



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

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



Convention Activity Survey Year to December 2015 report

Prepared Feb 2016



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

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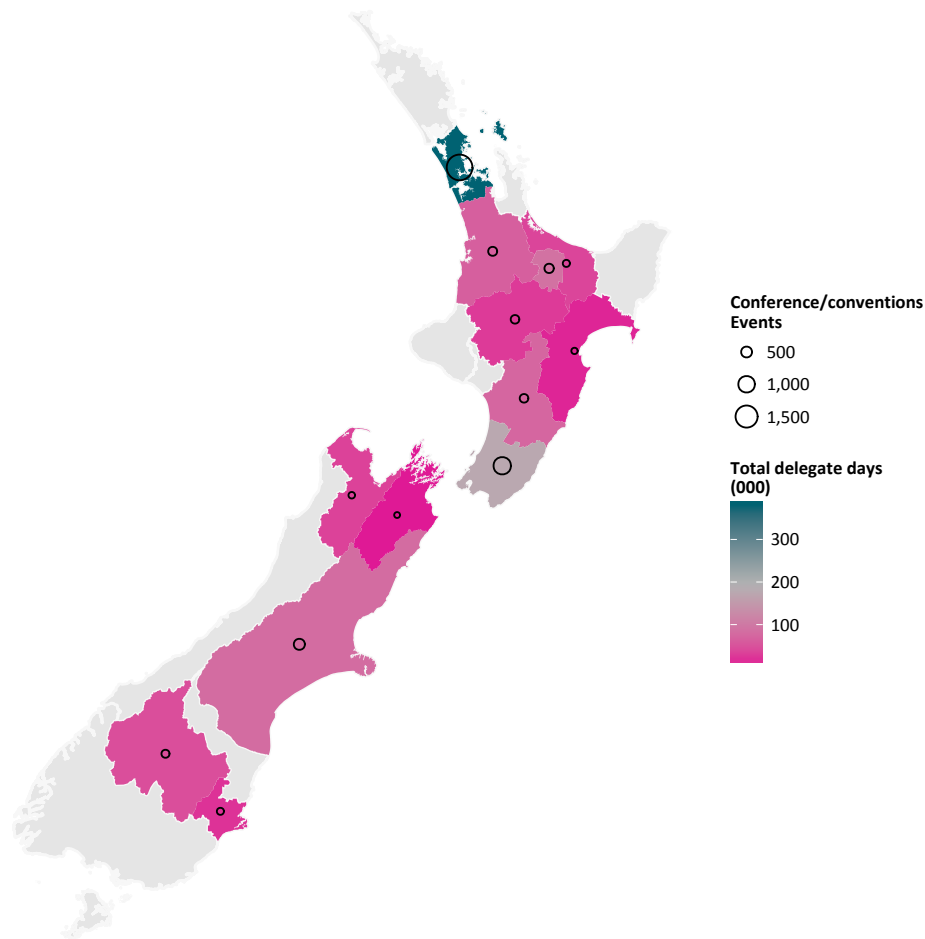
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Highlights

A total of 551,000 delegates attended 5,500 conferences/conventions in the year ended December 2015. This indicates more delegates attended a greater number of events compared to year ended December 2014, where 500,000 delegates attended 5,200 conferences. The number of delegate days for conferences and conventions was unchanged between the two years, at around 1.1 million days.

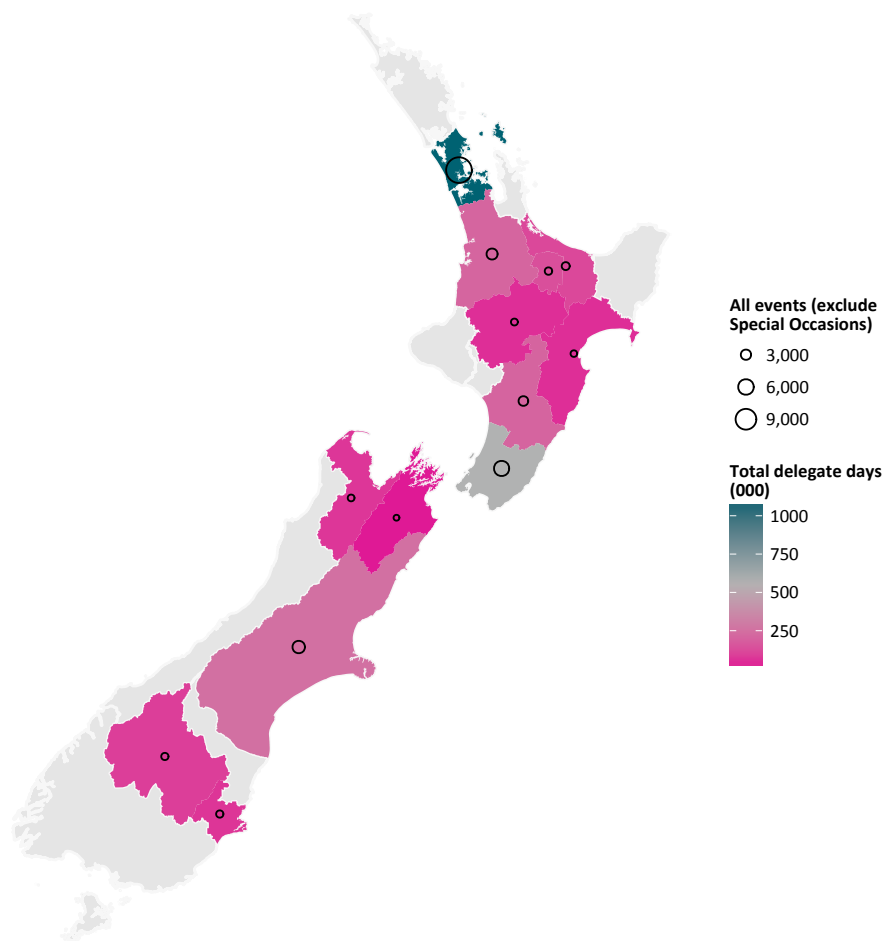
Around 30 per cent of multi day conferences/conventions and 36 per cent of one day conferences/conventions were held in Auckland in the year ended December 2015.

Figure 1: Summary of conferences and conventions activities (year ended December 2015)



Over all events, excluding special occasions, 2.2 million delegates attended 37,000 events for around 3 million delegate days in the year ended December 2015. This was slightly up compared to the year ended December 2014, where there were 2.1 million delegates, 35,100 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 December 2015.

Figure 2: Summary of all events except special occasions (year ended December 2015)



Overview

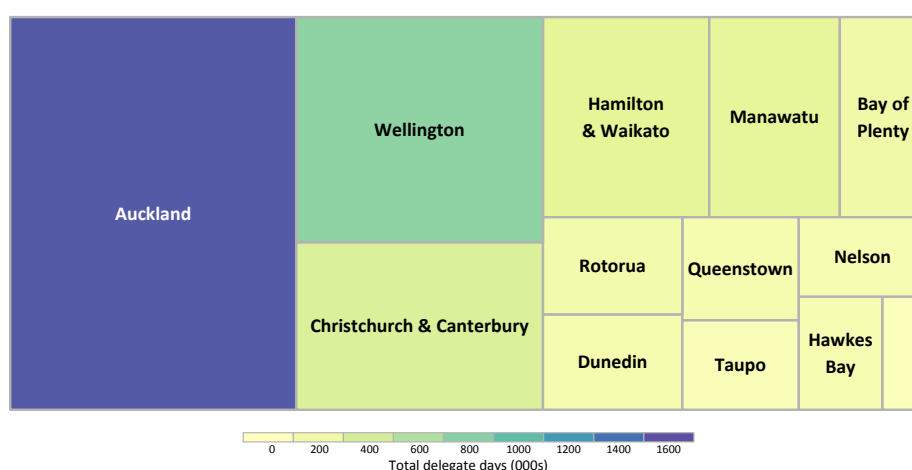
All business events by region

In this quarter, an estimated total of 44,800 events occurred in the 13 regions in the year ended December 2015. Table 1 shows 37 per cent of the delegate days for the year ended December 2015 were in Auckland.

Table 1: Overview of all business events (year ended December 2015)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2014 Q4
Auckland	10,844	3,077	13,990	1,253,175	1,546,858	37%	2%
Hamilton & Waikato	3,568	586	4,143	260,741	311,184	7%	-2%
Bay of Plenty	1,818	371	2,177	155,027	182,028	4%	No change
Rotorua	1,262	413	1,686	107,660	172,451	4%	No change
Taupo	892	398	1,293	48,067	74,284	2%	No change
Hawkes Bay	1,042	155	1,182	78,581	91,968	2%	No change
Manawatu	2,784	508	3,247	258,454	300,981	7%	-1%
Wellington	5,158	1,430	6,916	580,250	756,150	18%	1%
Marlborough	541	82	626	34,208	44,300	1%	No change
Nelson	1,071	197	1,269	84,193	109,890	3%	No change
Christchurch & Canterbury	4,205	944	5,146	345,685	395,862	9%	No change
Dunedin	1,392	325	1,655	108,677	124,409	3%	No change
Queenstown	1,098	490	1,492	69,830	112,863	3%	No change
Total	35,681	8,983	44,828	3,384,554	4,223,234		

Figure 3: Overview of business events by region



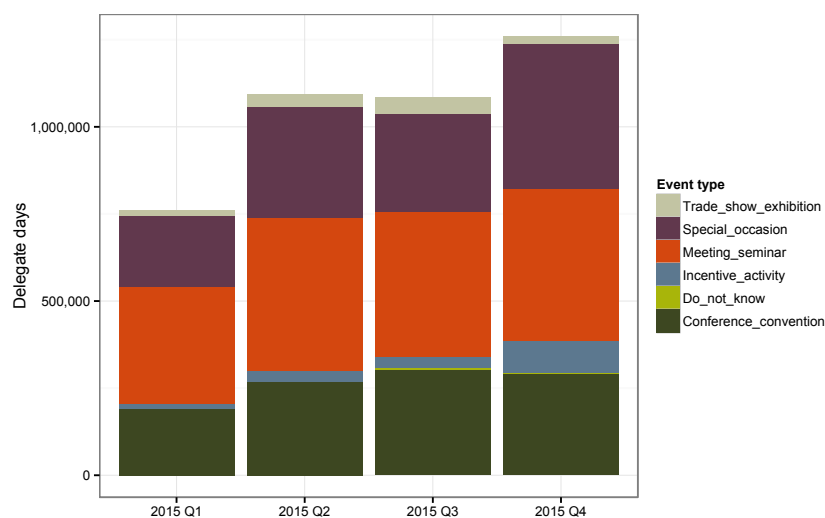
Delegate days by event type

There were about 4.2 million delegate days in the year ended December 2015. 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 an increase in the December 2015 quarter compared with September 2015 quarter.

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

	2015 Q1	2015 Q2	2015 Q3	2015 Q4	Total
Meeting/seminar	334,100	439,734	415,328	434,970	1,624,133
Incentive activity	13,862	29,449	32,153	94,519	169,986
Conference/Convention	189,731	268,085	304,147	292,500	1,054,464
Trade show/exhibition	15,131	36,986	48,419	21,194	121,732
Special occasion	206,461	317,083	279,785	416,747	1,220,077
Don't know	2,057	1,961	4,393	242	8,654
Total	761,345	1,093,300	1,084,227	1,260,175	4,199,048

Figure 4: National overview of delegate days by event type



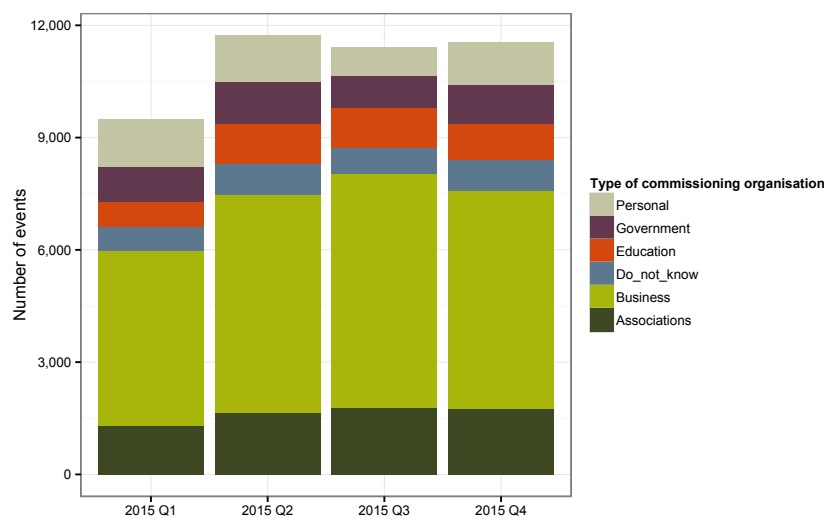
Organisations commissioning business events

Table 3 shows that most events in the year ended December 2015 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 December 2015

	2015 Q1	2015 Q2	2015 Q3	2015 Q4	Total
Associations	1,294	1,636	1,782	1,746	6,460
Business	4,694	5,821	6,248	5,830	22,595
Government	942	1,117	841	1,036	3,937
Education	677	1,090	1,089	960	3,817
Personal	1,270	1,240	758	1,134	4,403
Other/Don't know	622	825	687	827	2,962
Total	9,502	11,732	11,406	11,535	44,176

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



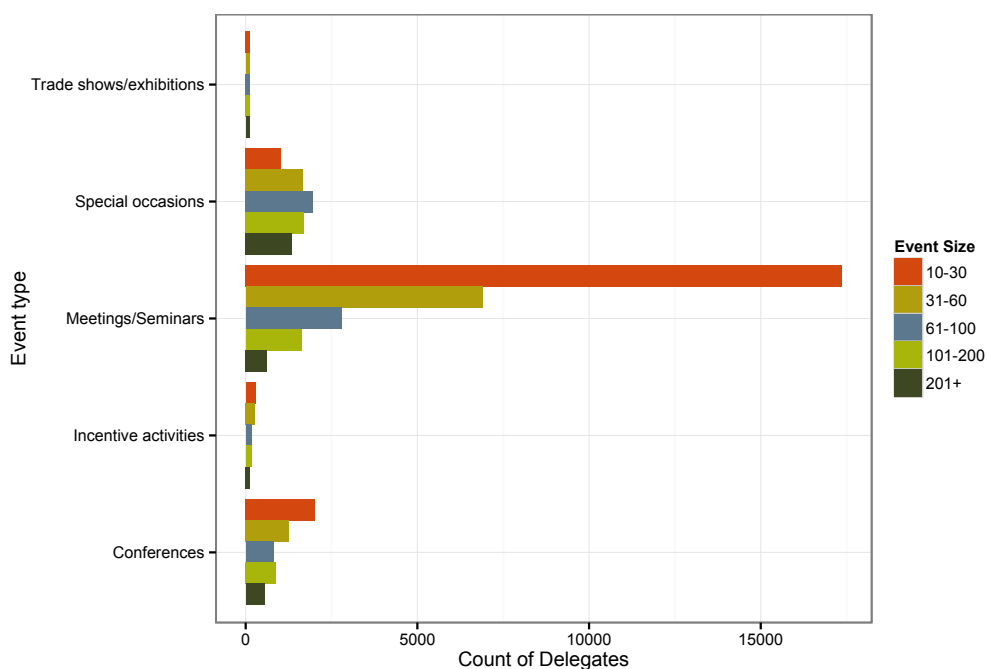
Events by size

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 December 2015 (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 24 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 December 2015)

	10-30	31-60	61-100	101-200	201+
Conferences	2,021	1,254	808	890	542
Incentive activities	287	279	166	169	123
Meetings/Seminars	17,363	6,897	2,793	1,629	626
Special occasions	1,037	1,664	1,957	1,693	1,347
Trade shows/exhibitions	134	110	125	129	112

Figure 6: Number of events by event type and event size (year ended December 2015)

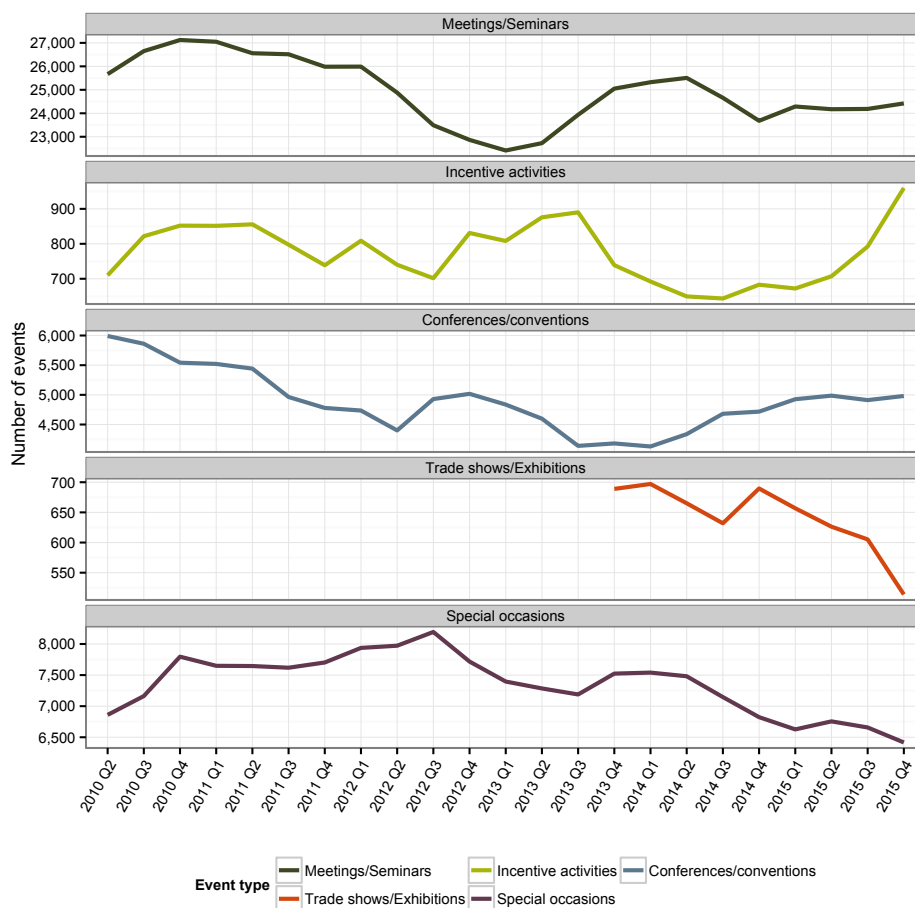


Trends in the number of events¹

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 December 2015.

As can be seen, the annual number of conferences/conventions and incentive activities in the year ended December 2015 is up 6 per cent and 41 per cent respectively, compared to the year ended December 2014. Special occasions were down 6 per cent and trade shows/exhibits were down 25 per cent when compared to December 2014.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended December 2015). Bay of Plenty, Hamilton & Waikato and Marlborough are excluded.

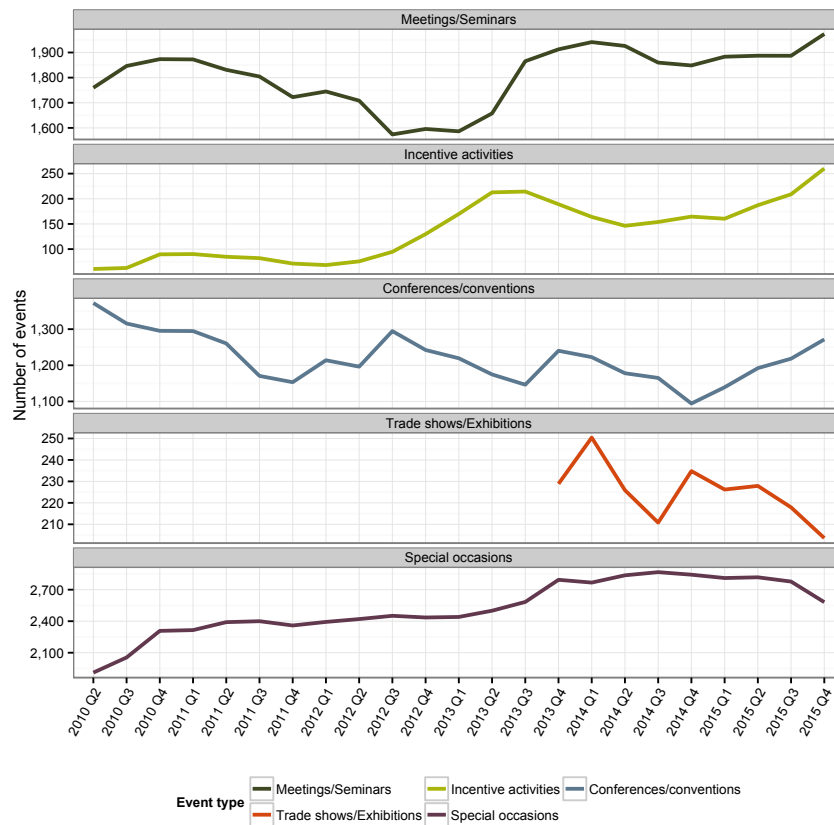


¹Note that Bay of Plenty, Hamilton & Waikato and Marlborough have been excluded, because they have not been contributing data for the whole period shown in the chart.

Trends in larger events (>100 delegates)²

There has been a strong growth in the number of large incentive and convention events in New Zealand (up 33 and 20 per cent respectively), compared to the year ended December 2014. The number of large meetings was also up this year (5 per cent). In contrast the number of tradeshows and special events declined 21 per cent and 9 percent respectively. Figure 8 illustrates the long term trend in large events by type.

Figure 8: Number of Events with >100 delegates from year ended June 2010 to year ended December 2015 (excludes Hamilton & Waikato, Bay of Plenty and Marlborough)



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 December 2015. 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 12 per cent of all events and 25 per cent of the delegate days in the year ended December 2015.

■ Number of conferences/conventions and delegate days by duration

Table 5 shows that 3,207 (58 per cent) of the conferences held in the year ended December 2015 were multi day events, with 54 per cent of these multi day conference events (1,723) being two days in duration.

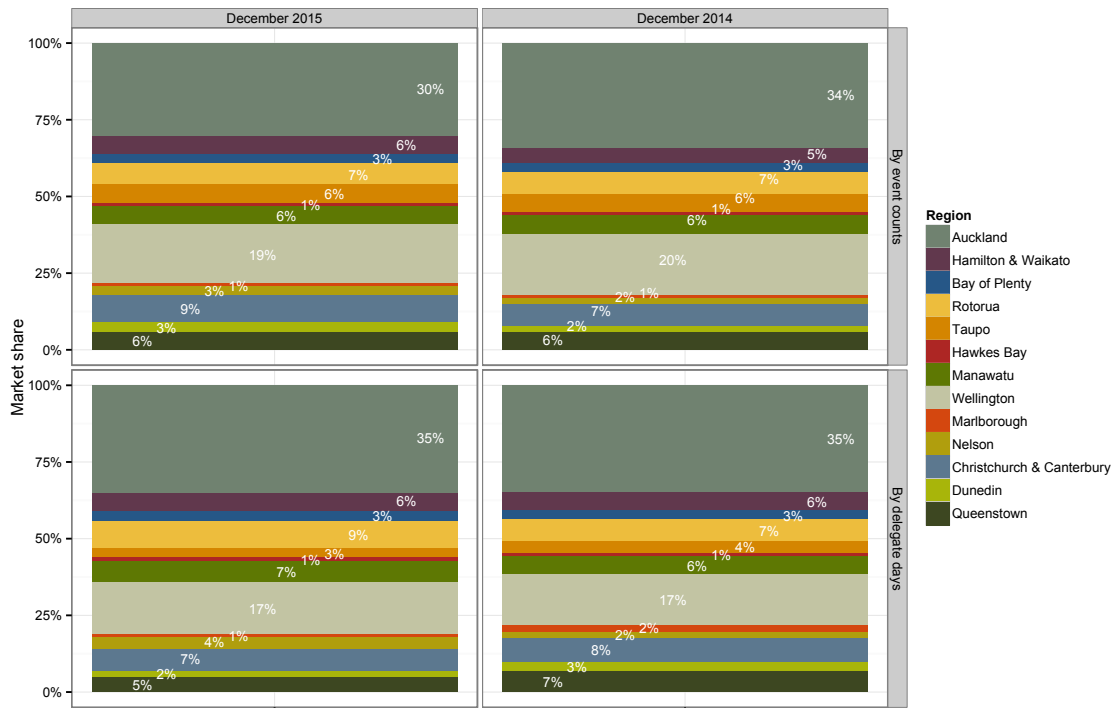
Auckland hosted the greatest proportion (30 per cent) of multi-day conferences, generating 35 per cent of the total multi-day conference delegate days. Wellington was second with 19 per cent of the multi-day conferences and 17 per cent of the multi-day conference delegate days.

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 2015 Q4	YE 2014 Q4	Single day	Multi-day	
Auckland	835	544	420	30%	34%	85,542	303,615	35%
Hamilton & Waikato	138	116	82	6%	5%	10,296	55,897	6%
Bay of Plenty	72	49	51	3%	3%	7,593	28,367	3%
Rotorua	136	90	137	7%	7%	8,155	82,213	9%
Taupo	114	98	81	6%	6%	4,404	22,910	3%
Hawkes Bay	47	23	21	1%	1%	1,411	12,117	1%
Manawatu	120	101	85	6%	6%	12,559	60,162	7%
Wellington	468	368	257	19%	20%	36,499	147,299	17%
Marlborough	22	16	15	1%	1%	1,279	7,430	1%
Nelson	31	35	46	3%	2%	2,593	31,488	4%
Christchurch & Canterbury	236	179	111	9%	7%	16,722	65,033	7%
Dunedin	55	47	58	3%	2%	3,226	18,738	2%
Queenstown	70	57	120	6%	6%	3,770	42,176	5%
Total	2,343	1,723	1,483	100%	100%	194,047	877,445	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	566	407	266	315	224
Hamilton & Waikato	137	83	35	43	36
Bay of Plenty	43	38	26	44	23
Rotorua	98	92	68	67	34
Taupo	154	80	31	26	<5
Hawkes Bay	50	19	5	15	<5
Manawatu	117	68	36	40	45
Wellington	440	236	141	161	98
Marlborough	23	7	9	12	<5
Nelson	42	14	13	25	18
Christchurch & Canterbury	230	105	82	74	32
Dunedin	44	41	40	29	7
Queenstown	78	64	56	40	17
Total	2,021	1,254	809	890	533*

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

Region	201-500	500+
Auckland	174	50
Hamilton & Waikato	29	7
Wellington	78	20
Rest North Island	90	22
Christchurch & Canterbury	24	8
Rest South Island	39	<5
Total	434	107*

* 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 272,277 multi-day conference delegates (about 38 per cent of all multiday delegates) whose origin information was recorded in the year ended December 2015, 41 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 4 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 multiday 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 December 2015)[†]

	Local	Regional	Australian	Other International	Total
Auckland	49,183	40,658	2,931	2,793	95,565
Hamilton & Waikato	7,023	7,782	158	1,368	16,332
Bay of Plenty	3,586	4,774	51	396	8,807
Rotorua	4,158	16,229	1,671	1,158	23,217
Taupo	1,726	5,863	66	109	7,764
Hawkes Bay	635	2,793	78	30	3,535
Manawatu	8,507	11,746	304	448	21,004
Wellington	19,637	23,780	1,015	544	44,976
Marlborough	859	1,359	50	422	2,690
Nelson	1,798	2,669	28	210	4,705
Christchurch & Canterbury	10,888	13,722	429	930	25,970
Dunedin	2,469	2,635	572	103	5,779
Queenstown	942	6,672	3,907	412	11,933
Total	111,412	140,682	11,260	8,923	272,277

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

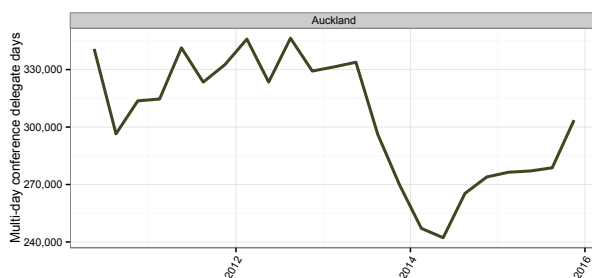
Another source of information on international conference delegates is Statistics New Zealand's international travel and migration data. For the year ended December 2015, Statistics New Zealand ⁴ reported that 62,864 international visitors stated that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day). Of these, 40,160 (64 per cent) were Australian. This was an increase of 9 per cent from the year ended December 2014, when 57,424 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 36,368 (63 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

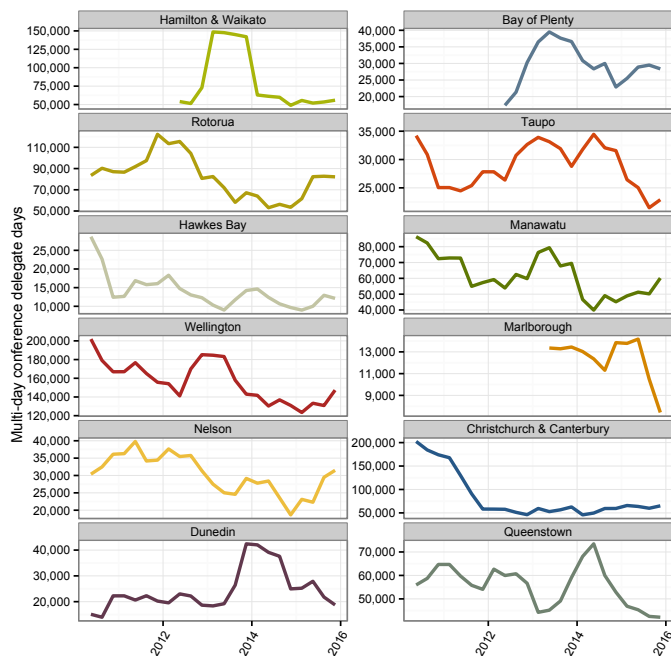
Figure 10 shows delegate days for the year ended December 2015 are up 8 per cent compared to year ended December 2014. The number of reported delegate days in Auckland has increased slightly in the December quarter compared to the the June quater.

Figure 10: Auckland multi-day Conference delegate days (year ended June 2010 to year ended December 2015)



In the other regions there has been a mixture of results (see Figure 11) when comparing year ended December 2015 to year ended December 2014.

Figure 11: Comparing multi-day Conference delegate days by region (year ended June 2010 to year ended December 2015)



Meeting and seminar activities

Meetings/seminars account for 66 per cent of all events and 39 per cent of the delegate days in the year ended December 2015.

■ Number of meetings/seminars and delegate days by duration

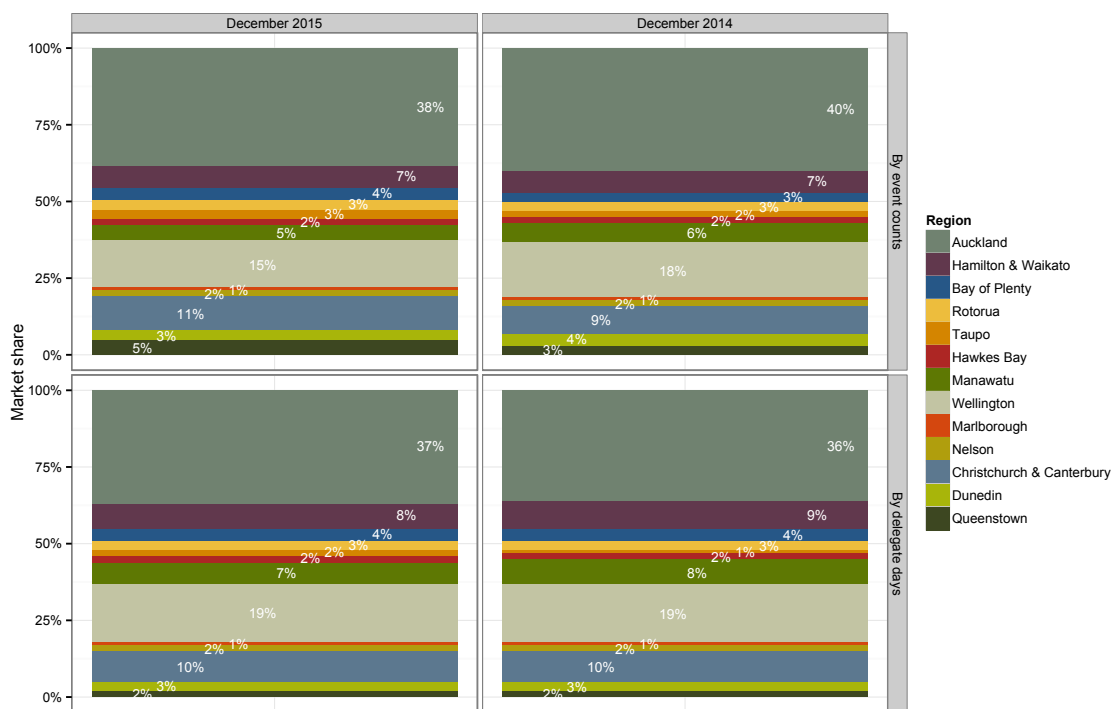
Table 9 shows that 5,189 (18 per cent) of the meetings/seminars held in the year ended December 2015 were multi day events.

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 19 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 2015 Q4	YE 2014 Q4	YE 2015 Q4	
Auckland	7,544	1,991	38%	40%	595,407	37%
Hamilton & Waikato	2,630	364	7%	7%	129,557	8%
Bay of Plenty	1,155	205	4%	3%	71,894	4%
Rotorua	748	162	3%	3%	44,404	3%
Taupo	565	174	3%	2%	28,589	2%
Hawkes Bay	664	106	2%	2%	36,963	2%
Manawatu	1,908	266	5%	6%	117,439	7%
Wellington	3,441	800	15%	18%	309,655	19%
Marlborough	353	39	1%	1%	20,597	1%
Nelson	675	99	2%	2%	34,744	2%
Christchurch & Canterbury	2,898	576	11%	9%	155,243	10%
Dunedin	821	169	3%	4%	42,809	3%
Queenstown	542	233	5%	3%	36,827	2%
Total	23,949	5,189	100%	100%	1,624,133	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	5,146	2,429	975	668	295
Hamilton & Waikato	1,886	664	290	134	27
Bay of Plenty	770	360	141	78	24
Rotorua	585	200	70	55	8
Taupo	553	131	37	10	6
Hawkes Bay	502	153	70	45	10
Manawatu	1,276	528	231	109	61
Wellington	2,390	960	414	308	114
Marlborough	256	87	33	14	<5
Nelson	452	232	58	20	13
Christchurch & Canterbury	2,170	808	329	134	45
Dunedin	724	197	88	40	13
Queenstown	652	149	58	15	5
Total	17,363	6,897	2,794	1,629	622*

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

Region	201-500	500+
Auckland	249	45
Hamilton & Waikato	26	<5
Wellington	68	46
Rest North Island	101	13
Christchurch & Canterbury	36	9
Rest South Island	28	<5
Total	508	113*

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

Incentive activities

Incentive activities account for 2 per cent of all events and 4 per cent of the delegate days in the year ended December 2015.

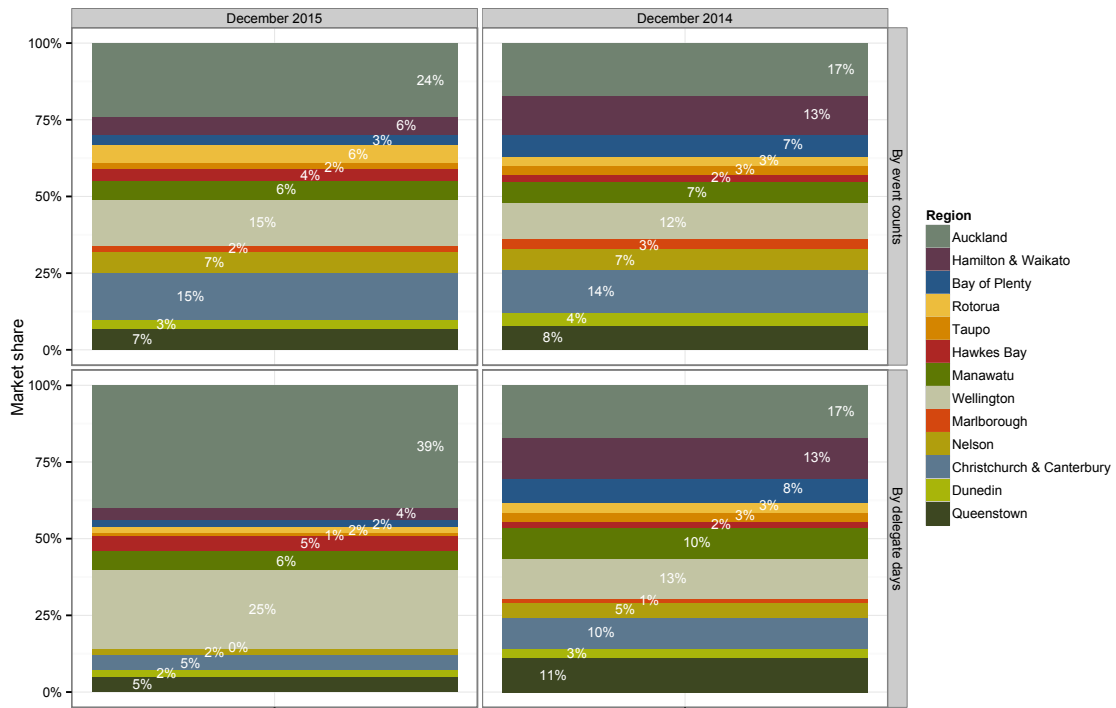
■ Number of incentives and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (24 per cent) of incentive activities, generating 39 per cent of the total incentive activities delegate days. Auckland was followed by Christchurch & Canterbury and Wellington, each with a market share of 15 per cent of incentive activity events.

Table 12: Number of incentives and delegate days

Region	Total	Market share of		Total	Market share
	incentive events	events		Delegate days	by delegate days
	YE 2015 Q4	YE 2015 Q4	YE 2014 Q4	YE 2015 Q4	
Auckland	258	24%	17%	67,143	39%
Hamilton & Waikato	61	6%	13%	7,491	4%
Bay of Plenty	36	3%	7%	4,080	2%
Rotorua	67	6%	3%	3,441	2%
Taupo	17	2%	3%	1,317	1%
Hawkes Bay	39	4%	2%	8,259	5%
Manawatu	64	6%	7%	10,802	6%
Wellington	164	15%	12%	42,368	25%
Marlborough	17	2%	3%	680	0%
Nelson	78	7%	7%	4,160	2%
Christchurch & Canterbury	163	15%	14%	8,541	5%
Dunedin	32	3%	4%	2,809	2%
Queenstown	74	7%	8%	8,888	5%
Total	1,076	100%	100%	169,986	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	39	43	166
Hamilton & Waikato	19	11	29
Bay of Plenty	8	9	18
Rotorua	24	25	15
Taupo	5	8	<5
Hawkes Bay	11	11	14
Manawatu	15	13	32
Wellington	22	26	93
Marlborough	8	5	<5
Nelson	32	31	14
Christchurch & Canterbury	61	62	41
Dunedin	12	7	13
Queenstown	30	27	17
Total	288	280	454*

* 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 December 2015.

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

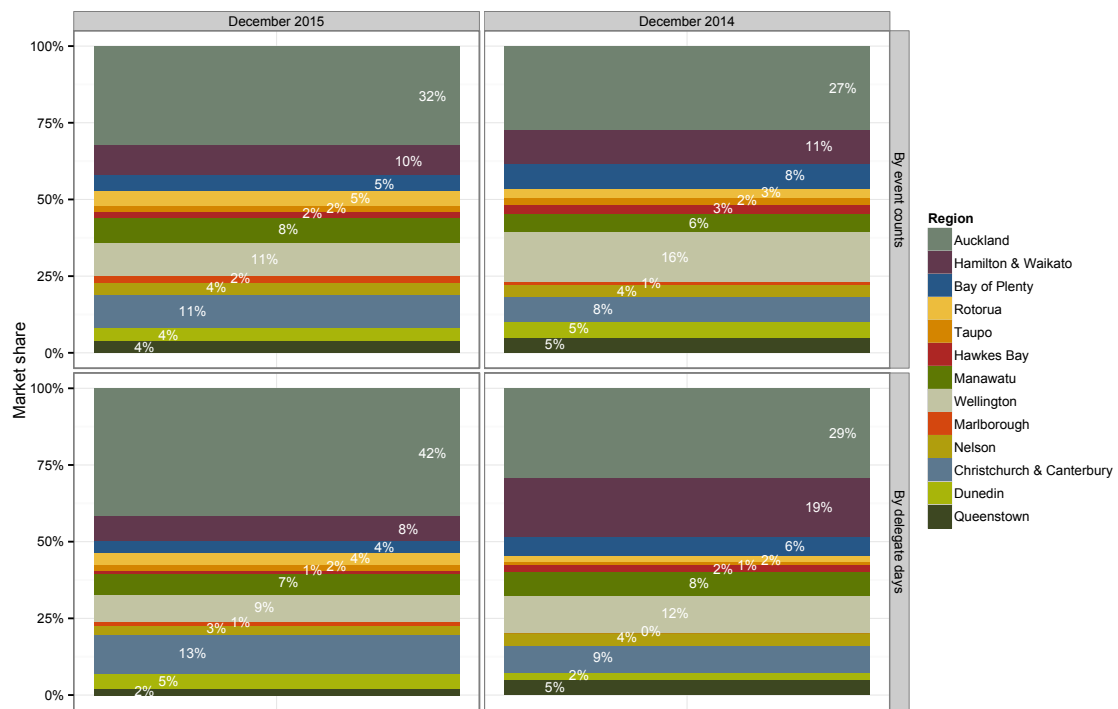
Table 14 shows that Auckland hosted the greatest proportion (32 per cent) of trade shows/exhibitions, generating 42 per cent of the total trade shows/exhibition delegate days. Wellington and Christchurch & Canterbury both accounted for 11 per cent of the trade shows/exhibitions, followed closely by Hamilton & Waikato with 10 per cent.

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

Region	Total Tradeshow/Exhibitions		Market share of events		Total Delegate days	Market share of by delegate days
	YE 2015 Q4	YE 2015 Q4	YE 2015 Q4	YE 2014 Q4	YE 2015 Q4	
Auckland	198	32%	27%		51,256	42%
Hamilton & Waikato	64	10%	11%		9,166	8%
Bay of Plenty	28	5%	8%		4,773	4%
Rotorua	29	5%	3%		4,345	4%
Taupo	9	2%	2%		1,888	2%
Hawkes Bay	11	2%	3%		1,027	1%
Manawatu	51	8%	6%		8,711	7%
Wellington	68	11%	16%		11,242	9%
Marlborough	10	2%	1%		795	1%
Nelson	27	4%	4%		3,910	3%
Christchurch & Canterbury	69	11%	8%		16,200	13%
Dunedin	25	4%	5%		5,512	5%
Queenstown	23	4%	5%		2,902	2%
Total	617	100%	100%		121,732	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	33	31	34	54	45
Hamilton & Waikato	17	9	15	11	11
Bay of Plenty	5	<5	6	7	7
Rotorua	11	<5	8	<5	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	<5	<5	<5	<5	<5
Manawatu	13	10	11	9	9
Wellington	15	13	9	14	14
Marlborough	6	<5	<5	<5	<5
Nelson	7	9	5	<5	<5
Christchurch & Canterbury	8	15	21	13	13
Dunedin	<5	7	7	<5	<5
Queenstown	10	<5	<5	5	<5
Total	124*	94*	115*	113*	99*

* 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 December 2015.

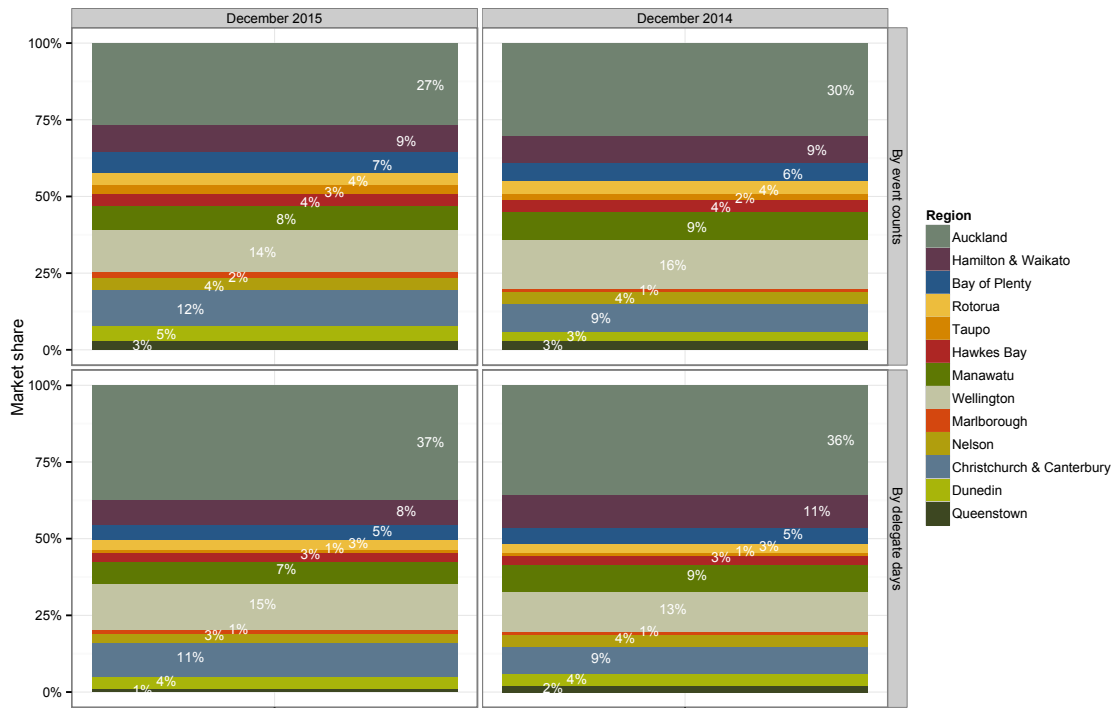
■ Number of special occasions and delegate days by duration

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 14 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 9 and 8 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	
	YE 2015 Q4	YE 2015 Q4	YE 2014 Q4	YE 2015 Q4	
Auckland	2,138	27%	30%	450,501	37%
Hamilton & Waikato	705	9%	9%	98,153	8%
Bay of Plenty	506	7%	6%	62,292	5%
Rotorua	309	4%	4%	30,907	3%
Taupo	230	3%	2%	14,070	1%
Hawkes Bay	277	4%	4%	30,969	3%
Manawatu	585	8%	9%	90,325	7%
Wellington	1,112	14%	16%	185,719	15%
Marlborough	150	2%	1%	14,142	1%
Nelson	277	4%	4%	34,029	3%
Christchurch & Canterbury	908	12%	9%	140,082	11%
Dunedin	353	5%	3%	50,654	4%
Queenstown	221	3%	3%	18,229	1%
Total	7,778	100%	100%	1,220,077	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	198	392	492	501	531
Hamilton & Waikato	99	175	181	143	120
Bay of Plenty	51	106	174	88	79
Rotorua	70	88	62	60	27
Taupo	88	66	44	22	<5
Hawkes Bay	25	62	93	59	33
Manawatu	53	136	144	128	109
Wellington	96	224	280	319	192
Marlborough	35	36	51	22	8
Nelson	62	60	76	51	31
Christchurch & Canterbury	142	206	231	164	152
Dunedin	70	57	70	100	49
Queenstown	48	58	58	36	17
Total	1,037	1,665	1,958	1,694	1,348*

* 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 September 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 December 2015 quarter, event activity was recorded or estimated for a total of 277 venues in the 13 regions. Of these, 133 venues with 70 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.

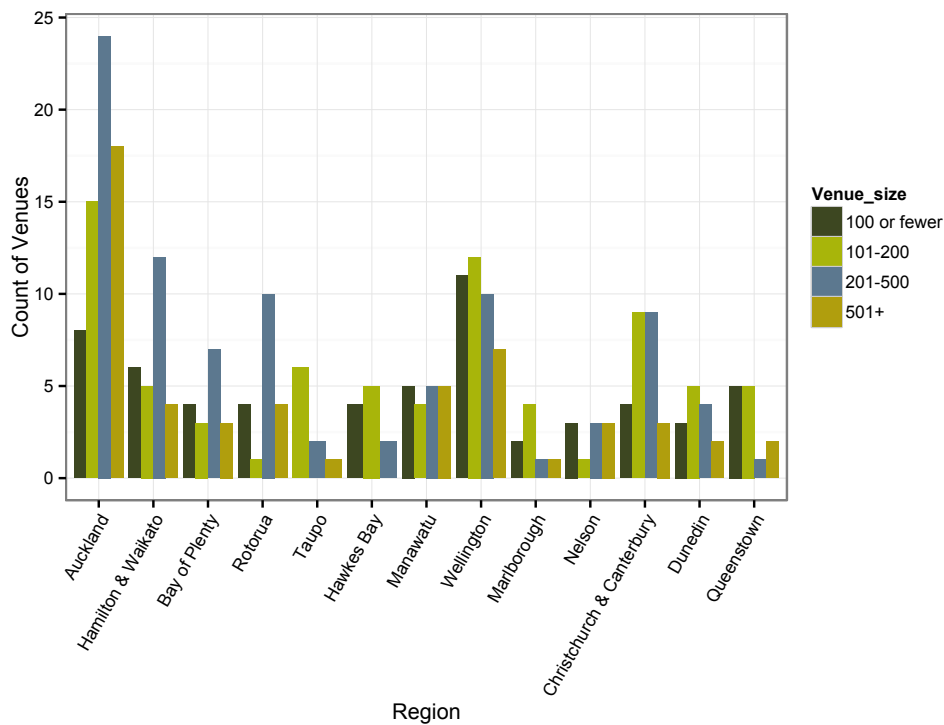
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 Q3 and 2015 Q4

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2015 Q3	2015 Q4	2015 Q3	2015 Q4
Auckland	41%	37%	69%	67%
Hamilton & Waikato	56%	44%	86%	80%
Bay of Plenty	29%	35%	55%	57%
Rotorua	62%	47%	89%	71%
Taupo	56%	44%	75%	69%
Hawkes Bay	27%	27%	38%	38%
Manawatu	26%	26%	40%	35%
Wellington	48%	48%	81%	81%
Marlborough	38%	62%	59%	78%
Nelson	50%	50%	40%	40%
Christchurch & Canterbury	86%	88%	90%	93%
Dunedin	79%	79%	93%	93%
Queenstown	69%	62%	79%	58%
Total	50%	48%	72%	70%

The distribution of the venues in December 2015 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 (December 2015 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	1,036	2,126	4,965	6,150	14,854	1,239	2,007	4,386	7,223	15,635
Multi-day events	6	10	14	9	7	5	8	11	11	8
Single day events	15	32	49	40	31	17	30	44	45	35
Total delegates	706	1,600	3,748	4,856	11,787	893	1,643	3,435	5,819	12,625
One day conference delegate days	36	79	218	365	358	53	83	182	527	363
Multi-day conference delegate days	205	434	1,146	1,338	3,407	262	279	889	1,400	3,317

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.