MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

Sector Trends
Evidence, Monitoring & Governance Branch

Convention Activity Survey Year to June 2017 report

Prepared Aug 2017

New Zealand Government

MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

Ministry of Business, Innovation and Employment (MBIE)

Hīkina Whakatutuki – Lifting to make successful

MBIE develops and delivers policy, services, advice and regulation to support economic growth and the prosperity and well-being of New Zealanders.

MBIE combines the former Ministries of Economic Development, Science + Innovation, and the Departments of Labour and Building and Housing.

More information

www.mbie.govt.nz

0800 20 90 20

Information, examples and answers to your questions about the topics covered here can be found on our website www.mbie.govt.nz or by calling us free on 0800 20 90 20.

Disclaimer
This document is a guide only. It should not be used as a substitute for legislation or legal advice. The Ministry of Business, Innovation and Employment is not responsible for the results of any actions taken on the basis of information in this document, or for any errors or omissions.

ISSN 2382-1450

Prepared Aug 2017

Contents

Highlights

All events

- The number of delegates attending all events increased to 3.7 million in the year ended June 2017, from 3.3 million in the year ended June 2016.
- The total number of delegate days increased to 4.5 million in the year ended June 2017, compared to 4.2 million in the year ended June 2016.
- The number of events increased 15 per cent from 42,300 in the year ended June 2016 to 48,500 in the year ended June 2017.

Conference and convention activity

- The number of delegates attending conferences and conventions increased 14 per cent to 598,100 in the year ended June 2017, from 526,800 in the year ended June 2016.
- The number of delegate days remained at 1.0 million in the year ended June 2017 compared with year ended June 2016.
- The number of conferences and conventions decreased from 5,500 in the year ended June 2016, to 5,300 in the year ended June 2017.

Meeting and seminar activity

- Meetings and seminars comprised 67 per cent of all events, and 41 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 June 2017, down from five per cent in the year ending June 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 19 per cent of all events, and 31 per cent of all delegate days (from 28 per cent in the previous year).

Major events

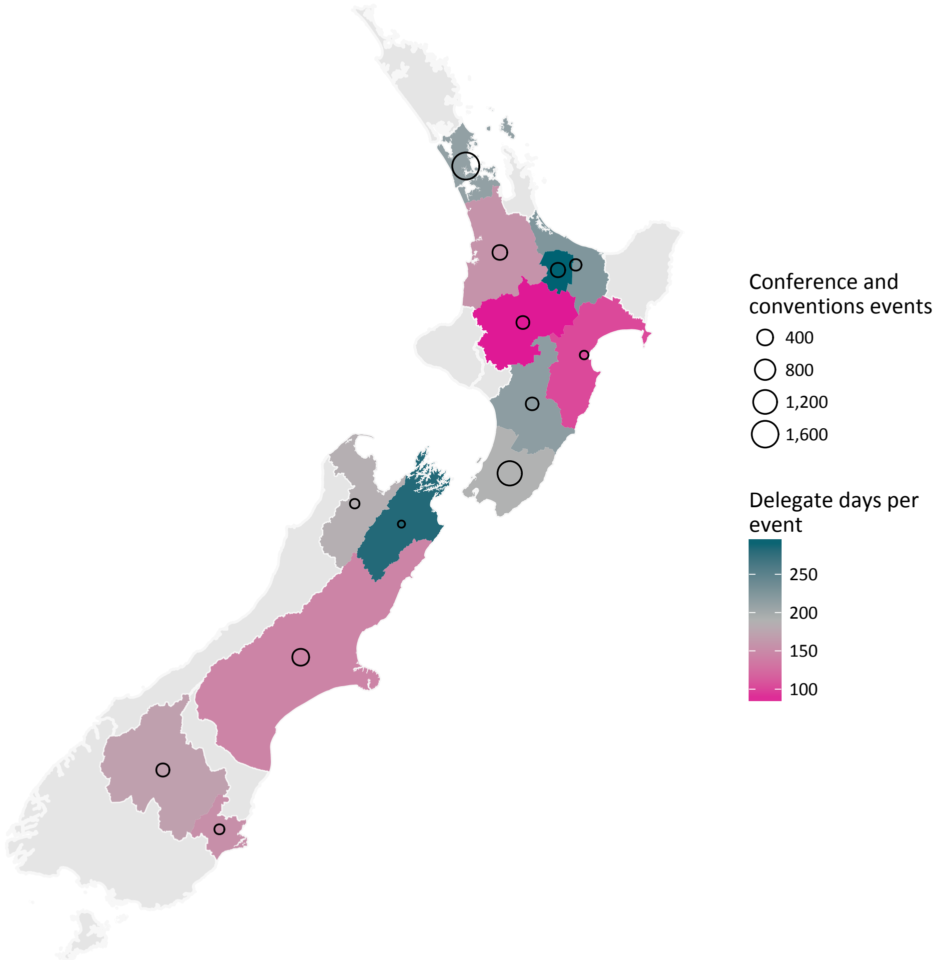
- Auckland hosted a significant major event over 10 days in April for the World Masters Games, with total of 28,000 participants over the event. This will have impacted accommodation availability and pricing over the period.

Summary of conference and convention activity

A total of 598,100 delegates attended 5,300 conferences and conventions in the year ended June 2017. This indicates more delegates (up 14 per cent) attended fewer events compared to the year ended June 2016, where 526,800 delegates attended 5,500 conferences. The number of delegate days remained at 1.0 million in the year ended June 2017 compared with year ended June 2016.

Around 33 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 June 2017.

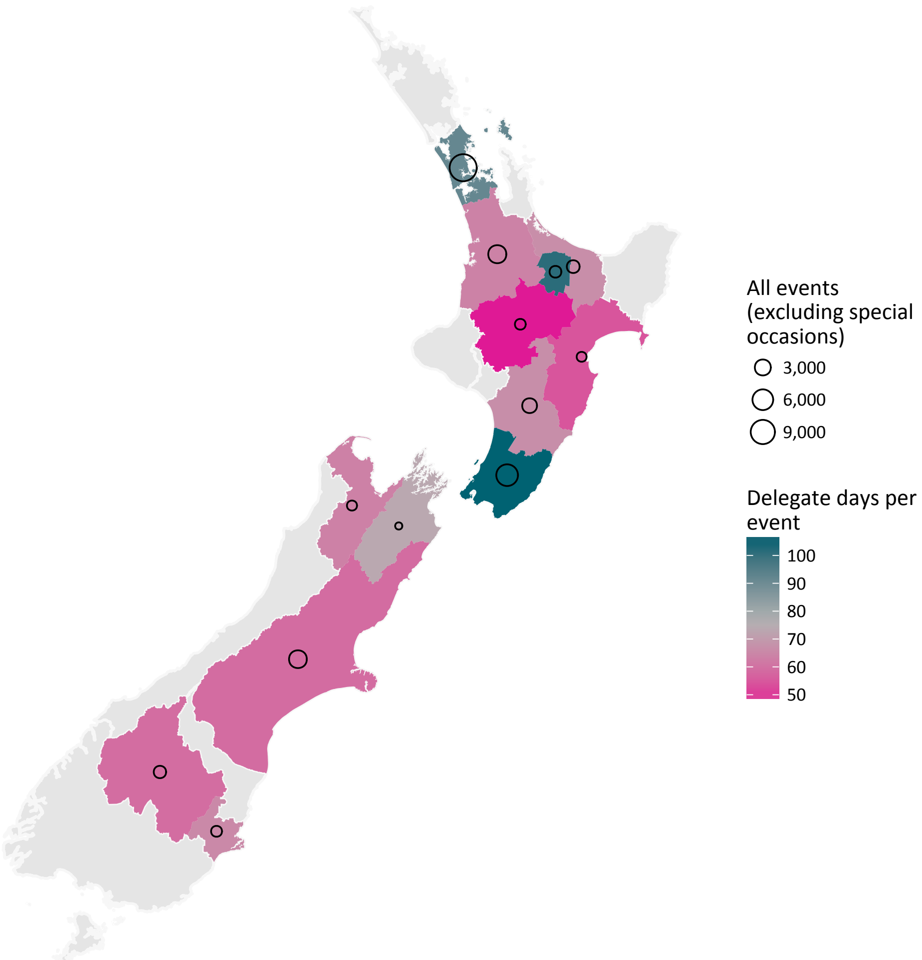
Figure 1: Summary of conference and convention activity (year ended June 2017)



Summary of all events excluding special occasions

Over all events, excluding special occasions, 2.38 million delegates (up 11 per cent) attended 39,500 events (up 13 per cent) for around 3.2 million delegate days (up five per cent) in the year ended June 2017. This has shown strong growth compared to the previous year, where there were 2.14 million delegates, 34,900 events and 3 million delegate days. A total of 30 per cent of all events (excluding special occasions) were held in Auckland in the year ended June 2017.

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



Overview

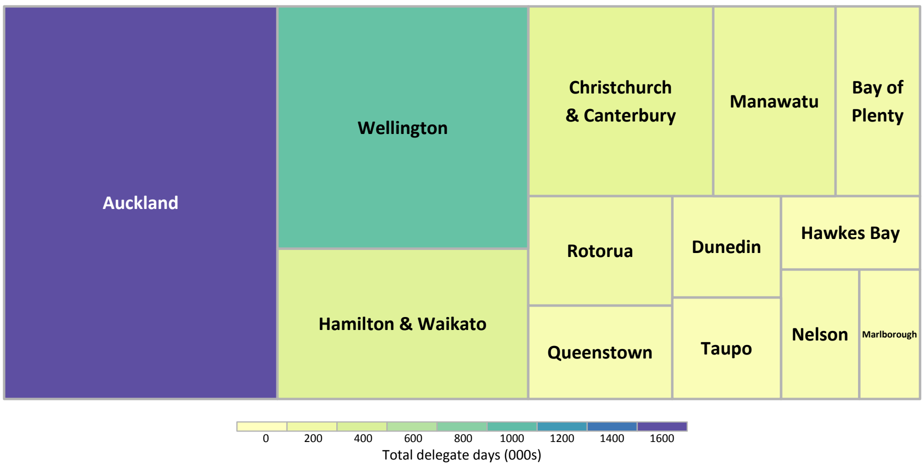
All business events by region

An estimated 48,500 events occurred across 13 regions in the year ended June 2017. Table 1 shows 35 per cent of delegate days for the year ended June 2017 were in Auckland.

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

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days Count	Delegate days Market share	Delegate days Change in market share from 2016 Q2
Auckland	11,427	3,264	14,480	1,358,899	1,598,752	35%	-2%
Hamilton & Waikato	4,289	789	5,089	307,380	380,223	8%	No change
Bay of Plenty	1,738	366	2,165	154,825	177,894	4%	No change
Rotorua	1,701	425	2,126	122,817	193,947	4%	No change
Taupo	1,144	345	1,488	52,269	71,659	2%	No change
Hawkes Bay	1,146	242	1,378	84,932	91,908	2%	No change
Manawatu	2,650	459	3,129	233,057	264,684	6%	-1%
Wellington	6,651	1,809	8,198	801,227	990,799	22%	3%
Marlborough	838	172	1,062	63,000	88,207	2%	1%
Nelson	1,153	213	1,365	77,574	98,494	2%	-1%
Christchurch & Canterbury	3,943	767	4,735	288,633	335,995	7%	-2%
Dunedin	1,247	236	1,488	124,026	139,142	3%	No change
Queenstown	1,367	432	1,817	75,808	112,523	2%	-1%
Total	39,301	9,524	48,525	3,744,450	4,544,233		

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



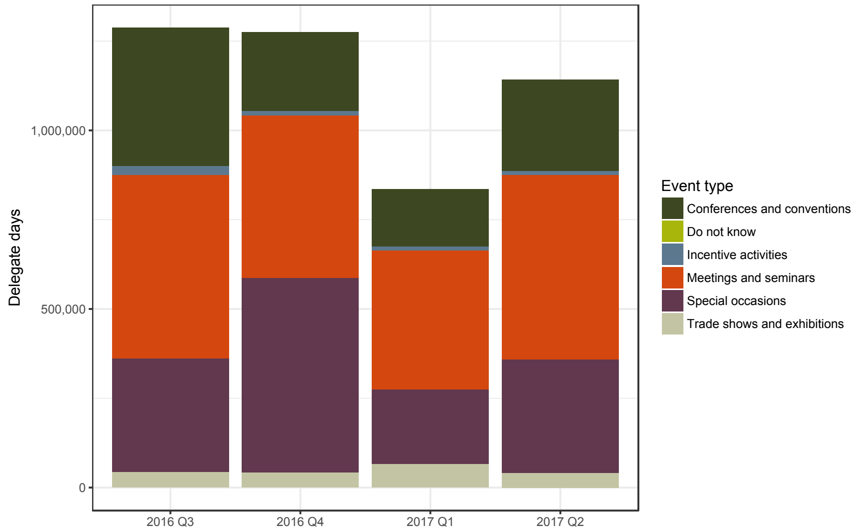
Delegate days by event type

There were about 4.5 million delegate days in the year ended June 2017. A total of 41 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 June

	2016 Q3	2016 Q4	2017 Q1	2017 Q2	Total
Meetings and seminars	514,099	455,237	390,004	517,107	1,876,448
Incentive activities	23,977	11,954	10,439	11,019	57,390
Conferences and conventions	387,227	220,998	159,966	256,070	1,024,263
Trade shows and exhibitions	44,084	42,849	66,868	40,900	194,702
Special occasions	318,223	544,534	207,680	317,680	1,388,120
Don’t know	0	0	0	0	0
Total	1,287,613	1,275,574	834,958	1,142,778	4,540,925

Figure 4: National overview of delegate days by event type



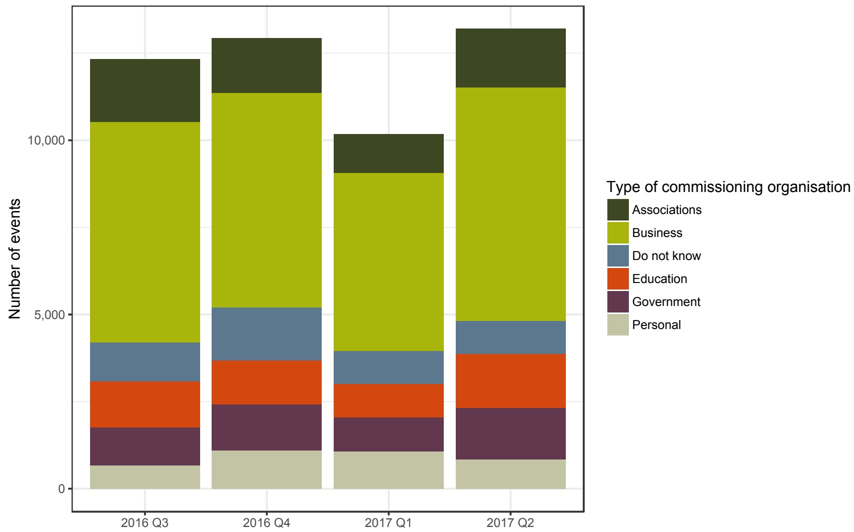
Organisations commissioning business events

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

	2016 Q3	2016 Q4	2017 Q1	2017 Q2	Total
Associations	1,803	1,570	1,110	1,685	6,169
Business	6,332	6,150	5,107	6,693	24,283
Government	1,088	1,311	969	1,491	4,861
Education	1,315	1,258	975	1,541	5,091
Personal	669	1,105	1,069	832	3,676
Other/Don't know	1,127	1,533	942	956	4,560
Total	12,336	12,930	10,174	13,200	48,642

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



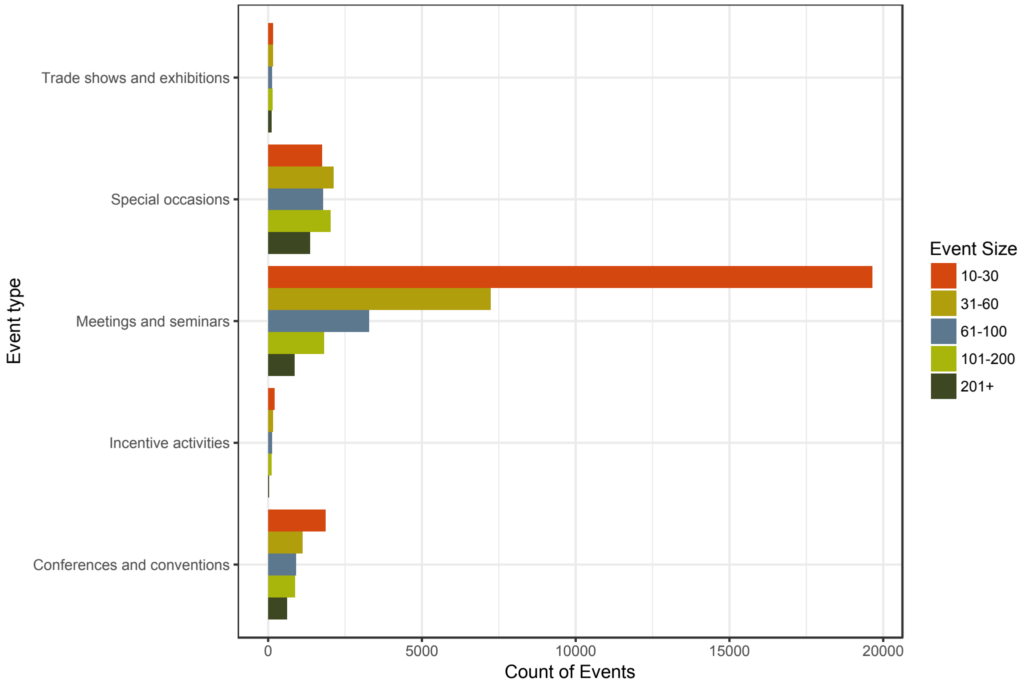
Events by size

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 June 2017 (refer Figure 6). Small meetings and seminars formed the majority (82 per cent) of all meetings and seminars, with 60 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 35 per cent having 10-30 delegates and a further 21 per cent having 31-60 delegates.

Table 4: Number of events by event type and event size (year ended June 2017)

	10-30	31-60	61-100	101-200	201+
Conferences and conventions	1,859	1,114	909	877	608
Incentive activities	211	156	118	100	29
Meetings and seminars	19,643	7,226	3,273	1,816	860
Special occasions	1,745	2,116	1,777	2,023	1,366
Trade shows and exhibitions	161	156	129	138	109

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

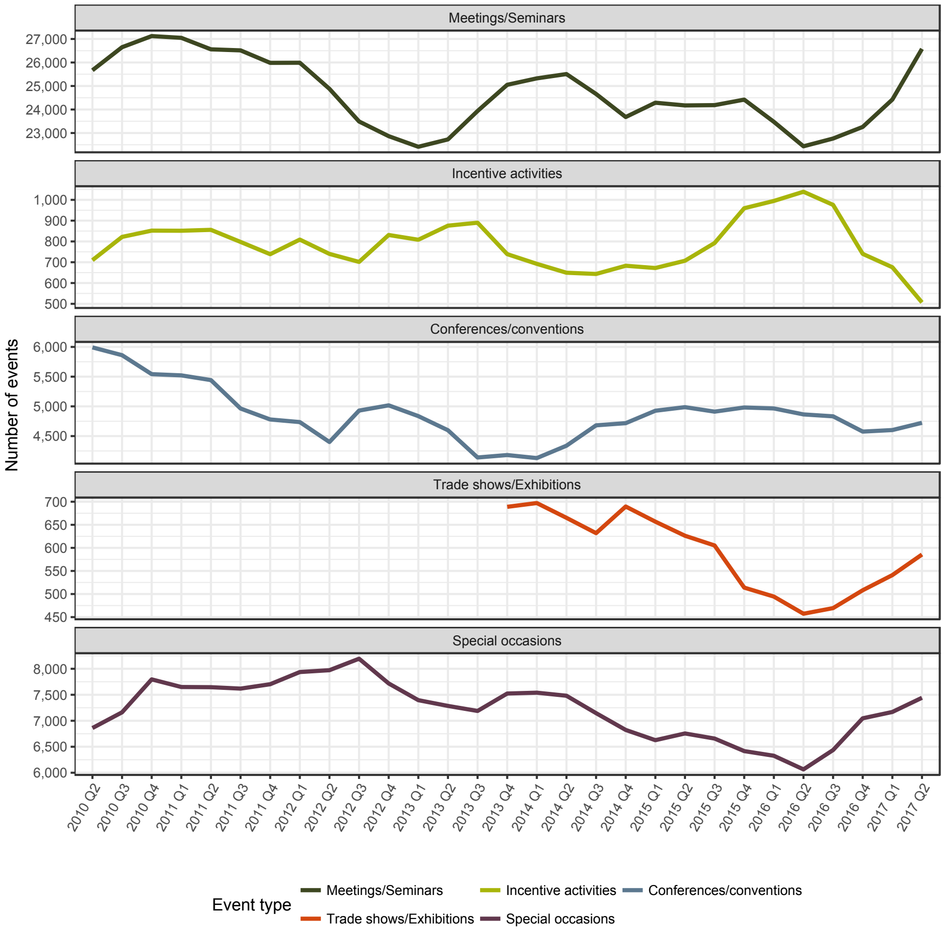


Trends in the number of events[1]

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 June 2017.

The annual number of meetings and seminars in the year ended June 2017 were up 18 per cent, compared to the year ended June 2016. Conferences and conventions, and incentive activities were down three per cent and down 51 per cent respectively, when compared to the year ended June 2016. However special occasions and trade shows and exhibitions were up 23 per cent and up 28 per cent respectively.

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



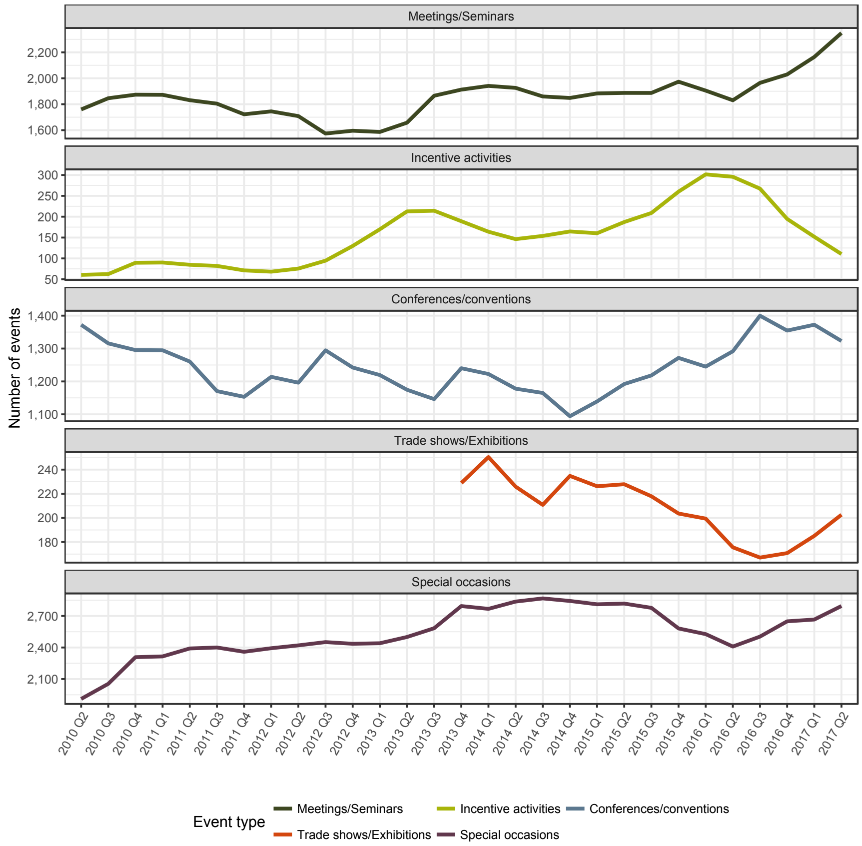
[1]Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011 Q2), and Marlborough (joined the CAS in 2012 Q2).

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 June 2017 (down 63 per cent) compared to the year ended June 2016 ,with tradeshows also up 15 per cent. The number of large conference and convention events was up two per cent, the number of large meetings and seminars up 28 per cent, and the number of special occasion events was also up 16 per cent, all year ending June 2017 compared with June 2016.

Figure 8 shows the number of large incentive activities, and conferences and conventions seem to have fallen from a high in 2016. In contrast, the number of large meetings and seminars, trade shows and exhibitions, and special occasions all seem to have reached a low in 2016 and are starting to rise.

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



[2]Note 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 June 2017.[3]

Conference and convention activity

Conferences and conventions account for 11 per cent of all events and 23 per cent of delegate days in the year ended June 2017.

■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 2,937 (54 per cent) of the conferences and conventions held in the year ended June 2017 were multi-day events, with 49 per cent of these multi-day conferences and conventions (1,437) being two days in duration.

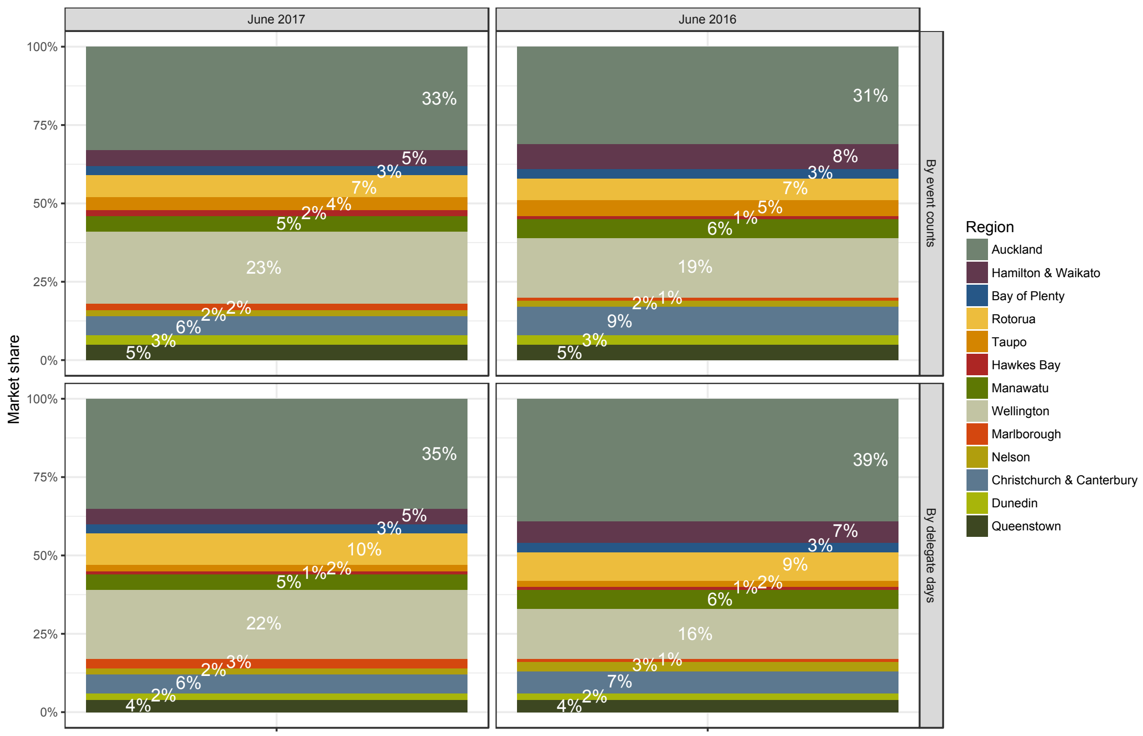
Auckland hosted the greatest proportion (33 per cent) of multi-day conferences and conventions, generating 35 per cent of total multi-day conference and convention delegate days. Wellington was second with 23 per cent of multi-day conferences and conventions and 22 per cent of multi-day conference and 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
	One day	Two days	>2 days	YE 2017 Q2	YE 2016 Q2	Single day	Multi-day	events by delegate days
Auckland	700	469	494	33%	31%	75,761	274,388	35%
Hamilton & Waikato	181	75	82	5%	8%	12,092	37,752	5%
Bay of Plenty	89	45	52	3%	3%	10,510	26,288	3%
Rotorua	99	81	120	7%	7%	6,984	80,248	10%
Taupo	118	62	48	4%	5%	4,187	14,949	2%
Hawkes Bay	56	25	30	2%	1%	2,550	7,890	1%
Manawatu	89	74	66	5%	6%	10,283	36,794	5%
Wellington	618	354	332	23%	19%	56,536	172,203	22%
Marlborough	38	27	40	2%	1%	2,796	23,372	3%
Nelson	64	20	38	2%	2%	4,504	17,091	2%
Christchurch & Canterbury	285	110	71	6%	9%	18,826	46,599	6%
Dunedin	55	34	42	3%	3%	3,727	16,498	2%
Queenstown	91	61	85	5%	5%	5,576	35,022	4%
Total	2,482	1,437	1,500	100%	100%	214,333	789,095	100%

[3] Further 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	471	330	292	324	238
Hamilton & Waikato	137	77	48	42	31
Bay of Plenty	43	37	40	38	30
Rotorua	100	61	58	39	41
Taupo	135	45	27	19	<5
Hawkes Bay	50	20	19	15	6
Manawatu	76	40	42	45	28
Wellington	427	267	209	214	146
Marlborough	42	21	14	9	14
Nelson	42	22	26	20	12
Christchurch & Canterbury	184	108	78	64	29
Dunedin	44	30	22	24	12
Queenstown	107	57	35	24	20
Total	1,860	1,114	909	878	606*

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

Region	201-500	500+
Auckland	194	44
Hamilton & Waikato	29	<5
Wellington	123	23
Rest North Island	107	15
Christchurch & Canterbury	25	<5
Rest South Island	40	<5
Total	517	82*

* 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 182,044 multi-day conference and convention delegates (about 21 per cent of all multi-day delegates) whose origin information was recorded in the year ended June 2017, 40 per cent were reported to be from the local region, with a further 54 per cent travelling to the conference and/or convention from elsewhere in New Zealand. About four 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 June 2017)†

	Local	Regional	Australian	Other International	Total
Auckland	21,409	17,422	1,182	1,599	41,613
Hamilton & Waikato	6,027	4,165	108	945	11,245
Bay of Plenty	3,029	4,076	66	463	7,634
Rotorua	3,607	18,373	1,190	198	23,368
Taupo	752	4,004	135	183	5,074
Hawkes Bay	909	954	138	15	2,016
Manawatu	3,856	3,526	132	248	7,761
Wellington	12,637	20,505	239	548	33,929
Marlborough	2,570	3,551	456	137	6,715
Nelson	950	1,698	88	17	2,754
Christchurch & Canterbury	11,269	8,668	632	112	20,680
Dunedin	4,444	2,441	191	146	7,221
Queenstown	1,037	8,125	2,339	534	12,035
Total	72,496	97,509	6,895	5,145	182,044

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

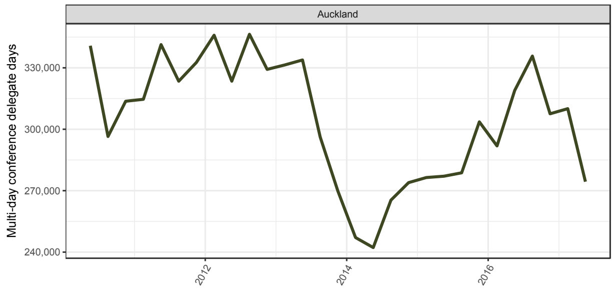
Another source of information on international conference and convention delegates is Statistics New Zealand's international travel and migration data. For the year ended June 2017, Statistics New Zealand reported that 70,688 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day)[4]. Of these, 42,368 (60 per cent) were Australian. For the year ended June 2016, 63,872 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 38,688 (61 per cent) were from Australia.

[4]Statistics 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

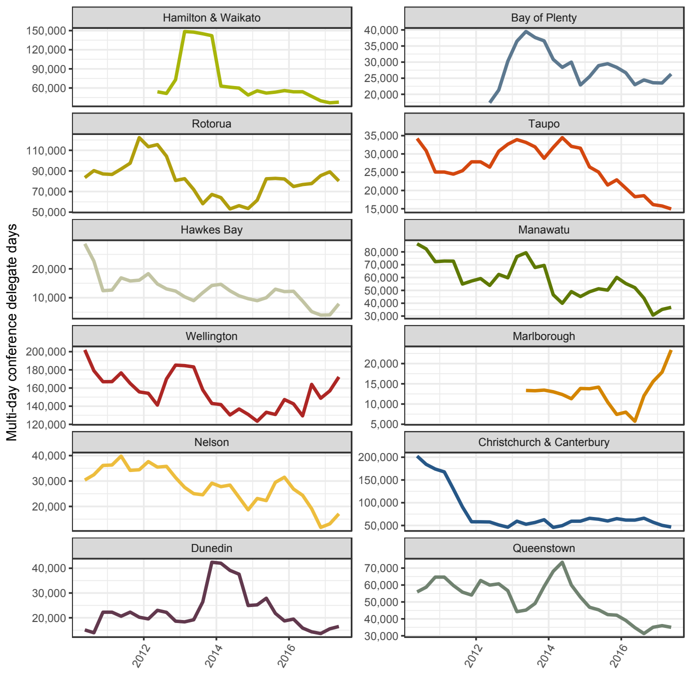
Multi-day conference and convention delegate days for the year ended June 2017 are down four per cent compared to the previous year. However, figure 10 shows the number of reported multi-day conference and convention delegate days in Auckland has decreased 14 per cent in the year ending June 2017 compared to the year ending June 2016.

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



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

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



Meeting and seminar activity

Meetings and seminars account for 67 per cent of all events and 41 per cent of delegate days in the year ended June 2017.

■ Number of meetings and seminars and delegate days by duration

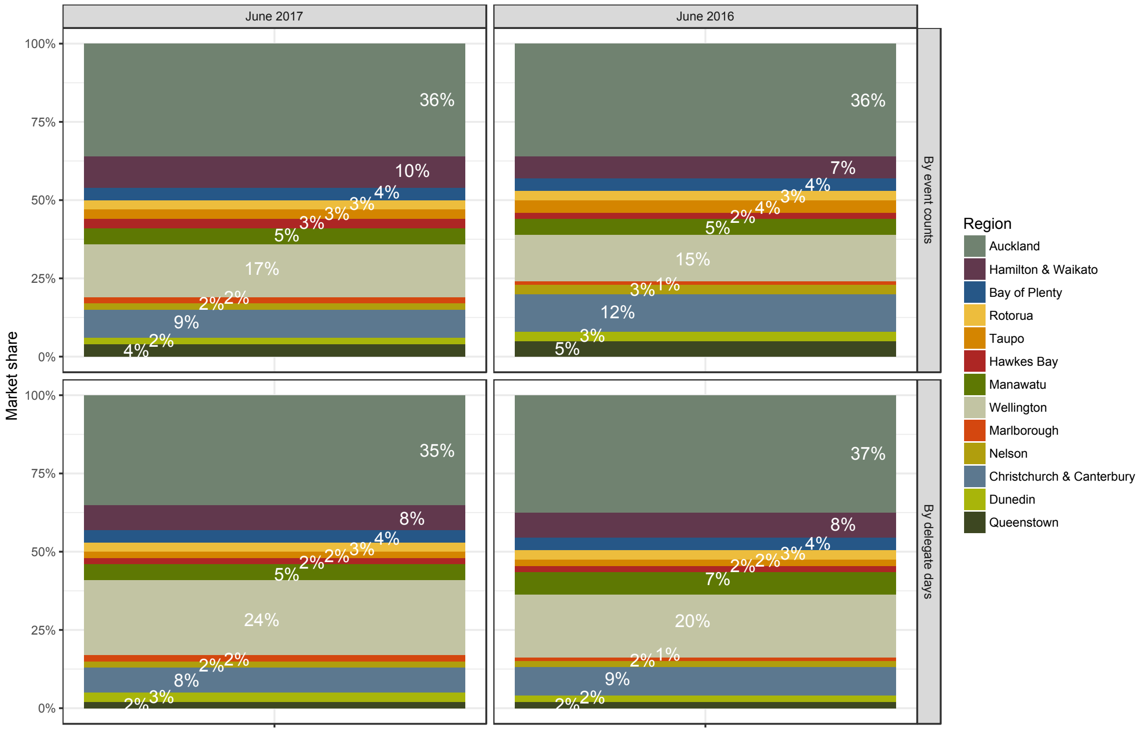
Table 9 shows that 5,849 (18 per cent) of the meetings and seminars held in the year ended June 2017 were multi-day events.

Auckland hosted the greatest proportion (36 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 17 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 Q2	YE 2016 Q2	YE 2017 Q2	
Auckland	7,958	2,081	36%	36%	658,744	35%
Hamilton & Waikato	3,170	567	10%	7%	159,486	8%
Bay of Plenty	1,172	240	4%	4%	74,928	4%
Rotorua	900	192	3%	3%	53,761	3%
Taupo	776	180	3%	4%	32,747	2%
Hawkes Bay	754	168	3%	2%	43,068	2%
Manawatu	1,840	286	5%	5%	100,893	5%
Wellington	4,320	977	17%	15%	443,254	24%
Marlborough	573	99	2%	1%	31,313	2%
Nelson	753	134	2%	3%	37,089	2%
Christchurch & Canterbury	2,813	553	9%	12%	143,637	8%
Dunedin	899	136	2%	3%	54,482	3%
Queenstown	996	234	4%	5%	43,048	2%
Total	26,925	5,849	100%	100%	1,876,449	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	5,278	2,354	1,228	774	416
Hamilton & Waikato	2,438	817	290	149	41
Bay of Plenty	854	332	133	76	36
Rotorua	697	268	76	43	12
Taupo	711	167	55	24	<5
Hawkes Bay	536	207	105	43	17
Manawatu	1,303	476	193	107	45
Wellington	3,001	1,081	628	392	188
Marlborough	484	127	39	16	9
Nelson	598	206	60	26	8
Christchurch & Canterbury	2,164	787	298	99	30
Dunedin	659	190	93	42	53
Queenstown	921	214	75	25	<5
Total	19,643	7,226	3,273	1,817	857*

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

Region	201-500	500+
Auckland	362	54
Hamilton & Waikato	40	<5
Wellington	132	56
Rest North Island	110	11
Christchurch & Canterbury	27	<5
Rest South Island	63	<5
Total	734	122*

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

Incentive activities

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

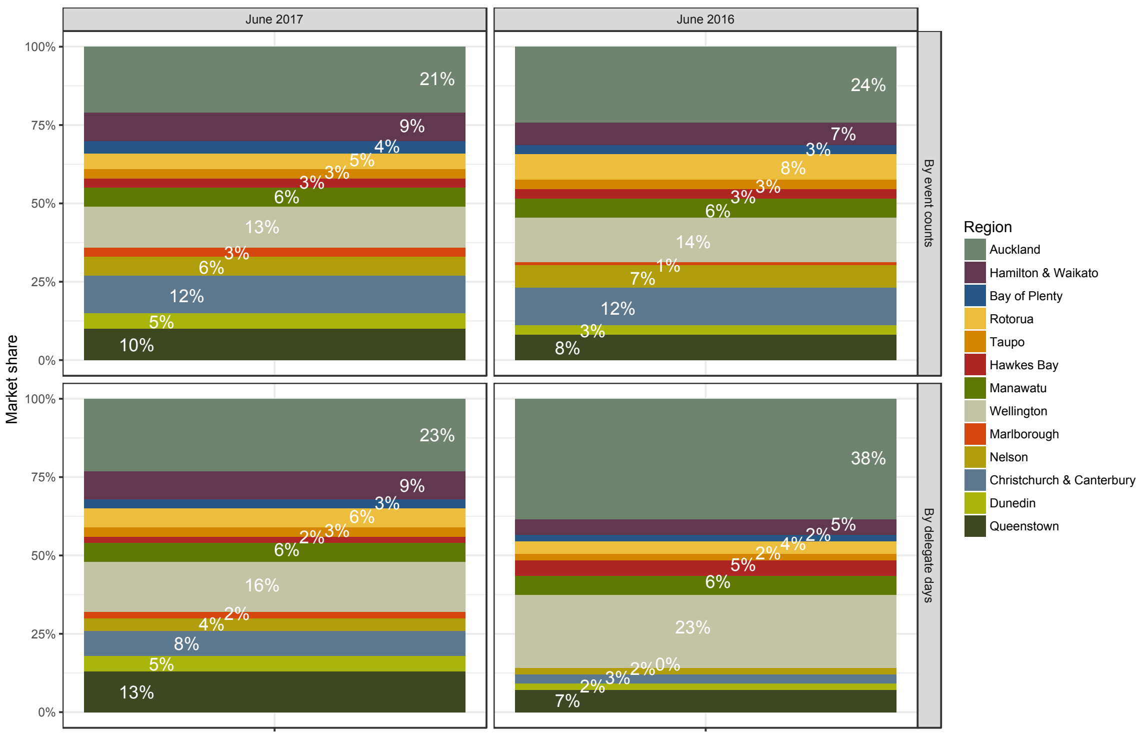
■ Number of incentive activities and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (21 per cent) of incentive activities, generating 23 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 Q2	YE 2017 Q2	YE 2016 Q2	YE 2017 Q2	
Auckland	124	21%	24%	13,325	23%
Hamilton & Waikato	57	9%	7%	5,018	9%
Bay of Plenty	21	4%	3%	1,462	3%
Rotorua	28	5%	8%	3,529	6%
Taupo	18	3%	3%	1,492	3%
Hawkes Bay	20	3%	3%	940	2%
Manawatu	35	6%	6%	3,709	6%
Wellington	80	13%	14%	9,212	16%
Marlborough	18	3%	1%	1,344	2%
Nelson	38	6%	7%	2,431	4%
Christchurch & Canterbury	72	12%	12%	4,707	8%
Dunedin	28	5%	3%	2,878	5%
Queenstown	59	10%	8%	7,337	13%
Total	604	100%	100%	57,390	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	38	33	62
Hamilton & Waikato	18	16	22
Bay of Plenty	6	8	7
Rotorua	12	<5	10
Taupo	9	7	<5
Hawkes Bay	10	7	<5
Manawatu	8	8	18
Wellington	34	17	34
Marlborough	8	<5	11
Nelson	14	11	13
Christchurch & Canterbury	22	25	25
Dunedin	11	<5	15
Queenstown	19	15	25
Total	211	147*	243*

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

Trade shows and exhibitions[5]

Trade shows and exhibitions account for one per cent of all events and four per cent of delegate days in the year ended June 2017.

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

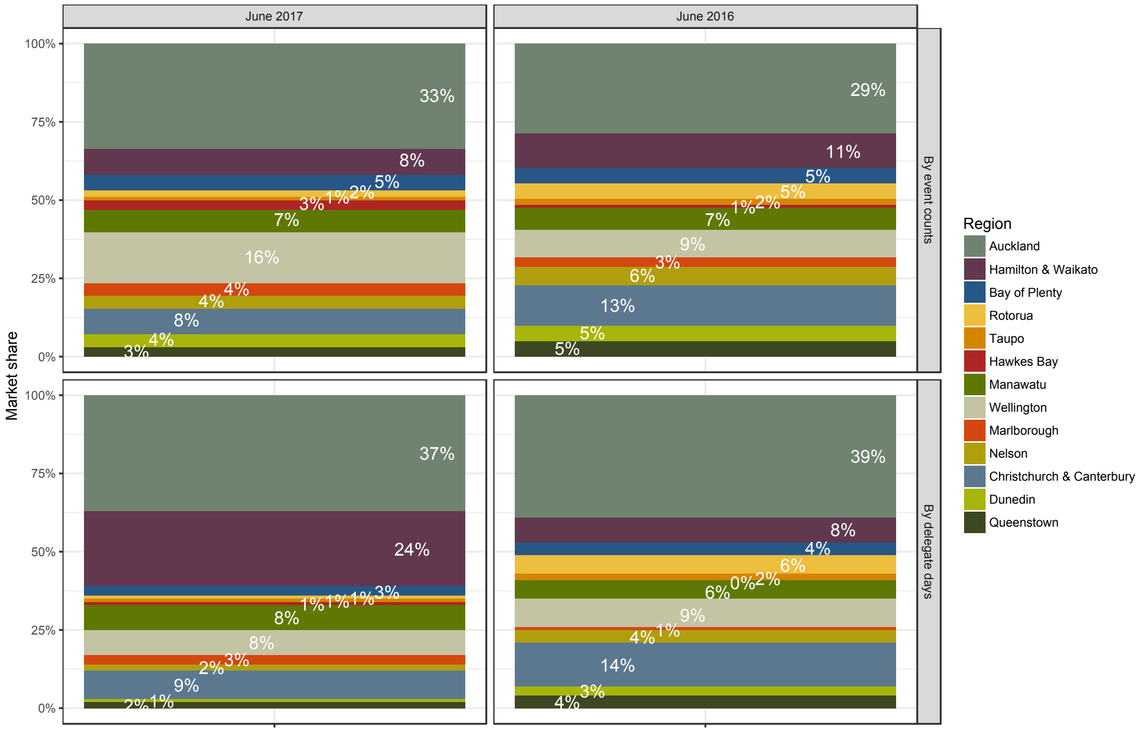
Table 14 shows that Auckland hosted the greatest proportion (33 per cent) of trade shows and exhibitions, generating 37 per cent of total trade show and exhibition delegate days. Wellington accounted for 16 per cent of trade shows and exhibitions, followed by Hamilton & Waikato and Christchurch & Canterbury with 8 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 of by delegate days
	YE 2017 Q2	YE 2017 Q2	YE 2016 Q2	YE 2017 Q2	
Auckland	233	33%	29%	72,031	37%
Hamilton & Waikato	59	8%	11%	47,525	24%
Bay of Plenty	35	5%	5%	5,877	3%
Rotorua	12	2%	5%	1,552	1%
Taupo	10	1%	2%	2,116	1%
Hawkes Bay	20	3%	1%	1,911	1%
Manawatu	52	7%	7%	14,833	8%
Wellington	116	16%	9%	16,157	8%
Marlborough	26	4%	3%	5,117	3%
Nelson	28	4%	6%	4,720	2%
Christchurch & Canterbury	58	8%	13%	17,189	9%
Dunedin	28	4%	5%	2,526	1%
Queenstown	24	3%	5%	3,143	2%
Total	707	100%	100%	194,702	100%

[5] See 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	33	39	56	51	47
Hamilton & Waikato	17	16	<5	10	13
Bay of Plenty	5	11	6	9	7
Rotorua	<5	<5	<5	<5	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	6	<5	7	<5	<5
Manawatu	18	12	7	7	9
Wellington	18	20	30	24	16
Marlborough	13	5	<5	6	<5
Nelson	13	<5	6	6	<5
Christchurch & Canterbury	20	19	<5	9	8
Dunedin	7	11	<5	5	<5
Queenstown	6	10	<5	6	<5
Total	156*	144*	112*	133*	100*

* 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 19 per cent of all events and 31 per cent of delegate days in the year ended June 2017.

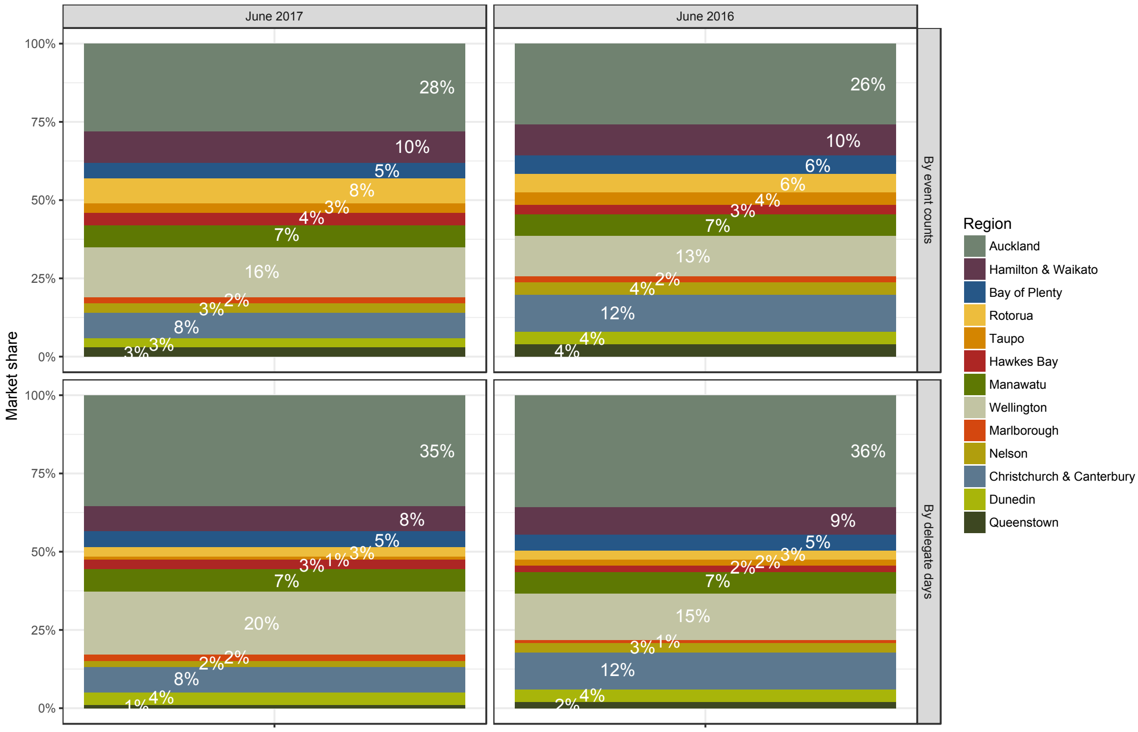
■ Number of special occasions and delegate days by duration

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 16 per cent of special occasions and 20 per cent of special occasions delegate days. Hamilton & Waikato accounted for 10 per cent of special occasions events, while Christchurch & Canterbury and Rotorua both accounted for 8 per cent.

Table 16: Number of special occasions and delegate days

Region	Total Special Occasions	Market share of events		Total Delegate days	Market share of by delegate days
	YE 2017 Q2	YE 2017 Q2	YE 2016 Q2	YE 2017 Q2	
Auckland	2,496	28%	26%	492,305	35%
Hamilton & Waikato	938	10%	10%	117,806	8%
Bay of Plenty	444	5%	6%	64,119	5%
Rotorua	694	8%	6%	47,244	3%
Taupo	280	3%	4%	15,704	1%
Hawkes Bay	324	4%	3%	35,462	3%
Manawatu	671	7%	7%	101,681	7%
Wellington	1,448	16%	13%	273,405	20%
Marlborough	214	2%	2%	26,254	2%
Nelson	290	3%	4%	30,809	2%
Christchurch & Canterbury	752	8%	12%	104,501	8%
Dunedin	257	3%	4%	59,281	4%
Queenstown	226	3%	4%	19,543	1%
Total	9,039	100%	100%	1,388,120	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	358	520	492	603	523
Hamilton & Waikato	175	222	205	230	113
Bay of Plenty	54	90	105	117	73
Rotorua	264	202	104	90	31
Taupo	141	81	31	22	<5
Hawkes Bay	55	86	80	78	31
Manawatu	137	159	138	141	100
Wellington	203	322	231	404	269
Marlborough	38	63	47	41	21
Nelson	78	73	69	48	29
Christchurch & Canterbury	124	222	174	140	95
Dunedin	41	30	55	74	57
Queenstown	76	46	45	36	19
Total	1,745	2,116	1,777	2,024	1,361*

* 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 March 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 Bureaux is asked to identify the entire population of qualifying CAS venues in its area.

In the June 2017 quarter, event activity was recorded or estimated for a total of 292 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 133 and 142 venues each quarter.

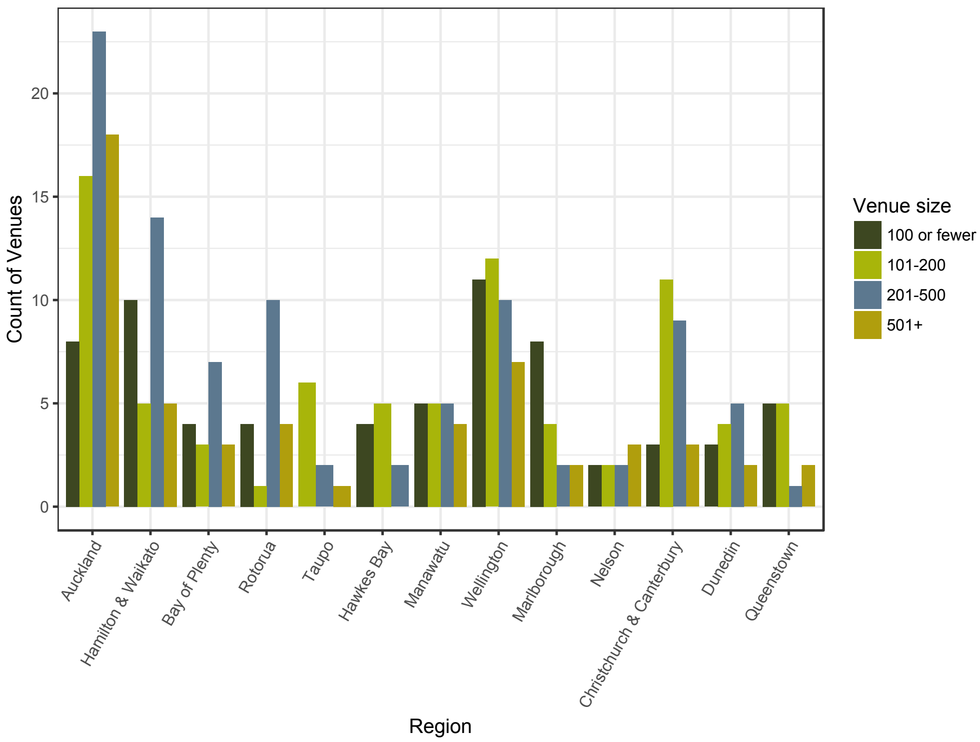
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 Q1 and 2017 Q2

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2017 Q1	2017 Q2	2017 Q1	2017 Q2
Auckland	42%	43%	65%	68%
Hamilton & Waikato	46%	44%	81%	81%
Bay of Plenty	24%	29%	53%	55%
Rotorua	47%	47%	69%	69%
Taupo	56%	56%	75%	75%
Hawkes Bay	20%	27%	20%	38%
Manawatu	37%	42%	55%	61%
Wellington	44%	45%	80%	81%
Marlborough	31%	31%	62%	59%
Nelson	56%	44%	59%	50%
Christchurch & Canterbury	84%	81%	92%	92%
Dunedin	86%	86%	96%	96%
Queenstown	54%	54%	59%	71%
Total	47%	48%	72%	73%

The distribution of the venues in June 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 (June 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:** • Auckland, Wellington • Bay of Plenty, Hamilton & Waikato, Hawkes Bay, Manawatu • Christchurch & Canterbury, Nelson • Dunedin, Queenstown • Rotorua, Taupo
Venue type	• 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

	Reporting venue figures					Estimated figures for non-reporting venues				
Venue capacity	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	1,049	2,123	4,720	5,895	14,306	1,439	2,062	4,231	6,756	15,473
Multi-day events	6	10	14	9	7	5	8	11	10	8
Single day events	15	33	47	38	30	17	30	42	43	35
Total delegates	730	1,645	3,587	4,696	11,439	1,003	1,729	3,321	5,522	12,446
One day conference delegate days	33	84	214	396	346	48	84	181	558	364
Multi-day conference delegate days	197	378	1,070	1,288	3,256	267	252	838	1,299	3,310

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.