	689	439	427	30%	33%	78,817	250,674	34%
Hamilton & Waikato	198	91	108	7%	7%	13,755	47,128	6%
Bay of Plenty	94	50	64	4%	3%	7,768	23,830	3%
Rotorua	54	80	118	7%	7%	5,141	72,798	10%
Taupo	79	49	62	4%	4%	3,490	11,928	2%
Hawkes Bay	96	34	44	3%	1%	3,230	18,232	2%
Manawatu	82	84	81	6%	5%	10,273	38,310	5%
Wellington	566	293	281	20%	21%	55,315	116,322	16%
Marlborough	61	30	33	2%	2%	3,377	21,445	3%
Nelson	96	26	53	3%	2%	6,880	25,987	4%
Christchurch & Canterbury	286	102	73	6%	8%	18,618	47,324	6%
Dunedin	70	39	47	3%	3%	4,732	20,868	3%
Queenstown	87	67	99	6%	5%	4,480	40,008	5%
Total	2,457	1,382	1,489	100%	100%	215,875	734,855	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	395	325	286	336	235
Hamilton & Waikato	164	84	58	40	41
Bay of Plenty	64	47	42	28	25
Rotorua	53	59	55	46	37
Taupo	90	47	25	23	<5
Hawkes Bay	77	34	24	23	12
Manawatu	93	39	47	36	31
Wellington	398	240	195	203	108
Marlborough	51	30	17	14	12
Nelson	65	35	27	31	17
Christchurch & Canterbury	183	114	74	65	26
Dunedin	36	41	31	28	17
Queenstown	79	58	42	46	16
Total	1,749	1,155	923	918	578*

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

Region	201-500	500+
Auckland	191	44
Hamilton & Waikato	39	<5
Wellington	91	17
Rest North Island	112	10
Christchurch & Canterbury	25	<5
Rest South Island	43	6
Total	501	77*

* 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 177,968 multi-day conference and convention delegates (about 22 per cent of all multi-day delegates) whose origin information was recorded in the year ended December 2017, 39 per cent were reported to be from the local region, with a further 50 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 December 2017)†

	Local	Regional	Australian	Other International	Total
Auckland	16,800	13,210	2,424	4,069	36,503
Hamilton & Waikato	7,911	7,605	106	644	16,267
Bay of Plenty	3,156	3,617	75	298	7,146
Rotorua	3,341	17,064	2,116	482	23,003
Taupo	520	3,666	213	47	4,446
Hawkes Bay	2,735	3,611	235	21	6,603
Manawatu	5,519	4,572	169	258	10,518
Wellington	9,904	13,420	213	581	24,117
Marlborough	2,535	3,458	278	235	6,506
Nelson	1,449	2,315	117	45	3,926
Christchurch & Canterbury	11,611	5,549	420	166	17,747
Dunedin	3,255	3,241	440	195	7,130
Queenstown	1,223	8,363	3,760	709	14,056
Total	69,961	89,691	10,566	7,750	177,968

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

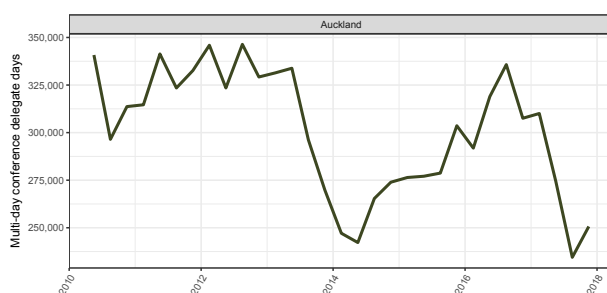
Another source of information on international conference and convention delegates is Statistics New Zealand's international travel and migration data. For the year ended December 2017, Statistics New Zealand reported that 71,968 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day)⁴. Of these, 41,232 (57 per cent) were Australian. For the year ended December 2016, 65,824 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 39,232 (60 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

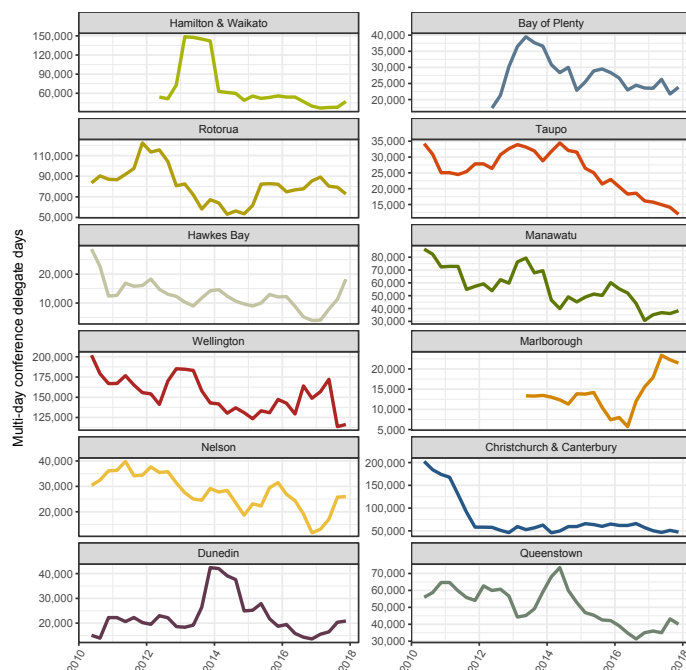
Multi-day conference and convention delegate days for the year ended December 2017 are down seven per cent compared to the previous year. However, Figure 10 shows the number of reported multi-day conference and convention delegate days in Auckland has decreased 18 per cent in the year ending December 2017 compared to the year ending December 2016.

Figure 10: Auckland multi-day conference and convention delegate days (year ended June 2010 to year ended December 2017)



In the other regions there has been a mixture of results (see Figure 11) when comparing the year ended December 2017 to the year ended December 2016.

Figure 11: Multi-day conference and convention delegate days by region (year ended June 2010 to year ended December 2017)



Meeting and seminar activity

Meetings and seminars account for 68 per cent of all events and 42 per cent of delegate days in the year ended December 2017.

■ Number of meetings and seminars and delegate days by duration

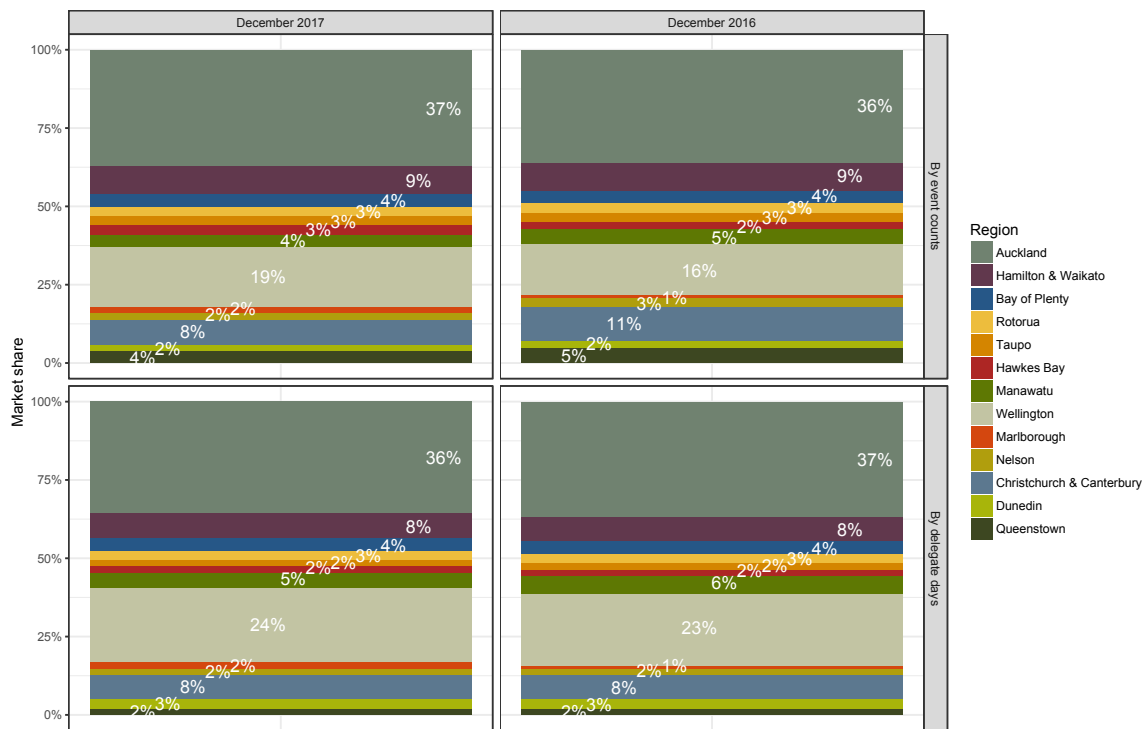
Table 9 shows that 6,185 (19 per cent) of the meetings and seminars held in the year ended December 2017 were multi-day events.

Auckland hosted the greatest proportion (37 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 24 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 2017 Q4	YE 2016 Q4	YE 2017 Q4	
Auckland	7,721	2,306	37%	36%	644,156	36%
Hamilton & Waikato	3,139	559	9%	9%	150,914	8%
Bay of Plenty	1,149	223	4%	4%	68,381	4%
Rotorua	921	212	3%	3%	49,826	3%
Taupo	657	175	3%	3%	27,320	2%
Hawkes Bay	721	164	3%	2%	36,655	2%
Manawatu	1,687	263	4%	5%	87,973	5%
Wellington	4,012	1,155	19%	16%	439,294	24%
Marlborough	640	115	2%	1%	33,643	2%
Nelson	933	124	2%	3%	41,565	2%
Christchurch & Canterbury	2,884	522	8%	11%	135,823	8%
Dunedin	959	147	2%	2%	55,143	3%
Queenstown	843	219	4%	5%	37,946	2%
Total	26,267	6,185	100%	100%	1,808,639	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	5,229	2,394	1,070	701	404
Hamilton & Waikato	2,451	793	259	145	36
Bay of Plenty	863	299	108	68	36
Rotorua	729	294	58	39	14
Taupo	631	148	36	16	<5
Hawkes Bay	554	184	72	33	13
Manawatu	1,193	442	149	85	46
Wellington	2,939	1,147	497	252	158
Marlborough	573	144	52	16	14
Nelson	772	221	57	33	13
Christchurch & Canterbury	2,299	712	284	101	30
Dunedin	721	194	94	50	53
Queenstown	810	186	54	26	<5
Total	19,766	7,157	2,790	1,563	817*

* 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	364	41
Hamilton & Waikato	35	<5
Wellington	105	53
Rest North Island	117	7
Christchurch & Canterbury	30	<5
Rest South Island	68	<5
Total	718	100*

Incentive activities

Incentive activities accounted for one per cent of all events and one per cent of delegate days in the year ended December 2017.

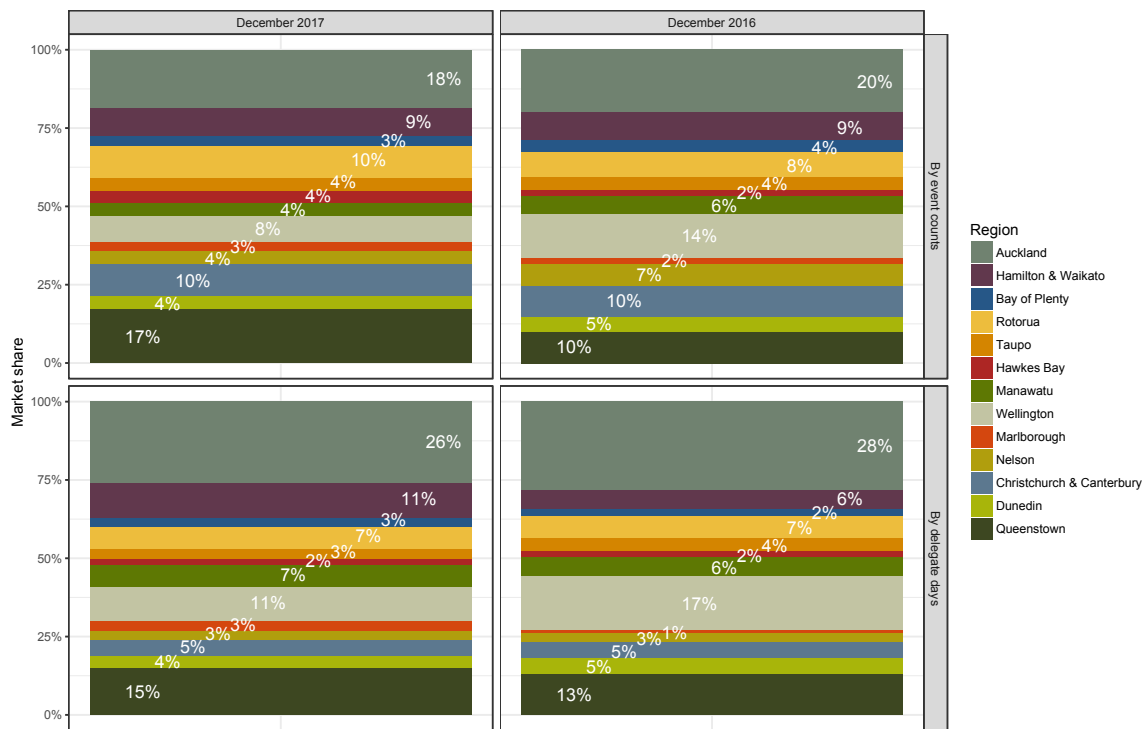
■ Number of incentive activities and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (18 per cent) of incentive activities, generating 26 per cent of total incentive activities delegate days. Auckland was followed by Wellington and Queenstown.

Table 12: Number of incentive activities and delegate days

Region	Total incentive events	Market share of events		Total Delegate days	Market share by delegate days
	YE 2017 Q4	YE 2017 Q4	YE 2016 Q4	YE 2017 Q4	
Auckland	110	18%	20%	15,926	26%
Hamilton & Waikato	53	9%	9%	6,575	11%
Bay of Plenty	17	3%	4%	1,763	3%
Rotorua	57	10%	8%	4,365	7%
Taupo	26	4%	4%	2,130	3%
Hawkes Bay	25	4%	2%	1,417	2%
Manawatu	24	4%	6%	4,086	7%
Wellington	49	8%	14%	6,909	11%
Marlborough	20	3%	2%	1,780	3%
Nelson	23	4%	7%	2,039	3%
Christchurch & Canterbury	61	10%	10%	3,154	5%
Dunedin	26	4%	5%	2,569	4%
Queenstown	99	17%	10%	9,323	15%
Total	597	100%	100%	62,041	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	31	22	64
Hamilton & Waikato	13	13	28
Bay of Plenty	<5	6	8
Rotorua	29	10	17
Taupo	16	7	<5
Hawkes Bay	15	<5	6
Manawatu	7	<5	16
Wellington	24	5	27
Marlborough	13	<5	10
Nelson	11	5	9
Christchurch & Canterbury	32	22	9
Dunedin	11	<5	13
Queenstown	49	18	31
Total	252*	109*	239*

* 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 events and four per cent of delegate days in the year ended December 2017.

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

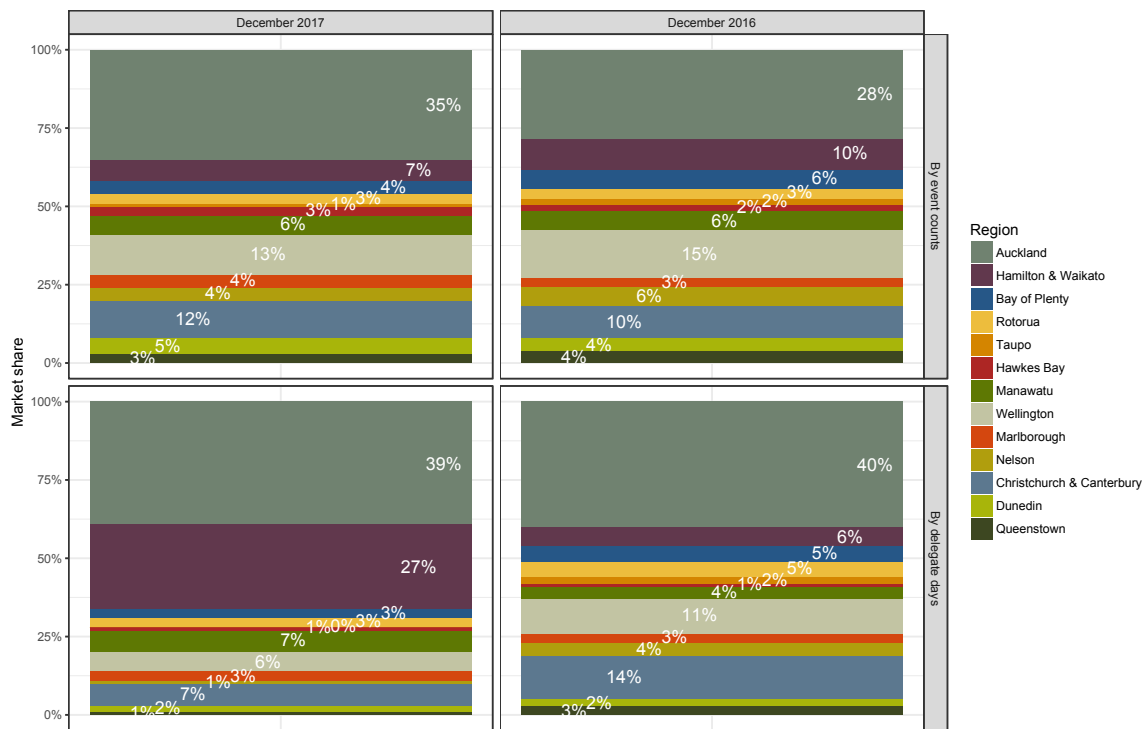
Table 14 shows that Auckland hosted the greatest proportion (35 per cent) of trade shows and exhibitions, generating 39 per cent of total trade show and exhibition delegate days. Wellington accounted for 13 per cent of trade shows and exhibitions, followed by Hamilton & Waikato and Christchurch & Canterbury with 12 per cent.

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

Region	Total Tradeshow/Exhibitions		Market share of events		Total Delegate days	Market share by delegate days
	YE 2017 Q4	YE 2017 Q4	YE 2017 Q4	YE 2016 Q4	YE 2017 Q4	
Auckland	227	35%	28%		71,401	39%
Hamilton & Waikato	44	7%	10%		47,987	27%
Bay of Plenty	26	4%	6%		4,940	3%
Rotorua	19	3%	3%		4,635	3%
Taupo	7	1%	2%		538	0%
Hawkes Bay	17	3%	2%		1,582	1%
Manawatu	40	6%	6%		13,366	7%
Wellington	82	13%	15%		11,389	6%
Marlborough	28	4%	3%		4,539	3%
Nelson	27	4%	6%		2,335	1%
Christchurch & Canterbury	78	12%	10%		12,513	7%
Dunedin	32	5%	4%		3,593	2%
Queenstown	21	3%	4%		2,257	1%
Total	654	100%	100%		181,078	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	28	47	62	46	46
Hamilton & Waikato	10	7	7	10	13
Bay of Plenty	<5	7	5	<5	6
Rotorua	<5	6	<5	6	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	<5	<5	<5	<5	<5
Manawatu	12	7	7	9	6
Wellington	15	13	24	20	16
Marlborough	18	<5	<5	5	<5
Nelson	17	<5	<5	<5	<5
Christchurch & Canterbury	30	15	10	13	10
Dunedin	10	9	<5	6	6
Queenstown	<5	7	<5	6	<5
Total	139*	116*	116*	120*	102*

* 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 events and 29 per cent of delegate days in the year ended December 2017.

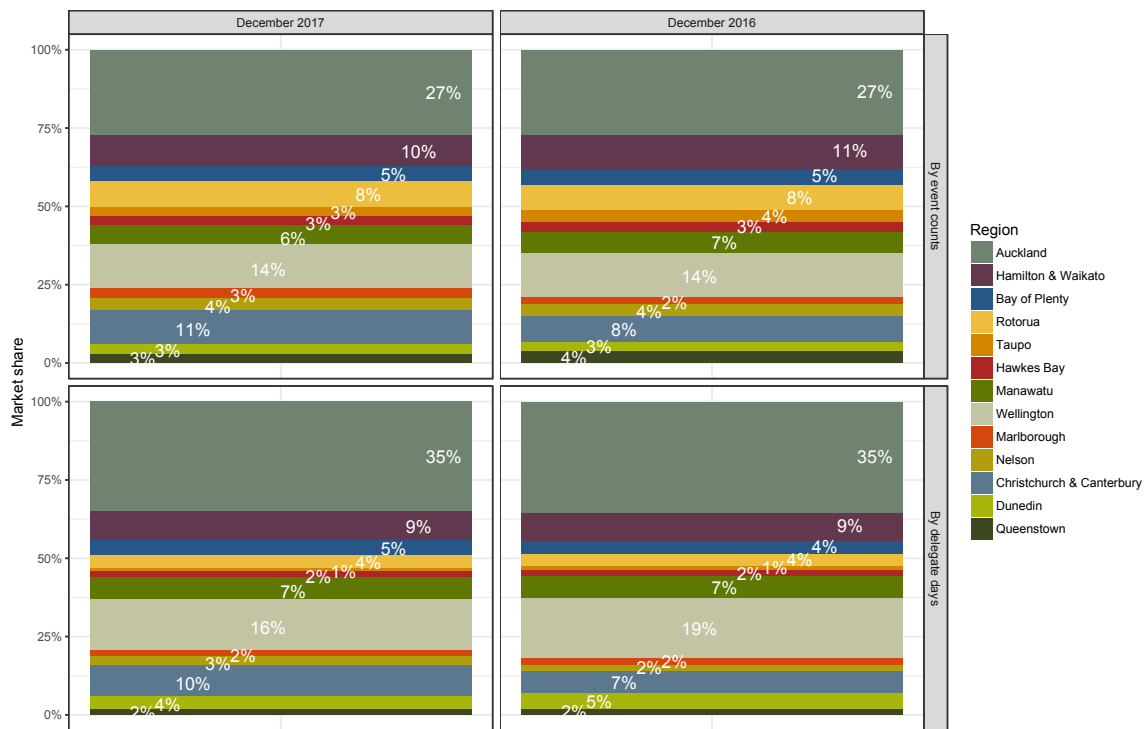
■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (27 per cent) of special occasions, generating 35 per cent of special occasions delegate days. Wellington was second with 14 per cent of special occasions and 16 per cent of special occasions delegate days. Hamilton & Waikato accounted for 10 per cent of special occasions events, while Christchurch & Canterbury accounted for 11 per cent.

Table 16: Number of special occasions and delegate days

Region	Total	Market share of		Total	Market share of
	Special Occasions	events		Delegate days	
	YE 2017 Q4	YE 2017 Q4	YE 2016 Q4	YE 2017 Q4	
Auckland	2,374	27%	27%	439,617	35%
Hamilton & Waikato	871	10%	11%	118,788	9%
Bay of Plenty	420	5%	5%	57,273	5%
Rotorua	686	8%	8%	52,156	4%
Taupo	300	3%	4%	17,569	1%
Hawkes Bay	275	3%	3%	28,283	2%
Manawatu	552	6%	7%	87,006	7%
Wellington	1,190	14%	14%	200,806	16%
Marlborough	255	3%	2%	27,428	2%
Nelson	348	4%	4%	36,901	3%
Christchurch & Canterbury	909	11%	8%	120,466	10%
Dunedin	254	3%	3%	44,221	4%
Queenstown	217	3%	4%	20,434	2%
Total	8,657	100%	100%	1,250,953	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	332	437	443	538	491
Hamilton & Waikato	170	247	183	154	143
Bay of Plenty	71	95	101	87	73
Rotorua	240	200	101	92	50
Taupo	134	93	38	22	8
Hawkes Bay	49	73	68	60	37
Manawatu	107	135	124	100	99
Wellington	165	261	173	264	183
Marlborough	52	70	53	41	28
Nelson	76	90	86	59	38
Christchurch & Canterbury	160	281	200	150	120
Dunedin	27	41	56	81	52
Queenstown	61	55	48	39	20
Total	1,643	2,077	1,674	1,687	1,340

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

Appendix

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.

CAS participants

■ Convention Bureaux

Thirteen 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 and Queenstown.

■ Changes in venues since the year ended September 2017 report

This quarter there has been no changes to venues.

■ 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 events, for example trade shows, exhibitions, conferences and other business 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 December 2017 quarter, event activity was recorded or estimated for a total of 301 venues in the 13 regions. Of these, 141 venues with 74 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.

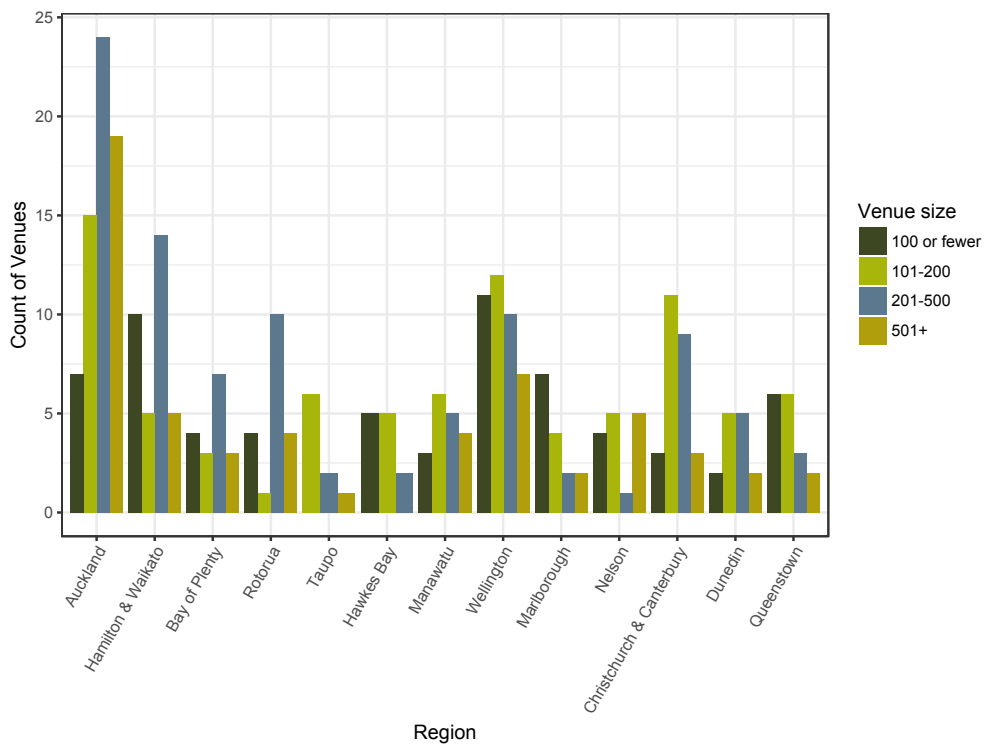
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger venues that represent a sizeable 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 Q3 and 2017 Q4

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2017 Q3	2017 Q4	2017 Q3	2017 Q4
Auckland	45%	43%	72%	72%
Hamilton & Waikato	44%	41%	81%	78%
Bay of Plenty	24%	18%	53%	51%
Rotorua	47%	47%	69%	69%
Taupo	56%	56%	75%	75%
Hawkes Bay	25%	25%	36%	36%
Manawatu	44%	39%	60%	58%
Wellington	42%	45%	77%	81%
Marlborough	38%	27%	62%	55%
Nelson	25%	53%	25%	78%
Christchurch & Canterbury	92%	85%	96%	92%
Dunedin	79%	79%	92%	92%
Queenstown	53%	53%	64%	71%
Total	48%	47%	72%	74%

The distribution of the venues in December 2017 quarter by size is shown in Figure 16 below. 65 venues (22 per cent) are located in Auckland.

Figure 16: Number of venues by delegate capacity and region (December 2017 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 regions. 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	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, Hawkes 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	1,047	2,115	4,718	5,803	14,148	1,484	2,019	4,254	6,594	15,437
Multi-day events	6	10	14	8	7	5	7	11	10	8
Single day events	15	33	47	38	30	17	29	42	42	35
Total delegates	726	1,644	3,607	4,637	11,357	1,047	1,678	3,354	5,410	12,433
One day conference delegate days	33	86	219	386	356	49	84	185	537	376
Multi-day conference delegate days	202	373	1,050	1,261	3,224	263	251	833	1,260	3,352

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.