



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

**Sector Trends  
Evidence, Monitoring  
& Governance Branch**

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# Convention Activity Survey Year to March 2017 report

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Prepared May 2017

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

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# Highlights

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## All events

- The number of delegates attending all events increased to 3.6 million in the year ended March 2017, from 3.4 million in the year ended March 2016.
- The total number of delegate days increased to 4.5 million in the year ended March 2017, compared to 4.2 million in the year ended March 2016.
- Although the number of delegates and delegates days increased, the number of events decreased slightly from 44,000 in the year ended March 2016 to 45,700 in the year ended March 2017.

## Conference and convention activity

- The number of delegates attending conferences and conventions increased to 592,400 in the year ended March 2017, from 538,800 in the year ended March 2016.
- The number of delegate days decreased from 1.0 million in the year ended March 2016 to 1.0 million in the year ended March 2017 (down by -one per cent).
- The number of conferences and conventions decreased from 5,600 in the year ended March 2016, to 5,100 in the year ended March 2017.

## Meeting and seminar activity

- Meetings and seminars comprised 66 per cent of all events, and 39 per cent of all delegate days.

## Incentive activities

- Incentive activities remained at two per cent of all events compared with the previous year.
- Incentive activities comprised two per cent of all delegate days in 2016, down from five per cent in the previous year.

## 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

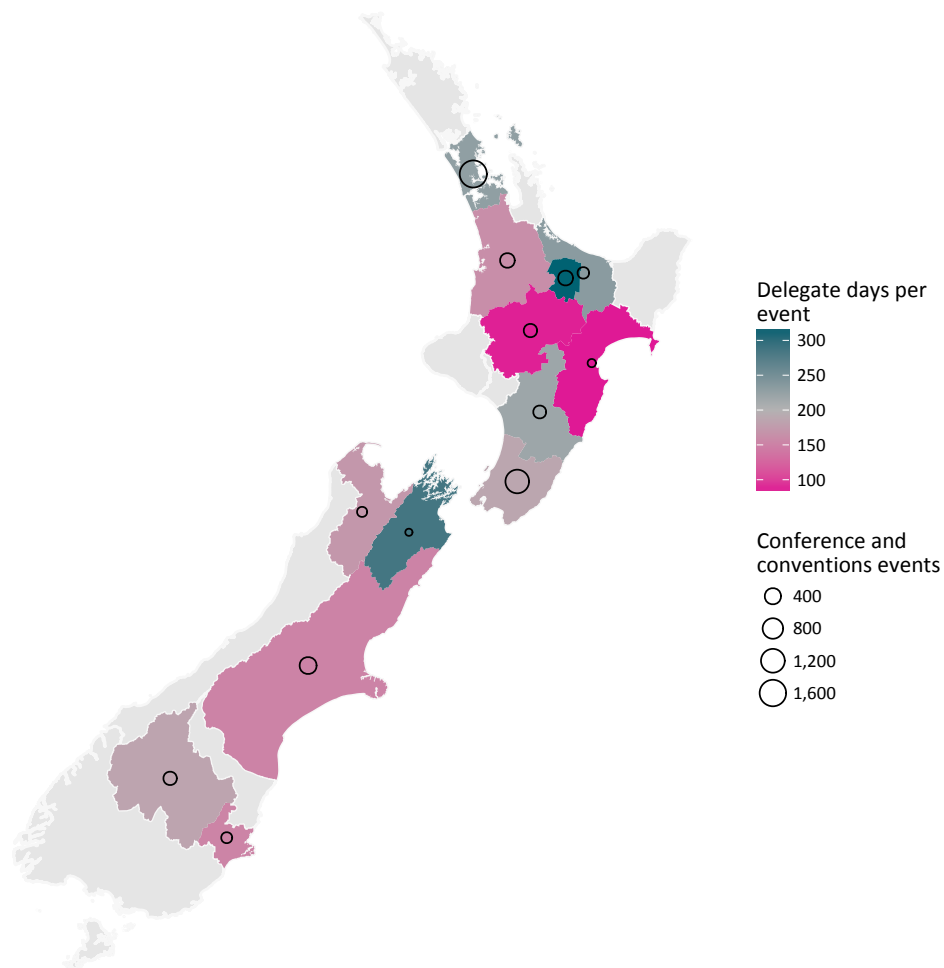
- Special occasion activity was steady at 19 per cent of all events, and 30 per cent of all delegate days (from 29 per cent in the previous year).

## Summary of conference and convention activity

A total of 592,000 delegates attended 5,100 conferences and conventions in the year ended March 2017. This indicates more delegates attended fewer events compared to the year ended March 2016, where 539,000 delegates attended 5,600 conferences. The number of delegate days for conferences and conventions decreased from 1.0 million in the year ended March 2016 to 1.0 million in the year ended March 2017.

Around 34 per cent of multi-day conferences and conventions and 31 per cent of single-day conferences and conventions were held in Auckland in the year ended March 2017.

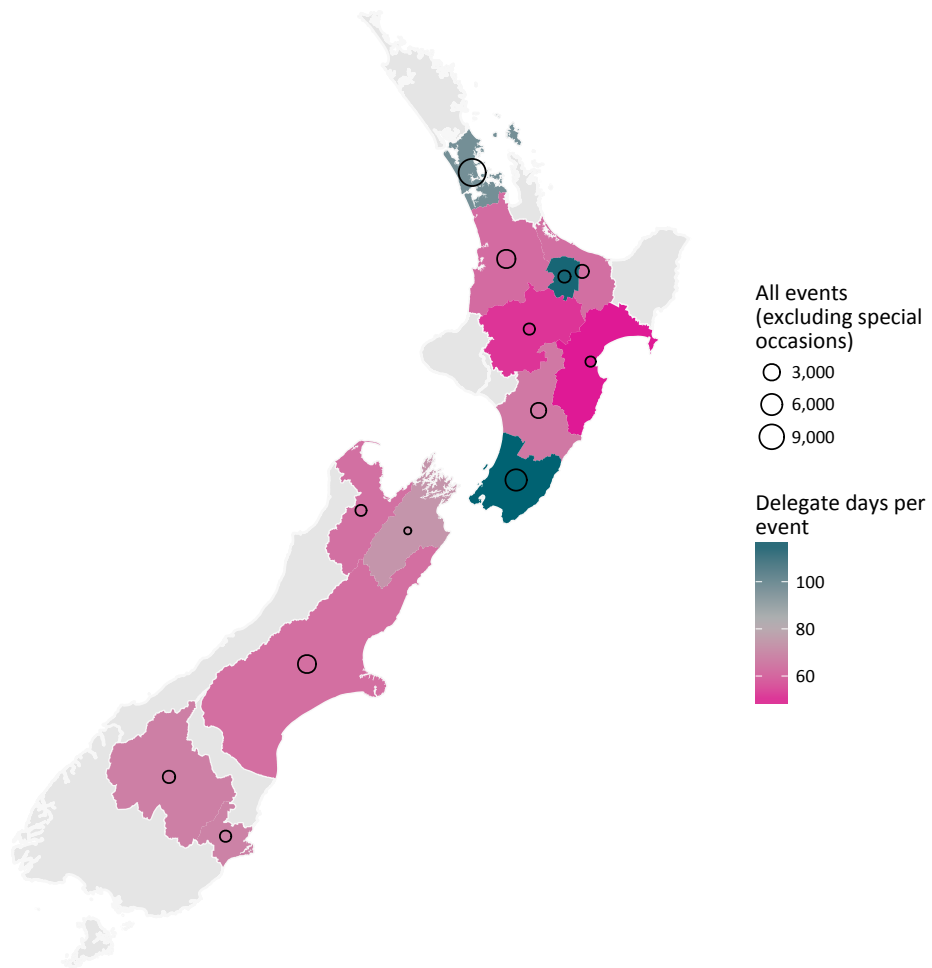
Figure 1: Summary of conference and convention activity (year ended March 2017)



## Summary of all events excluding special occasions

Over all events, excluding special occasions, 2.2 million delegates attended 37,000 events for around 3.1 million delegate days in the year ended March 2017. This remained similar to the previous year, where there were 2.2 million delegates, 36,300 events and 3 million delegate days. A total of 31 per cent of all events (excluding special occasions) were held in Auckland in the year ended March 2017.

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



# Overview

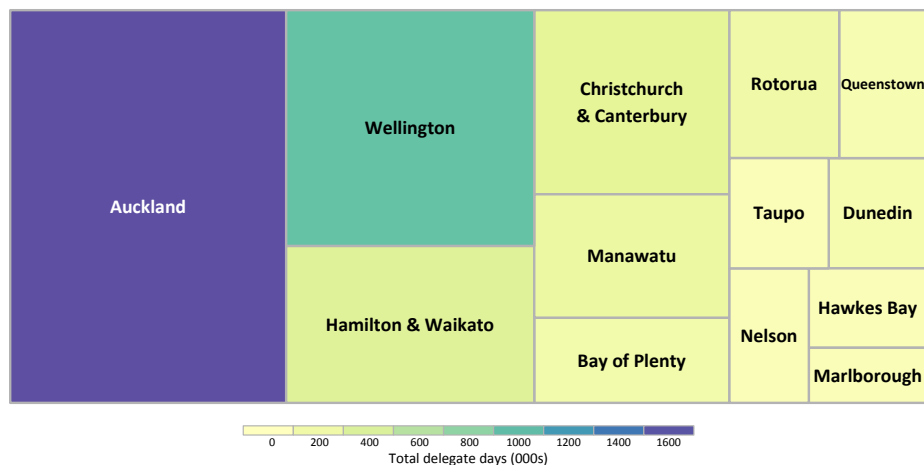
## All business events by region

An estimated 45,700 events occurred across 13 regions in the year ended March 2017. Table 1 shows 36 per cent of delegate days for the year ended March 2017 were in Auckland.

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

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2016 Q1
Auckland	10,931	2,958	13,764	1,325,825	1,612,699	36%	-1%
Hamilton & Waikato	4,239	728	4,946	290,760	360,194	8%	No change
Bay of Plenty	1,736	347	2,112	144,002	163,923	4%	No change
Rotorua	1,643	418	2,062	127,621	207,894	5%	1%
Taupo	1,021	369	1,390	48,956	72,097	2%	No change
Hawkes Bay	1,018	194	1,191	67,723	72,868	2%	No change
Manawatu	2,596	451	3,059	218,913	252,176	6%	-1%
Wellington	5,909	1,619	7,429	749,092	996,990	22%	4%
Marlborough	670	135	826	48,852	68,548	2%	1%
Nelson	1,176	209	1,356	76,436	96,521	2%	No change
Christchurch & Canterbury	3,792	763	4,565	289,550	341,699	8%	-1%
Dunedin	1,145	227	1,375	120,315	133,535	3%	No change
Queenstown	1,183	452	1,648	72,768	114,886	3%	No change
<b>Total</b>	<b>37,066</b>	<b>8,874</b>	<b>45,728</b>	<b>3,580,820</b>	<b>4,494,037</b>		

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



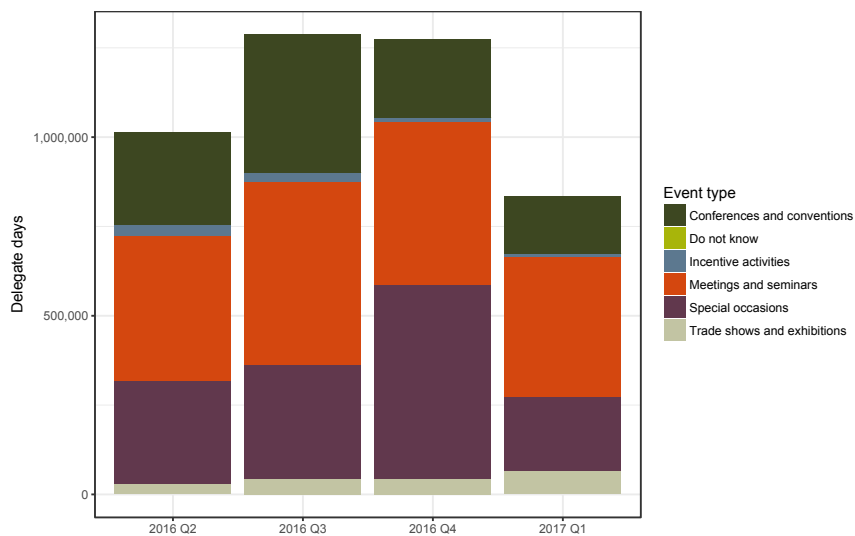
## Delegate days by event type

There were about 4.4 million delegate days in the year ended March 2017. A total of 40 per cent of these were meetings and seminars. Table 2 shows the split in delegate days for different event types for the last four quarters. Note that due to seasonal factors, the first quarter in each year typically has the lowest number of delegate days.

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

	2016 Q2	2016 Q3	2016 Q4	2017 Q1	Total
Meetings and seminars	407,008	514,099	455,237	390,004	1,766,349
Incentive activities	29,528	23,977	11,954	10,439	75,900
Conferences and conventions	257,932	387,227	220,998	159,966	1,026,124
Trade shows and exhibitions	30,383	44,084	42,849	66,868	184,184
Special occasions	287,544	318,223	544,534	207,680	1,357,983
Don't know	597	0	0	0	597
Total	1,012,995	1,287,613	1,275,574	834,958	4,411,141

Figure 4: National overview of delegate days by event type





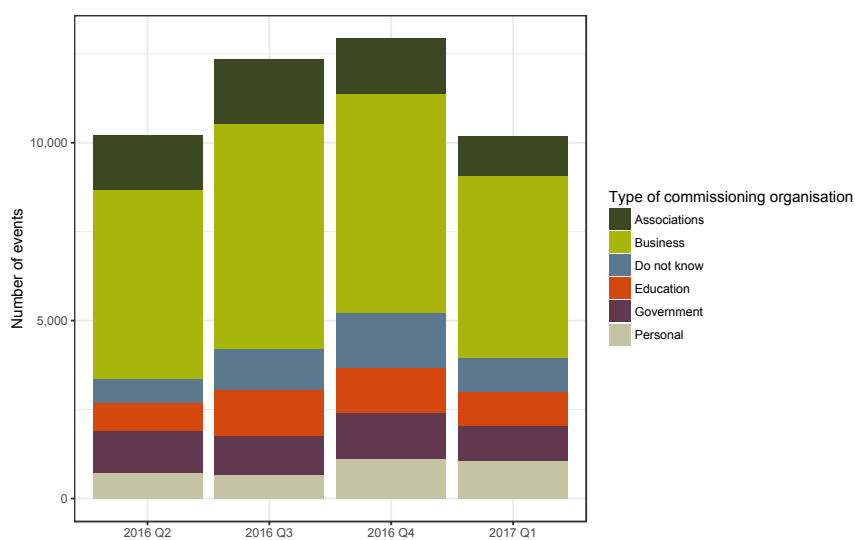
## Organisations commissioning business events

Table 3 shows that most events in the year ended March 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 March 2017

	2016 Q2	2016 Q3	2016 Q4	2017 Q1	Total
Associations	1,539	1,803	1,570	1,110	6,024
Business	5,302	6,332	6,150	5,107	22,892
Government	1,193	1,088	1,311	969	4,563
Education	770	1,315	1,258	975	4,321
Personal	718	669	1,105	1,069	3,561
Other/Don't know	687	1,127	1,533	942	4,290
Total	10,211	12,336	12,930	10,174	45,653

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



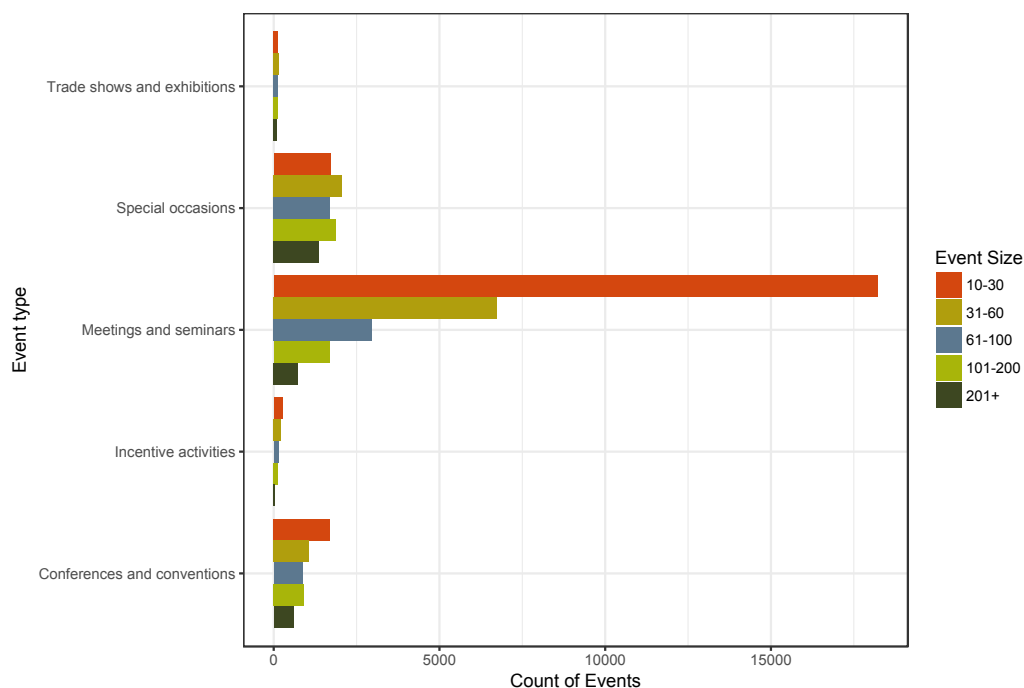
## Events by size

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 March 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 33 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 March 2017)

	10-30	31-60	61-100	101-200	201+
Conferences and conventions	1,698	1,063	864	917	599
Incentive activities	266	223	142	129	43
Meetings and seminars	18,219	6,729	2,958	1,687	737
Special occasions	1,718	2,067	1,699	1,882	1,358
Trade shows and exhibitions	134	162	123	127	99

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

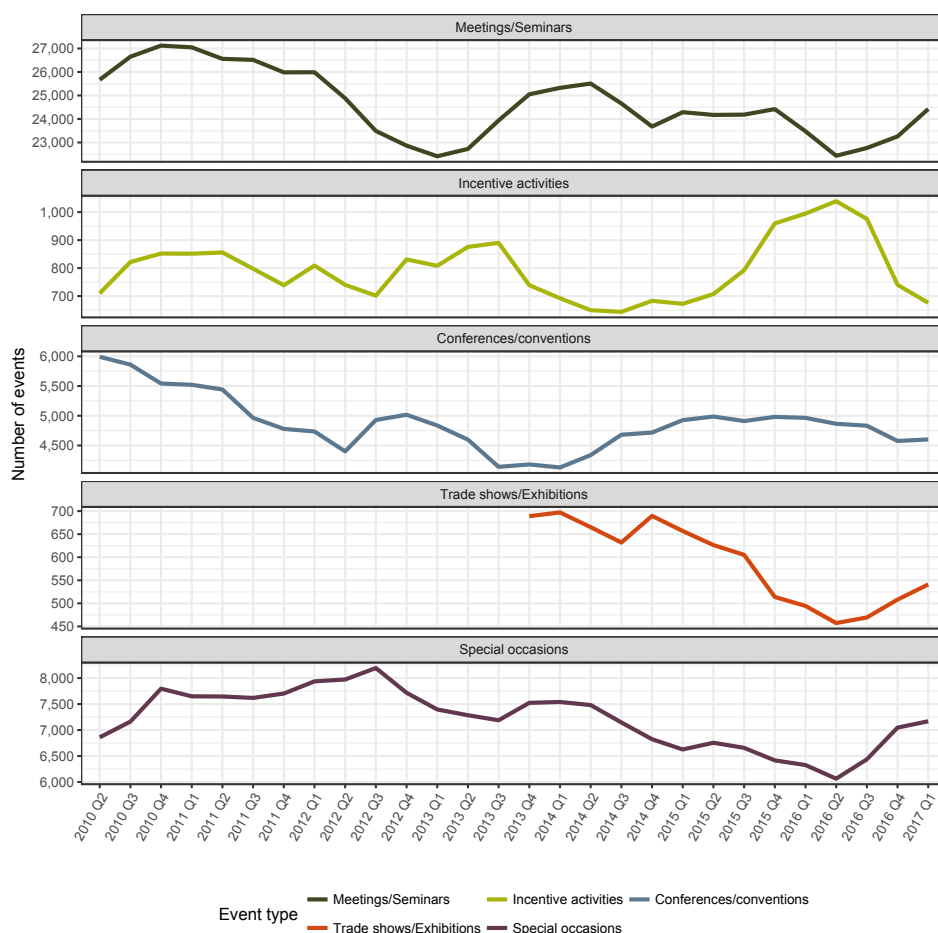


## Trends in the number of events<sup>1</sup>

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 March 2017.

The annual number of conferences and conventions and incentive activities in the year ended March 2017 is down seven per cent and down 32 per cent respectively, compared to the year ended March 2016. Special occasions were up 13 per cent and trade shows and exhibitions were up 9 per cent when compared to the year ended March 2016.

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



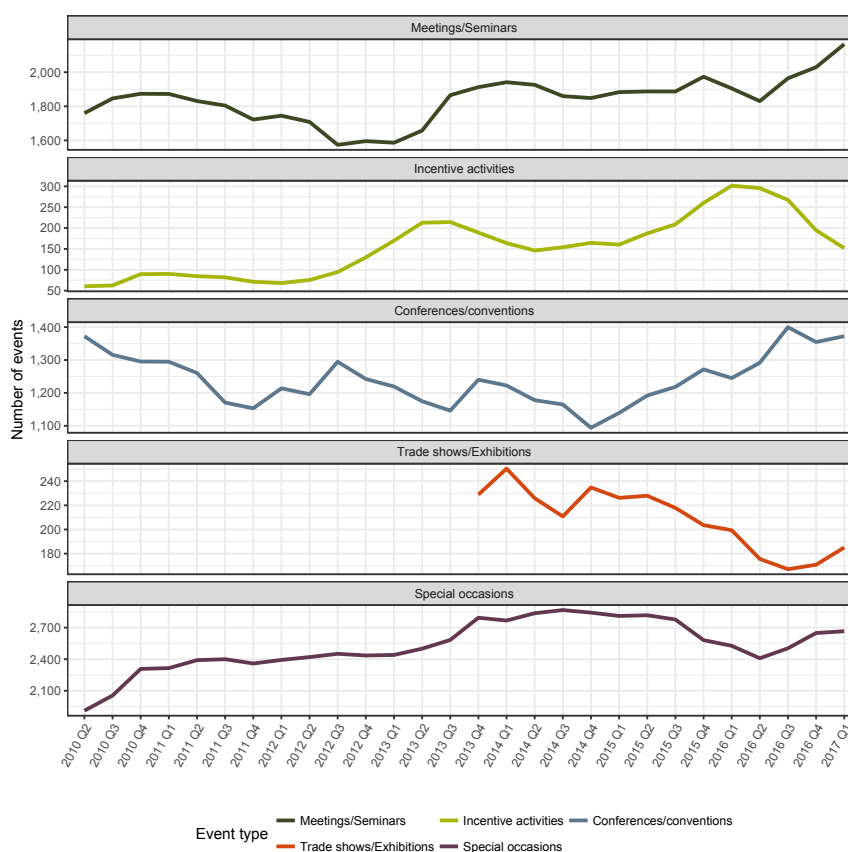
<sup>1</sup>Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011 Q2), and Marlborough (joined the CAS in 2012 Q2).

## Trends in larger events (more than 100 delegates)<sup>2</sup>

There has been a strong decline in the number of large incentive activities in year ended March 2017 (down 50 per cent) compared to the year ended March 2016, with tradeshows also down 7 per cent. The number of large conference and convention events was up 10 per cent, the number of large meetings and seminars up 14 per cent, and the number of special occasion events was also up five per cent, all year ending March 2017 compared with March 2016.

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

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



<sup>2</sup>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 March 2017.<sup>3</sup>

## 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 March 2017.

### ■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 2,822 (54 per cent) of the conferences and conventions held in the year ended March 2017 were multi-day events, with 53 per cent of these multi-day conferences and conventions (1,485) being two days in duration.

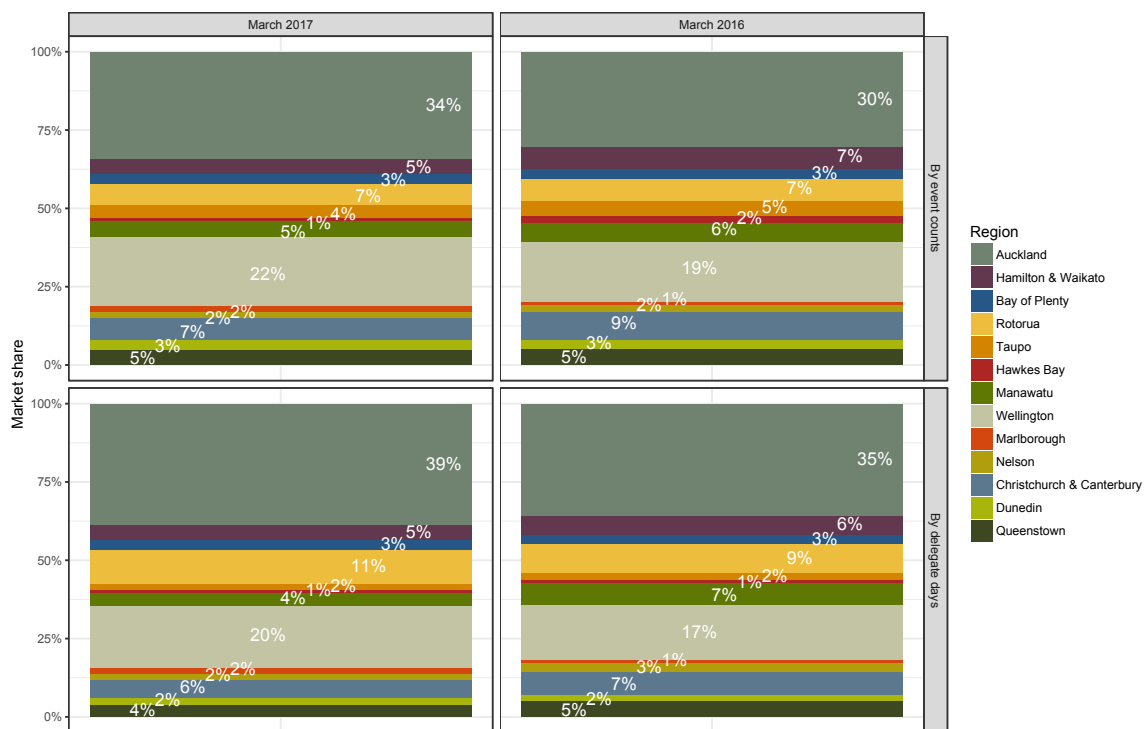
Auckland hosted the greatest proportion (34 per cent) of multi-day conferences and conventions, generating 39 per cent of total multi-day conference and convention delegate days. Wellington was second with 22 per cent of multi-day conferences and conventions and 20 per cent of multi-day conference and 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 Q1	YE 2016 Q1	Single day	Multi-day	
Auckland	735	538	421	34%	30%	80,069	310,051	39%
Hamilton & Waikato	148	75	78	5%	7%	9,709	36,761	5%
Bay of Plenty	75	39	45	3%	3%	9,675	23,506	3%
Rotorua	108	81	124	7%	7%	7,886	89,149	11%
Taupo	107	67	49	4%	5%	3,764	15,757	2%
Hawkes Bay	37	17	20	1%	2%	1,760	4,063	1%
Manawatu	80	75	56	5%	6%	8,321	35,154	4%
Wellington	590	362	263	22%	19%	52,738	156,870	20%
Marlborough	19	27	35	2%	1%	1,801	17,887	2%
Nelson	56	18	32	2%	2%	4,507	13,152	2%
Christchurch & Canterbury	270	106	83	7%	9%	19,167	50,236	6%
Dunedin	54	32	43	3%	3%	4,118	15,551	2%
Queenstown	93	47	87	5%	5%	6,332	35,995	4%
Total	2,373	1,485	1,337	100%	100%	209,847	804,133	100%

<sup>3</sup>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	443	335	287	359	250
Hamilton & Waikato	128	74	39	39	27
Bay of Plenty	36	31	31	37	24
Rotorua	99	57	59	46	49
Taupo	136	40	28	17	<5
Hawkes Bay	42	13	11	8	<5
Manawatu	72	38	39	38	26
Wellington	383	248	200	225	128
Marlborough	30	13	9	9	8
Nelson	35	21	20	17	12
Christchurch & Canterbury	178	108	75	57	37
Dunedin	36	26	23	32	13
Queenstown	80	60	43	32	19
Total	1,698	1,063	864	917	594*

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

Region	201-500	500+
Auckland	199	50
Hamilton & Waikato	25	<5
Wellington	110	18
Rest North Island	98	16
Christchurch & Canterbury	32	5
Rest South Island	41	<5
Total	505	90*

\* 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 203,834 multi-day conference and convention delegates (about 25 per cent of all multi-day delegates) whose origin information was recorded in the year ended March 2017, 40 per cent were reported to be from the local region, with a further 53 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 two per cent from other overseas locations. For further information on the origin on multi-day delegates see Table 8.

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

Table 8: Origin of multi-day conference and convention delegates by region (year ended March 2017)<sup>†</sup>

	Local	Regional	Australian	Other International	Total
Auckland	32,093	24,092	4,212	839	61,236
Hamilton & Waikato	6,187	4,348	66	371	10,972
Bay of Plenty	2,356	3,751	30	189	6,325
Rotorua	3,947	22,960	1,178	171	28,256
Taupo	814	4,731	106	162	5,813
Hawkes Bay	263	311	10	15	599
Manawatu	4,584	3,469	133	167	8,353
Wellington	12,202	21,216	164	349	33,932
Marlborough	1,836	2,899	302	32	5,068
Nelson	754	1,530	52	13	2,349
Christchurch & Canterbury	11,834	9,486	551	162	22,033
Dunedin	4,275	2,198	214	127	6,814
Queenstown	1,065	7,742	2,674	603	12,084
Total	82,209	108,733	9,691	3,201	203,834

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

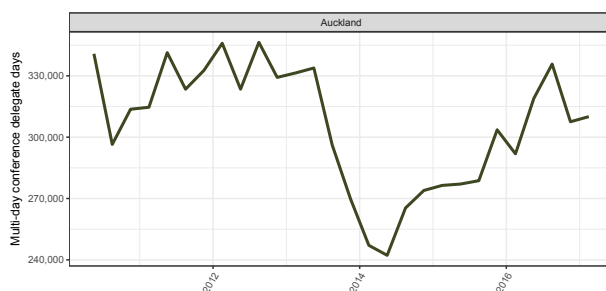
Another source of information on international conference and convention delegates is Statistics New Zealand's international travel and migration data. For the year ended March 2017, Statistics New Zealand reported that 68,976 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day)<sup>4</sup>. Of these, 40,688 (59 per cent) were Australian. For the year ended March 2016, 61,536 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 38,784 (63 per cent) were from Australia.

<sup>4</sup>Statistics New Zealand International Visitor Arrivals. Data available from [http://www.stats.govt.nz/browse\\_for\\_stats/population/Migration/iva.aspx/](http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx/).

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

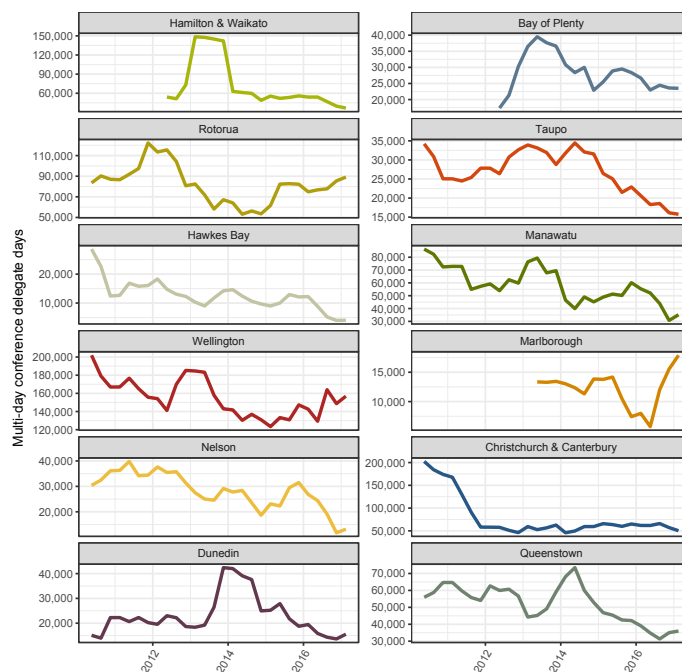
Figure 10 shows that multi-day conference and convention delegate days for the year ended March 2017 are down 4 per cent compared to the previous year. The number of reported multi-day conference and convention delegate days in Auckland has increased six per cent in the March quarter compared to the the December quarter.

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



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

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





## Meeting and seminar activity

Meetings and seminars account for 66 per cent of all events and 40 per cent of delegate days in the year ended March 2017.

### ■ Number of meetings and seminars and delegate days by duration

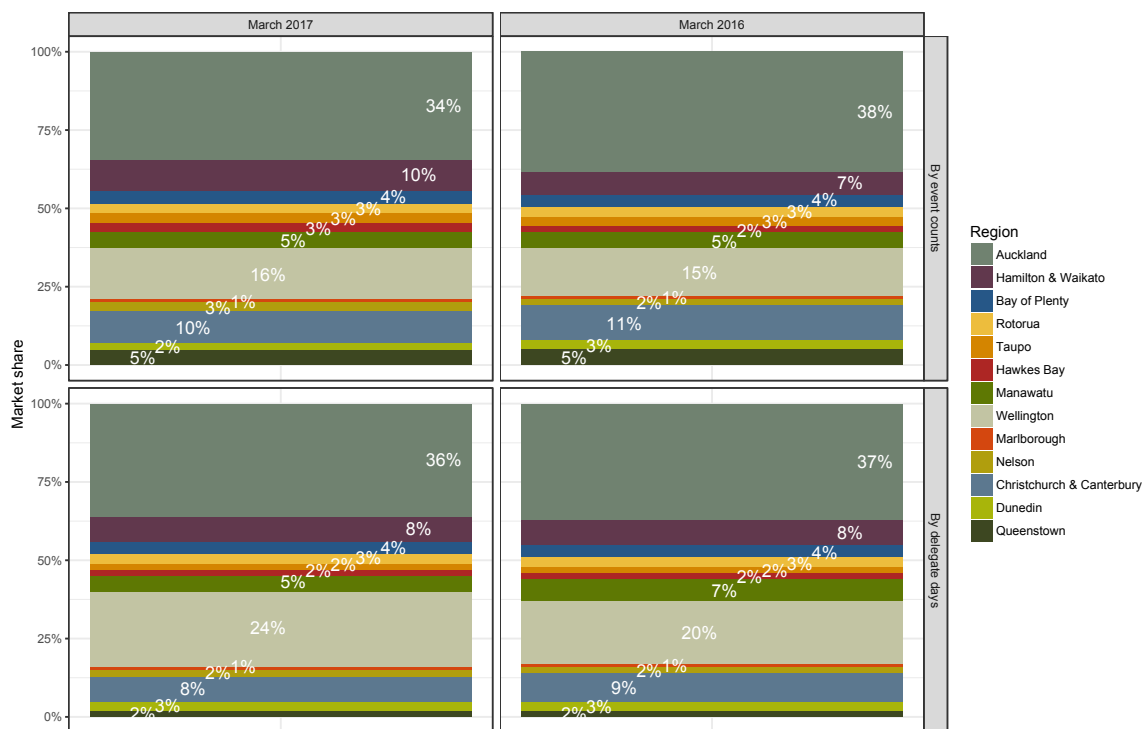
Table 9 shows that 5,355 (18 per cent) of the meetings and seminars held in the year ended March 2017 were multi-day events.

Auckland hosted the greatest proportion (34 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 16 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 Q1	YE 2016 Q1	YE 2017 Q1	
Auckland	7,496	1,843	34%	38%	631,613	36%
Hamilton & Waikato	3,085	515	10%	7%	143,068	8%
Bay of Plenty	1,162	235	4%	4%	69,116	4%
Rotorua	805	175	3%	3%	48,383	3%
Taupo	656	184	3%	3%	29,928	2%
Hawkes Bay	669	141	3%	2%	34,322	2%
Manawatu	1,810	281	5%	5%	95,245	5%
Wellington	3,791	870	16%	15%	421,069	24%
Marlborough	449	70	1%	1%	23,413	1%
Nelson	718	137	3%	2%	38,338	2%
Christchurch & Canterbury	2,691	536	10%	11%	144,717	8%
Dunedin	787	124	2%	3%	49,508	3%
Queenstown	774	245	5%	5%	37,631	2%
Total	24,892	5,355	100%	100%	1,766,350	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	4,976	2,222	1,126	736	371
Hamilton & Waikato	2,385	790	273	109	27
Bay of Plenty	845	322	131	73	29
Rotorua	626	242	69	38	8
Taupo	634	144	41	22	<5
Hawkes Bay	506	167	82	31	10
Manawatu	1,287	490	187	90	35
Wellington	2,674	911	530	384	160
Marlborough	359	113	23	16	7
Nelson	550	215	62	21	11
Christchurch & Canterbury	2,047	745	297	117	29
Dunedin	562	183	82	40	47
Queenstown	767	186	56	12	<5
Total	18,220	6,730	2,958	1,687	734*

\* 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	320	51
Hamilton & Waikato	26	<5
Wellington	102	58
Rest North Island	79	11
Christchurch & Canterbury	25	<5
Rest South Island	59	<5
Total	611	120*

## Incentive activities

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

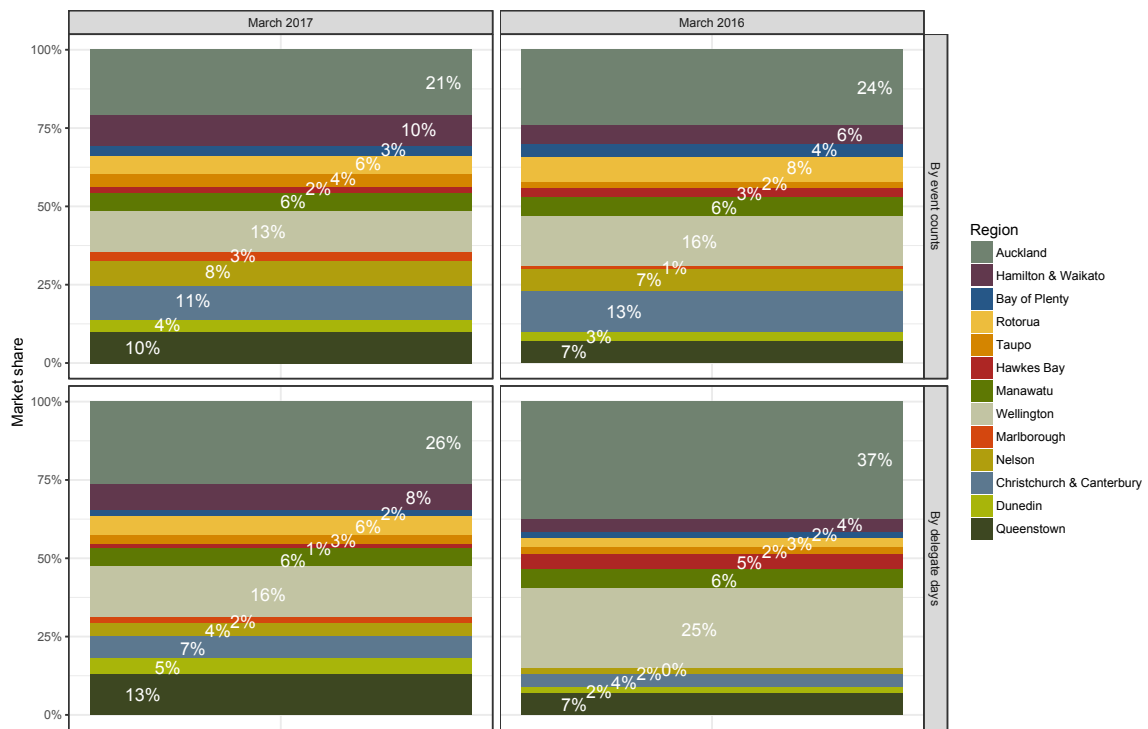
### ■ Number of incentive activities and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (21 per cent) of incentive activities, generating 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 Q1	YE 2017 Q1	YE 2016 Q1	YE 2017 Q1	
Auckland	166	21%	24%	20,054	26%
Hamilton & Waikato	75	10%	6%	6,141	8%
Bay of Plenty	25	3%	4%	1,644	2%
Rotorua	43	6%	8%	4,646	6%
Taupo	32	4%	2%	2,564	3%
Hawkes Bay	17	2%	3%	1,057	1%
Manawatu	49	6%	6%	4,673	6%
Wellington	103	13%	16%	11,945	16%
Marlborough	20	3%	1%	1,188	2%
Nelson	60	8%	7%	3,214	4%
Christchurch & Canterbury	87	11%	13%	5,644	7%
Dunedin	35	4%	3%	3,476	5%
Queenstown	79	10%	7%	9,648	13%
Total	798	100%	100%	75,900	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	46	47	88
Hamilton & Waikato	25	23	25
Bay of Plenty	10	8	9
Rotorua	12	13	15
Taupo	14	10	9
Hawkes Bay	6	7	5
Manawatu	15	13	21
Wellington	38	26	43
Marlborough	7	<5	6
Nelson	27	17	16
Christchurch & Canterbury	25	29	33
Dunedin	14	<5	18
Queenstown	28	24	27
Total	267	216*	315

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

## Trade shows and exhibitions<sup>5</sup>

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

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

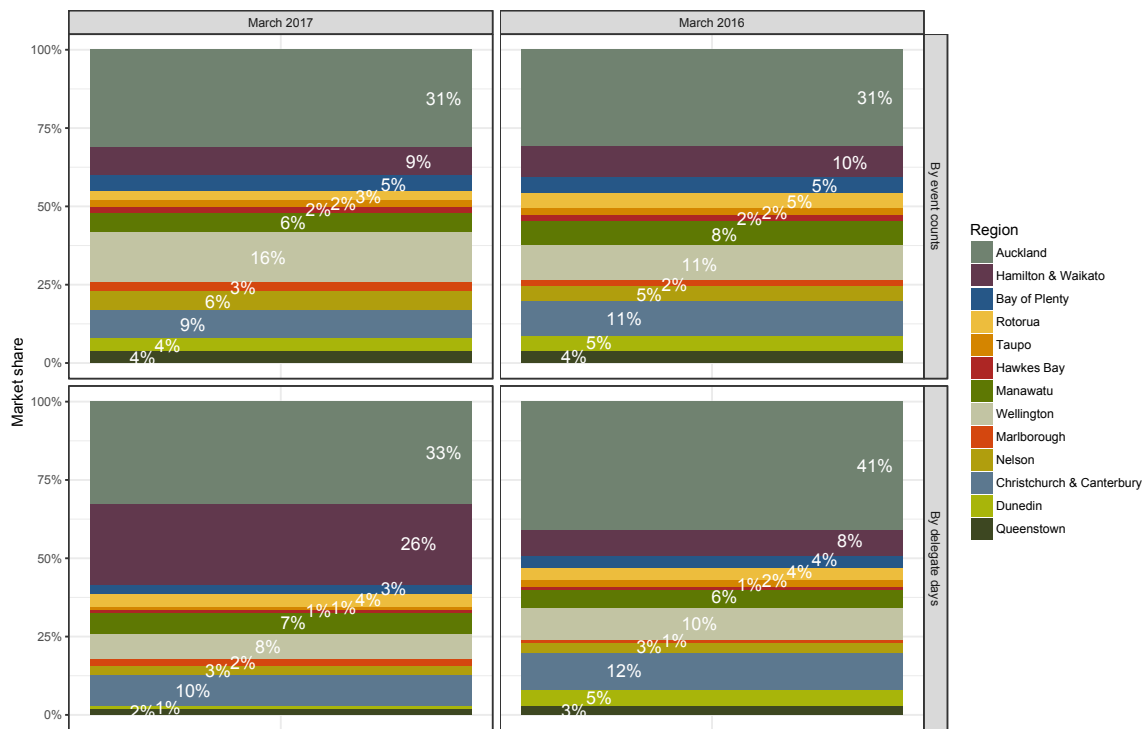
Table 14 shows that Auckland hosted the greatest proportion (31 per cent) of trade shows and exhibitions, generating 33 per cent of total trade show and exhibition delegate days. Wellington accounted for 16 per cent of trade shows and exhibitions, followed by Hamilton & Waikato and Christchurch & Canterbury with 9 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 Q1	YE 2017 Q1	YE 2017 Q1	YE 2016 Q1	YE 2017 Q1	
Auckland	205	31%	31%		59,899	33%
Hamilton & Waikato	59	9%	10%		47,277	26%
Bay of Plenty	33	5%	5%		5,777	3%
Rotorua	18	3%	5%		6,888	4%
Taupo	10	2%	2%		2,133	1%
Hawkes Bay	15	2%	2%		1,315	1%
Manawatu	39	6%	8%		13,533	7%
Wellington	105	16%	11%		14,337	8%
Marlborough	21	3%	2%		4,385	2%
Nelson	36	6%	5%		5,190	3%
Christchurch & Canterbury	60	9%	11%		17,848	10%
Dunedin	27	4%	5%		2,202	1%
Queenstown	23	4%	4%		3,395	2%
Total	655	100%	100%		184,184	100%

<sup>5</sup>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	23	37	45	54	41
Hamilton & Waikato	18	15	8	8	11
Bay of Plenty	<5	8	6	9	8
Rotorua	6	6	<5	<5	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	6	<5	<5	<5	<5
Manawatu	11	12	5	5	7
Wellington	16	21	27	20	13
Marlborough	6	8	<5	<5	<5
Nelson	12	8	9	6	<5
Christchurch & Canterbury	17	21	6	7	9
Dunedin	6	10	<5	6	<5
Queenstown	6	9	<5	<5	<5
Total	127*	156*	106*	115*	89*

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

## Special occasion activity

Special occasions account for 19 per cent of all events and 31 per cent of delegate days in the year ended March 2017.

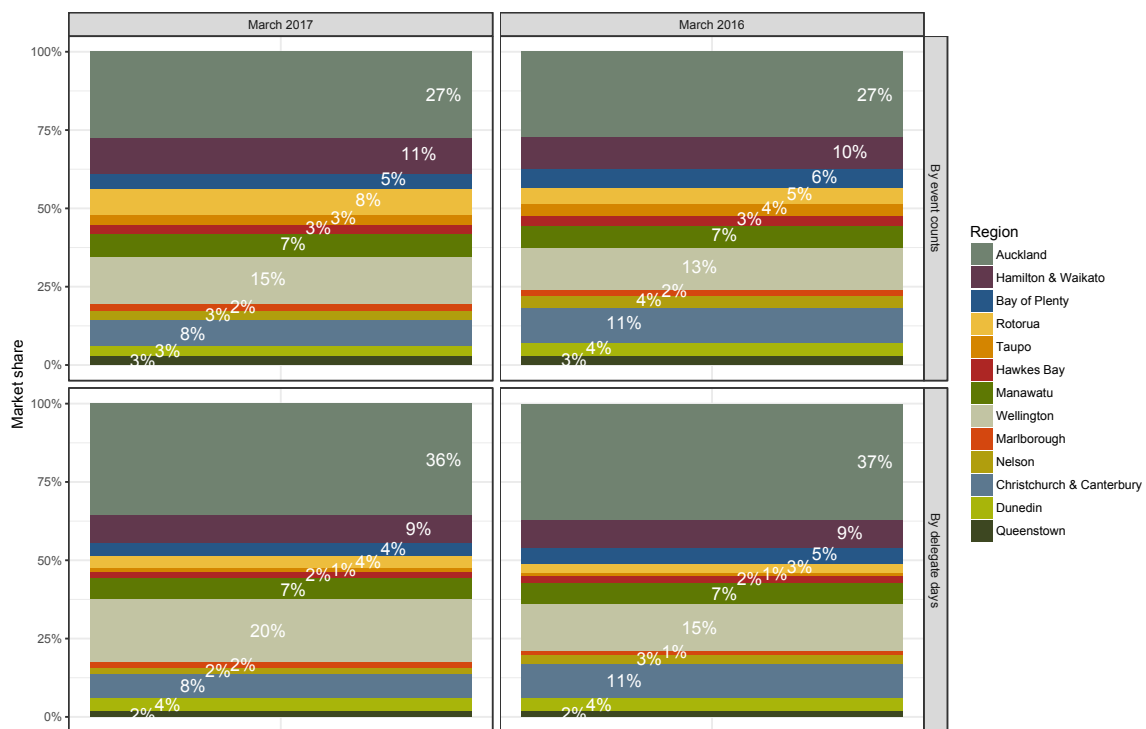
### ■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (27 per cent) of special occasions, generating 36 per cent of special occasions delegate days. Wellington was second with 15 per cent of special occasions and 20 per cent of special occasions delegate days. Hamilton & Waikato accounted for 11 per cent of special occasions events, while Christchurch & Canterbury and Rotorua accounted for eight and seven per cent of special occasions events, respectively.

Table 16: Number of special occasions and delegate days

Region	Total	Market share of		Total	Market share of
	Special Occasions	events		Delegate days	by delegate days
	YE 2017 Q1	YE 2017 Q1	YE 2016 Q1	YE 2017 Q1	
Auckland	2,376	27%	27%	482,856	36%
Hamilton & Waikato	945	11%	10%	116,464	9%
Bay of Plenty	447	5%	6%	60,820	4%
Rotorua	715	8%	5%	48,955	4%
Taupo	285	3%	4%	17,257	1%
Hawkes Bay	280	3%	3%	30,388	2%
Manawatu	630	7%	7%	95,839	7%
Wellington	1,331	15%	13%	266,472	20%
Marlborough	197	2%	2%	22,527	2%
Nelson	299	3%	4%	30,911	2%
Christchurch & Canterbury	716	8%	11%	103,797	8%
Dunedin	267	3%	4%	58,867	4%
Queenstown	263	3%	3%	22,825	2%
Total	8,759	100%	100%	1,357,983	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	322	497	472	554	539
Hamilton & Waikato	197	227	188	222	111
Bay of Plenty	59	91	104	116	72
Rotorua	266	199	114	102	28
Taupo	142	84	34	19	6
Hawkes Bay	41	79	75	66	22
Manawatu	131	150	118	136	92
Wellington	177	296	221	349	267
Marlborough	41	53	45	37	17
Nelson	86	74	69	45	28
Christchurch & Canterbury	127	228	140	125	99
Dunedin	41	34	64	73	56
Queenstown	89	55	57	39	21
Total	1,718	2,067	1,700	1,883	1,359

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



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# Appendix

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## 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 December 2016 report

This quarter two venues have been removed, one in Wellington and one in Hamilton & Waikato. This was offset by the addition of eight venues in Marlborough that have become eligible.

### ■ 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 March 2017 quarter, event activity was recorded or estimated for a total of 290 venues in the 13 regions. Of these, 137 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 142 venues each quarter.

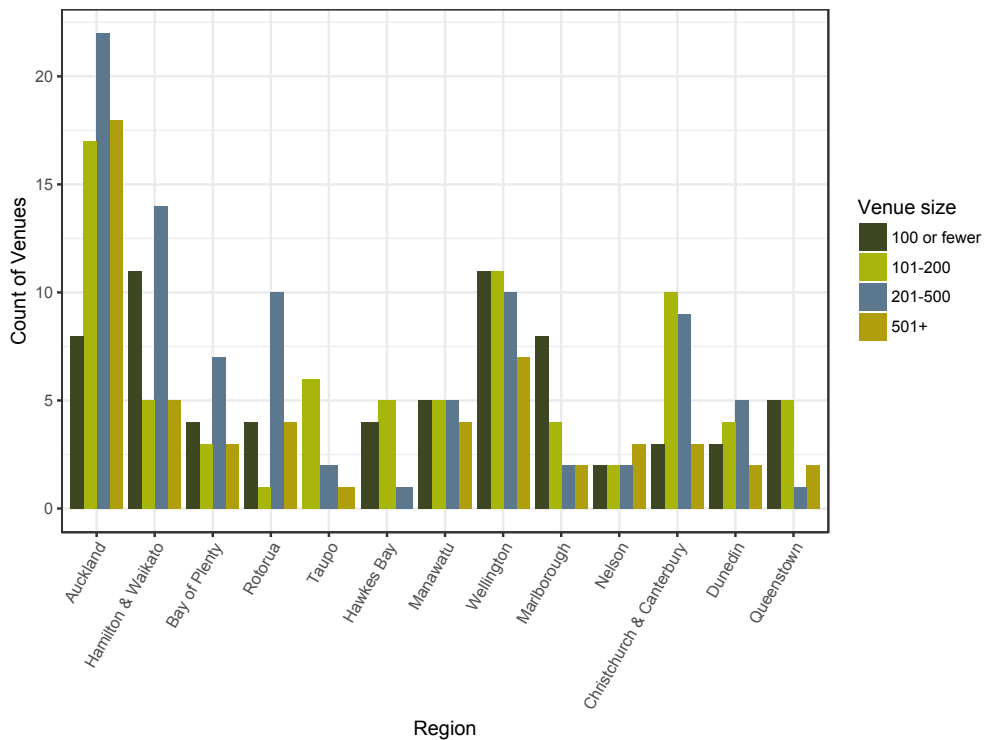
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 2016 Q4 and 2017 Q1

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2016 Q4	2017 Q1	2016 Q4	2017 Q1
Auckland	42%	42%	66%	65%
Hamilton & Waikato	49%	46%	82%	81%
Bay of Plenty	29%	24%	55%	53%
Rotorua	47%	47%	69%	69%
Taupo	56%	56%	75%	75%
Hawkes Bay	20%	20%	20%	20%
Manawatu	37%	37%	55%	55%
Wellington	44%	44%	80%	80%
Marlborough	31%	31%	62%	62%
Nelson	56%	56%	59%	59%
Christchurch & Canterbury	88%	84%	93%	92%
Dunedin	86%	86%	96%	96%
Queenstown	54%	54%	59%	59%
Total	48%	47%	72%	72%

The distribution of the venues in March 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 (March 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

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

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	1,046	2,121	4,737	5,910	14,350	1,431	2,047	4,240	6,795	15,475
Multi-day events	6	10	14	9	7	5	8	11	10	8
Single day events	15	33	47	39	30	17	29	42	43	35
Total delegates	723	1,635	3,595	4,706	11,436	984	1,708	3,329	5,550	12,442
One day conference delegate days	33	81	214	390	349	48	82	182	551	365
Multi-day conference delegate days	199	387	1,076	1,286	3,292	270	256	840	1,297	3,312

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.