



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

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



Convention Activity Survey Year to September 2016 report

Prepared Nov 2016



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

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Highlights

All events

- The number of delegates attending all events increased to 3.4 million in the year ended September 2016, from 3.3 million in the year ended September 2015.
- The total number of delegate days increased to 4.3 million in the year ended September 2016, compared to 4.1 million in the year ended September 2015.
- Although the number of delegates and delegates days increased, the number of events decreased slightly from 44,200 in the year ended September 2015 to 43,000 in the year ended September 2016.

Conference and convention activity

- The number of delegates attending conferences/conventions increased to 595,900 in the year ended September 2016, from 522,800 in the year ended September 2015.
- The number of delegate days increased from 1.0 million to 1.1 million, by 93,000 (or 9%) over the previous year.
- Although the number of delegates and delegates days increased, the number of conferences/conventions maintained the same level at 5,400 in the year ended September 2016.

Meeting and seminar activity

- Meeting and seminar comprised 64% of all events, and 39% of all delegate days.

Incentive activities

- Incentive activities accounted for 3% of all events, up from 2% the previous year.
- Incentive activities comprised 4% of all delegate days in 2016, up from 2% the previous year.

Trade shows and exhibitions

- Trade shows and exhibitions accounted for 1% of all events and 3% of all delegate days.

Special occasions

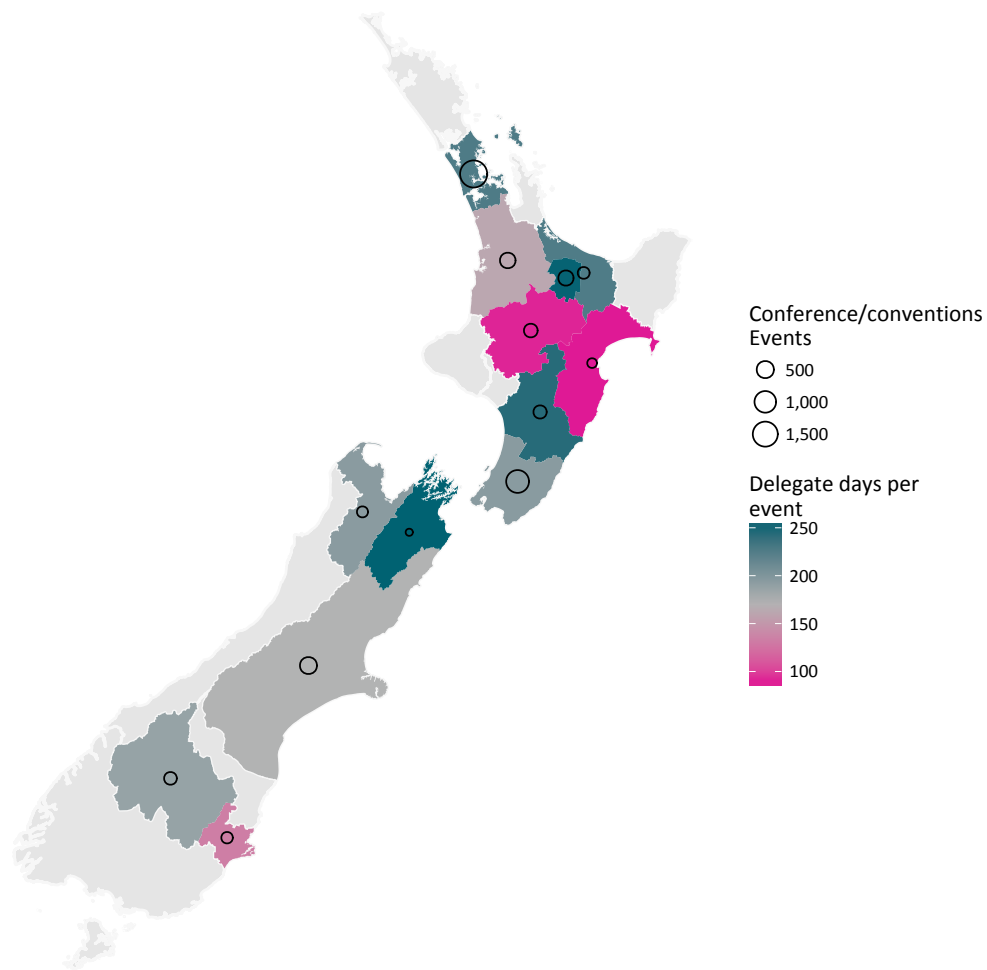
Special occasions were steady at 18% of all events, but delegate days declined to 28% from 32% the previous year.

Summary of conference and convention activity

A total of 596,000 delegates attended 5,400 conferences/conventions in the year ended September 2016. This indicates more delegates attended the same number of events compared to the year ended September 2015, where 523,000 delegates attended 5,400 conferences. The number of delegate days for conferences and conventions increased from 1.0 million in the year ended September 2015 to 1.1 million in the year ended September 2016.

Around 32% of multi day conferences/conventions and 35% of single-day conferences/conventions were held in Auckland in the year ended September 2016.

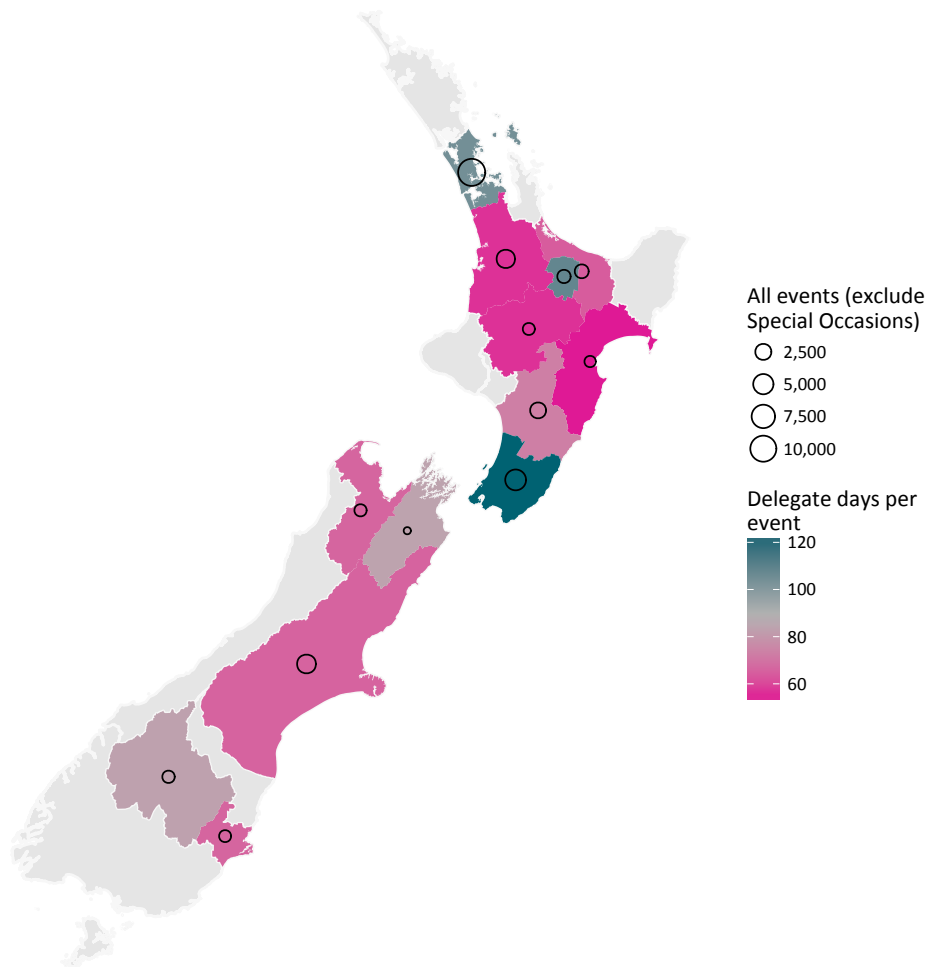
Figure 1: Summary of conference and convention activity (year ended September 2016)



Summary of all events excluding special occasions

Over all events, excluding special occasions, 2.3 million delegates attended 35,100 events for around 3.1 million delegate days in the year ended September 2016. This was slightly up compared to the previous year, where there were 2.1 million delegates, 36,200 events and 2.8 million delegate days. A total of 32 per cent of all events (excluding special occasions) were held in Auckland in the year ended September 2016.

Figure 2: Summary of all events excluding special occasions (year ended September 2016)



Overview

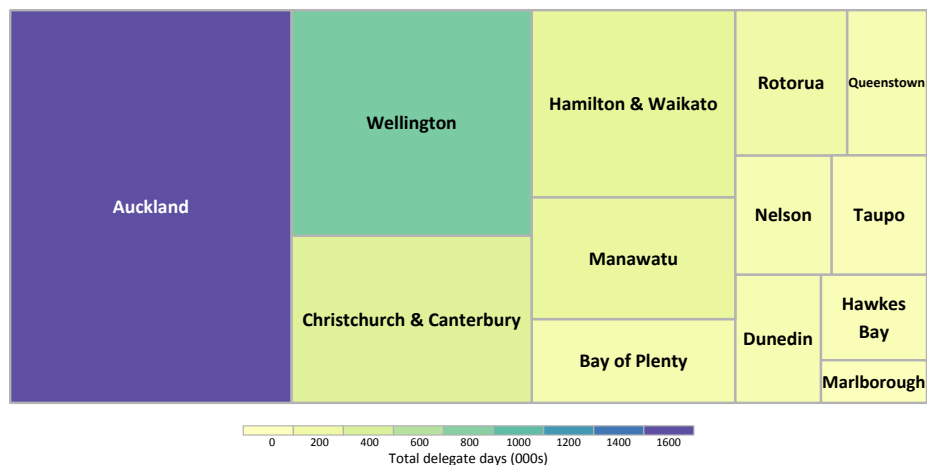
All business events by region

An estimated 43,000 events occurred across 13 regions in the year ended September 2016. Table 1 shows 37 per cent of delegate days for the year ended September 2016 were in Auckland.

Table 1: Overview of all business events (year ended September 2016)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2015 Q3
Auckland	10,473	2,793	13,189	1,288,092	1,596,194	37%	1%
Hamilton & Waikato	3,953	625	4,550	270,307	315,763	7%	No change
Bay of Plenty	1,700	341	2,035	138,290	158,547	4%	-1%
Rotorua	1,500	430	1,936	126,540	197,762	5%	1%
Taupo	938	415	1,354	49,325	76,990	2%	No change
Hawkes Bay	958	144	1,083	63,680	69,905	2%	No change
Manawatu	2,520	454	2,955	225,826	262,130	6%	-1%
Wellington	5,142	1,369	6,466	681,884	875,902	20%	3%
Marlborough	442	90	538	27,841	43,188	1%	No change
Nelson	1,183	214	1,370	76,993	100,962	2%	-1%
Christchurch & Canterbury	3,926	867	4,789	314,917	378,821	9%	No change
Dunedin	1,060	251	1,311	103,299	115,234	3%	No change
Queenstown	873	510	1,384	67,315	115,377	3%	No change
Total	34,673	8,509	42,966	3,434,315	4,306,780		

Figure 3: Overview of business events by region (year ended September 2016)



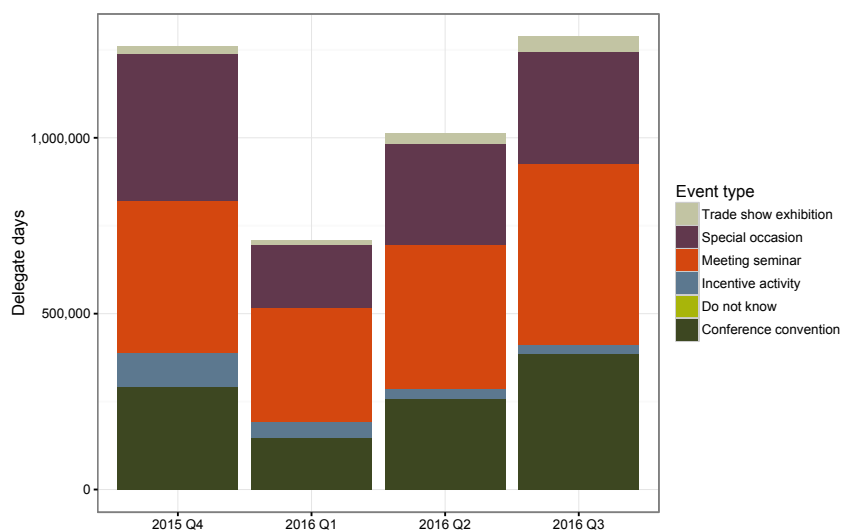
Delegate days by event type

There were about 4.3 million delegate days in the year ended September 2016. A total of 39 per cent of these were meetings/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

	2015 Q4	2016 Q1	2016 Q2	2016 Q3	Total
Meeting/seminar	434,970	323,331	407,008	514,099	1,679,410
Incentive activity	94,519	44,470	29,528	23,977	192,496
Conference/Convention	292,500	147,025	257,932	387,227	1,084,686
Trade show/exhibition	21,194	12,185	30,383	44,084	107,847
Special occasion	416,747	181,563	287,544	318,223	1,204,079
Don't know	242	619	597	0	1,459
Total	1,260,175	709,196	1,012,995	1,287,613	4,269,980

Figure 4: National overview of delegate days by event type



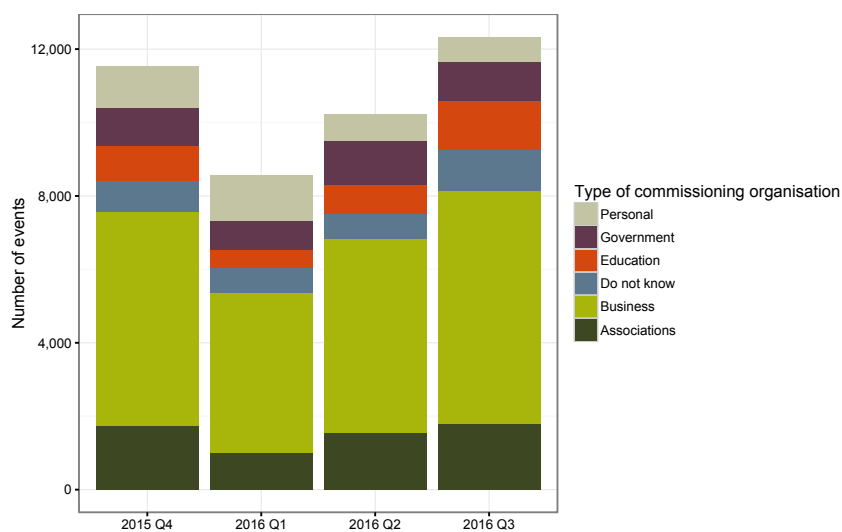
Organisations commissioning business events

Table 3 shows that most events in the year ended September 2016 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 2016

	2015 Q4	2016 Q1	2016 Q2	2016 Q3	Total
Associations	1,746	999	1,539	1,803	6,088
Business	5,830	4,346	5,302	6,332	21,812
Government	1,036	800	1,193	1,088	4,118
Education	960	515	770	1,315	3,562
Personal	1,134	1,230	718	669	3,752
Other/Don't know	827	679	687	1,127	3,322
Total	11,535	8,572	10,211	12,336	42,656

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



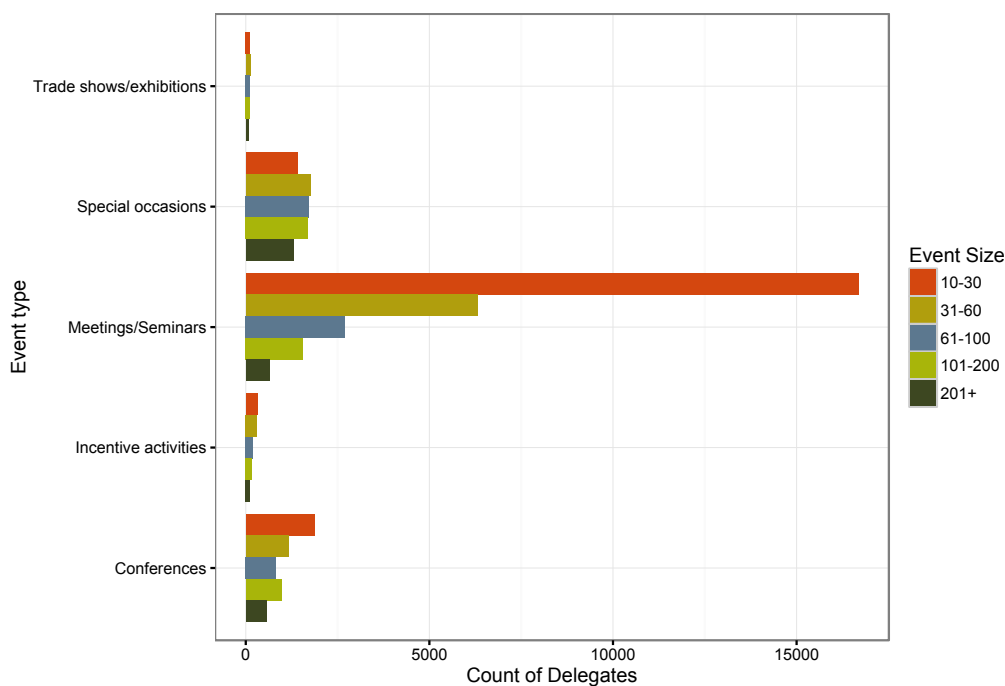
Events by size

With the exception of special occasions and trade shows/exhibitions, small events (those with 60 or fewer delegates) dominate business event activity in the year ended September 2016 (refer Figure 6). Small meetings/seminars formed the majority (82 per cent) of all meeting/seminar events, with 60 per cent of meetings having 10-30 delegates and about 23 per cent of meetings with 31-60 delegates. Smaller conferences also dominated conference/convention 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 September 2016)

	10-30	31-60	61-100	101-200	201+
Conferences	1,867	1,158	828	978	566
Incentive activities	317	308	201	175	120
Meetings/Seminars	16,679	6,304	2,705	1,558	649
Special occasions	1,403	1,762	1,716	1,690	1,305
Trade shows/exhibitions	114	130	110	116	80

Figure 6: Number of events by event type and size (year ended September 2016)

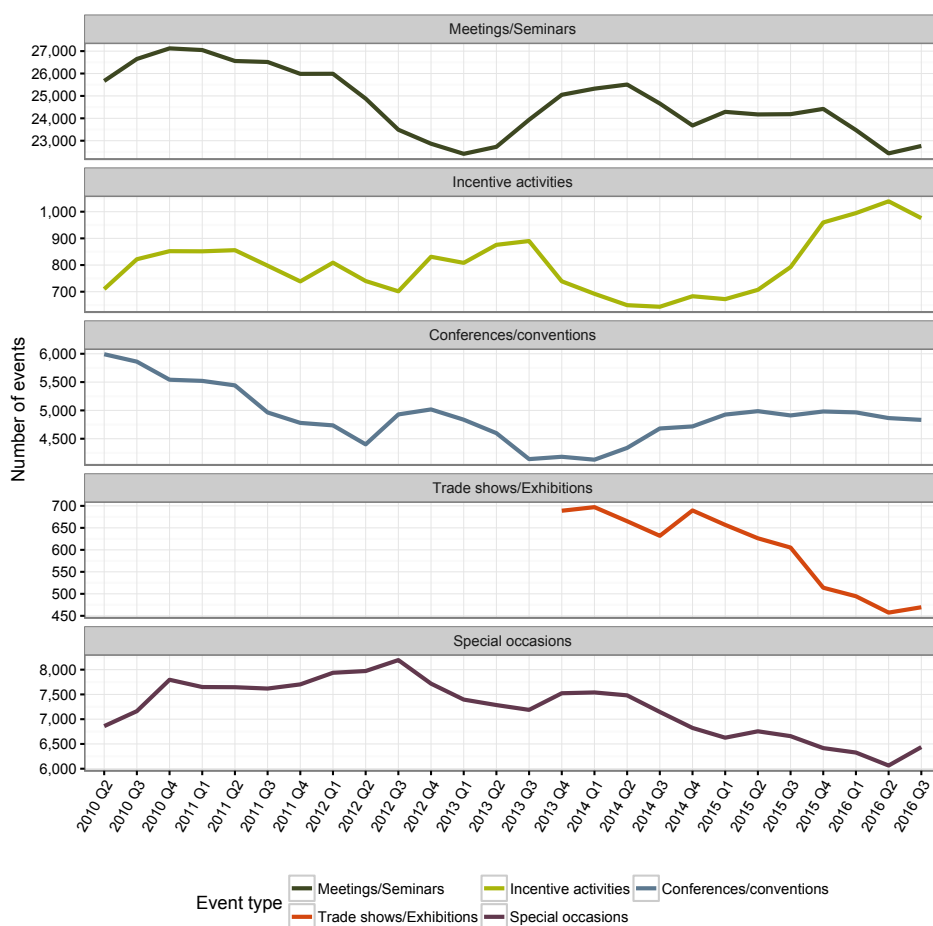


Trends in the number of events¹

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, incentive activities, conferences, trade shows/exhibitions, and special occasions) reported for each year ended quarter from June 2010 to September 2016.

As can be seen, the annual number of conferences/conventions and incentive activities in the year ended September 2016 is down 2 per cent and up 23 per cent respectively, compared to the year ended September 2015. Special occasions were down 3 per cent and trade shows/exhibits were down 22 per cent when compared to the year ended September 2015.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended September 2016)

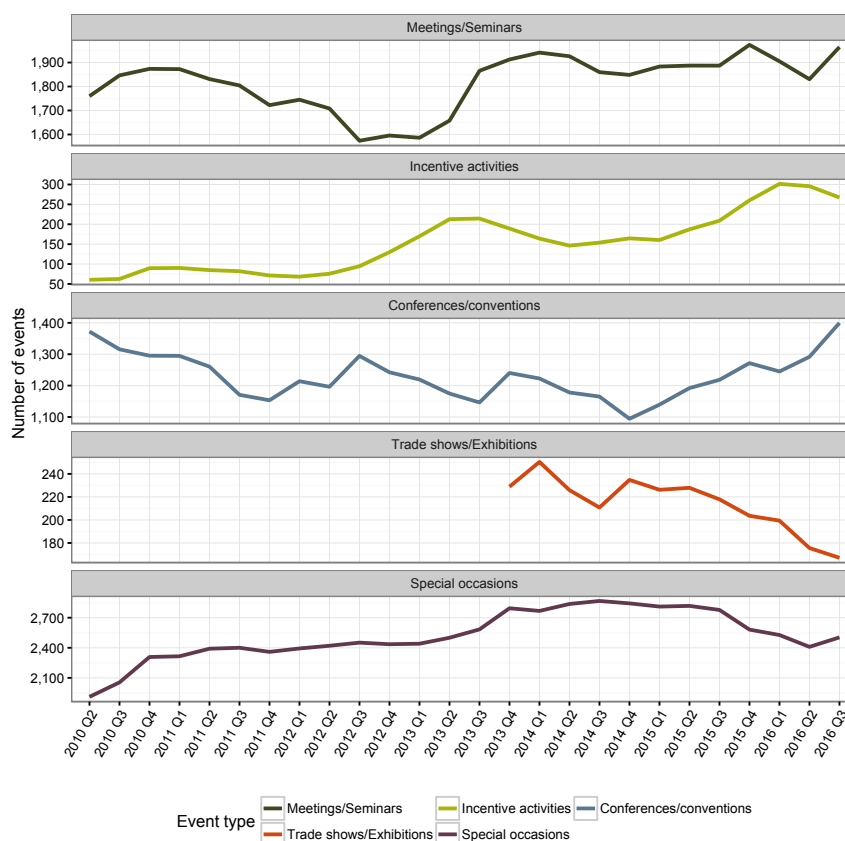


¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011Q2), and Marlborough (joined the CAS in 2012 Q2).

Trends in larger events (more than 100 delegates)²

There has been a strong growth in the number of large incentive activity events in New Zealand (up 48 per cent) compared to the year ended September 2015. The number of large conference and convention events was slightly up this year (up 1 per cent). In contrast, the number of large meeting and seminar events was down this year (3 per cent); the number of tradeshows and special events declined 25 per cent and 5 per cent respectively.

Figure 8: Number of Events with more than 100 delegates from year ended June 2010 to year ended September 2016



²Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011Q2), 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 2016.³

Conference and convention activity

Conferences/conventions account for 13 per cent of all events and 25 per cent of delegate days in the year ended September 2016.

■ Number of conferences/conventions and delegate days by duration

Table 5 shows that 2,958 (55 per cent) of the conferences held in the year ended September 2016 were multi-day events, with 54 per cent of these multi-day conference events (1,612) being two days in duration.

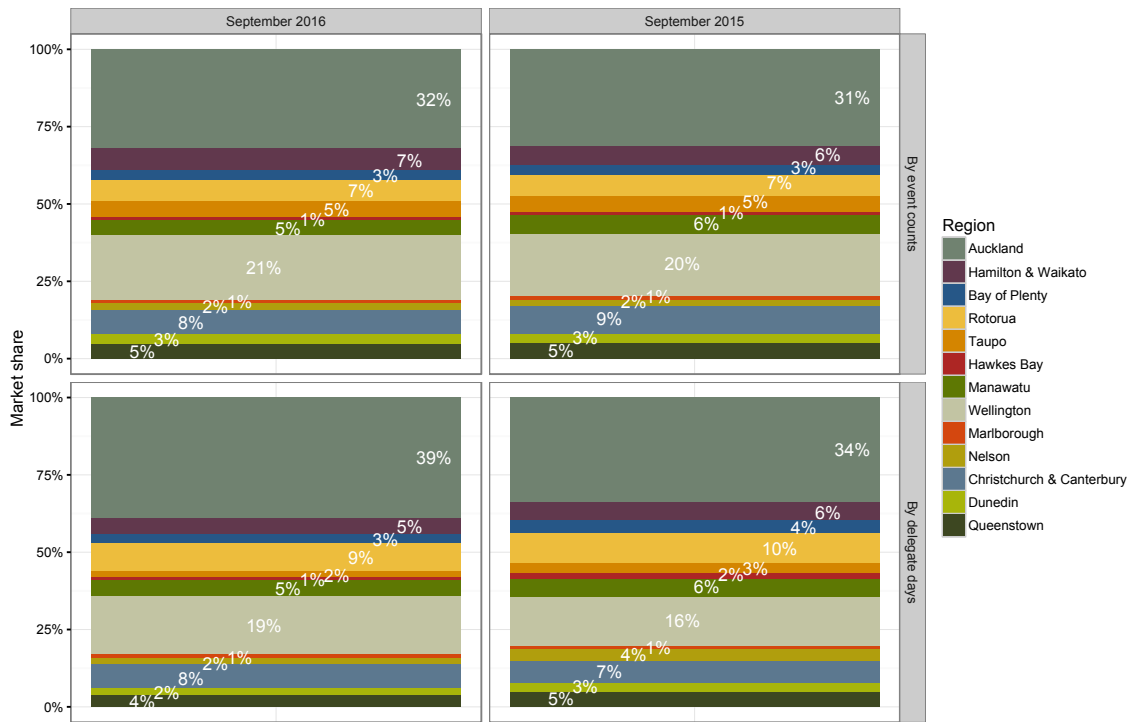
Auckland hosted the greatest proportion (32 per cent) of multi-day conferences, generating 39 per cent of total multi-day conference delegate days. Wellington was second with 21 per cent of multi-day conferences and 19 per cent of multi-day conference delegate days.

Table 5: Number of conferences/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 2016 Q3	YE 2015 Q3	Single day	Multi-day	
Auckland	876	552	405	32%	31%	85,233	335,742	39%
Hamilton & Waikato	166	111	96	7%	6%	12,488	46,881	5%
Bay of Plenty	74	37	49	3%	3%	8,936	24,457	3%
Rotorua	138	87	123	7%	7%	9,376	77,735	9%
Taupo	94	93	54	5%	5%	3,071	18,575	2%
Hawkes Bay	37	22	20	1%	1%	1,589	5,197	1%
Manawatu	87	76	63	5%	6%	8,940	43,927	5%
Wellington	572	351	255	21%	20%	45,373	164,019	19%
Marlborough	19	16	20	1%	1%	941	12,024	1%
Nelson	51	30	38	2%	2%	3,804	19,086	2%
Christchurch & Canterbury	254	146	93	8%	9%	17,484	65,996	8%
Dunedin	46	40	48	3%	3%	3,646	14,335	2%
Queenstown	55	52	82	5%	5%	4,954	31,334	4%
Total	2,469	1,612	1,346	100%	100%	205,835	859,307	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



■ Number of conferences/conventions by event size

Table 6: Number of conferences/conventions by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	515	382	299	385	237
Hamilton & Waikato	163	96	47	40	30
Bay of Plenty	35	37	28	39	23
Rotorua	114	62	64	60	47
Taupo	146	47	23	22	<5
Hawkes Bay	49	16	5	10	<5
Manawatu	84	45	34	38	26
Wellington	385	259	173	222	117
Marlborough	26	8	<5	9	<5
Nelson	46	20	17	23	12
Christchurch & Canterbury	217	112	66	57	37
Dunedin	38	26	28	32	12
Queenstown	50	49	41	42	17
Total	1,868	1,159	826*	978	559*

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

Region	201-500	500+
Auckland	192	45
Hamilton & Waikato	24	6
Wellington	101	15
Rest North Island	91	13
Christchurch & Canterbury	29	8
Rest South Island	40	<5
Total	478	87*

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

■ Mix of multi-day conference delegates by region

Of the 242,486 multi-day conference and convention delegates (about 33 per cent of all multi-day delegates) whose origin information was recorded in the year ended September 2016, 40 per cent were reported to be from the local region, with a further 55 per cent travelling to the conference from elsewhere in New Zealand. About 4 per cent of multi-day conference delegates were from Australia, and a further 1 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: Mix of multi-day conference delegates by region (year ended September 2016)[†]

	Local	Regional	Australian	Other International	Total
Auckland	39,482	35,591	4,861	888	80,822
Hamilton & Waikato	7,752	6,011	189	446	14,397
Bay of Plenty	2,739	4,495	30	29	7,294
Rotorua	3,751	19,682	1,081	145	24,659
Taupo	1,137	5,766	98	134	7,135
Hawkes Bay	484	948	15	18	1,466
Manawatu	5,220	8,207	158	136	13,721
Wellington	15,684	26,097	581	180	42,542
Marlborough	1,530	1,745	233	74	3,581
Nelson	1,048	1,988	57	141	3,235
Christchurch & Canterbury	13,526	13,965	283	627	28,400
Dunedin	2,871	1,351	220	63	4,505
Queenstown	820	6,898	2,545	468	10,730
Total	96,044	132,742	10,350	3,350	242,486

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

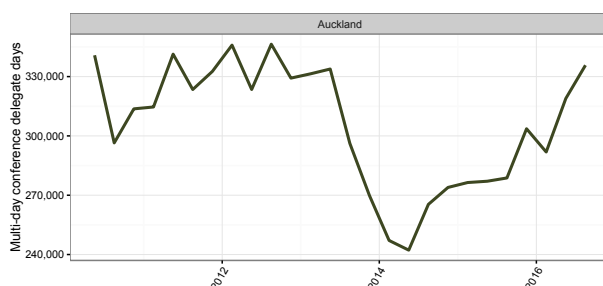
Another source of information on international conference delegates is Statistics New Zealand's international travel and migration data. For the year ended September 2016, Statistics New Zealand reported that 64,352 international visitors stated that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day)⁴. Of these, 39,312 (61 per cent) were Australian. For the year ended September 2015, 60,304 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 39,152 (65 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

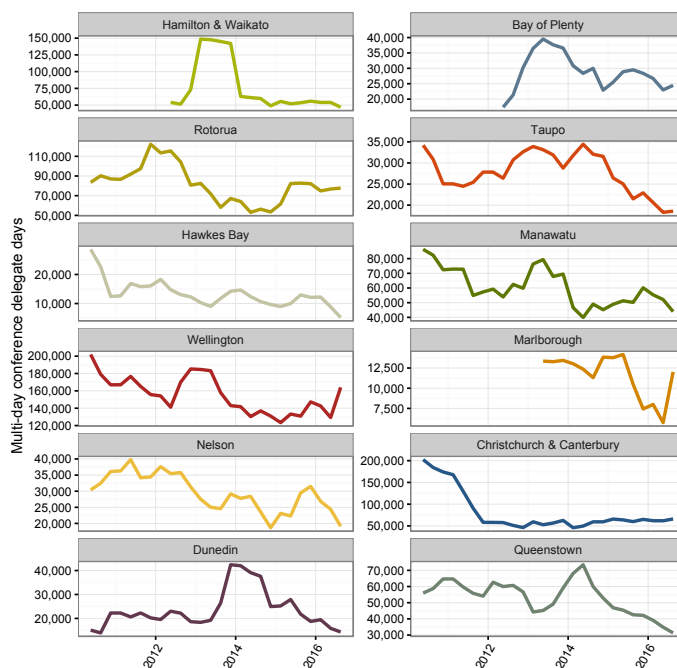
Figure 10 shows that multi-day conference and convention delegate days for the year ended September 2016 are up 4 per cent compared to the previous year. The number of reported multi-day conference and convention delegate days in Auckland has increased 20 per cent in the September quarter compared to the the June quater.

Figure 10: Auckland multi-day conference delegate days (year ended June 2010 to year ended September 2016)



In the other regions there has been a mixture of results (see Figure 11) when comparing the year ended September 2016 to the year ended September 2015.

Figure 11: Multi-day conference delegate days by region (year ended June 2010 to year ended September 2016)



Meeting and seminar activities

Meetings/seminars account for 65 per cent of all events and 39 per cent of delegate days in the year ended September 2016.

■ Number of meetings/seminars and delegate days by duration

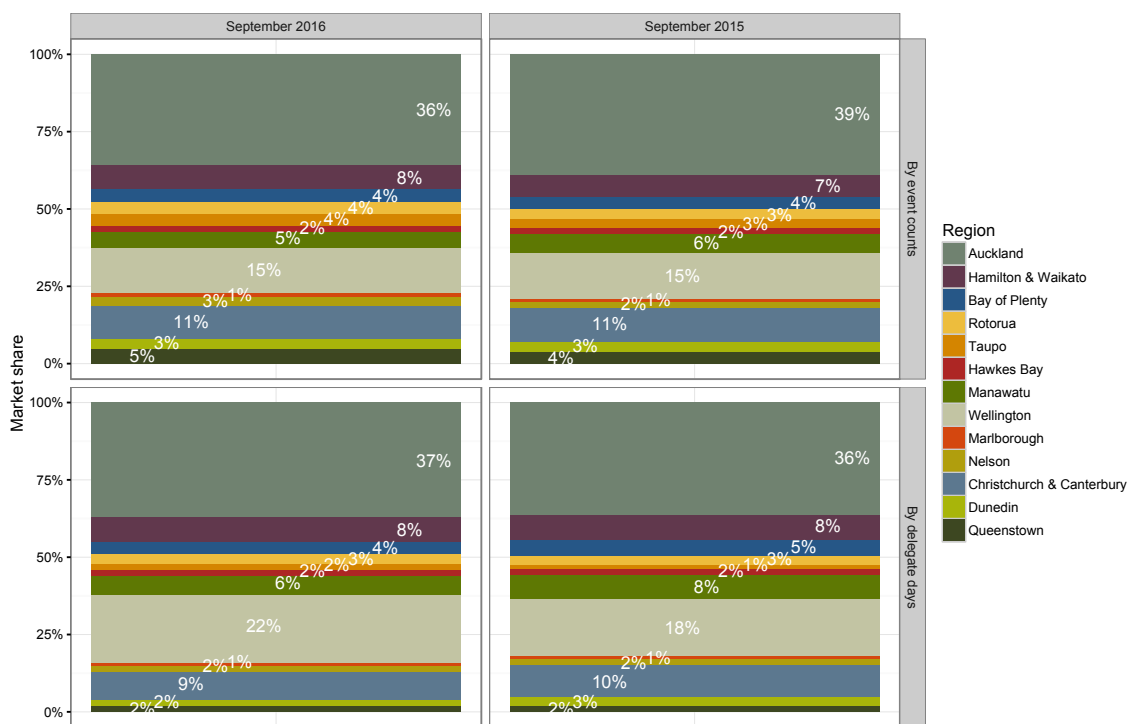
Table 9 shows that 4,958 (18 per cent) of the meetings/seminars held in the year ended September 2016 were multi-day events.

Auckland hosted the greatest proportion (36 per cent) of multi-day meetings/seminars, generating 37 per cent of total multi-day meetings/seminars delegate days. Wellington was second with 15 per cent of multi-day meetings/seminars and 22 per cent of multi-day meetings/seminars delegate days.

Table 9: Number of meetings/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 2016 Q3	YE 2015 Q3	YE 2016 Q3	
Auckland	7,038	1,779	36%	39%	625,263	37%
Hamilton & Waikato	2,857	381	8%	7%	132,942	8%
Bay of Plenty	1,114	201	4%	4%	63,299	4%
Rotorua	752	177	4%	3%	46,738	3%
Taupo	548	187	4%	3%	28,134	2%
Hawkes Bay	641	93	2%	2%	28,853	2%
Manawatu	1,788	255	5%	6%	103,217	6%
Wellington	3,029	760	15%	15%	367,451	22%
Marlborough	264	44	1%	1%	16,092	1%
Nelson	702	128	3%	2%	36,975	2%
Christchurch & Canterbury	2,762	560	11%	11%	152,439	9%
Dunedin	679	127	3%	3%	40,446	2%
Queenstown	531	266	5%	4%	37,563	2%
Total	22,706	4,958	100%	100%	1,679,411	100%

Figure 12: Market share of multi-day meetings



■ Number of meetings/seminars by event size

Table 10: Number of meetings/seminars by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	4,749	2,142	1,034	680	349
Hamilton & Waikato	2,126	713	253	113	28
Bay of Plenty	787	316	125	67	22
Rotorua	594	212	85	35	7
Taupo	570	110	37	15	<5
Hawkes Bay	498	142	62	24	5
Manawatu	1,235	486	185	93	49
Wellington	2,251	772	424	336	111
Marlborough	207	66	17	10	<5
Nelson	526	208	60	18	12
Christchurch & Canterbury	2,078	797	292	127	32
Dunedin	489	184	80	27	26
Queenstown	570	158	52	13	<5
Total	16,679	6,305	2,706	1,559	640*

* 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/ seminars events

Region	201-500	500+
Auckland	292	57
Hamilton & Waikato	26	<5
Wellington	53	57
Rest North Island	74	15
Christchurch & Canterbury	26	6
Rest South Island	38	<5
Total	509	136*

Incentive activities

Incentive activities account for 3 per cent of all events and 5 per cent of delegate days in the year ended September 2016.

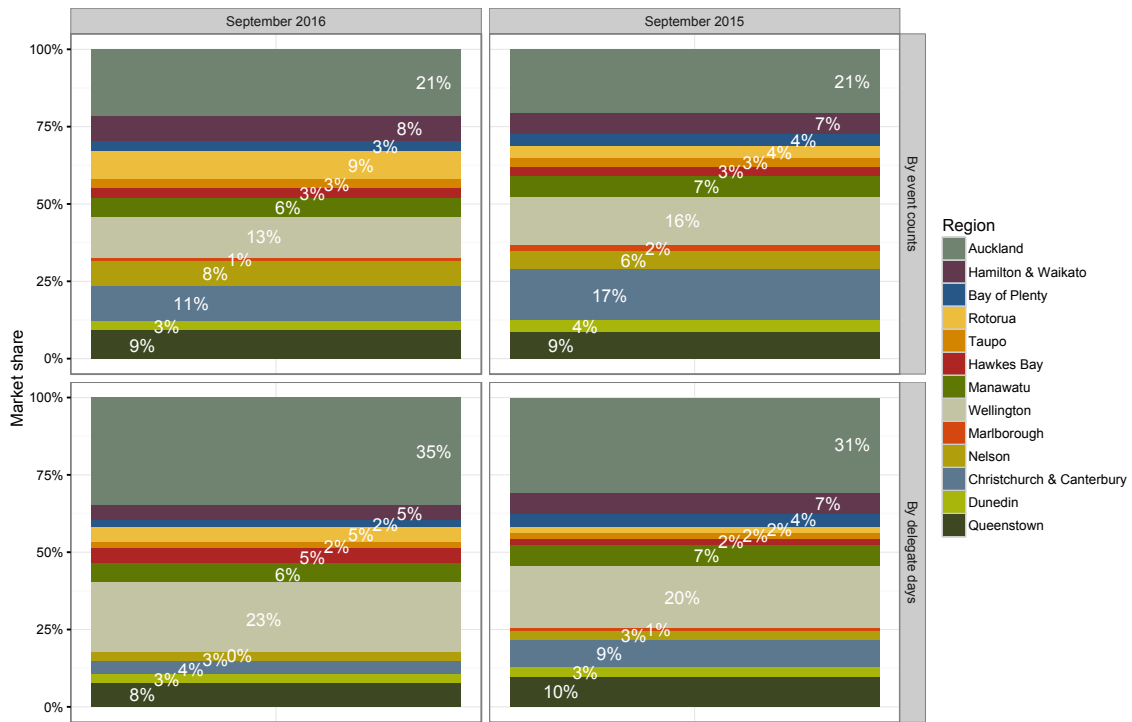
■ Number of incentives and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (21 per cent) of incentive activities, generating 35 per cent of total incentive activities delegate days. Auckland was followed by Wellington and Christchurch & Canterbury.

Table 12: Number of incentives and delegate days

Region	Total incentive events	Market share of events		Total Delegate days	Market share by delegate days
	YE 2016 Q3	YE 2016 Q3	YE 2015 Q3	YE 2016 Q3	
Auckland	239	21%	21%	67,120	35%
Hamilton & Waikato	94	8%	7%	9,899	5%
Bay of Plenty	38	3%	4%	3,747	2%
Rotorua	100	9%	4%	9,583	5%
Taupo	35	3%	3%	4,484	2%
Hawkes Bay	32	3%	3%	9,128	5%
Manawatu	65	6%	7%	12,159	6%
Wellington	149	13%	16%	43,818	23%
Marlborough	13	1%	2%	884	0%
Nelson	91	8%	6%	5,128	3%
Christchurch & Canterbury	126	11%	17%	6,837	4%
Dunedin	38	3%	4%	4,896	3%
Queenstown	96	9%	9%	14,809	8%
Total	1,123	100%	100%	192,496	100%

Figure 13: Market share of incentive activities



■ Number of incentives by event size

Table 13: Number of incentive activities by event size

Region	10-30	31-60	61+
Auckland	38	44	165
Hamilton & Waikato	32	28	32
Bay of Plenty	12	11	17
Rotorua	31	33	33
Taupo	11	13	10
Hawkes Bay	9	9	14
Manawatu	18	16	30
Wellington	32	30	89
Marlborough	7	<5	<5
Nelson	42	29	21
Christchurch & Canterbury	40	47	39
Dunedin	13	8	18
Queenstown	33	37	27
Total	317	304*	496*

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

Trade shows/exhibitions⁵

Trade shows/exhibitions account for 1 per cent of all events and 3 per cent of delegate days in the year ended September 2016.

■ Number of trade show/exhibitions and delegate days by duration

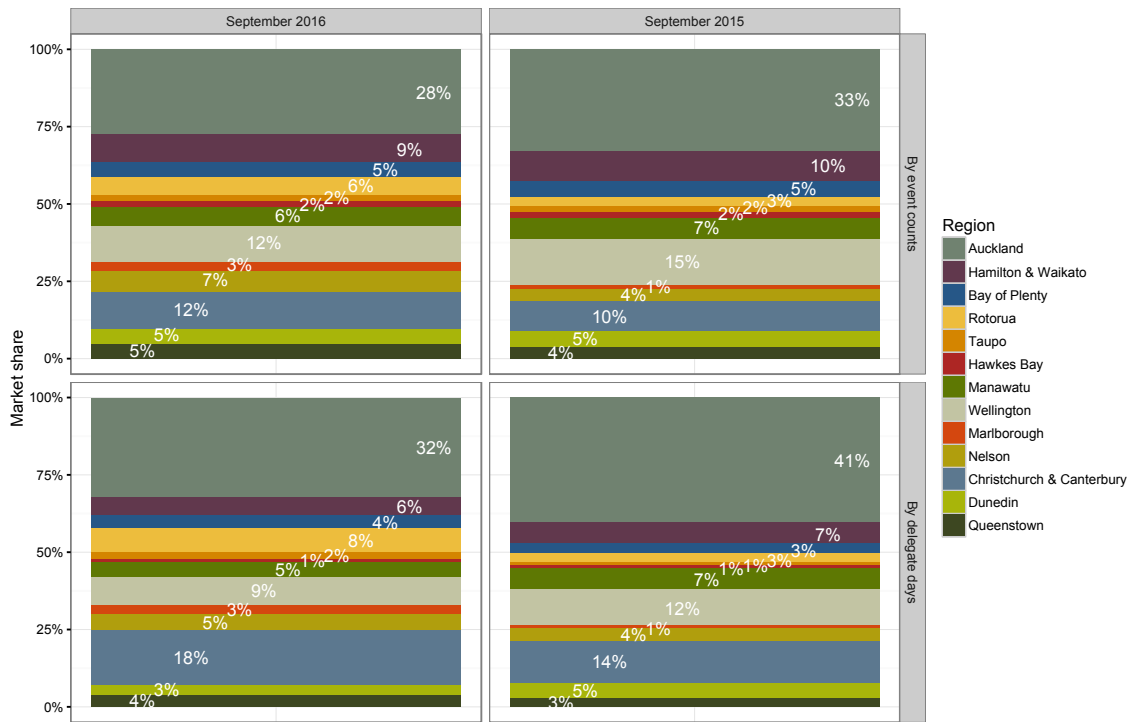
Table 14 shows that Auckland hosted the greatest proportion (28 per cent) of trade shows/exhibitions, generating 32 per cent of total trade shows/exhibition delegate days. Christchurch & Canterbury accounted for 12 per cent of trade shows/exhibitions, followed closely by Hamilton & Waikato with 9 per cent and Wellington with 12 per cent.

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

Region	Total Tradeshow/Exhibitions		Market share of events		Total Delegate days	Market share of by delegate days
	YE 2016 Q3	YE 2016 Q3	YE 2016 Q3	YE 2015 Q3	YE 2016 Q3	
Auckland	156	28%	33%		34,783	32%
Hamilton & Waikato	48	9%	10%		6,345	6%
Bay of Plenty	25	5%	5%		4,698	4%
Rotorua	30	6%	3%		8,100	8%
Taupo	13	2%	2%		2,498	2%
Hawkes Bay	9	2%	2%		880	1%
Manawatu	32	6%	7%		5,338	5%
Wellington	65	12%	15%		9,531	9%
Marlborough	14	3%	1%		3,704	3%
Nelson	39	7%	4%		5,400	5%
Christchurch & Canterbury	66	12%	10%		18,984	18%
Dunedin	26	5%	5%		3,152	3%
Queenstown	29	5%	4%		4,428	4%
Total	557	100%	100%		107,847	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 show/exhibition activities



■ Number of Trade shows/exhibitions by event size

Table 15: Number of trade show/exhibitions by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	20	30	32	42	32
Hamilton & Waikato	13	9	11	7	9
Bay of Plenty	<5	6	<5	5	7
Rotorua	10	7	5	<5	5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	<5	<5	<5	<5	<5
Manawatu	9	9	6	5	<5
Wellington	6	12	19	13	8
Marlborough	<5	<5	<5	<5	<5
Nelson	12	12	8	6	<5
Christchurch & Canterbury	14	23	7	14	8
Dunedin	6	6	5	7	<5
Queenstown	10	7	<5	8	<5
Total	100*	121*	94*	107*	70*

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

Special occasions

Special occasions account for 18 per cent of all events and 28 per cent of delegate days in the year ended September 2016.

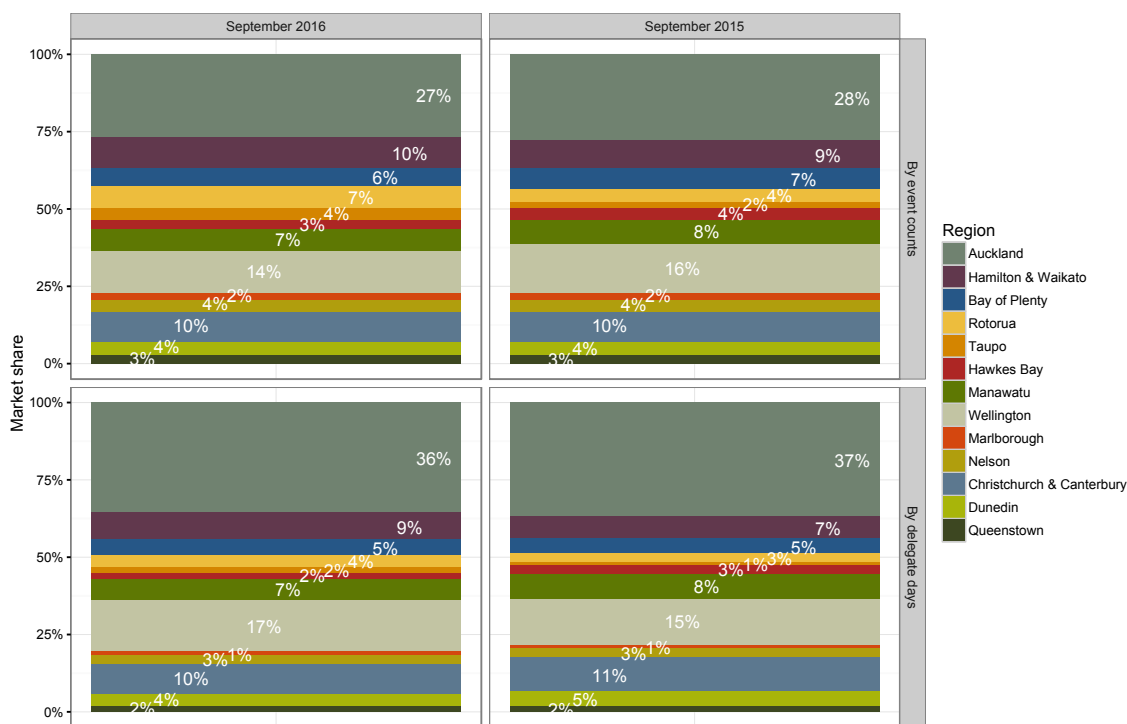
■ Number of special occasions and delegate days by duration

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 14 per cent of special occasions and 17 per cent of special occasions delegate days. Christchurch & Canterbury accounted for 10 per cent of special occasions events, while Hamilton & Waikato and Manawatu accounted for 10 and 7 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 2016 Q3	YE 2016 Q3	YE 2015 Q3	YE 2016 Q3	
Auckland	2,095	27%	28%	433,554	36%
Hamilton & Waikato	815	10%	9%	106,607	9%
Bay of Plenty	440	6%	7%	57,004	5%
Rotorua	533	7%	4%	45,439	4%
Taupo	325	4%	2%	19,380	2%
Hawkes Bay	231	3%	4%	24,183	2%
Manawatu	526	7%	8%	85,526	7%
Wellington	1,061	14%	16%	202,691	17%
Marlborough	146	2%	2%	10,343	1%
Nelson	301	4%	4%	30,343	3%
Christchurch & Canterbury	783	10%	10%	117,338	10%
Dunedin	306	4%	4%	48,906	4%
Queenstown	271	3%	3%	22,760	2%
Total	7,839	100%	100%	1,204,079	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	252	382	473	469	525
Hamilton & Waikato	158	194	171	182	114
Bay of Plenty	59	81	126	105	69
Rotorua	150	142	98	110	31
Taupo	154	93	47	26	<5
Hawkes Bay	30	52	76	57	19
Manawatu	85	125	114	116	90
Wellington	148	232	219	279	231
Marlborough	53	37	33	18	<5
Nelson	71	81	68	48	27
Christchurch & Canterbury	124	225	162	139	116
Dunedin	36	50	69	95	56
Queenstown	84	68	61	45	20
Total	1,404	1,763	1,717	1,691	1,297*

* 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 meeting/seminar, incentive activity, conference/convention, trade show/exhibition, 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 2016 report (not in 2015Q2)

This quarter four Manawatu venues have been removed, three were no longer eligible and the other had closed. This was offset by the addition of four venues that had become eligible, one in Auckland and three in Rotorua.

■ 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/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 2016 quarter, event activity was recorded or estimated for a total of 283 venues in the 13 regions. Of these, 136 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 131 and 142 venues each quarter.

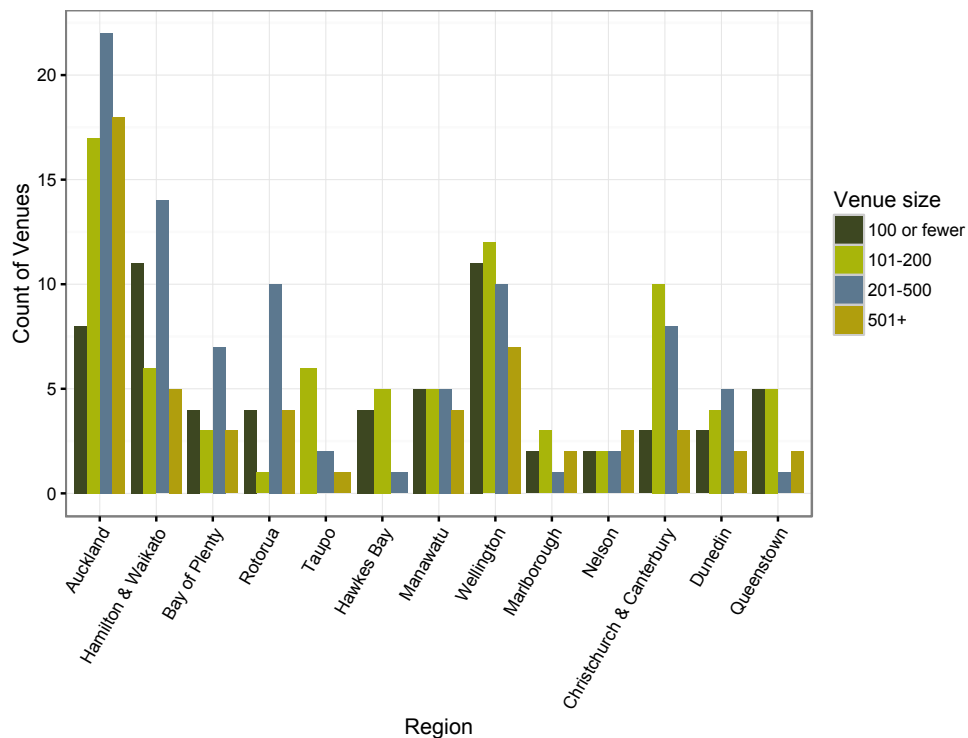
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 Q2 and 2016 Q3

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2016 Q2	2016 Q3	2016 Q2	2016 Q3
Auckland	37%	37%	64%	65%
Hamilton & Waikato	42%	44%	80%	81%
Bay of Plenty	29%	29%	55%	55%
Rotorua	63%	53%	82%	72%
Taupo	56%	56%	75%	75%
Hawkes Bay	20%	20%	20%	20%
Manawatu	26%	32%	40%	46%
Wellington	45%	45%	79%	81%
Marlborough	50%	50%	73%	84%
Nelson	56%	56%	59%	59%
Christchurch & Canterbury	96%	92%	96%	96%
Dunedin	86%	79%	96%	94%
Queenstown	69%	62%	79%	75%
Total	49%	48%	72%	73%

The distribution of the venues in September 2016 quarter by size is shown in Figure 16 below. 65 venues (23 per cent) are located in Auckland.

Figure 16: Number of venues by delegate capacity and region (September 2016 quarter)



Event definitions

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

Special Occasion activities: 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/event centres • Stadiums/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	1,050	2,112	4,815	6,031	14,492	1,361	1,982	4,296	7,015	15,515
Multi-day events	6	10	14	9	7	5	8	11	10	8
Single day events	15	32	48	39	30	17	29	43	44	35
Total delegates	724	1,606	3,644	4,778	11,524	947	1,627	3,370	5,688	12,507
One day conference delegate days	35	80	216	384	357	50	81	185	551	368
Multi-day conference delegate days	204	404	1,110	1,330	3,367	274	262	864	1,376	3,306

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.