



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

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



Convention Activity Survey Year to September 2017 report

Prepared Nov 2017



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

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Highlights

All events

- The number of delegates attending all events increased to 3.6 million in the year ended September 2017, from 3.4 million in the year ended September 2016.
- The total number of delegate days increased to 4.4 million in the year ended September 2017, compared to 4.3 million in the year ended September 2016.
- The number of events increased 13 per cent from 43,000 in the year ended September 2016 to 48,700 in the year ended September 2017.

Conference and convention activity

- The number of delegates attending conferences and conventions decreased 9 per cent to 544,500 in the year ended September 2017, from 595,900 in the year ended September 2016.
- The number of delegate days decreased 14 per cent to 0.9 million in the year ended September 2017, from 1.1 million in the year ended September 2016.
- The number of conferences and conventions decreased 3 per cent from 5,400 in the year ended September 2016, to 5,200 in the year ended September 2017.

Meeting and seminar activity

- Meetings and seminars comprised 68 per cent of all events, and 42 per cent of all delegate days.

Incentive activities

- Incentive activities remained at one per cent of all events.
- Incentive activities comprised one per cent of all delegate days in the year ending September 2017, down from four per cent in the year ending September 2016.

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

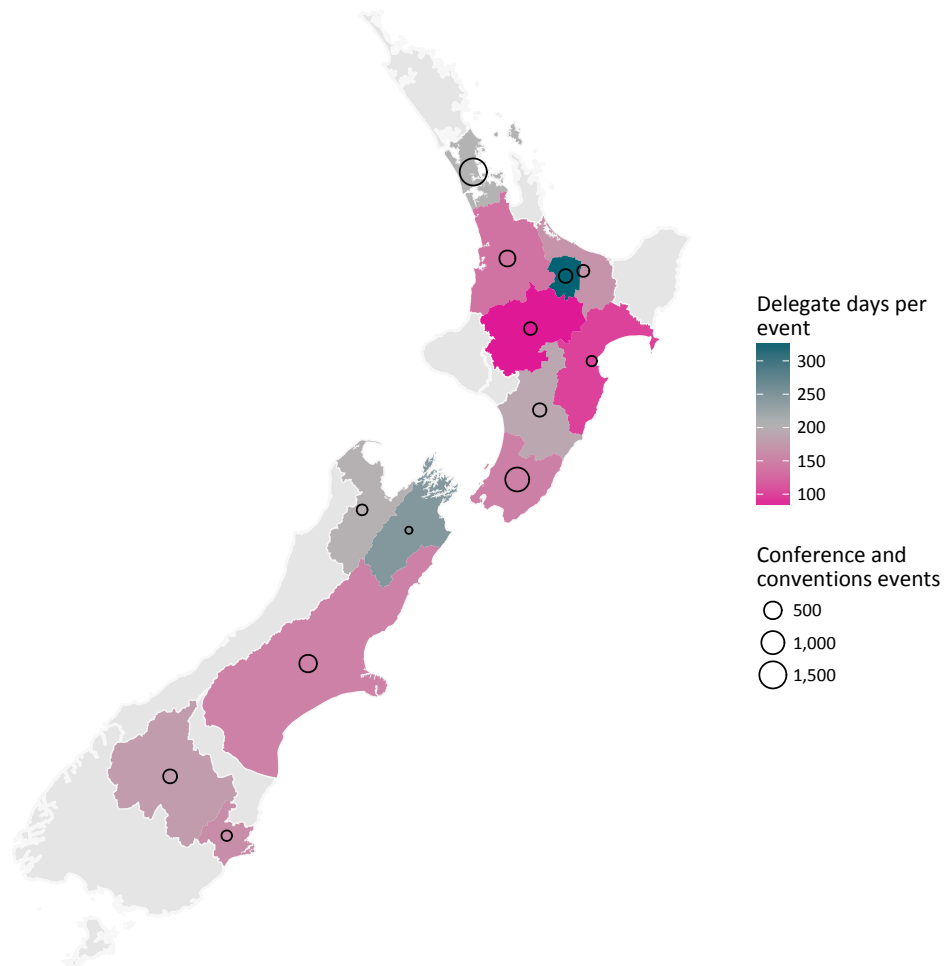
- Special occasion activity was steady at 18 per cent of all events, and 31 per cent of all delegate days (from 28 per cent in the previous year).

Summary of conference and convention activity

A total of 544,500 delegates attended 5,200 conferences and conventions in the year ended September 2017. This indicates less delegates (down nine per cent) attended fewer events compared to the year ended September 2016, where 595,900 delegates attended 5,400 conferences. The number of delegate days decreased 14 per cent to 0.9 million in the year ended September 2017 compared from 1.1 million in the year ended September 2016.

Around 30 per cent of multi-day conferences and conventions and 27 per cent of single-day conferences and conventions were held in Auckland in the year ended September 2017.

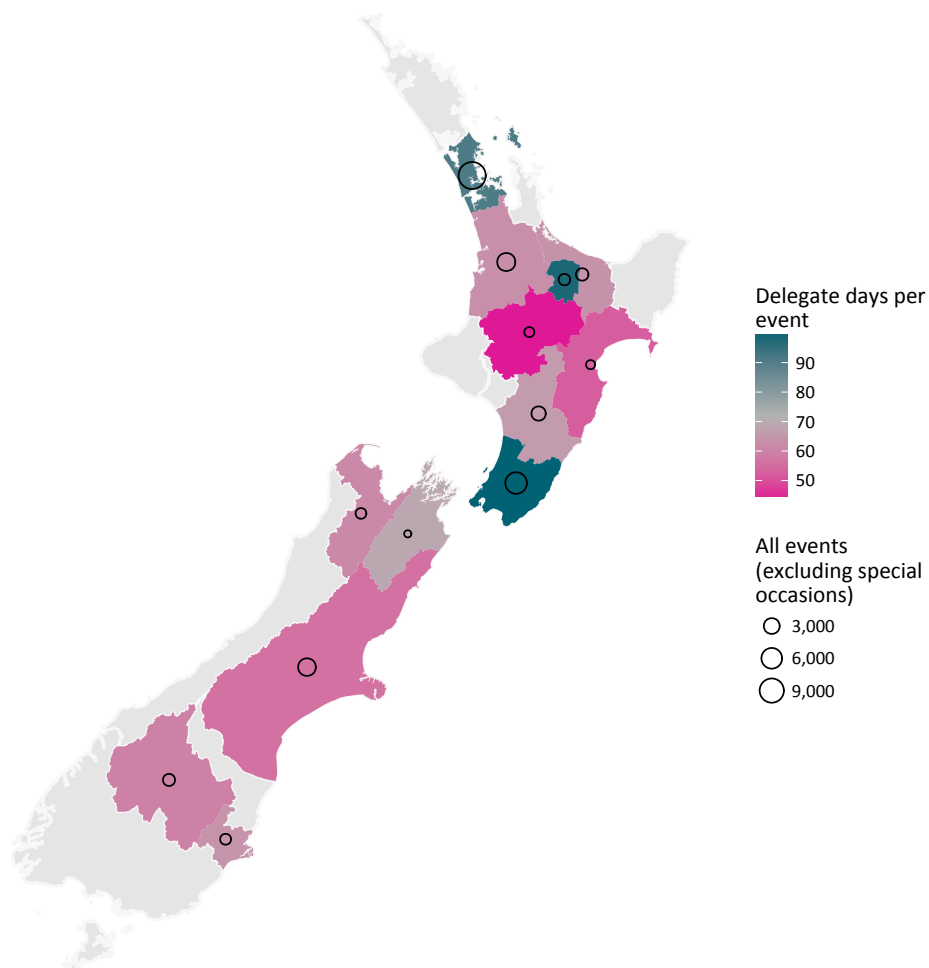
Figure 1: Summary of conference and convention activity (year ended September 2017)



Summary of all events excluding special occasions

There were mixed results for all events excluding special occasions, in the year ended September 2017, there were 2.32 million delegates (up two per cent) attended 39,800 events (up 13 per cent) for around 3.1 million delegate days (down one per cent). In the year ended September 2016, there were 2.26 million delegates, 35,100 events and 3.1 million delegate days. A total of 30 per cent of all events (excluding special occasions) were held in Auckland in the year ended September 2017.

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



Overview

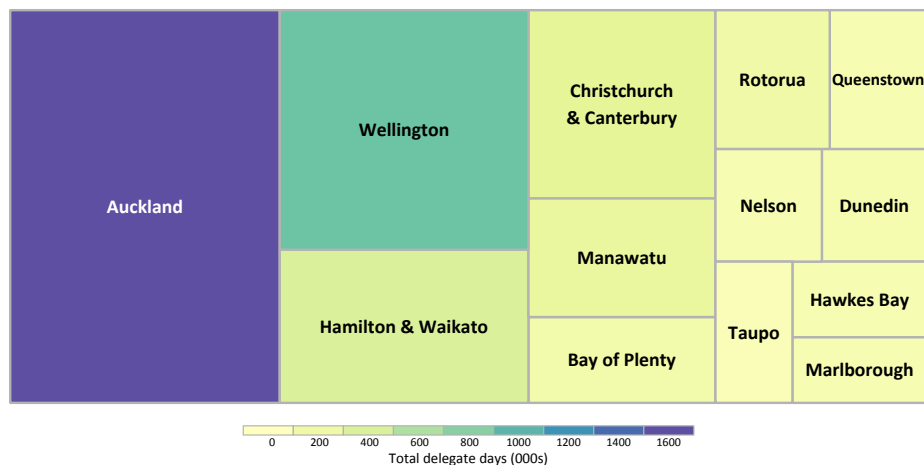
All business events by region

An estimated 48,700 events occurred across 13 regions in the year ended September 2017. Table 1 shows 35 per cent of delegate days for the year ended September 2017 were in Auckland.

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

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2016 Q3
Auckland	11,277	3,363	14,316	1,320,166	1,547,626	35%	-2%
Hamilton & Waikato	4,307	814	5,150	312,194	386,482	9%	2%
Bay of Plenty	1,730	364	2,170	149,926	173,250	4%	No change
Rotorua	1,708	433	2,145	123,829	191,127	4%	-1%
Taupo	1,128	343	1,470	53,212	70,246	2%	No change
Hawkes Bay	1,136	251	1,377	83,979	93,273	2%	No change
Manawatu	2,530	456	2,999	218,423	250,046	6%	No change
Wellington	6,323	1,844	8,057	731,875	915,229	21%	1%
Marlborough	956	184	1,192	71,325	95,044	2%	1%
Nelson	1,390	234	1,621	89,272	112,272	3%	1%
Christchurch & Canterbury	3,996	741	4,762	284,525	334,786	8%	-1%
Dunedin	1,340	255	1,600	130,523	146,455	3%	No change
Queenstown	1,365	440	1,823	77,656	117,108	3%	No change
Total	39,192	9,729	48,689	3,646,911	4,432,949		

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



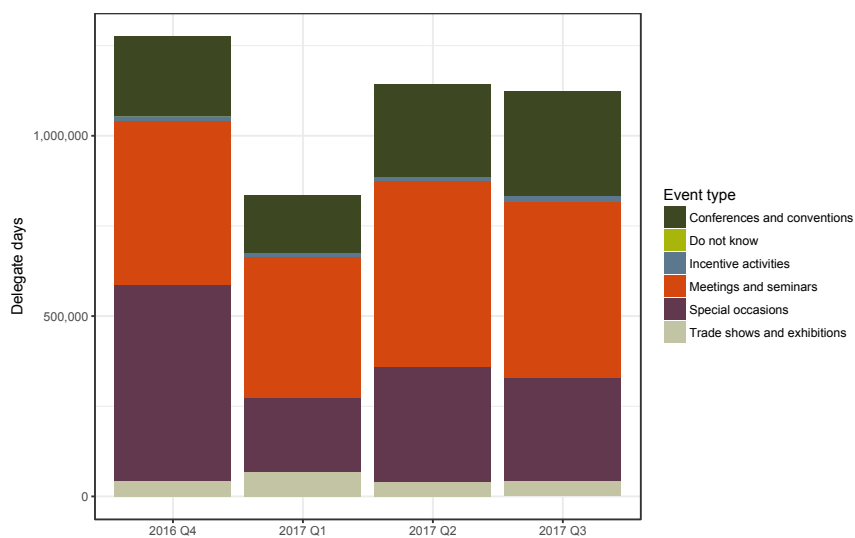
Delegate days by event type

There were about 4.4 million delegate days in the year ended September 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 September

	2016 Q4	2017 Q1	2017 Q2	2017 Q3	Total
Meetings and seminars	455,237	390,004	517,107	485,835	1,848,184
Incentive activities	11,954	10,439	11,019	16,556	49,969
Conferences and conventions	220,998	159,966	256,070	290,415	927,451
Trade shows and exhibitions	42,849	66,868	40,900	44,064	194,682
Special occasions	544,534	207,680	317,680	286,595	1,356,491
Don't know	0	0	0	0	0
Total	1,275,574	834,958	1,142,778	1,123,466	4,376,778

Figure 4: National overview of delegate days by event type



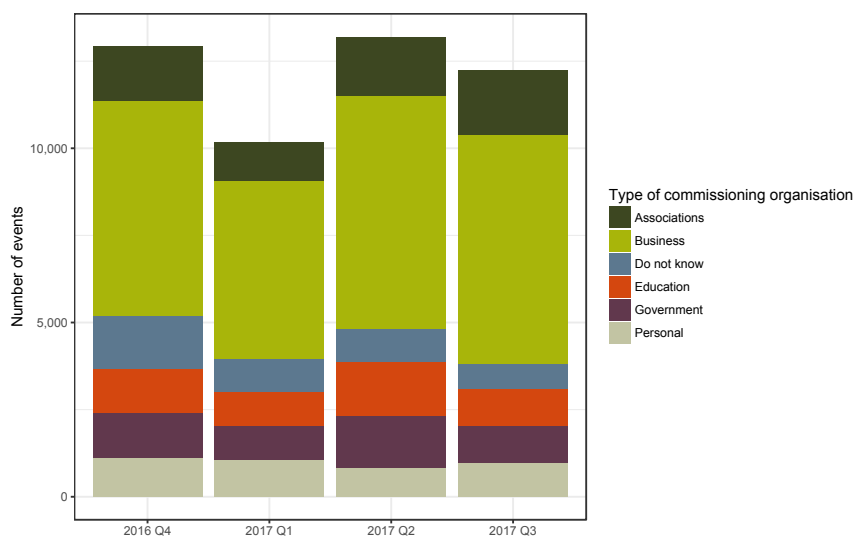
Organisations commissioning business events

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

	2016 Q4	2017 Q1	2017 Q2	2017 Q3	Total
Associations	1,570	1,110	1,685	1,847	6,214
Business	6,150	5,107	6,693	6,544	24,495
Government	1,311	969	1,491	1,079	4,852
Education	1,258	975	1,541	1,058	4,834
Personal	1,105	1,069	832	962	3,969
Other/Don't know	1,533	942	956	735	4,167
Total	12,930	10,174	13,200	12,228	48,534

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



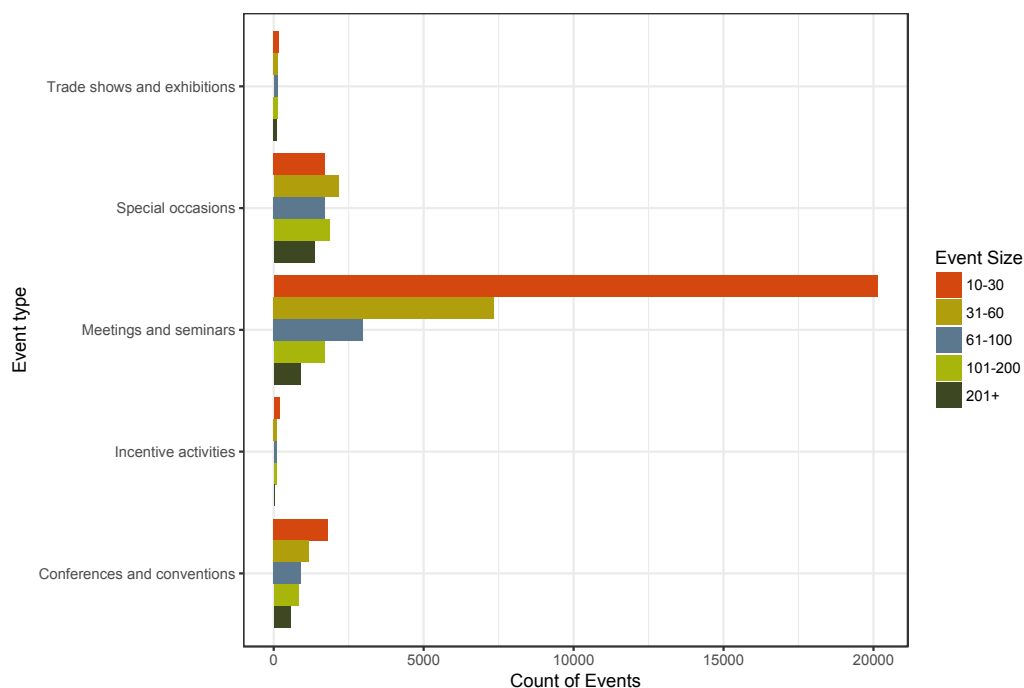
Events by size

With the exception of special occasions and trade shows and exhibitions, small events (those with 60 or fewer delegates) dominate business event activity in the year ended September 2017 (refer Figure 6). Small meetings and seminars formed the majority (83 per cent) of all meetings and seminars, with 61 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 34 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 September 2017)

	10-30	31-60	61-100	101-200	201+
Conferences and conventions	1,806	1,169	909	829	557
Incentive activities	190	104	99	95	30
Meetings and seminars	20,139	7,343	2,975	1,693	892
Special occasions	1,716	2,157	1,702	1,864	1,362
Trade shows and exhibitions	176	150	121	135	115

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

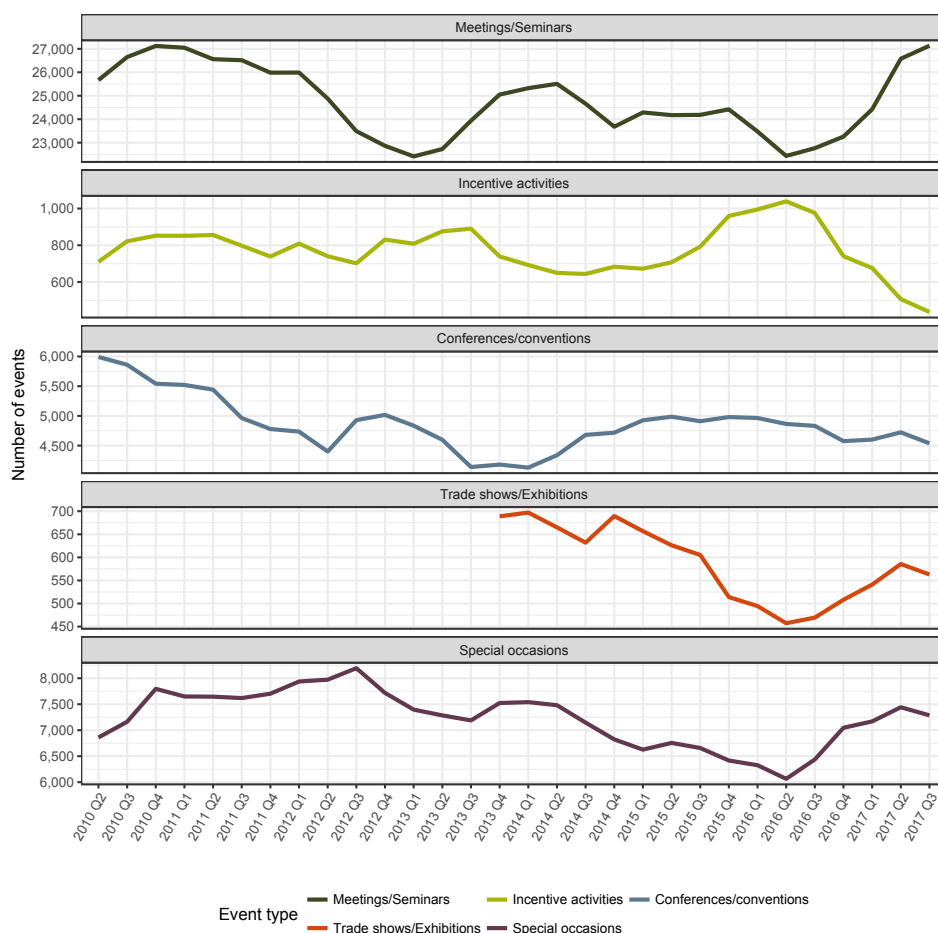


Trends in the number of events¹

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 September 2017.

The annual number of meetings and seminars in the year ended September 2017 were up 19 per cent, compared to the year ended September 2016. Conferences and conventions, and incentive activities were down six per cent and down 55 per cent respectively, when compared to the year ended September 2016. However special occasions and trade shows and exhibitions were up 13 per cent and up 20 per cent respectively.

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



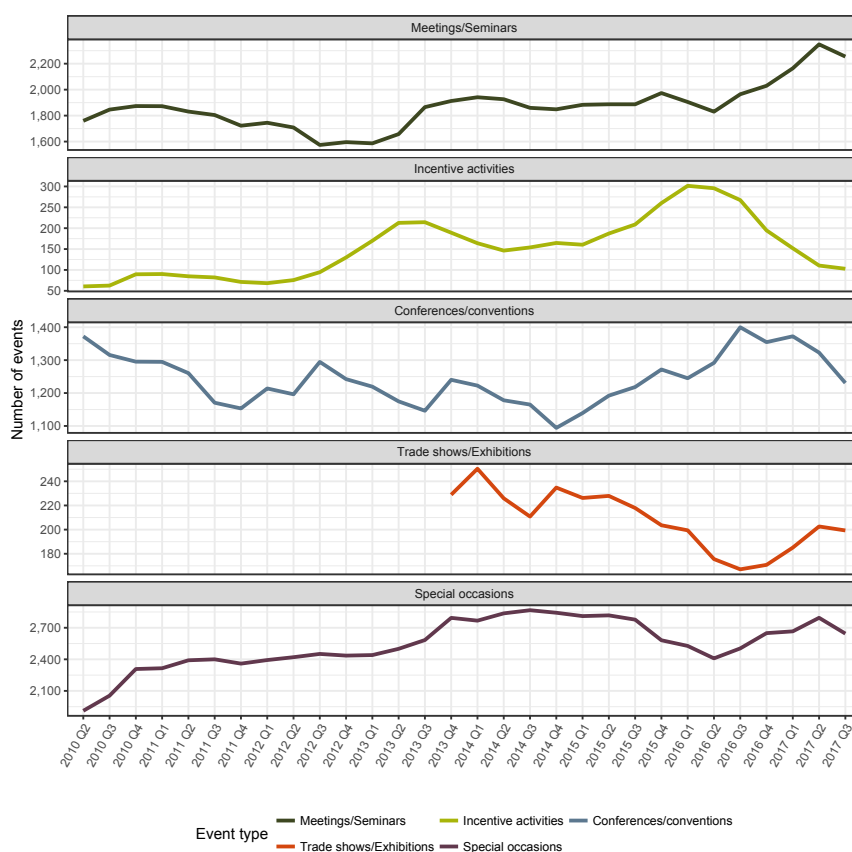
¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011 Q2), and Marlborough (joined the CAS in 2012 Q2).

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 September 2017 (down 62 per cent) compared to the year ended September 2016. The number of large conference and convention events also fell, down 12 per cent. In comparison, the number of tradeshows increased 19 per cent, the number of large meetings and seminars was up 15 per cent, and the number of special occasion events was also up 6 per cent, all year ending September 2017 compared with September 2016.

Figure 8 shows the number of large incentive activities, and conferences and conventions have fallen from the high in 2016. In contrast, the number of large meetings and seminars, trade shows and exhibitions, and special occasions have recently shown solid growth (though showed a fall in the last quarter).

Figure 8: Number of events with more than 100 delegates from year ended June 2010 to year ended September 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 September 2017.³

Conference and convention activity

Conferences and conventions account for 11 per cent of all events and 21 per cent of delegate days in the year ended September 2017.

■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 2,850 (53 per cent) of the conferences and conventions held in the year ended September 2017 were multi-day events, with 49 per cent of these multi-day conferences and conventions (1,394) being two days in duration.

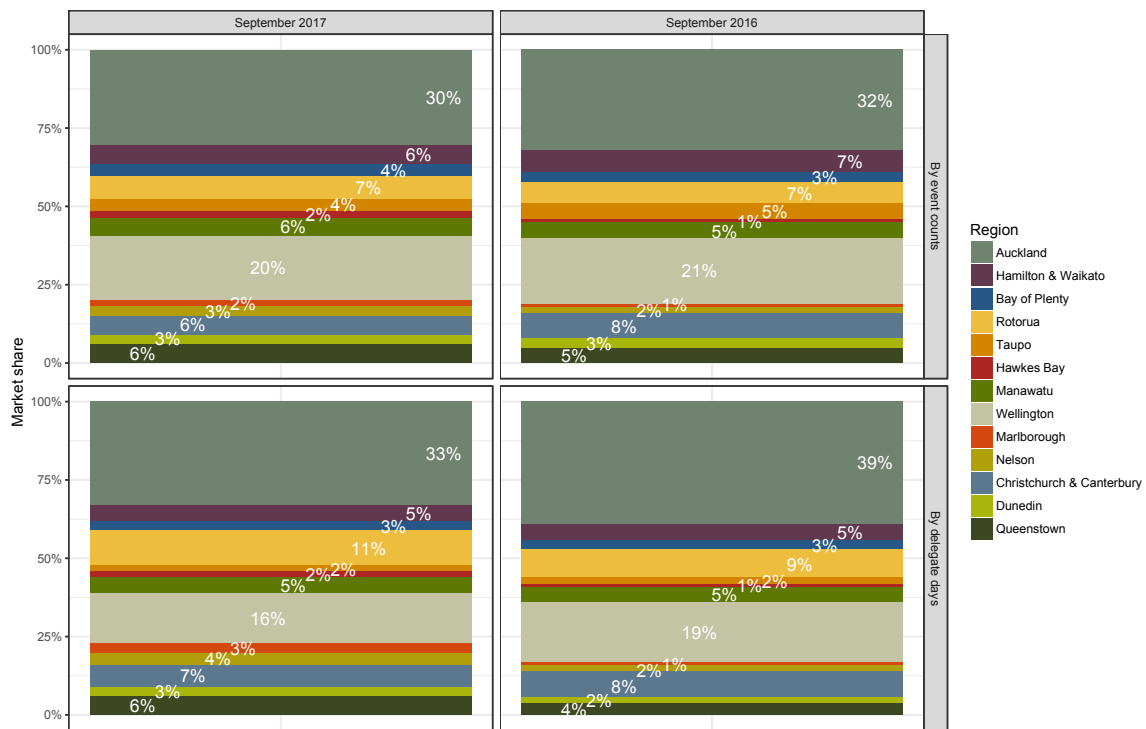
Auckland hosted the greatest proportion (30 per cent) of multi-day conferences and conventions, generating 33 per cent of total multi-day conference and convention delegate days. Wellington was second with 20 per cent of multi-day conferences and conventions and 16 per cent of multi-day conference and 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 Q3	YE 2016 Q3	Single day	Multi-day	
Auckland	658	440	424	30%	32%	73,139	234,461	33%
Hamilton & Waikato	211	86	94	6%	7%	13,861	38,004	5%
Bay of Plenty	90	53	56	4%	3%	9,019	21,736	3%
Rotorua	59	78	122	7%	7%	5,158	79,324	11%
Taupo	110	54	57	4%	5%	4,269	14,128	2%
Hawkes Bay	85	29	37	2%	1%	3,192	11,265	2%
Manawatu	89	87	73	6%	5%	10,622	36,115	5%
Wellington	543	308	274	20%	21%	52,880	113,735	16%
Marlborough	48	34	35	2%	1%	3,717	22,256	3%
Nelson	84	25	51	3%	2%	5,735	25,751	4%
Christchurch & Canterbury	313	94	78	6%	8%	20,440	51,051	7%
Dunedin	73	38	49	3%	3%	4,455	20,368	3%
Queenstown	116	70	106	6%	5%	4,709	43,153	6%
Total	2,480	1,394	1,456	100%	100%	211,195	711,346	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	402	330	279	288	221
Hamilton & Waikato	162	95	55	45	31
Bay of Plenty	54	48	39	31	25
Rotorua	72	56	55	43	34
Taupo	118	51	30	20	<5
Hawkes Bay	66	31	22	23	6
Manawatu	94	45	41	38	29
Wellington	391	240	195	162	117
Marlborough	45	24	18	13	12
Nelson	53	31	29	32	15
Christchurch & Canterbury	190	117	81	67	30
Dunedin	45	38	23	32	16
Queenstown	114	64	42	36	18
Total	1,806	1,169	909	829	554*

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

Region	201-500	500+
Auckland	177	44
Hamilton & Waikato	30	<5
Wellington	98	19
Rest North Island	96	14
Christchurch & Canterbury	28	<5
Rest South Island	43	6
Total	471	83*

* 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 170,736 multi-day conference and convention delegates (about 21 per cent of all multi-day delegates) whose origin information was recorded in the year ended September 2017, 41 per cent were reported to be from the local region, with a further 51 per cent travelling to the conference and/or convention from elsewhere in New Zealand. About five per cent of multi-day conference delegates were from Australia, and a further three 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 September 2017)[†]

	Local	Regional	Australian	Other International	Total
Auckland	18,062	12,376	795	1,783	33,016
Hamilton & Waikato	6,346	5,394	118	950	12,808
Bay of Plenty	3,419	3,246	77	465	7,206
Rotorua	3,666	17,433	1,915	241	23,255
Taupo	670	3,718	189	111	4,687
Hawkes Bay	1,654	1,987	218	21	3,880
Manawatu	4,973	3,650	147	251	9,022
Wellington	10,305	13,537	254	579	24,675
Marlborough	2,350	3,443	316	130	6,239
Nelson	1,430	2,416	75	31	3,952
Christchurch & Canterbury	11,763	7,232	690	126	19,811
Dunedin	3,682	3,217	309	192	7,400
Queenstown	1,091	9,047	3,908	739	14,785
Total	69,410	86,697	9,010	5,619	170,736

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

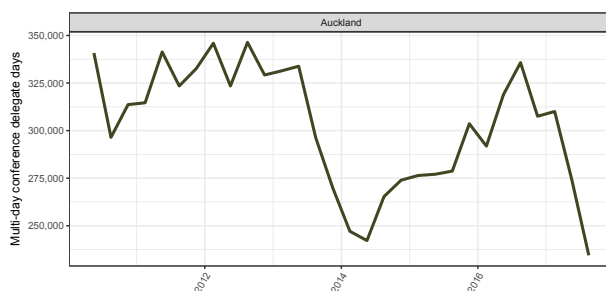
Another source of information on international conference and convention delegates is Statistics New Zealand's international travel and migration data. For the year ended September 2017, Statistics New Zealand reported that 70,656 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day)⁴. Of these, 41,328 (58 per cent) were Australian. For the year ended September 2016, 64,352 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 39,312 (61 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

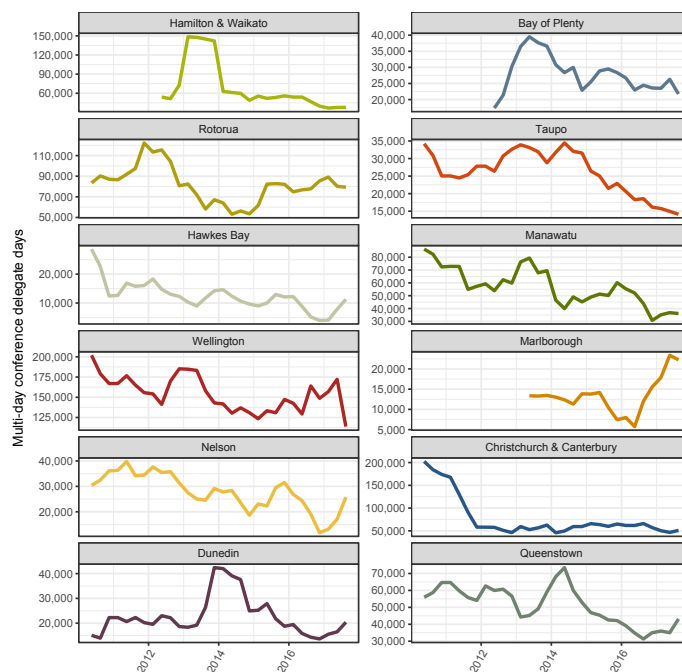
Multi-day conference and convention delegate days for the year ended September 2017 are down 17 per cent compared to the previous year. However, figure 10 shows the number of reported multi-day conference and convention delegate days in Auckland has decreased 30 per cent in the year ending September 2017 compared to the year ending September 2016.

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



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

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

■ Number of meetings and seminars and delegate days by duration

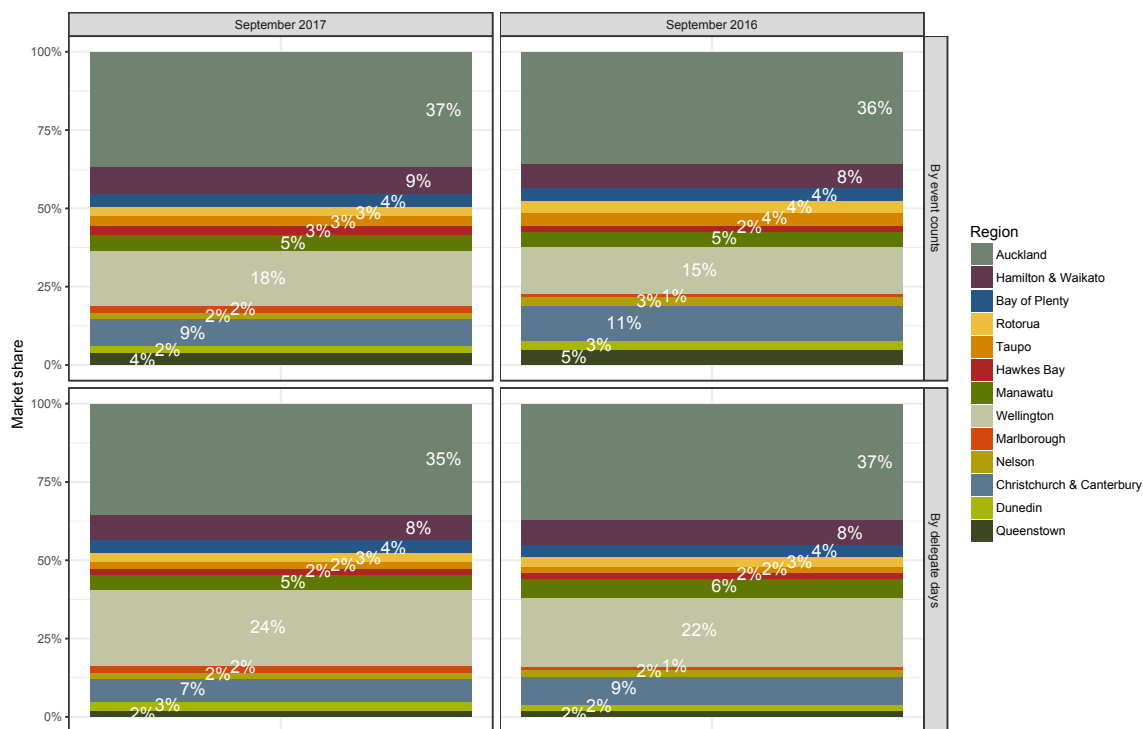
Table 9 shows that 6,085 (18 per cent) of the meetings and seminars held in the year ended September 2017 were multi-day events.

Auckland hosted the greatest proportion (37 per cent) of multi-day meetings and seminars, generating 35 per cent of total multi-day meetings and seminars delegate days. Wellington was second with 18 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 Q3	YE 2016 Q3	YE 2017 Q3	
Auckland	7,981	2,234	37%	36%	654,951	35%
Hamilton & Waikato	3,157	559	9%	8%	155,930	8%
Bay of Plenty	1,182	232	4%	4%	72,741	4%
Rotorua	966	196	3%	4%	53,134	3%
Taupo	768	173	3%	4%	31,010	2%
Hawkes Bay	724	169	3%	2%	38,341	2%
Manawatu	1,746	275	5%	5%	91,419	5%
Wellington	4,441	1,101	18%	15%	439,640	24%
Marlborough	658	113	2%	1%	34,915	2%
Nelson	942	139	2%	3%	43,632	2%
Christchurch & Canterbury	2,792	530	9%	11%	135,224	7%
Dunedin	971	145	2%	3%	55,099	3%
Queenstown	1,010	220	4%	5%	42,150	2%
Total	27,338	6,085	100%	100%	1,848,185	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	5,359	2,385	1,123	737	435
Hamilton & Waikato	2,441	805	278	143	48
Bay of Plenty	875	322	119	71	40
Rotorua	731	311	60	47	14
Taupo	705	171	44	22	<5
Hawkes Bay	547	183	87	35	16
Manawatu	1,259	456	167	90	42
Wellington	3,068	1,179	554	327	185
Marlborough	548	154	46	16	13
Nelson	741	243	62	31	15
Christchurch & Canterbury	2,215	714	286	95	28
Dunedin	726	203	87	50	53
Queenstown	926	217	61	29	<5
Total	20,140	7,344	2,975	1,693	889*

* 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	383	52
Hamilton & Waikato	47	<5
Wellington	131	54
Rest North Island	117	9
Christchurch & Canterbury	27	<5
Rest South Island	70	<5
Total	775	115*

Incentive activities

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

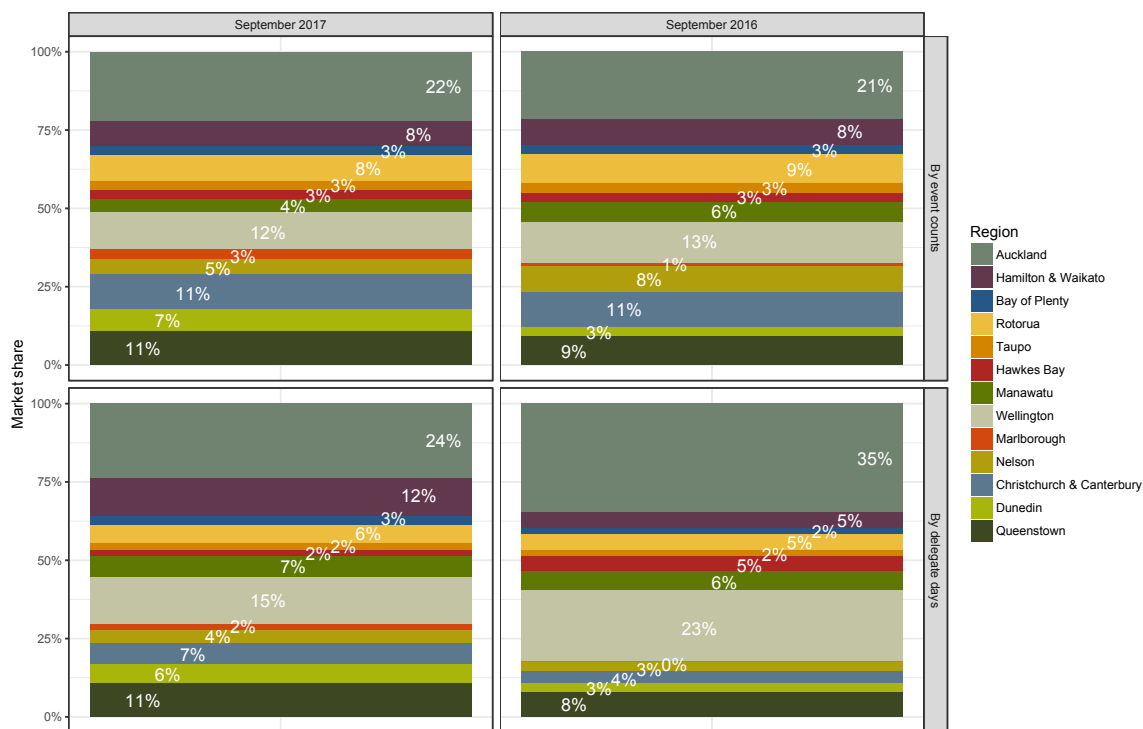
■ Number of incentive activities and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (22 per cent) of incentive activities, generating 24 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 Q3	YE 2017 Q3	YE 2016 Q3	YE 2017 Q3	
Auckland	112	22%	21%	11,826	24%
Hamilton & Waikato	41	8%	8%	5,799	12%
Bay of Plenty	15	3%	3%	1,515	3%
Rotorua	38	8%	9%	3,048	6%
Taupo	15	3%	3%	1,241	2%
Hawkes Bay	15	3%	3%	932	2%
Manawatu	21	4%	6%	3,402	7%
Wellington	62	12%	13%	7,288	15%
Marlborough	13	3%	1%	994	2%
Nelson	26	5%	8%	2,210	4%
Christchurch & Canterbury	54	11%	11%	3,445	7%
Dunedin	33	7%	3%	2,915	6%
Queenstown	54	11%	9%	5,350	11%
Total	507	100%	100%	49,969	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	35	27	56
Hamilton & Waikato	8	8	25
Bay of Plenty	<5	6	7
Rotorua	19	5	13
Taupo	8	5	<5
Hawkes Bay	8	<5	<5
Manawatu	<5	<5	16
Wellington	31	9	25
Marlborough	8	<5	10
Nelson	9	8	11
Christchurch & Canterbury	20	19	17
Dunedin	14	<5	18
Queenstown	24	8	22
Total	184*	97*	219*

* 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 September 2017.

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

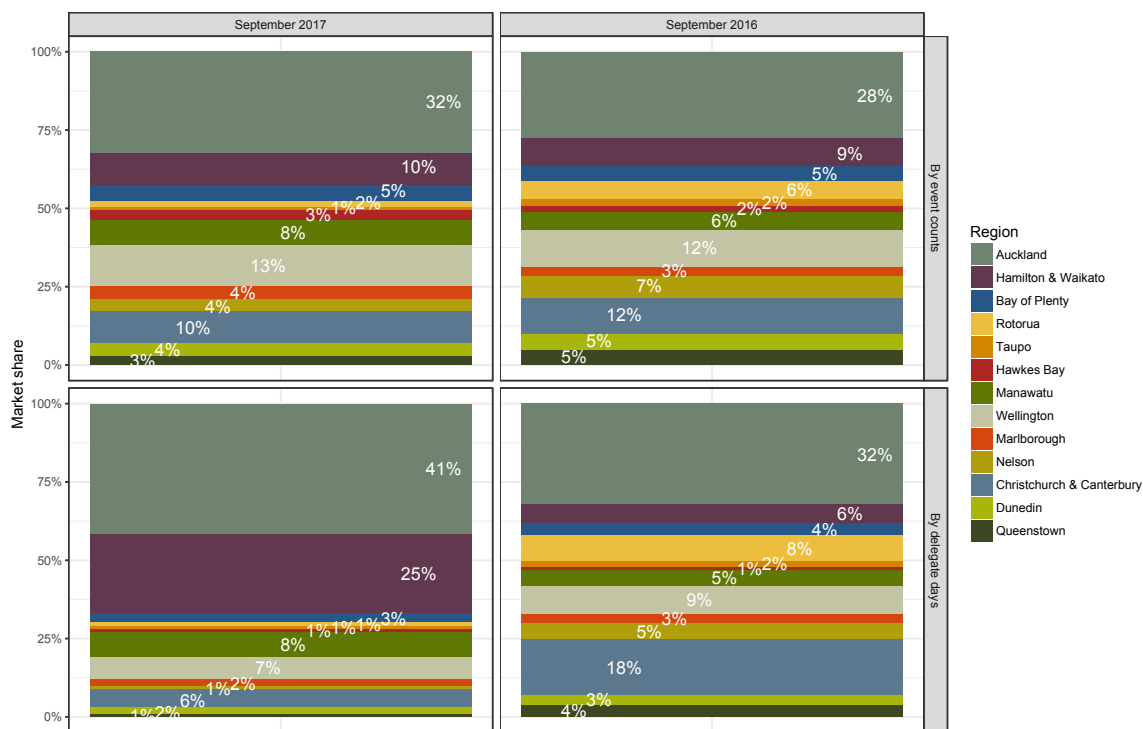
Table 14 shows that Auckland hosted the greatest proportion (32 per cent) of trade shows and exhibitions, generating 41 per cent of total trade show and exhibition delegate days. Wellington accounted for 13 per cent of trade shows and exhibitions, followed by Hamilton & Waikato and Christchurch & Canterbury with 10 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 Q3	YE 2017 Q3	YE 2017 Q3	YE 2016 Q3	YE 2017 Q3	
Auckland	221	32%	28%		80,716	41%
Hamilton & Waikato	68	10%	9%		49,560	25%
Bay of Plenty	38	5%	5%		6,129	3%
Rotorua	15	2%	6%		1,890	1%
Taupo	7	1%	2%		1,798	1%
Hawkes Bay	23	3%	2%		1,975	1%
Manawatu	58	8%	6%		15,127	8%
Wellington	91	13%	12%		14,275	7%
Marlborough	30	4%	3%		4,667	2%
Nelson	28	4%	7%		2,356	1%
Christchurch & Canterbury	69	10%	12%		11,732	6%
Dunedin	29	4%	5%		2,963	2%
Queenstown	18	3%	5%		1,489	1%
Total	700	100%	100%		194,682	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	31	43	51	43	50
Hamilton & Waikato	20	15	7	11	15
Bay of Plenty	6	9	6	9	7
Rotorua	<5	6	<5	<5	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	7	6	5	<5	<5
Manawatu	19	12	8	10	9
Wellington	19	15	23	21	13
Marlborough	17	5	<5	6	<5
Nelson	17	<5	<5	<5	<5
Christchurch & Canterbury	22	17	7	13	9
Dunedin	9	9	<5	5	<5
Queenstown	<5	7	<5	6	<5
Total	169*	146*	108*	124*	103*

* 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 31 per cent of delegate days in the year ended September 2017.

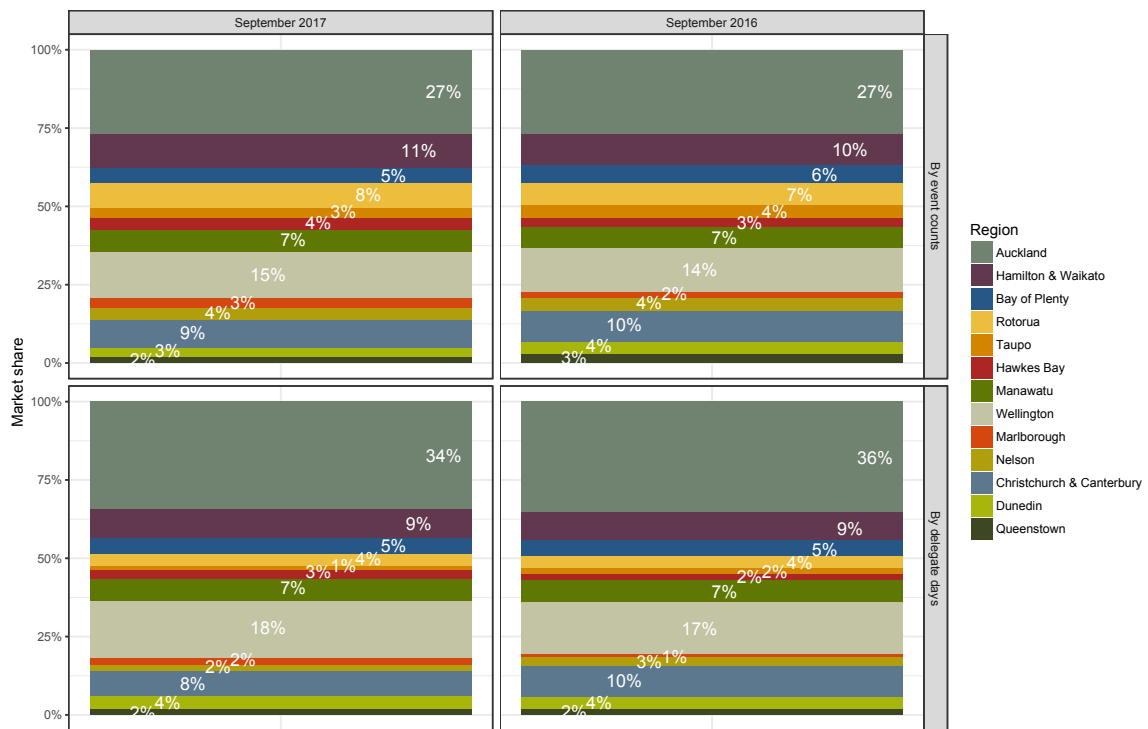
■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (27 per cent) of special occasions, generating 34 per cent of special occasions delegate days. Wellington was second with 15 per cent of special occasions and 18 per cent of special occasions delegate days. Hamilton & Waikato accounted for 11 per cent of special occasions events, while Christchurch & Canterbury and Rotorua both accounted for 9 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 Q3	YE 2017 Q3	YE 2016 Q3	YE 2017 Q3	
Auckland	2,400	27%	27%	467,672	34%
Hamilton & Waikato	949	11%	10%	122,297	9%
Bay of Plenty	447	5%	6%	63,532	5%
Rotorua	673	8%	7%	47,945	4%
Taupo	289	3%	4%	17,416	1%
Hawkes Bay	316	4%	3%	37,318	3%
Manawatu	663	7%	7%	96,196	7%
Wellington	1,339	15%	14%	249,195	18%
Marlborough	236	3%	2%	29,174	2%
Nelson	323	4%	4%	32,285	2%
Christchurch & Canterbury	809	9%	10%	112,031	8%
Dunedin	259	3%	4%	60,685	4%
Queenstown	211	2%	3%	20,739	2%
Total	8,919	100%	100%	1,356,491	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	334	485	465	558	511
Hamilton & Waikato	194	245	196	204	126
Bay of Plenty	67	93	103	107	77
Rotorua	247	198	105	84	37
Taupo	139	85	34	21	9
Hawkes Bay	57	83	69	73	40
Manawatu	144	164	127	130	101
Wellington	188	285	208	340	222
Marlborough	43	73	48	43	25
Nelson	79	93	79	48	32
Christchurch & Canterbury	133	260	175	142	103
Dunedin	34	40	53	76	58
Queenstown	58	53	43	38	21
Total	1,717	2,157	1,703	1,865	1,362

* 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 June 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 September 2017 quarter, event activity was recorded or estimated for a total of 303 venues in the 13 regions. Of these, 144 venues with 72 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 133 and 144 venues each quarter.

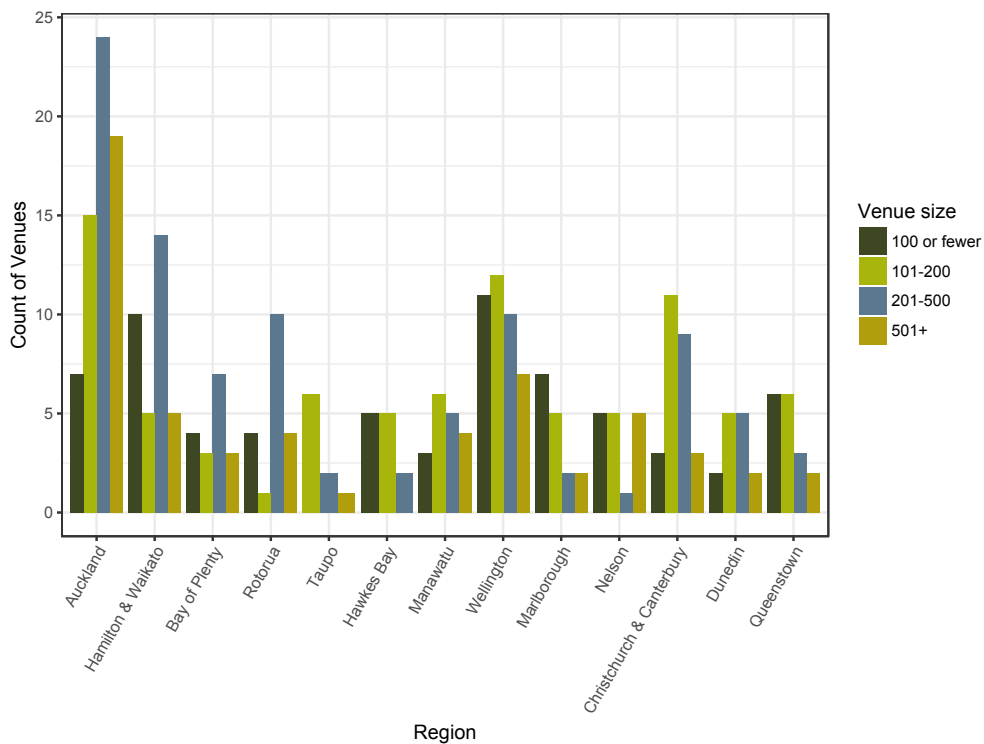
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 Q2 and 2017 Q3

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2017 Q2	2017 Q3	2017 Q2	2017 Q3
Auckland	43%	45%	68%	72%
Hamilton & Waikato	44%	44%	81%	81%
Bay of Plenty	29%	24%	55%	53%
Rotorua	47%	47%	69%	69%
Taupo	56%	56%	75%	75%
Hawkes Bay	27%	25%	38%	36%
Manawatu	42%	44%	61%	60%
Wellington	45%	42%	81%	77%
Marlborough	31%	38%	59%	62%
Nelson	44%	25%	50%	25%
Christchurch & Canterbury	81%	92%	92%	96%
Dunedin	86%	79%	96%	92%
Queenstown	54%	53%	71%	64%
Total	48%	48%	73%	72%

The distribution of the venues in September 2017 quarter by size is shown in Figure 16 below. 65 venues (21 per cent) are located in Auckland.

Figure 16: Number of venues by delegate capacity and region (September 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	1,048	2,119	4,716	5,865	14,217	1,476	2,042	4,235	6,669	15,435
Multi-day events	6	10	14	9	7	5	7	11	10	8
Single day events	15	33	47	38	30	18	29	42	42	35
Total delegates	728	1,642	3,595	4,673	11,392	1,030	1,700	3,333	5,462	12,431
One day conference delegate days	33	85	216	395	357	49	84	181	550	374
Multi-day conference delegate days	201	375	1,061	1,283	3,247	267	250	833	1,278	3,334

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.