



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

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

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# Convention Activity Survey Year to June 2016 report

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Prepared Aug 2016

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

## Ministry of Business, Innovation and Employment (MBIE)

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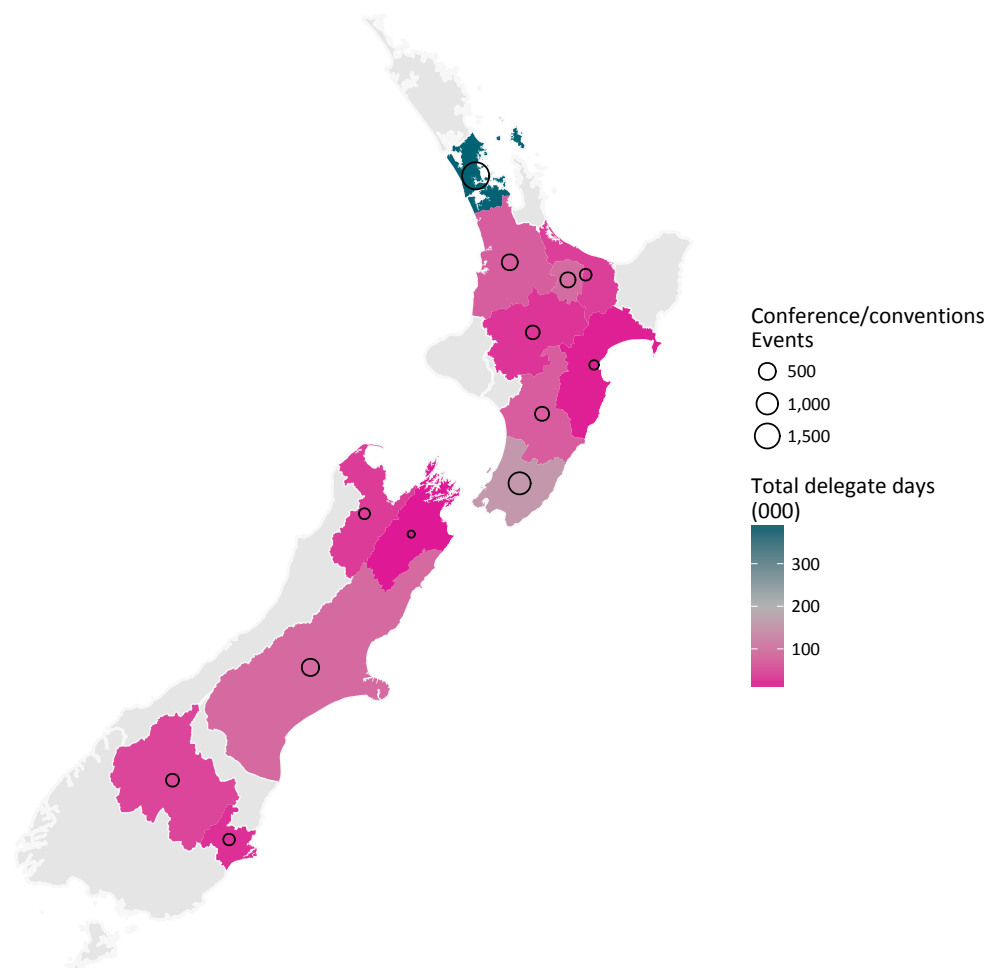
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# Highlights

A total of 527,000 delegates attended 5,500 conferences/conventions in the year ended the June 2016. This indicates less delegates attended the same number of events compared to the year ended June 2015, where 540,000 delegates attended 5,500 conferences. The number of delegate days for conferences and conventions was unchanged between the two years, at around 1.0 million days.

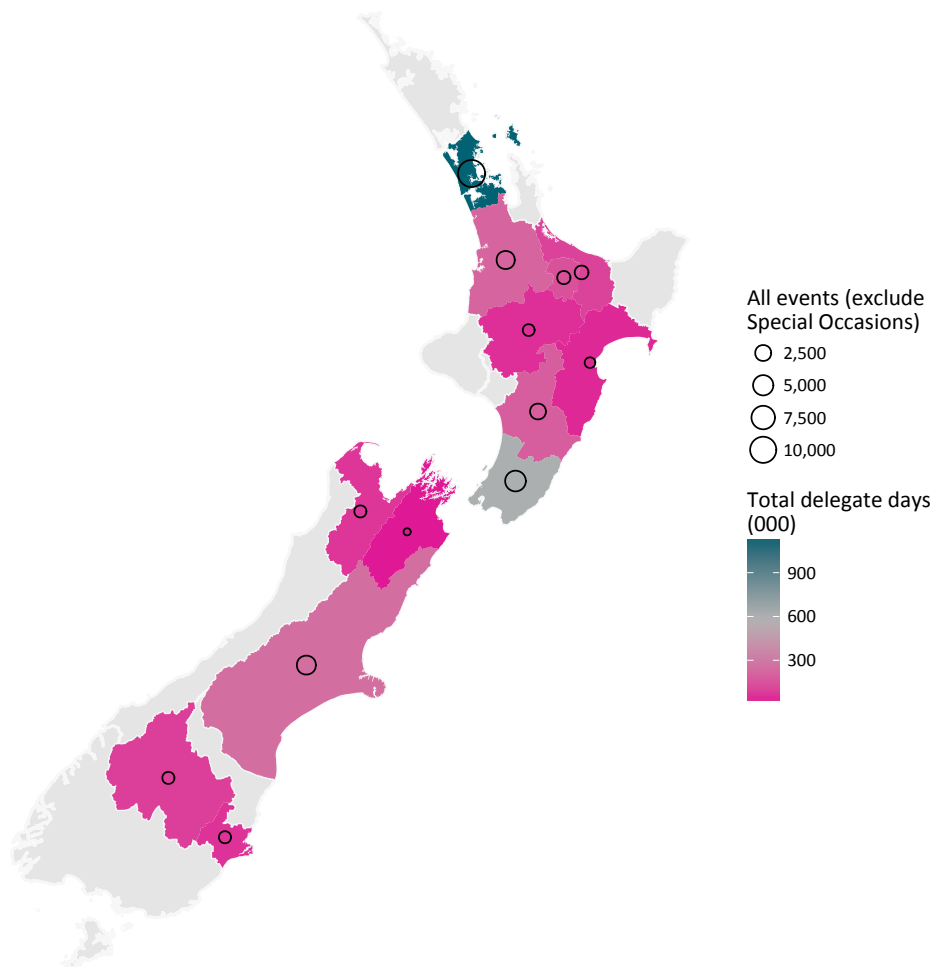
Around 31 per cent of multi day conferences/conventions and 37 per cent of single-day conferences/conventions were held in Auckland in the year ended June 2016.

Figure 1: Summary of conferences and conventions activities (year ended June 2016)



Over all events, excluding special occasions, 2.1 million delegates attended 34,900 events for around 3 million delegate days in the year ended June 2016. This was slightly up compared to the previous year, where there were 2.1 million delegates, 35,900 events and 2.8 million delegate days. A total of 31 per cent of all events (excluding special occasions) were held in Auckland in the year ended June 2016.

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



# Overview

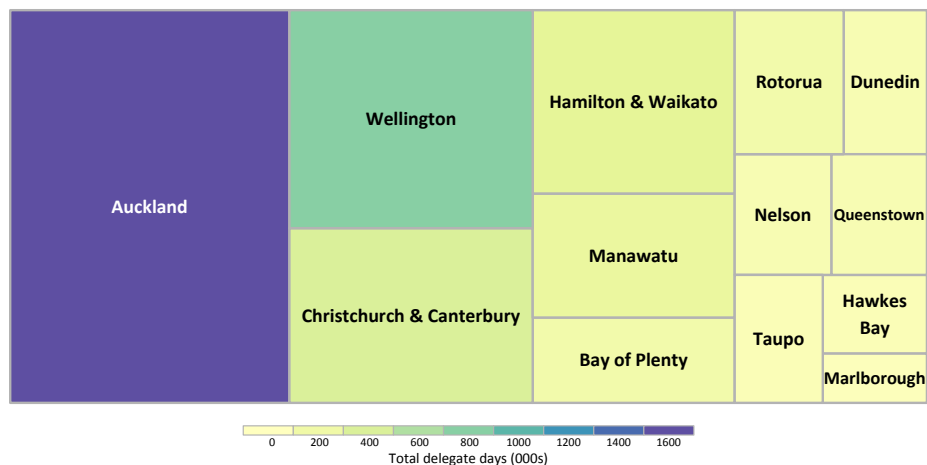
## All business events by region

An estimated 42,300 events occurred across 13 regions in the year ended June 2016. Table 1 shows 37 per cent of the delegate days for the year ended June 2016 were in Auckland.

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

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2015 Q2
Auckland	10,163	2,718	12,873	1,220,292	1,548,618	37%	1%
Hamilton & Waikato	3,793	602	4,353	263,647	315,345	8%	No change
Bay of Plenty	1,701	339	2,023	139,012	159,406	4%	-1%
Rotorua	1,418	415	1,842	114,917	181,000	4%	No change
Taupo	911	411	1,323	48,868	76,568	2%	No change
Hawkes Bay	863	135	962	61,380	69,449	2%	No change
Manawatu	2,527	473	2,934	234,740	273,303	7%	-1%
Wellington	4,709	1,255	6,226	571,078	786,172	19%	2%
Marlborough	511	85	602	31,896	40,453	1%	No change
Nelson	1,180	219	1,372	81,667	104,779	3%	No change
Christchurch & Canterbury	4,085	913	4,990	332,068	389,353	9%	No change
Dunedin	1,203	284	1,408	106,735	117,535	3%	-1%
Queenstown	955	517	1,351	69,853	118,631	3%	No change
<b>Total</b>	<b>34,023</b>	<b>8,372</b>	<b>42,266</b>	<b>3,276,158</b>	<b>4,180,618</b>		

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



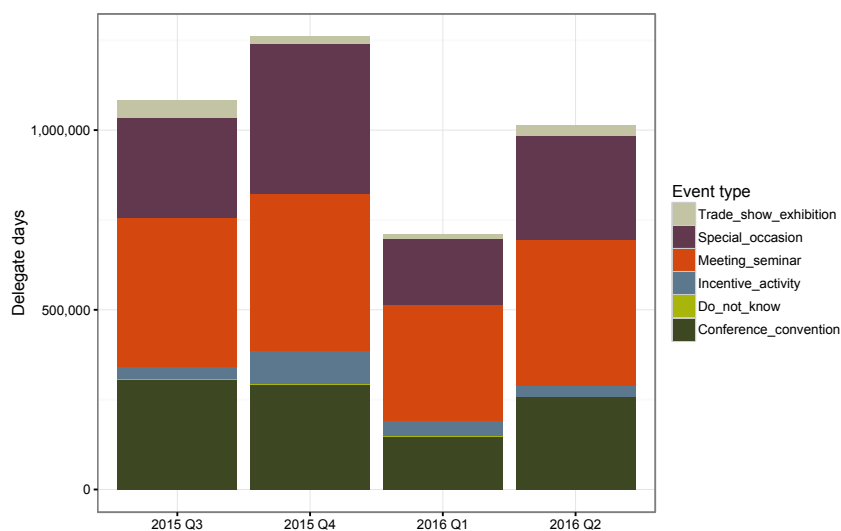
## Delegate days by event type

There were about 4.1 million delegate days in the year ended June 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. Over all event types combined, there was a trough in the March 2016 quarter.

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

	2015 Q3	2015 Q4	2016 Q1	2016 Q2	Total
Meeting/seminar	415,328	434,970	323,331	407,008	1,580,639
Incentive activity	32,153	94,519	44,470	29,528	200,672
Conference/Convention	304,147	292,500	147,025	257,932	1,001,605
Trade show/exhibition	48,419	21,194	12,185	30,383	112,182
Special occasion	279,785	416,747	181,563	287,544	1,165,640
Don't know	4,393	242	619	597	5,852
Total	1,084,227	1,260,175	709,196	1,012,995	4,066,594

Figure 4: National overview of delegate days by event type



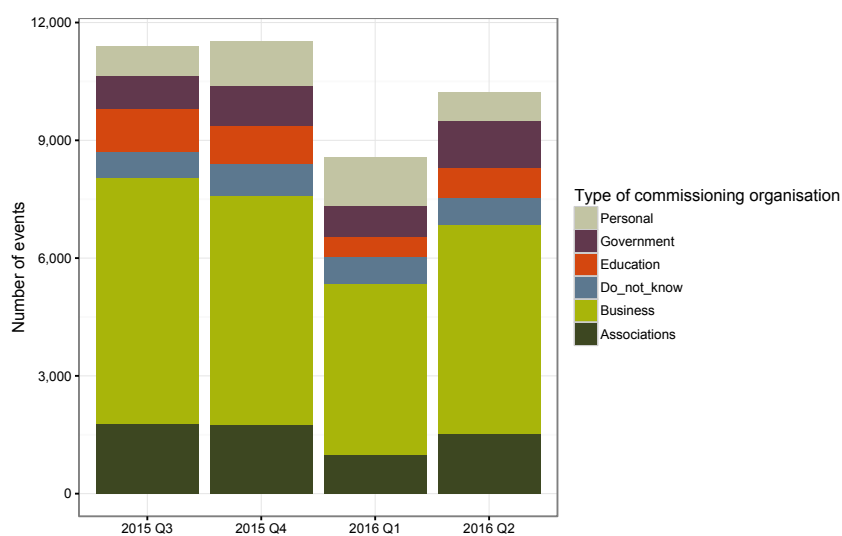
## Organisations commissioning business events

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

	2015 Q3	2015 Q4	2016 Q1	2016 Q2	Total
Associations	1,782	1,746	999	1,539	6,068
Business	6,248	5,830	4,346	5,302	21,728
Government	841	1,036	800	1,193	3,871
Education	1,089	960	515	770	3,335
Personal	758	1,134	1,230	718	3,841
Other/Don't know	687	827	679	687	2,881
Total	11,406	11,535	8,572	10,211	41,726

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





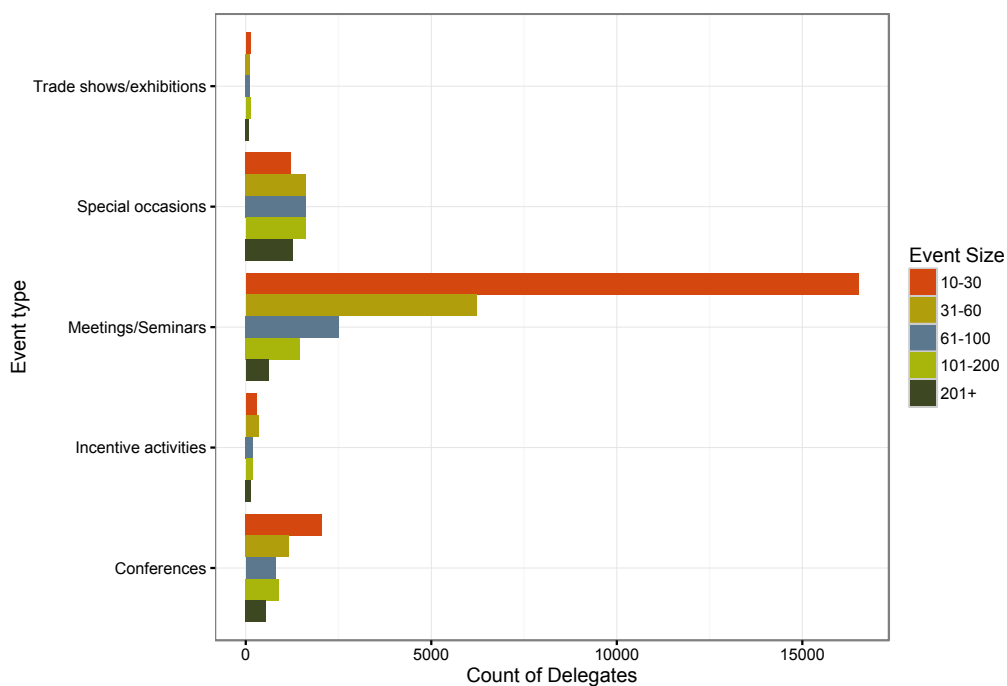
## Events by size

With the exception of special occasions and trade shows/exhibitions, small events with 60 or fewer delegates dominate business event activity in the year ended June 2016 (refer Figure 6). Small meetings/seminars formed the majority (83 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 38 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 2016)

	10-30	31-60	61-100	101-200	201+
Conferences	2,053	1,170	803	891	544
Incentive activities	293	347	196	185	139
Meetings/Seminars	16,507	6,221	2,517	1,461	607
Special occasions	1,218	1,617	1,626	1,608	1,277
Trade shows/exhibitions	129	113	112	121	86

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

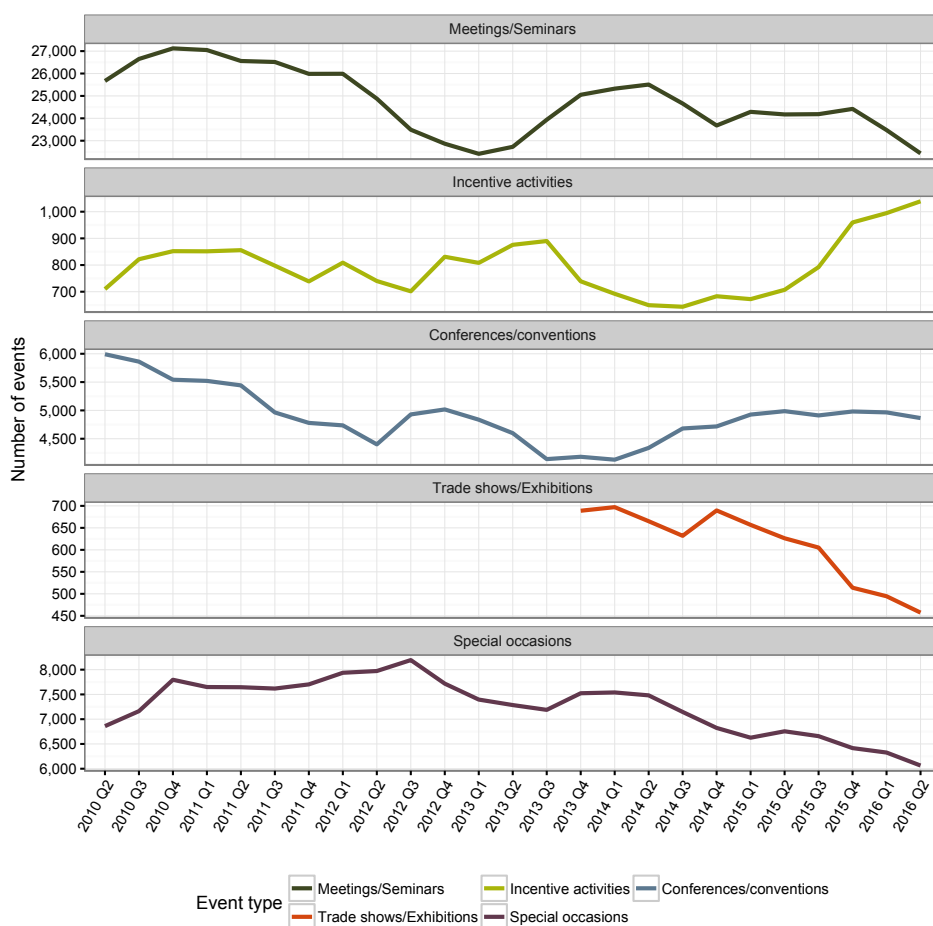


## Trends in the number of events<sup>1</sup>

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

As can be seen, the annual number of conferences/conventions and incentive activities in the year ended June 2016 is up –2 per cent and 47 per cent respectively, compared to the year ended June 2015. Special occasions were down 10 per cent and trade shows/exhibits were down 27 per cent when compared to June 2015.

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

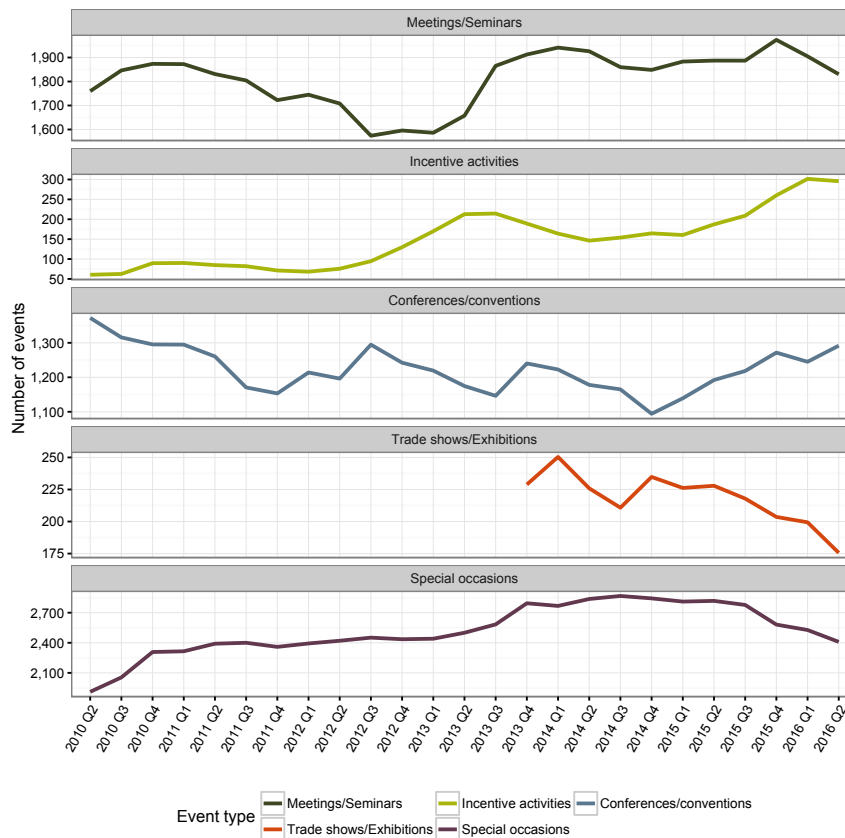


<sup>1</sup>Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011Q2), and Marlborough (joined the CAS in 2012 Q2).

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

There has been a strong growth in the number of large incentive events in New Zealand (up 48 per cent) compared to the year ended June 2015. The number of large convention events was slightly up this year (up 1 per cent). In contrast, the number of large meetings 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 >100 delegates from year ended June 2010 to year ended June 2016



<sup>2</sup>Note 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 June 2016. Further data and comparisons may be made using the excel pivot tables available from the MBIE website <sup>3</sup>.

### Conference and convention activity

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

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

Table 5 shows that 3,067 (56 per cent) of the conferences held in the year ended June 2016 were multi-day events, with 56 per cent of these multi-day conference events (1,709) being two days in duration.

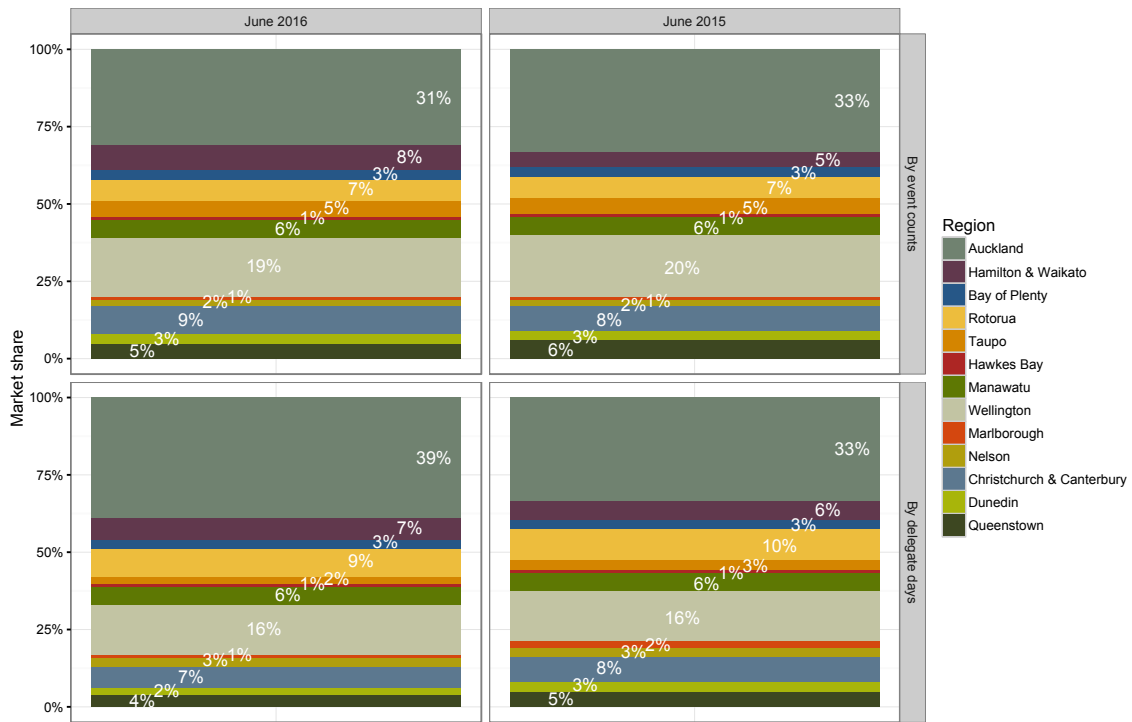
Auckland hosted the greatest proportion (31 per cent) of multi-day conferences, generating 39 per cent of the total multi-day conference delegate days. Wellington was second with 19 per cent of the multi-day conferences and 16 per cent of the multi-day conference delegate days.

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 Q2	YE 2015 Q2	Single day	Multi-day	
Auckland	896	561	387	31%	33%	87,088	318,942	39%
Hamilton & Waikato	165	130	106	8%	5%	12,145	54,066	7%
Bay of Plenty	70	39	50	3%	3%	7,717	22,983	3%
Rotorua	136	87	133	7%	7%	9,805	76,779	9%
Taupo	97	96	56	5%	5%	3,418	18,292	2%
Hawkes Bay	32	25	21	1%	1%	1,065	8,854	1%
Manawatu	108	97	73	6%	6%	11,089	52,132	6%
Wellington	503	357	218	19%	20%	38,360	129,321	16%
Marlborough	28	21	12	1%	1%	1,551	5,743	1%
Nelson	45	32	43	2%	2%	3,849	24,388	3%
Christchurch & Canterbury	244	162	115	9%	8%	19,269	61,793	7%
Dunedin	47	43	55	3%	3%	3,559	15,860	2%
Queenstown	52	60	90	5%	6%	3,271	34,842	4%
Total	2,423	1,709	1,358	100%	100%	202,186	823,996	100%

<sup>3</sup><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	585	400	280	328	229
Hamilton & Waikato	183	102	50	38	37
Bay of Plenty	37	37	28	36	22
Rotorua	110	68	66	66	39
Taupo	149	53	26	19	<5
Hawkes Bay	51	14	<5	11	<5
Manawatu	116	57	38	34	33
Wellington	417	233	143	175	100
Marlborough	32	6	7	10	<5
Nelson	47	17	17	26	15
Christchurch & Canterbury	226	107	72	72	40
Dunedin	38	28	32	36	11
Queenstown	62	48	44	41	13
Total	2,053	1,170	802*	892	538*

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

Region	201-500	500+
Auckland	186	43
Hamilton & Waikato	30	6
Wellington	88	12
Rest North Island	85	15
Christchurch & Canterbury	32	8
Rest South Island	38	<5
Total	459	84*

\* 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 258,886 multi-day conference delegates (about 38 per cent of all multi-day delegates) whose origin information was recorded in the year ended June 2016, 40 per cent were reported to be from the local region, with a further 54 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 2 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 June 2016)<sup>†</sup>

	Local	Regional	Australian	Other International	Total
Auckland	48,396	40,109	4,531	1,481	94,517
Hamilton & Waikato	8,127	8,004	195	475	16,801
Bay of Plenty	3,008	4,218	44	27	7,298
Rotorua	3,294	18,376	1,203	251	23,125
Taupo	1,250	5,238	72	85	6,645
Hawkes Bay	580	2,077	10	18	2,685
Manawatu	7,027	11,113	217	136	18,492
Wellington	15,934	24,896	603	184	41,617
Marlborough	1,265	739	97	94	2,195
Nelson	1,450	2,392	40	147	4,029
Christchurch & Canterbury	10,626	14,399	337	846	26,207
Dunedin	2,077	1,885	264	84	4,310
Queenstown	612	6,741	2,933	679	10,965
Total	103,647	140,187	10,545	4,507	258,886

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

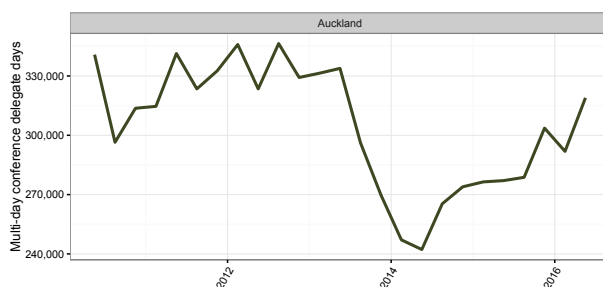
Another source of information on international conference delegates is Statistics New Zealand's international travel and migration data. For the year ended June 2016, Statistics New Zealand reported that 63,872 international visitors stated that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day)<sup>4</sup>. Of these, 38,688 (61 per cent) were Australian. For the year ended June 2015, 58,464 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 38,288 (65 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

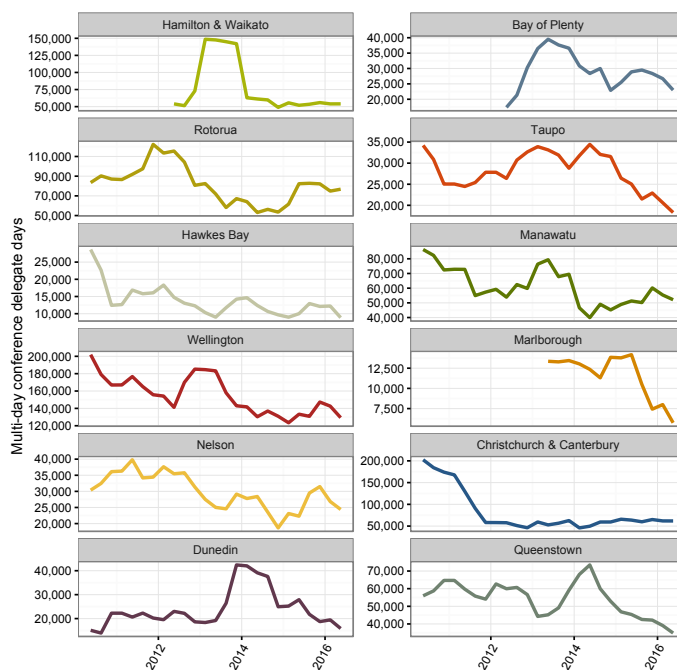
Figure 10 shows that delegate days for the year ended June 2016 are up 8 per cent compared to the previous year. The number of reported delegate days in Auckland has increased in the June quarter compared to the the March quater.

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



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

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



## Meeting and seminar activities

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

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

Table 9 shows that 4,771 (18 per cent) of the meetings/seminars held in the year ended June 2016 were multi-day events.

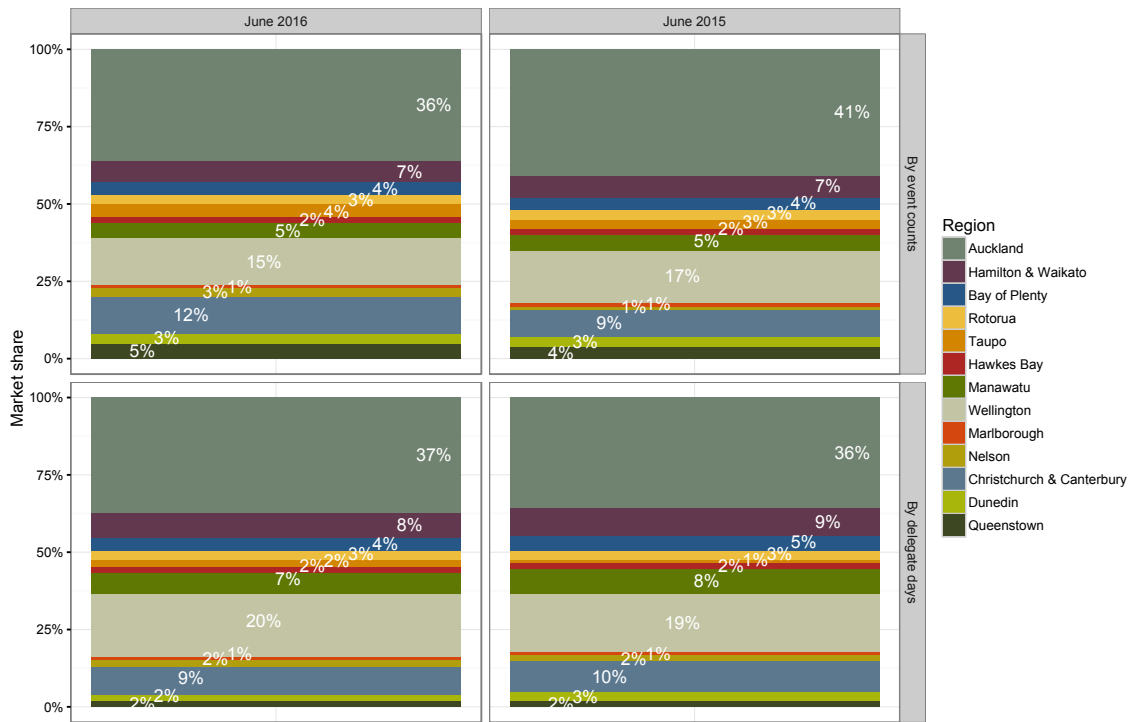
Auckland hosted the greatest proportion (36 per cent) of multi-day meetings/seminars, generating 37 per cent of the total multi-day meetings/seminars delegate days. Wellington was second with 15 per cent of the multi-day meetings/seminars and 20 per cent of the multi-day meetings/seminars delegate days.

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 Q2	YE 2015 Q2	YE 2016 Q2	
Auckland	6,882	1,718	36%	41%	587,481	37%
Hamilton & Waikato	2,754	331	7%	7%	126,816	8%
Bay of Plenty	1,114	192	4%	4%	63,193	4%
Rotorua	757	161	3%	3%	41,459	3%
Taupo	529	184	4%	3%	27,971	2%
Hawkes Bay	569	87	2%	2%	26,929	2%
Manawatu	1,763	248	5%	5%	105,544	7%
Wellington	2,956	710	15%	17%	318,955	20%
Marlborough	314	43	1%	1%	18,763	1%
Nelson	716	127	3%	1%	38,865	2%
Christchurch & Canterbury	2,819	562	12%	9%	148,588	9%
Dunedin	733	149	3%	3%	39,297	2%
Queenstown	499	251	5%	4%	36,773	2%
Total	22,410	4,770	100%	100%	1,580,639	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	4,711	2,103	924	616	311
Hamilton & Waikato	2,018	682	260	106	24
Bay of Plenty	774	325	127	67	20
Rotorua	598	213	70	38	6
Taupo	548	116	31	13	<5
Hawkes Bay	464	122	44	27	6
Manawatu	1,221	471	194	91	57
Wellington	2,170	751	373	291	100
Marlborough	232	81	23	15	5
Nelson	516	231	58	20	16
Christchurch & Canterbury	2,153	779	289	128	36
Dunedin	565	194	78	33	16
Queenstown	537	153	45	15	5
Total	16,507	6,222	2,518	1,462	603*

\* 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	257	54
Hamilton & Waikato	24	<5
Wellington	56	44
Rest North Island	83	16
Christchurch & Canterbury	30	6
Rest South Island	35	<5
Total	483	120*

## Incentive activities

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

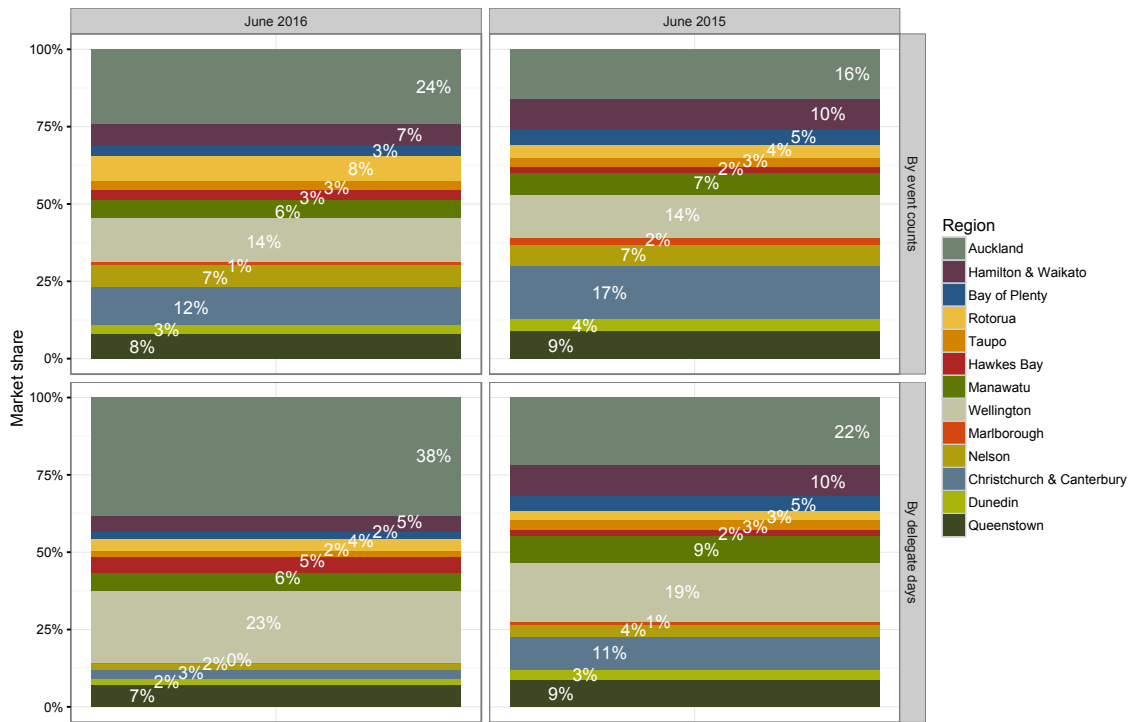
### ■ Number of incentives and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (24 per cent) of incentive activities, generating 38 per cent of the 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 Q2	YE 2015 Q2		
Auckland	284	24%	16%	75,601	38%
Hamilton & Waikato	80	7%	10%	9,204	5%
Bay of Plenty	38	3%	5%	3,999	2%
Rotorua	99	8%	4%	7,629	4%
Taupo	39	3%	3%	4,617	2%
Hawkes Bay	39	3%	2%	9,869	5%
Manawatu	65	6%	7%	12,080	6%
Wellington	163	14%	14%	46,556	23%
Marlborough	14	1%	2%	831	0%
Nelson	84	7%	7%	4,765	2%
Christchurch & Canterbury	138	12%	17%	7,011	3%
Dunedin	31	3%	4%	3,775	2%
Queenstown	93	8%	9%	14,729	7%
Total	1,171	100%	100%	200,672	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	32	57	195
Hamilton & Waikato	24	23	31
Bay of Plenty	10	13	17
Rotorua	26	41	30
Taupo	12	14	12
Hawkes Bay	9	14	16
Manawatu	17	19	29
Wellington	25	33	99
Marlborough	7	6	<5
Nelson	37	29	19
Christchurch & Canterbury	49	55	35
Dunedin	11	8	12
Queenstown	33	37	25
Total	294	348	521*

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

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

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

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

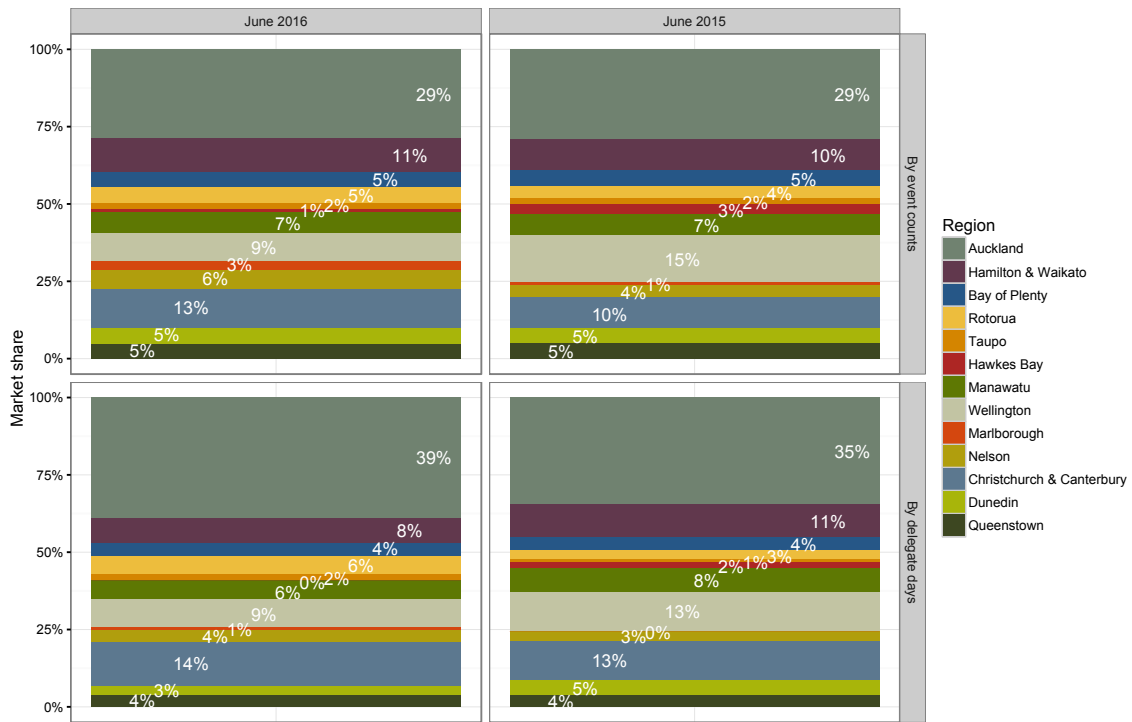
Table 14 shows that Auckland hosted the greatest proportion (29 per cent) of trade shows/exhibitions, generating 39 per cent of the total trade shows/exhibition delegate days. Christchurch & Canterbury accounted for 13 per cent of the trade shows/exhibitions, followed closely by Hamilton & Waikato with 11 per cent and Wellington with 9 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 Q2	YE 2016 Q2	YE 2016 Q2	YE 2015 Q2	YE 2016 Q2	
Auckland	162	29%	29%		43,815	39%
Hamilton & Waikato	58	11%	10%		8,645	8%
Bay of Plenty	27	5%	5%		4,829	4%
Rotorua	28	5%	4%		7,162	6%
Taupo	10	2%	2%		2,470	2%
Hawkes Bay	7	1%	3%		426	0%
Manawatu	38	7%	7%		6,684	6%
Wellington	48	9%	15%		9,670	9%
Marlborough	13	3%	1%		949	1%
Nelson	35	6%	4%		4,105	4%
Christchurch & Canterbury	70	13%	10%		15,814	14%
Dunedin	26	5%	5%		3,169	3%
Queenstown	29	5%	5%		4,438	4%
Total	557	100%	100%		112,182	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 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	27	27	30	48	37
Hamilton & Waikato	17	8	14	8	11
Bay of Plenty	6	6	5	<5	7
Rotorua	11	<5	6	<5	5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	<5	<5	<5	<5	<5
Manawatu	12	10	7	5	5
Wellington	8	6	13	14	5
Marlborough	7	<5	<5	<5	<5
Nelson	11	13	5	<5	<5
Christchurch & Canterbury	11	18	17	15	9
Dunedin	<5	8	7	6	<5
Queenstown	12	<5	<5	10	<5
Total	121*	96*	103*	107*	80*

\* 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 29 per cent of the delegate days in the year ended June 2016.

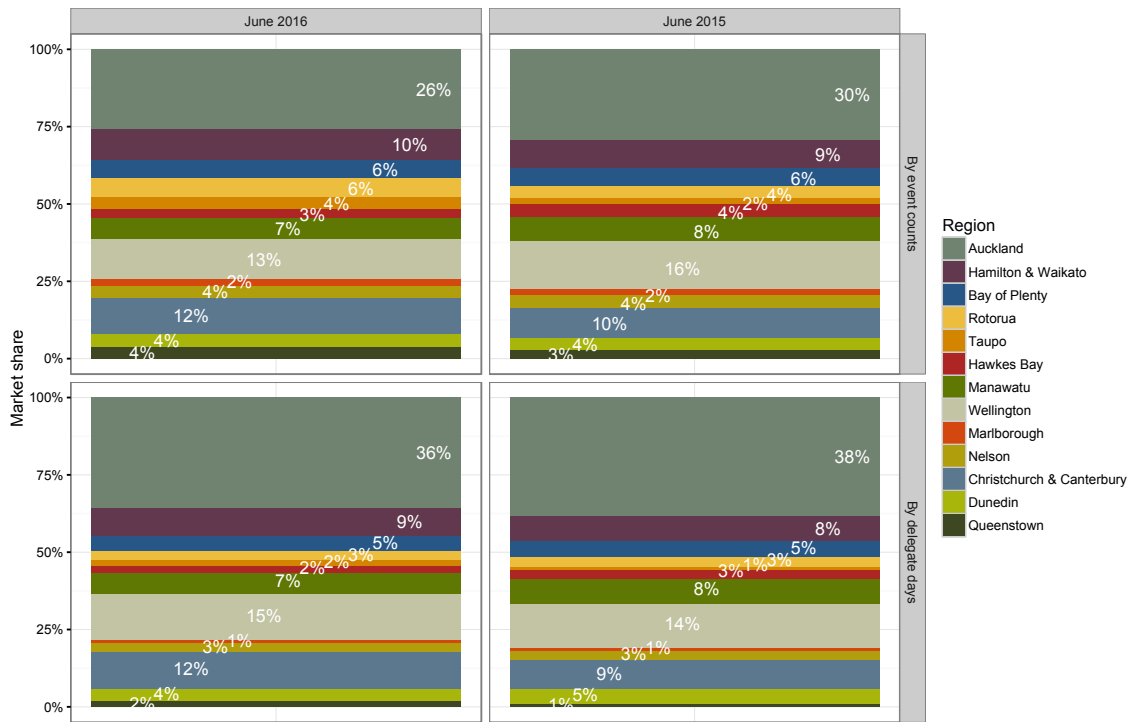
### ■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (26 per cent) of special occasions, generating 36 per cent of the special occasions delegate days. Wellington was second with 13 per cent of the special occasions and 15 per cent of the special occasions delegate days. Christchurch & Canterbury accounted for 12 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 Q2	YE 2016 Q2	YE 2015 Q2	YE 2016 Q2	
Auckland	1,914	26%	30%	414,928	36%
Hamilton & Waikato	745	10%	9%	103,407	9%
Bay of Plenty	442	6%	6%	55,237	5%
Rotorua	438	6%	4%	36,821	3%
Taupo	304	4%	2%	18,739	2%
Hawkes Bay	198	3%	4%	21,473	2%
Manawatu	513	7%	8%	82,042	7%
Wellington	937	13%	16%	176,735	15%
Marlborough	152	2%	2%	13,509	1%
Nelson	291	4%	4%	29,771	3%
Christchurch & Canterbury	869	12%	10%	138,159	12%
Dunedin	323	4%	4%	50,787	4%
Queenstown	272	4%	3%	24,027	2%
Total	7,404	100%	100%	1,165,640	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	196	323	425	436	503
Hamilton & Waikato	145	181	154	160	117
Bay of Plenty	58	79	127	98	71
Rotorua	122	130	78	82	26
Taupo	140	84	46	29	<5
Hawkes Bay	25	40	60	45	23
Manawatu	66	112	105	113	101
Wellington	117	185	229	252	172
Marlborough	51	40	33	21	10
Nelson	65	74	72	49	25
Christchurch & Canterbury	123	246	177	159	151
Dunedin	36	48	68	114	54
Queenstown	74	76	54	50	22
Total	1,218	1,617	1,626	1,608	1,274*

\* 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 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 March 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 June 2016 quarter, event activity was recorded or estimated for a total of 283 venues in the 13 regions. Of these, 139 venues with 72 per cent of the 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.

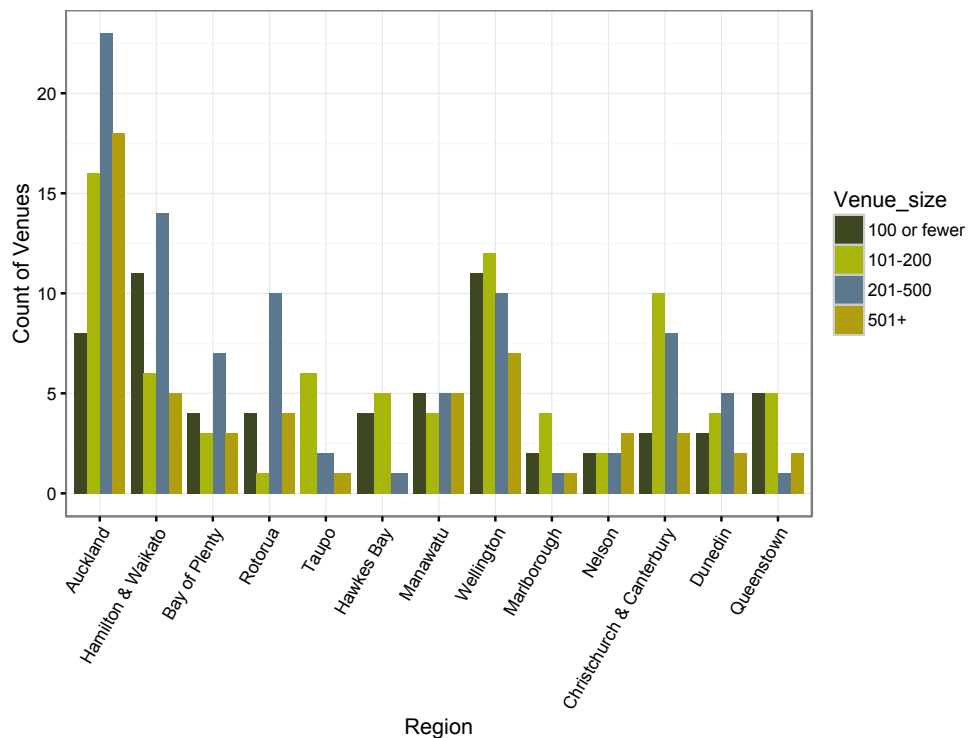
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 Q1 and 2016 Q2

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2016 Q1	2016 Q2	2016 Q1	2016 Q2
Auckland	38%	37%	68%	64%
Hamilton & Waikato	50%	42%	82%	80%
Bay of Plenty	29%	29%	55%	55%
Rotorua	58%	63%	79%	82%
Taupo	56%	56%	75%	75%
Hawkes Bay	27%	20%	38%	20%
Manawatu	32%	26%	42%	40%
Wellington	45%	45%	79%	79%
Marlborough	50%	50%	73%	73%
Nelson	56%	56%	59%	59%
Christchurch & Canterbury	92%	96%	93%	96%
Dunedin	79%	86%	93%	96%
Queenstown	62%	69%	76%	79%
Total	50%	49%	73%	72%

The distribution of the venues in June 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 (June 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

<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>
	• Auckland, Wellington
	• Bay of Plenty, Hamilton & Waikato, Hawkes Bay, Manawatu
	• Christchurch & Canterbury, Nelson
	• Dunedin, Queenstown
• Rotorua, Taupo	
<b>Venue type</b>	• 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	1,032	2,104	4,834	6,020	14,493	1,286	1,953	4,297	7,054	15,516
Multi-day events	6	10	14	9	7	5	8	11	10	8
Single day events	15	32	48	39	30	16	29	43	45	35
Total delegates	708	1,592	3,656	4,774	11,501	882	1,594	3,371	5,711	12,494
One day conference delegate days	35	79	215	369	356	51	79	184	534	369
Multi-day conference delegate days	197	412	1,111	1,310	3,344	245	264	860	1,361	3,314

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.