



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

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



Convention Activity Survey Year to March 2016 report

Prepared May 2016



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

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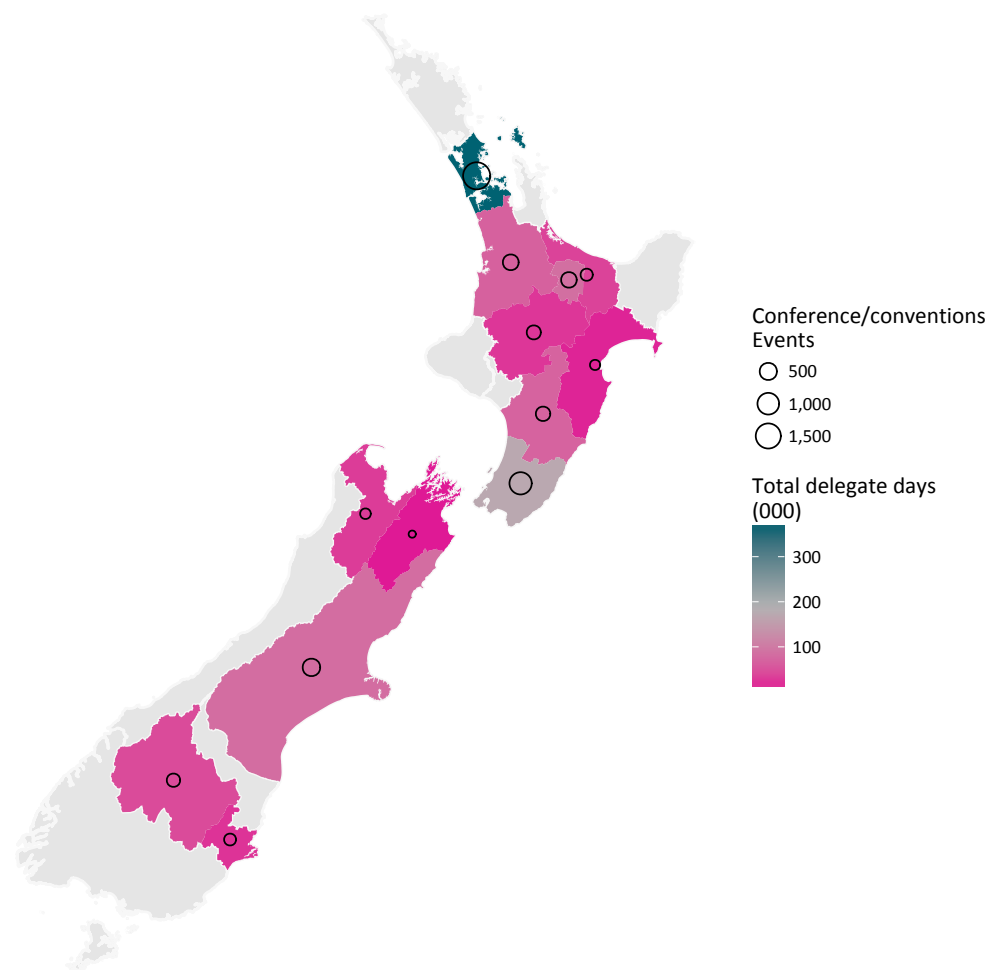
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Highlights

A total of 539,000 delegates attended 5,600 conferences/conventions in the year ended the March 2016. This indicates more delegates attended a greater number of events compared to the year ended March 2015, where 521,000 delegates attended 5,400 conferences. The number of delegate days for conferences and conventions was unchanged between the two years, at around 1.0 million days.

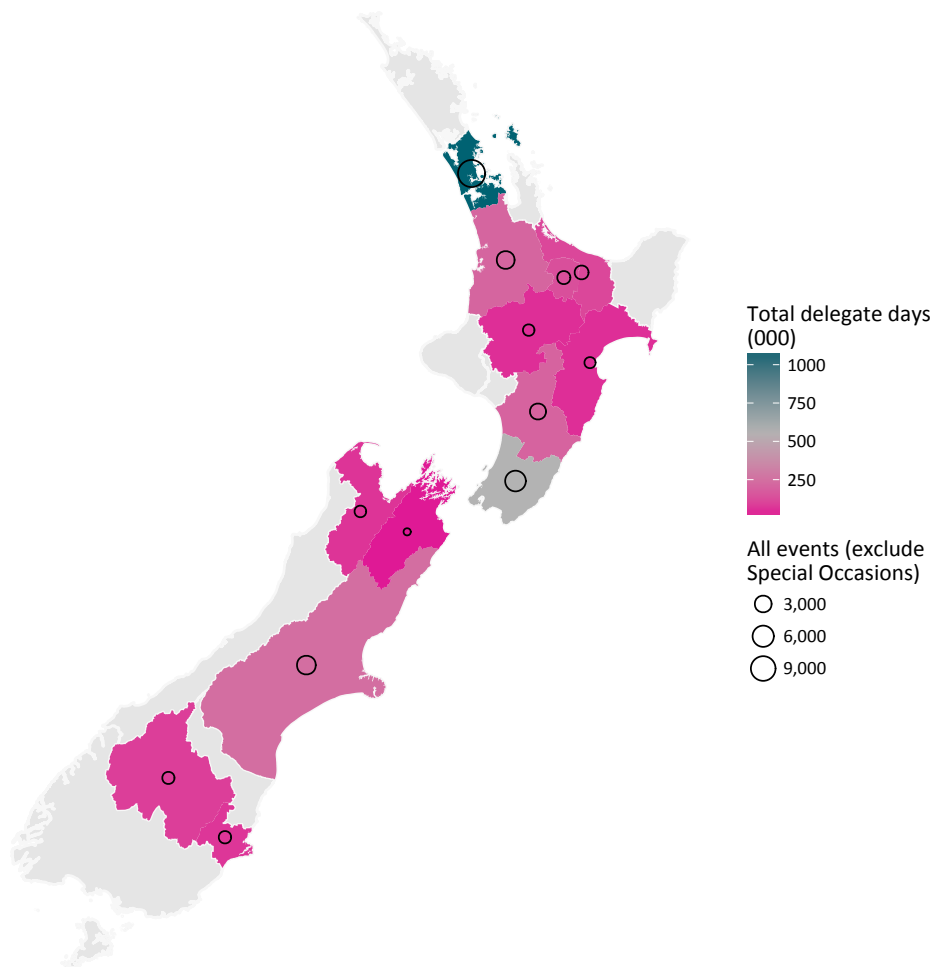
Around 30 per cent of multi day conferences/conventions and 36 per cent of single-day conferences/conventions were held in Auckland in the year ended March 2016.

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



Over all events, excluding special occasions, 2.2 million delegates attended 36,300 events for around 3 million delegate days in the year ended March 2016. This was slightly up compared to the previous year, where there were 2.1 million delegates, 35,800 events and 2.9 million delegate days. A total of 32 per cent of all events (excluding special occasions) were held in Auckland in the year ended March 2016.

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



Overview

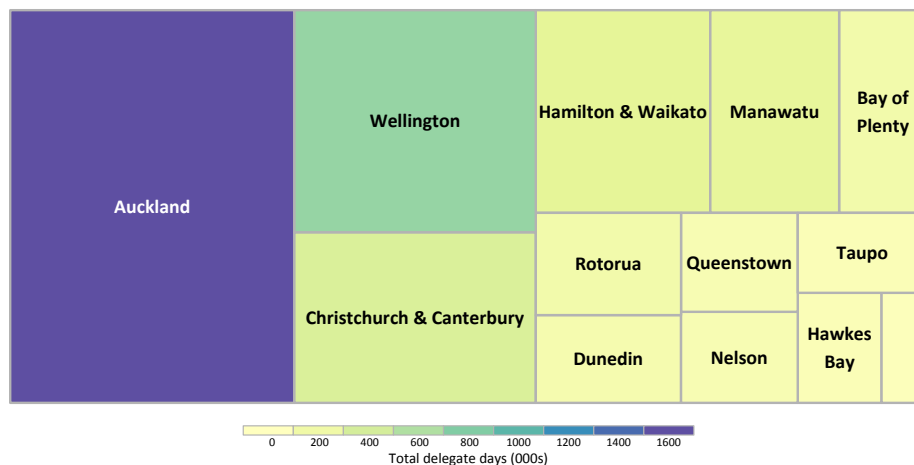
All business events by region

An estimated 44,000 events occurred across 13 regions in the year ended March 2016. Table 1 shows 37 per cent of the delegate days for the year ended March 2016 were in Auckland.

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

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2015 Q1
Auckland	10,639	2,935	13,634	1,258,110	1,537,300	37%	2%
Hamilton & Waikato	3,734	599	4,321	266,973	315,561	8%	-1%
Bay of Plenty	1,832	354	2,174	151,833	176,852	4%	No change
Rotorua	1,379	427	1,814	114,977	176,450	4%	No change
Taupo	863	398	1,262	47,275	75,735	2%	No change
Hawkes Bay	997	145	1,126	72,212	84,599	2%	No change
Manawatu	2,753	481	3,190	250,796	290,881	7%	-1%
Wellington	4,905	1,345	6,550	586,963	736,271	18%	1%
Marlborough	529	80	610	33,552	43,308	1%	No change
Nelson	1,102	195	1,298	81,232	103,060	2%	-1%
Christchurch & Canterbury	4,113	924	5,032	334,229	380,904	9%	No change
Dunedin	1,316	304	1,557	108,461	124,008	3%	No change
Queenstown	1,006	501	1,411	67,739	115,870	3%	No change
Total	35,173	8,693	43,985	3,374,358	4,160,807		

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



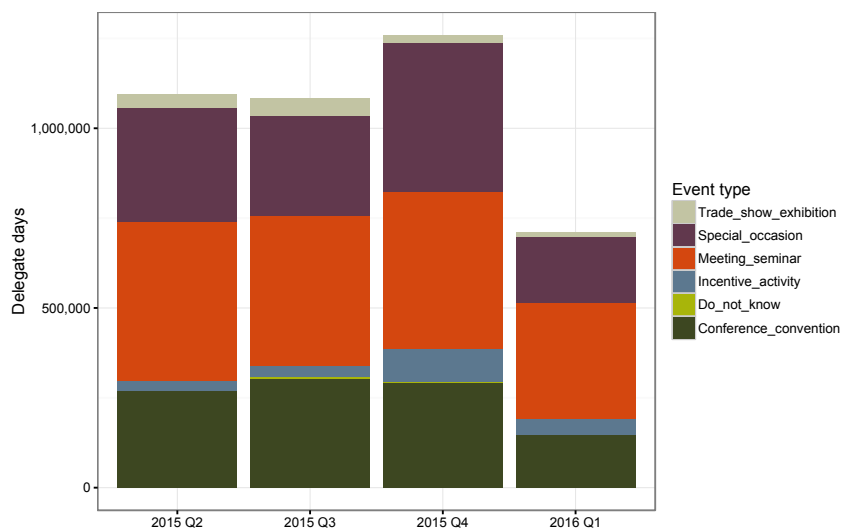
Delegate days by event type

There were about 4.1 million delegate days in the year ended March 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 decrease in the March 2016 quarter compared with December 2015 quarter—but there are typically fewer events occurring in March quarters.

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

	2015 Q2	2015 Q3	2015 Q4	2016 Q1	Total
Meeting/seminar	439,734	415,328	434,970	323,331	1,613,365
Incentive activity	29,449	32,153	94,519	44,470	200,593
Conference/Convention	268,085	304,147	292,500	147,025	1,011,758
Trade show/exhibition	36,986	48,419	21,194	12,185	118,785
Special occasion	317,083	279,785	416,747	181,563	1,195,179
Don't know	1,961	4,393	242	619	7,216
Total	1,093,300	1,084,227	1,260,175	709,196	4,146,899

Figure 4: National overview of delegate days by event type



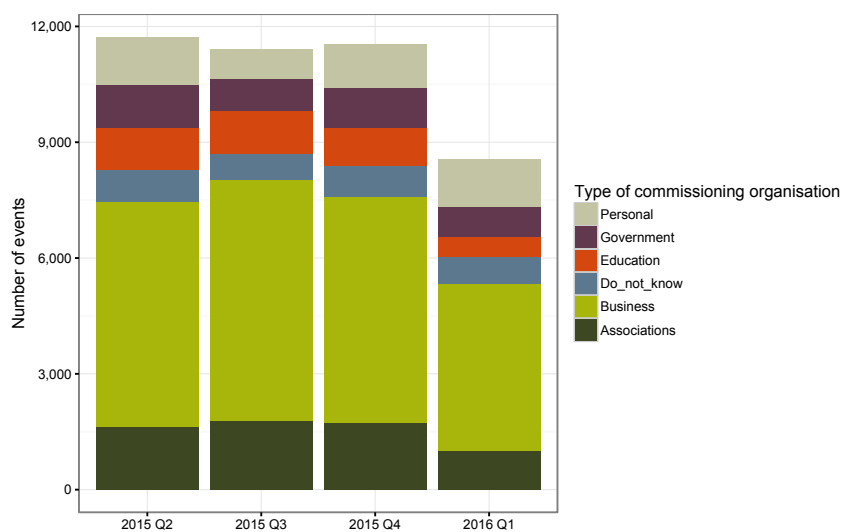
Organisations commissioning business events

Table 3 shows that most events in the year ended March 2016 were commissioned by businesses, with associations and personal entities coming a distant second and third.

Table 3: Events by type of organisation commissioning for each quarter during the year to March 2016

	2015 Q2	2015 Q3	2015 Q4	2016 Q1	Total
Associations	1,636	1,782	1,746	999	6,165
Business	5,821	6,248	5,830	4,346	22,247
Government	1,117	841	1,036	800	3,794
Education	1,090	1,089	960	515	3,656
Personal	1,240	758	1,134	1,230	4,363
Other/Don't know	825	687	827	679	3,019
Total	11,732	11,406	11,535	8,572	43,246

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



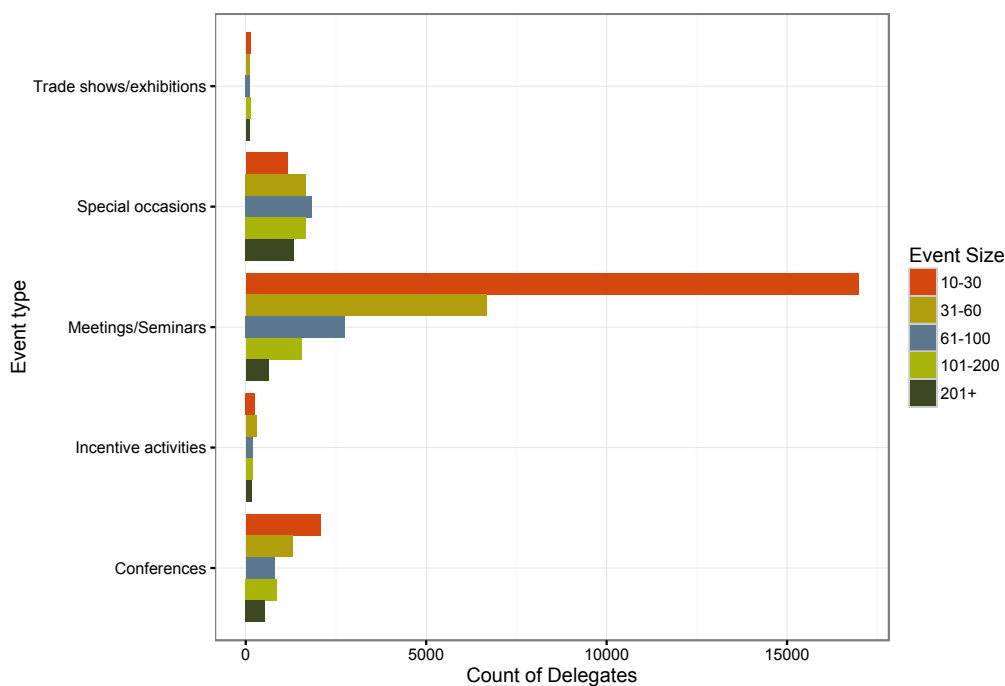
Events by size

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 March 2016 (refer Figure 6). Small meetings/seminars formed the majority (83 per cent) of all meeting/seminar events, with 59 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 37 per cent having 10-30 delegates and a further 23 per cent having 31-60 delegates.

Table 4: Number of events by event type and event size (year ended March 2016)

	10-30	31-60	61-100	101-200	201+
Conferences	2,076	1,296	791	870	527
Incentive activities	251	299	187	179	154
Meetings/Seminars	16,973	6,663	2,755	1,537	627
Special occasions	1,154	1,667	1,834	1,664	1,337
Trade shows/exhibitions	131	107	112	129	110

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

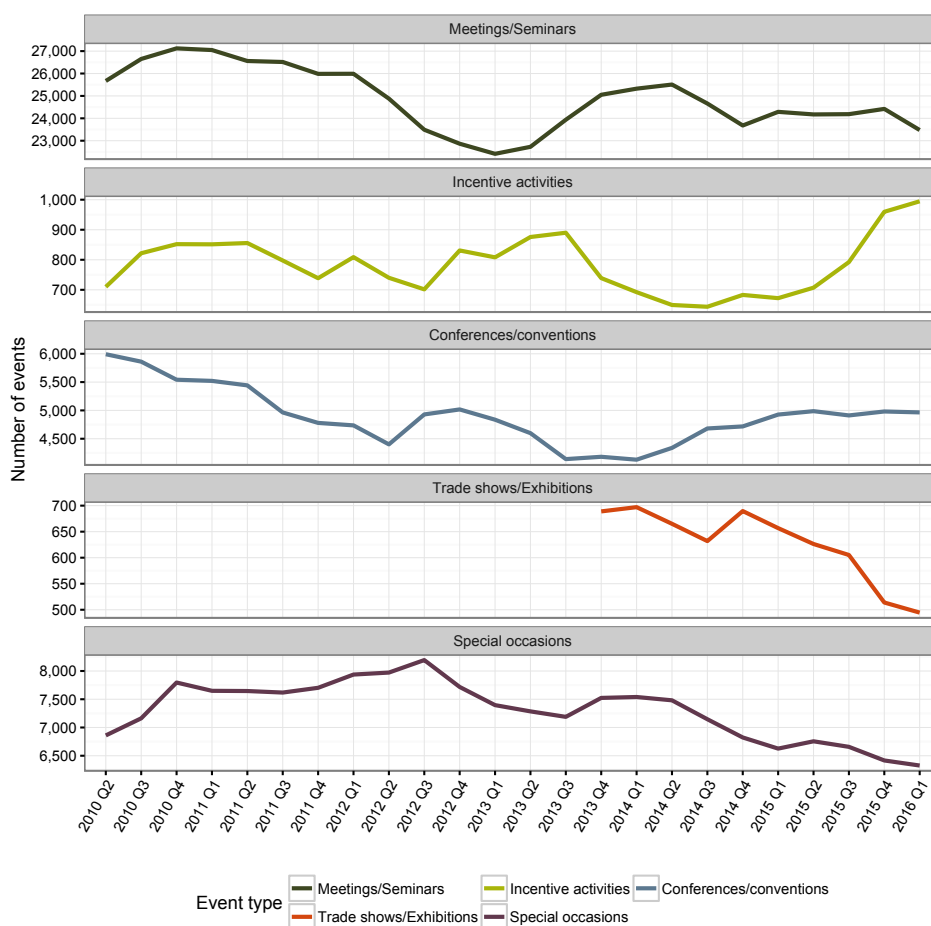


Trends in the number of events¹

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 March 2016.

As can be seen, the annual number of conferences/conventions and incentive activities in the year ended March 2016 is up 1 per cent and 48 per cent respectively, compared to the year ended March 2015. Special occasions were down 5 per cent and trade shows/exhibits were down 25 per cent when compared to March 2015.

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

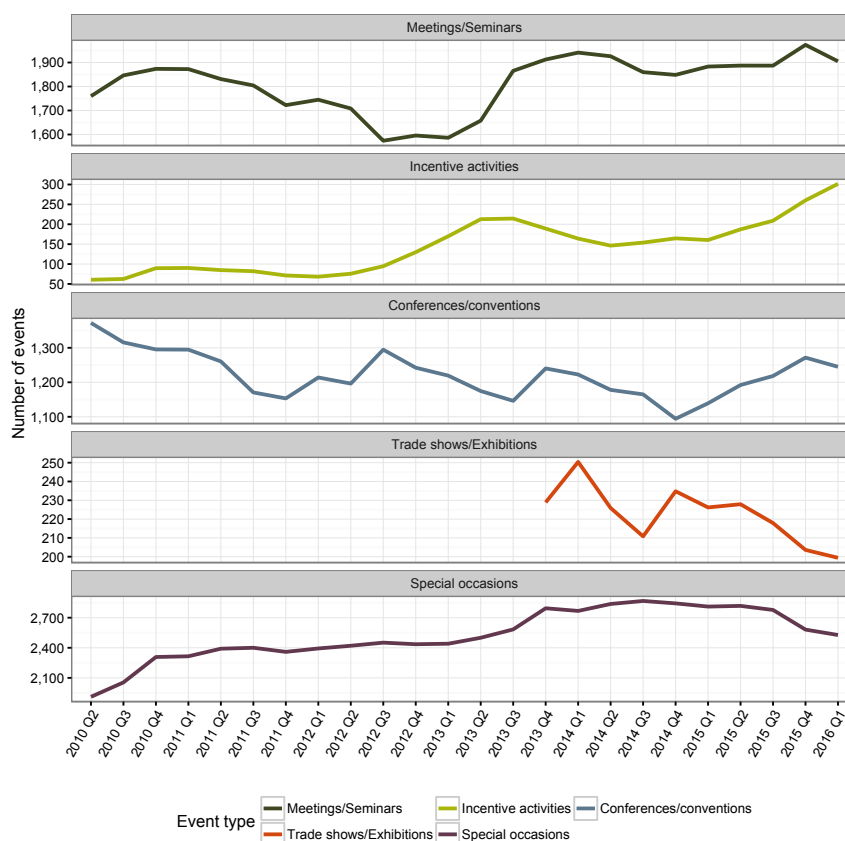


¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011Q2), and Marlborough (joined the CAS in 2012 Q2).

Trends in larger events (>100 delegates)²

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 March 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 March 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 March 2016. Further data and comparisons may be made using the excel pivot tables available from the MBIE website ³.

Conference and convention activity

Conferences/conventions account for 13 per cent of all events and 24 per cent of the delegate days in the year ended March 2016.

■ Number of conferences/conventions and delegate days by duration

Table 5 shows that 3,150 (56 per cent) of the conferences held in the year ended March 2016 were multi-day events, with 53 per cent of these multi-day conference events (1,684) being two days in duration.

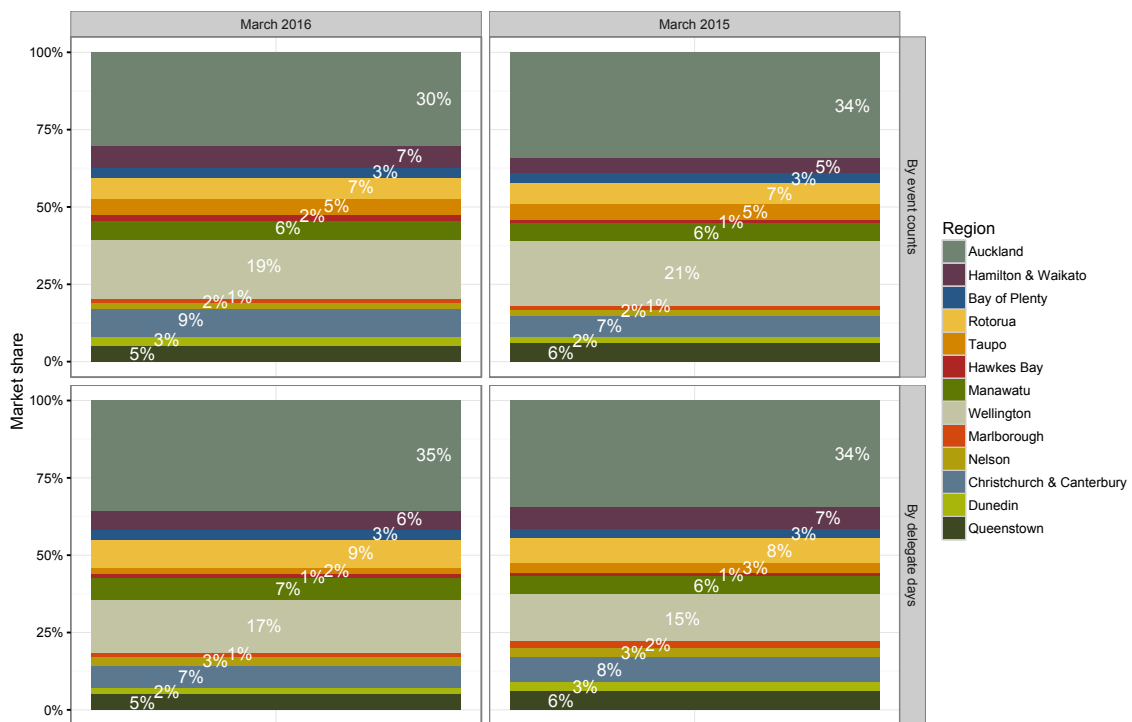
Auckland hosted the greatest proportion (30 per cent) of multi-day conferences, generating 35 per cent of the total multi-day conference delegate days. Wellington was second with 19 per cent of the multi-day conferences and 17 per cent of the multi-day conference delegate days.

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 Q1	YE 2015 Q1	Single day	Multi-day	
Auckland	882	525	411	30%	34%	82,659	291,862	35%
Hamilton & Waikato	160	131	95	7%	5%	12,581	54,016	6%
Bay of Plenty	76	46	52	3%	3%	8,025	26,695	3%
Rotorua	151	86	135	7%	7%	9,467	74,857	9%
Taupo	104	91	70	5%	5%	3,571	20,611	2%
Hawkes Bay	46	25	23	2%	1%	1,488	12,234	1%
Manawatu	120	101	79	6%	6%	11,528	55,349	7%
Wellington	500	351	248	19%	21%	36,493	142,584	17%
Marlborough	23	18	14	1%	1%	1,279	7,995	1%
Nelson	29	32	45	2%	2%	2,458	26,839	3%
Christchurch & Canterbury	254	176	113	9%	7%	19,304	61,881	7%
Dunedin	45	46	63	3%	2%	2,821	19,464	2%
Queenstown	53	54	118	5%	6%	2,834	39,085	5%
Total	2,444	1,684	1,465	100%	100%	194,507	833,472	100%

³<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	591	424	266	301	219
Hamilton & Waikato	170	96	48	36	37
Bay of Plenty	42	43	28	41	23
Rotorua	107	98	65	65	33
Taupo	146	68	28	23	<5
Hawkes Bay	56	17	<5	16	<5
Manawatu	121	64	33	43	40
Wellington	435	255	131	162	96
Marlborough	26	6	7	13	<5
Nelson	39	13	14	26	14
Christchurch & Canterbury	234	114	79	75	36
Dunedin	39	37	39	33	7
Queenstown	70	62	49	35	16
Total	2,076	1,297	787*	870	521*

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

Region	201-500	500+
Auckland	174	44
Hamilton & Waikato	29	8
Wellington	79	17
Rest North Island	83	20
Christchurch & Canterbury	28	8
Rest South Island	36	<5
Total	429	97*

* 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 262,346 multi-day conference delegates (about 38 per cent of all multi-day delegates) whose origin information was recorded in the year ended March 2016, 42 per cent were reported to be from the local region, with a further 52 per cent travelling to the conference from elsewhere in New Zealand. About 3 per cent of multi-day conference delegates were from Australia, and a further 3 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 March 2016)[†]

	Local	Regional	Australian	Other International	Total
Auckland	48,835	38,240	2,302	2,414	91,791
Hamilton & Waikato	7,918	7,871	189	1,009	16,987
Bay of Plenty	3,847	4,510	56	270	8,683
Rotorua	3,670	14,817	1,186	1,133	20,806
Taupo	1,742	5,260	76	120	7,199
Hawkes Bay	629	2,858	51	28	3,565
Manawatu	8,022	11,595	272	347	20,236
Wellington	18,250	23,413	912	524	43,099
Marlborough	1,385	1,401	94	93	2,974
Nelson	1,757	2,430	39	166	4,393
Christchurch & Canterbury	10,263	14,415	385	938	26,001
Dunedin	2,509	2,579	443	128	5,659
Queenstown	855	6,513	3,077	511	10,955
Total	109,682	135,902	9,080	7,682	262,346

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

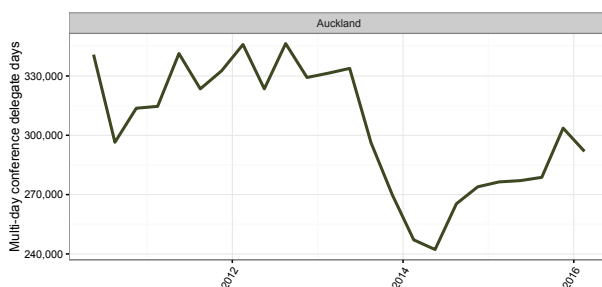
Another source of information on international conference delegates is Statistics New Zealand's international travel and migration data. For the year ended March 2016, Statistics New Zealand reported that 61,536 international visitors stated that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day)⁴. Of these, 38,784 (63 per cent) were Australian. For the year ended March 2015, 57,440 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 37,216 (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

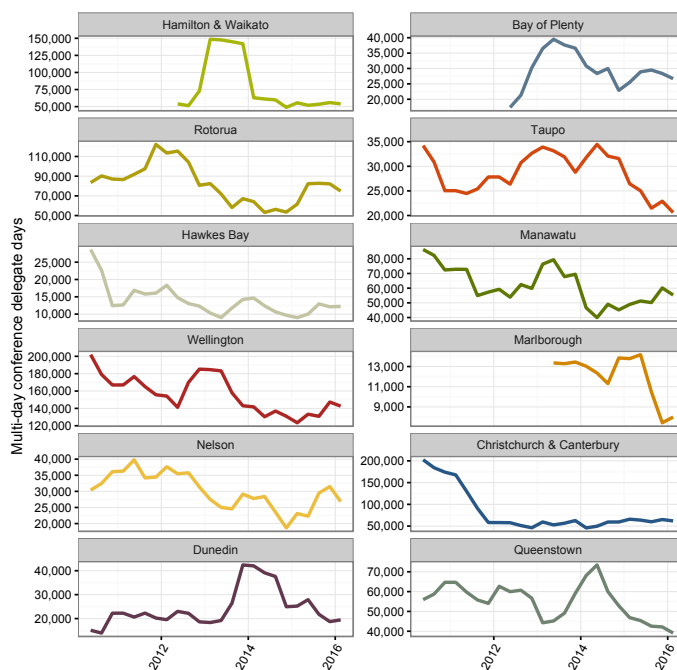
Figure 10 shows that delegate days for the year ended March 2016 are up 8 per cent compared to the previous year. The number of reported delegate days in Auckland has decreased slightly in the March quarter compared to the the December quarter.

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



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

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

■ Number of meetings/seminars and delegate days by duration

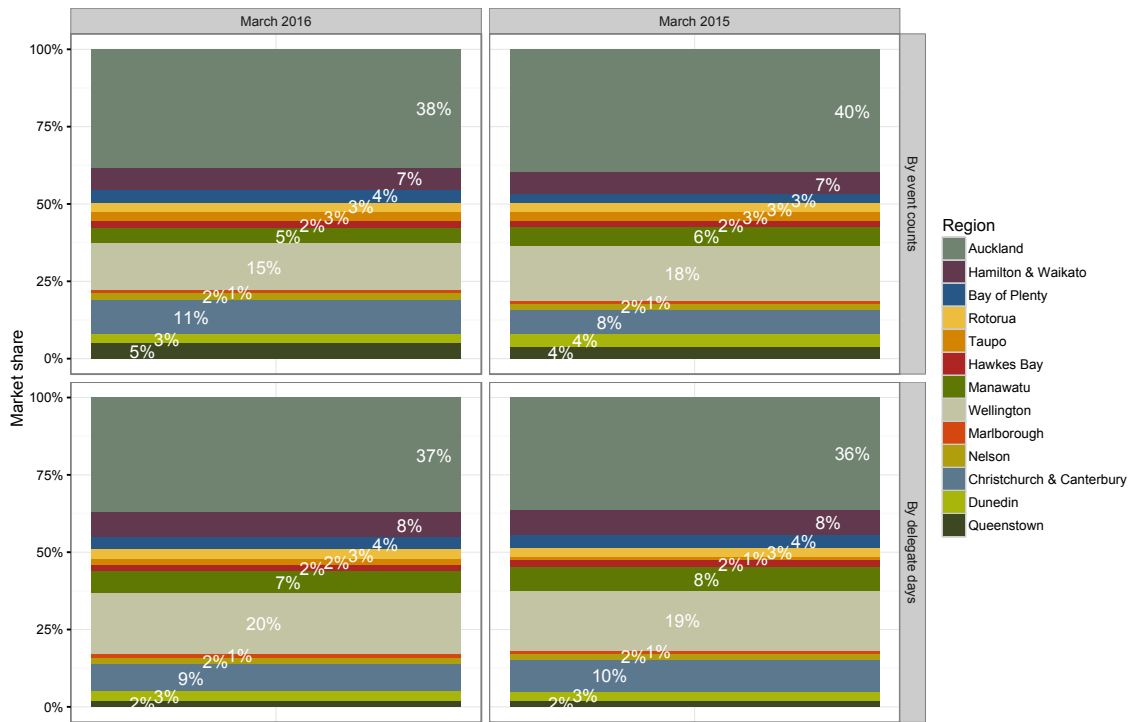
Table 9 shows that 4,948 (17 per cent) of the meetings/seminars held in the year ended March 2016 were multi-day events.

Auckland hosted the greatest proportion (38 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 YE 2016 Q1	Market share by delegate days
	Single-day	Multi-day	YE 2016 Q1	YE 2015 Q1		
Auckland	7,311	1,893	38%	40%	601,302	37%
Hamilton & Waikato	2,741	346	7%	7%	128,772	8%
Bay of Plenty	1,187	193	4%	3%	69,839	4%
Rotorua	755	172	3%	3%	45,967	3%
Taupo	500	170	3%	3%	27,348	2%
Hawkes Bay	649	93	2%	2%	32,863	2%
Manawatu	1,896	249	5%	6%	116,897	7%
Wellington	3,241	749	15%	18%	315,932	20%
Marlborough	336	37	1%	1%	19,383	1%
Nelson	706	101	2%	2%	34,081	2%
Christchurch & Canterbury	2,843	560	11%	8%	145,732	9%
Dunedin	753	154	3%	4%	41,156	3%
Queenstown	442	224	5%	4%	34,087	2%
Total	23,365	4,948	100%	100%	1,613,365	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	4,994	2,317	994	637	310
Hamilton & Waikato	1,976	693	285	120	24
Bay of Plenty	789	365	139	73	24
Rotorua	573	223	74	54	7
Taupo	501	115	37	11	<5
Hawkes Bay	502	145	60	35	9
Manawatu	1,282	503	226	100	62
Wellington	2,271	857	424	294	110
Marlborough	241	85	31	14	<5
Nelson	485	234	56	19	12
Christchurch & Canterbury	2,146	794	303	126	39
Dunedin	646	200	78	39	15
Queenstown	567	132	49	15	5
Total	16,974	6,664	2,755	1,538	619*

* 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	258	52
Hamilton & Waikato	24	<5
Wellington	63	46
Rest North Island	97	15
Christchurch & Canterbury	31	8
Rest South Island	28	<5
Total	501	122*

Incentive activities

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

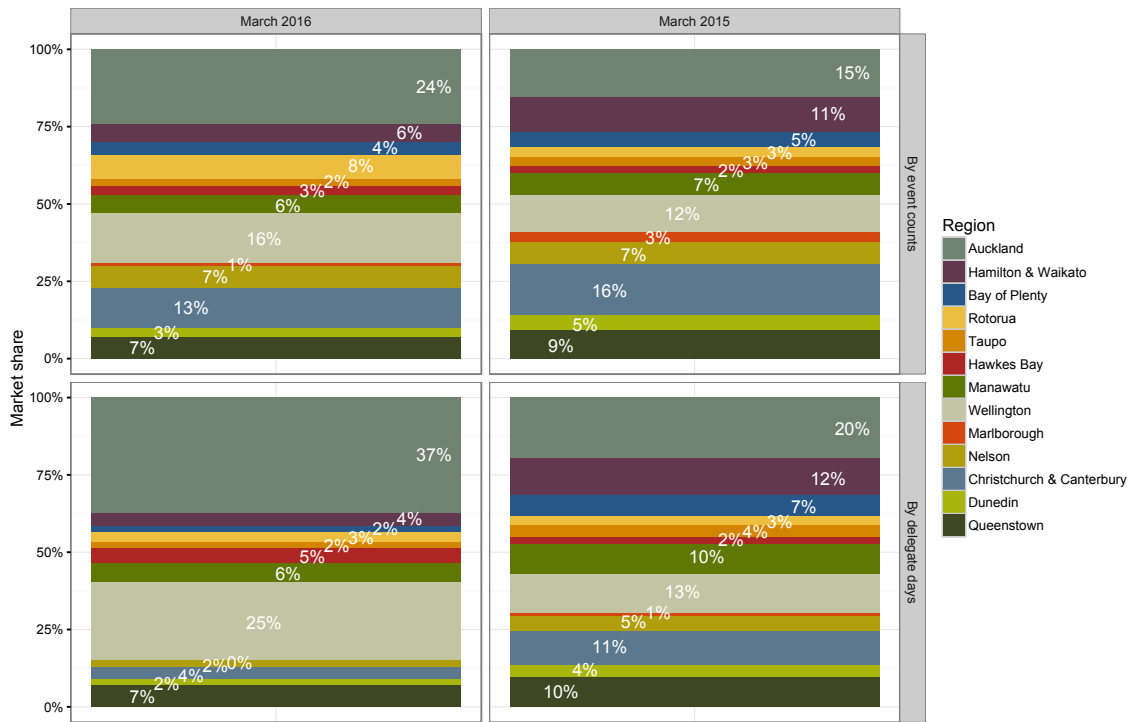
■ Number of incentives and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (24 per cent) of incentive activities, generating 37 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 Q1	YE 2016 Q1	YE 2015 Q1	YE 2016 Q1	
Auckland	268	24%	15%	74,375	37%
Hamilton & Waikato	65	6%	11%	8,321	4%
Bay of Plenty	41	4%	5%	4,852	2%
Rotorua	89	8%	3%	6,878	3%
Taupo	26	2%	3%	3,803	2%
Hawkes Bay	38	3%	2%	9,897	5%
Manawatu	63	6%	7%	12,402	6%
Wellington	176	16%	12%	50,851	25%
Marlborough	11	1%	3%	551	0%
Nelson	74	7%	7%	4,436	2%
Christchurch & Canterbury	149	13%	16%	7,259	4%
Dunedin	30	3%	5%	3,819	2%
Queenstown	79	7%	9%	13,142	7%
Total	1,113	100%	100%	200,593	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	27	43	189
Hamilton & Waikato	20	12	32
Bay of Plenty	9	10	21
Rotorua	26	33	27
Taupo	7	12	7
Hawkes Bay	9	11	16
Manawatu	12	14	35
Wellington	17	31	106
Marlborough	6	<5	<5
Nelson	29	28	18
Christchurch & Canterbury	54	65	33
Dunedin	10	8	13
Queenstown	28	29	22
Total	252	295*	521*

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

Trade shows/exhibitions ⁵

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

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

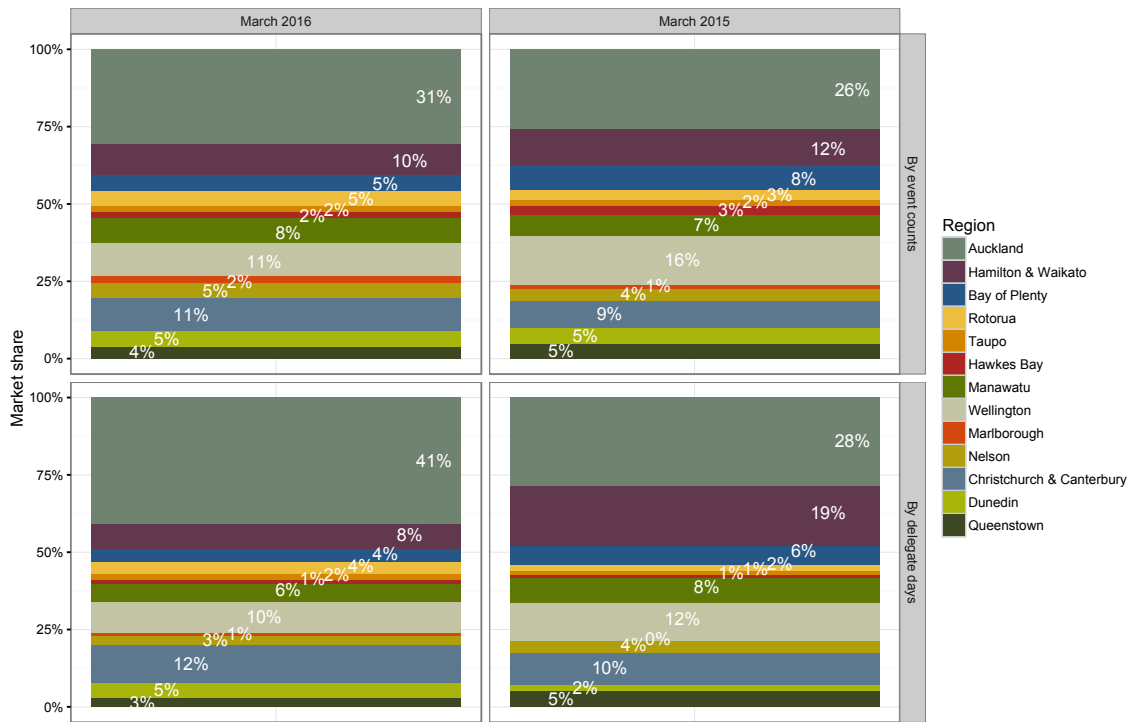
Table 14 shows that Auckland hosted the greatest proportion (31 per cent) of trade shows/exhibitions, generating 41 per cent of the total trade shows/exhibition delegate days. Wellington and Christchurch & Canterbury both accounted for 11 per cent of the trade shows/exhibitions, followed closely by Hamilton & Waikato with 10 per cent.

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

Region	Total	Market share of		Total	Market share of
	Tradeshows/Exhibitions	events		Delegate days	by delegate days
	YE 2016 Q1	YE 2016 Q1	YE 2015 Q1	YE 2016 Q1	
Auckland	183	31%	26%	48,157	41%
Hamilton & Waikato	60	10%	12%	9,199	8%
Bay of Plenty	27	5%	8%	4,985	4%
Rotorua	31	5%	3%	4,384	4%
Taupo	11	2%	2%	2,217	2%
Hawkes Bay	12	2%	3%	1,098	1%
Manawatu	48	8%	7%	7,706	6%
Wellington	64	11%	16%	12,458	10%
Marlborough	10	2%	1%	797	1%
Nelson	26	5%	4%	3,580	3%
Christchurch & Canterbury	64	11%	9%	14,816	12%
Dunedin	26	5%	5%	5,855	5%
Queenstown	25	4%	5%	3,528	3%
Total	593	100%	100%	118,785	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	31	33	30	50	43
Hamilton & Waikato	15	9	12	12	11
Bay of Plenty	<5	<5	<5	7	8
Rotorua	13	<5	9	<5	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	<5	<5	<5	<5	<5
Manawatu	13	12	8	7	8
Wellington	10	10	12	15	14
Marlborough	7	<5	<5	<5	<5
Nelson	8	9	<5	<5	<5
Christchurch & Canterbury	8	11	17	15	12
Dunedin	5	7	6	<5	<5
Queenstown	12	<5	<5	7	<5
Total	122*	92*	94*	114*	96*

* 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 March 2016.

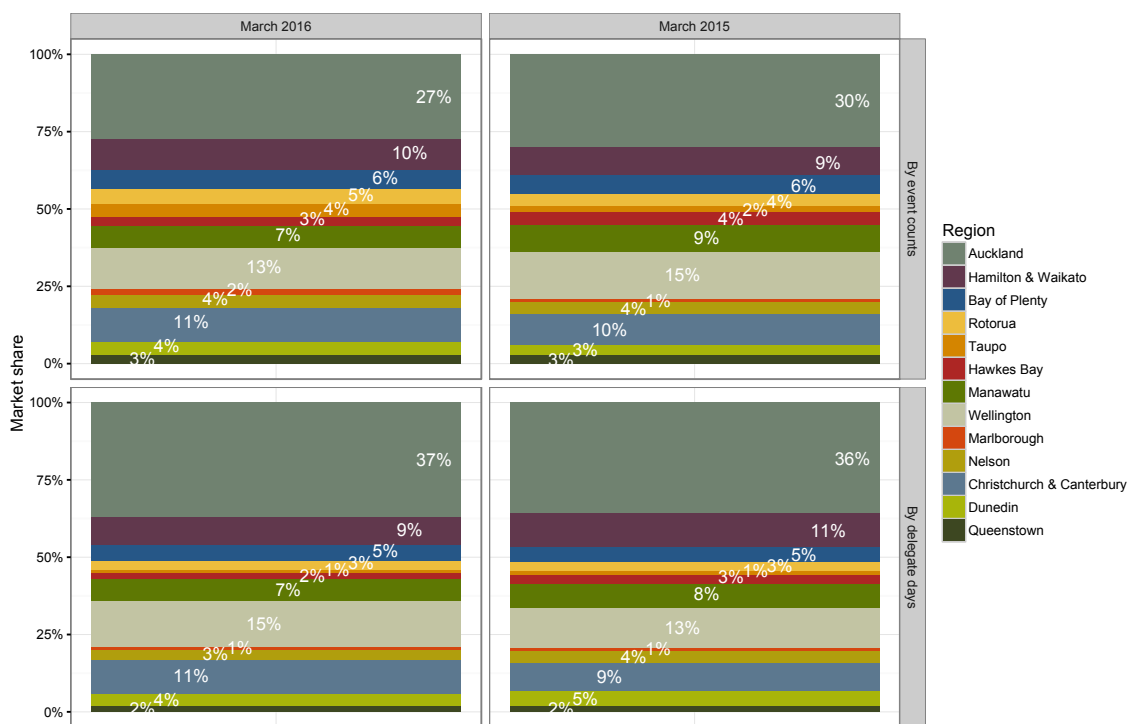
■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (27 per cent) of special occasions, generating 37 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 11 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 Q1	YE 2016 Q1	YE 2015 Q1	YE 2016 Q1	
Auckland	2,084	27%	30%	440,643	37%
Hamilton & Waikato	733	10%	9%	102,174	9%
Bay of Plenty	479	6%	6%	59,279	5%
Rotorua	385	5%	4%	36,087	3%
Taupo	285	4%	2%	17,313	1%
Hawkes Bay	242	3%	4%	25,603	2%
Manawatu	564	7%	9%	85,685	7%
Wellington	1,004	13%	15%	173,993	15%
Marlborough	153	2%	1%	14,057	1%
Nelson	286	4%	4%	32,295	3%
Christchurch & Canterbury	860	11%	10%	135,565	11%
Dunedin	343	4%	3%	49,940	4%
Queenstown	267	3%	3%	22,538	2%
Total	7,694	100%	100%	1,195,179	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	201	357	483	483	529
Hamilton & Waikato	120	189	167	154	122
Bay of Plenty	53	93	158	92	77
Rotorua	99	118	66	70	33
Taupo	127	76	42	30	<5
Hawkes Bay	29	47	84	48	29
Manawatu	64	131	137	110	107
Wellington	105	204	261	286	185
Marlborough	42	40	44	21	9
Nelson	62	76	74	47	28
Christchurch & Canterbury	131	210	200	159	147
Dunedin	56	56	64	113	48
Queenstown	66	72	53	51	21
Total	1,155	1,668	1,835	1,664	1,336*

* 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 December 2015 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 March 2016 quarter, event activity was recorded or estimated for a total of 285 venues in the 13 regions. Of these, 142 venues with 73 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 143 venues each quarter.

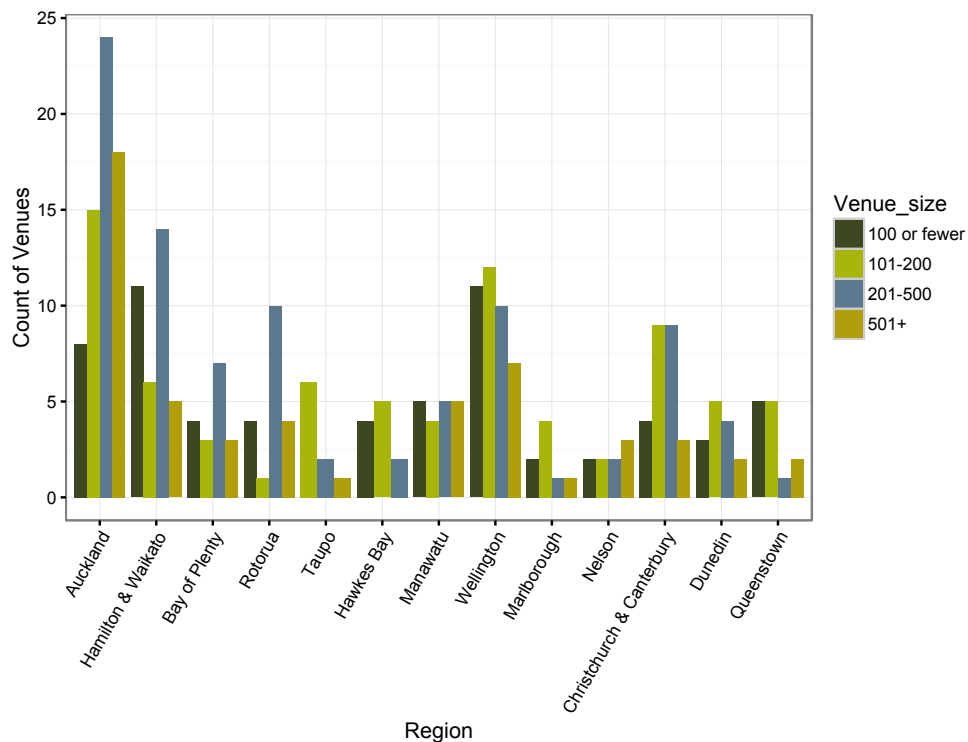
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 2015 Q4 and 2016 Q1

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2015 Q4	2016 Q1	2015 Q4	2016 Q1
Auckland	37%	38%	67%	68%
Hamilton & Waikato	44%	50%	80%	82%
Bay of Plenty	35%	29%	57%	55%
Rotorua	47%	58%	71%	79%
Taupo	44%	56%	69%	75%
Hawkes Bay	27%	27%	38%	38%
Manawatu	26%	32%	35%	42%
Wellington	48%	45%	81%	79%
Marlborough	62%	50%	78%	73%
Nelson	50%	56%	40%	59%
Christchurch & Canterbury	88%	92%	93%	93%
Dunedin	79%	79%	93%	93%
Queenstown	62%	62%	58%	76%
Total	48%	50%	70%	73%

The distribution of the venues in March 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 (March 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	1,027	2,109	4,880	6,038	14,524	1,223	1,983	4,334	7,081	15,495
Multi-day events	6	10	14	9	7	5	8	11	11	8
Single day events	15	32	48	39	30	17	29	43	45	35
Total delegates	703	1,590	3,688	4,773	11,547	885	1,620	3,397	5,712	12,517
One day conference delegate days	35	79	216	362	354	52	81	183	522	362
Multi-day conference delegate days	199	422	1,124	1,314	3,309	253	270	876	1,375	3,275

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.