



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

**Sector Performance
Institutions and
System Performance**



Convention Activity Survey Year to June 2015 report

Prepared Aug 2015



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

Ministry of Business, Innovation and Employment (MBIE)

Hīkina Whakatutuki – Lifting to make successful

MBIE develops and delivers policy, services, advice and regulation to support economic growth and the prosperity and well-being of New Zealanders.

MBIE combines the former Ministries of Economic Development, Science + Innovation, and the Departments of Labour and Building and Housing.

More information

www.mbie.govt.nz

0800 20 90 20

Information, examples and answers to your questions about the topics covered here can be found on our website www.mbie.govt.nz or by calling us free on 0800 20 90 20.

Disclaimer

This document is a guide only. It should not be used as a substitute for legislation or legal advice. The Ministry of Business, Innovation and Employment is not responsible for the results of any actions taken on the basis of information in this document, or for any errors or omissions.

ISSN 2382-1450

Prepared Aug 2015

© **Crown copyright 2015** The material contained in this report is subject to Crown copyright protection unless otherwise indicated. The Crown copyright protected material may be reproduced free of charge in any format or media without requiring specific permission. This is subject to the material being reproduced accurately and not being used in a derogatory manner or in a misleading context. Where the material is being published or issued to others, the source and copyright status should be acknowledged. The permission to reproduce Crown copyright protected material does not extend to any material in this report that is identified as being the copyright of a third party. Authorization to reproduce such material should be obtained from the copyright holders.

Contents

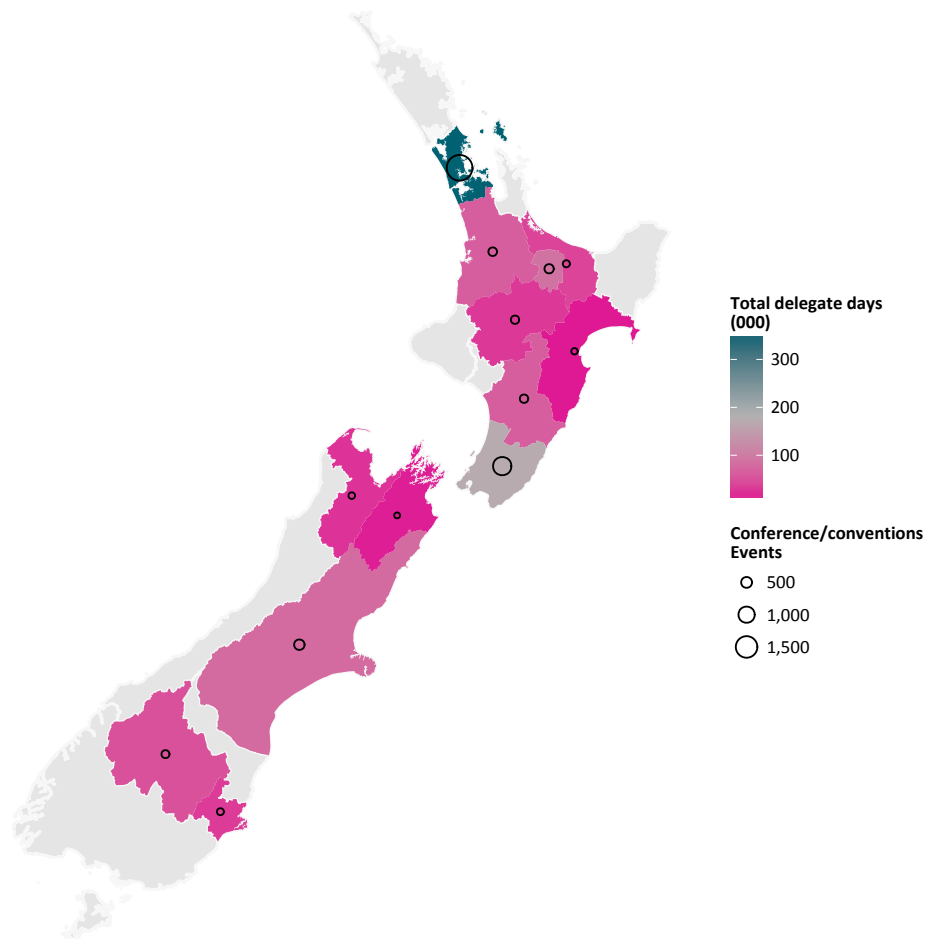
Highlights	1
Overview	3
All business events by region	3
Delegate days by event type	4
Organisations commissioning business events	5
Events by size	6
Trends in the number of events	7
Trends in larger events (>100 delegates)	8
Activity by event type and region	9
Conference and convention activity	9
Meeting and seminar activities	13
Incentive activities	15
Trade shows/exhibitions	17
Special occasions	19
Appendix	21
Convention Activity Survey	21
CAS participants	21
Event definitions	24
Changes to trade shows and exhibitions	24
Method for estimating unrecorded business event activity	24

Highlights

A total of 540,000 delegates attended 5,500 conferences/conventions in the year ended June 2015. This is a higher level of activity compared to year ended June 2014 where 501,000 delegates attended 4,900 conferences. The number of delegate days for conferences and conventions was unchanged between the two years, at around 1.0 million days.

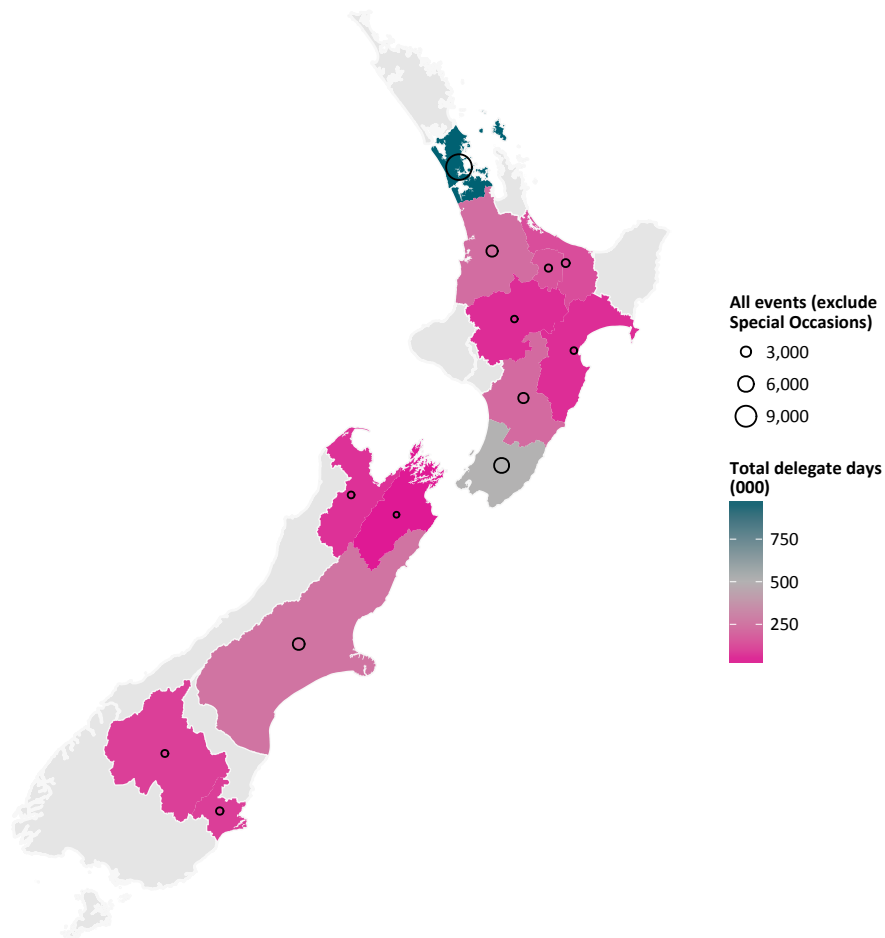
Around 33 per cent of multi day conferences/conventions and 35 per cent of one day conferences/conventions were held in Auckland in the year ended June 2015.

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



Over all events, excluding special occasions, 2.1 million delegates attended 35,900 events for around 2.8 million delegate days in the year ended June 2015. This was slightly down compared to the year ended June 2014, where there were 2.2 million delegates, 37,300 events and 3 million delegate days. A total of 32 per cent of all events (excluding special occasions) were held in Auckland in the year ended June 2015.

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



Overview

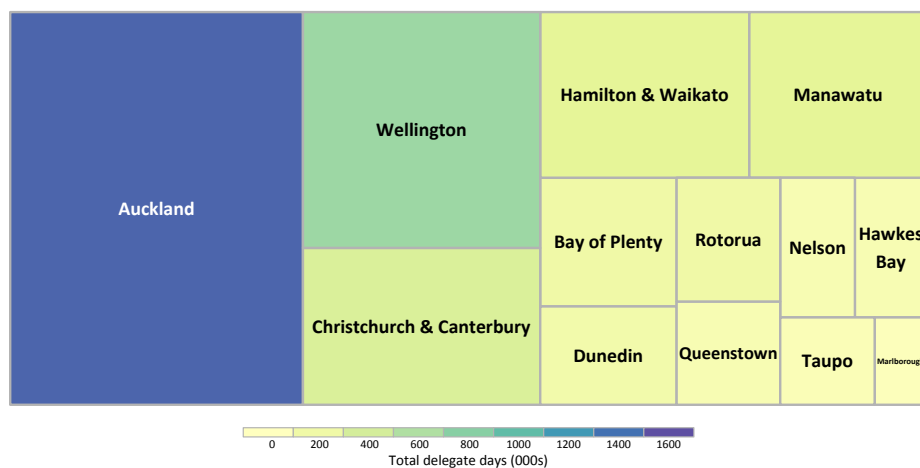
All business events by region

In this quarter, an estimated total of 44,100 events occurred in the 13 regions in the year ended June 2015. Table 1 shows 36 per cent of the delegate days for the year ended June 2015 were in Auckland.

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

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2014 Q2
Auckland	10,794	3,290	14,076	1,229,218	1,480,068	36%	1%
Hamilton & Waikato	3,659	579	4,242	276,544	325,517	8%	-2%
Bay of Plenty	1,825	325	2,149	150,815	189,496	5%	No change
Rotorua	1,150	417	1,570	110,149	176,180	4%	No change
Taupo	657	349	1,010	42,195	64,943	2%	No change
Hawkes Bay	1,091	139	1,232	77,679	94,804	2%	-1%
Manawatu	3,095	503	3,601	266,924	321,037	8%	No change
Wellington	5,265	1,612	6,852	561,558	691,460	17%	1%
Marlborough	493	62	559	29,422	41,711	1%	No change
Nelson	1,117	159	1,277	83,825	103,526	3%	No change
Christchurch & Canterbury	3,795	761	4,556	326,356	371,655	9%	1%
Dunedin	1,320	304	1,642	118,353	147,972	4%	1%
Queenstown	845	439	1,309	64,224	109,241	3%	-1%
Total	35,111	8,946	44,080	3,337,267	4,117,617		

Figure 3: Overview of business events by region



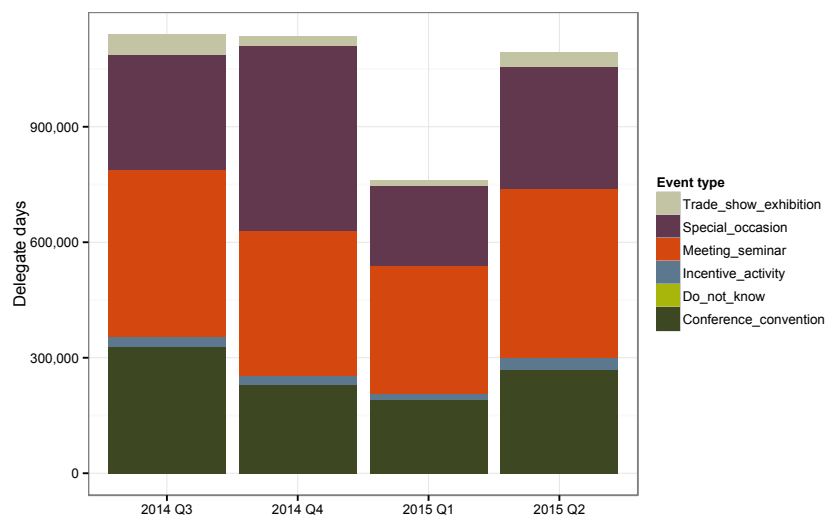
Delegate days by event type

There were about 4.1 million delegate days in the year ended June 2015. A total of 38 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 2015 quarter.

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

	2014 Q3	2014 Q4	2015 Q1	2015 Q2	Total
Meeting/seminar	435,110	375,709	334,100	439,734	1,584,654
Incentive activity	24,959	22,767	13,862	29,449	91,040
Conference/Convention	327,311	229,673	189,731	268,085	1,014,801
Trade show/exhibition	53,725	25,815	15,131	36,986	131,659
Special occasion	298,043	482,154	206,461	317,083	1,303,742
Don't know	1,290	595	2,057	1,961	5,904
Total	1,140,441	1,136,715	761,345	1,093,300	4,131,802

Figure 4: National overview of delegate days by event type



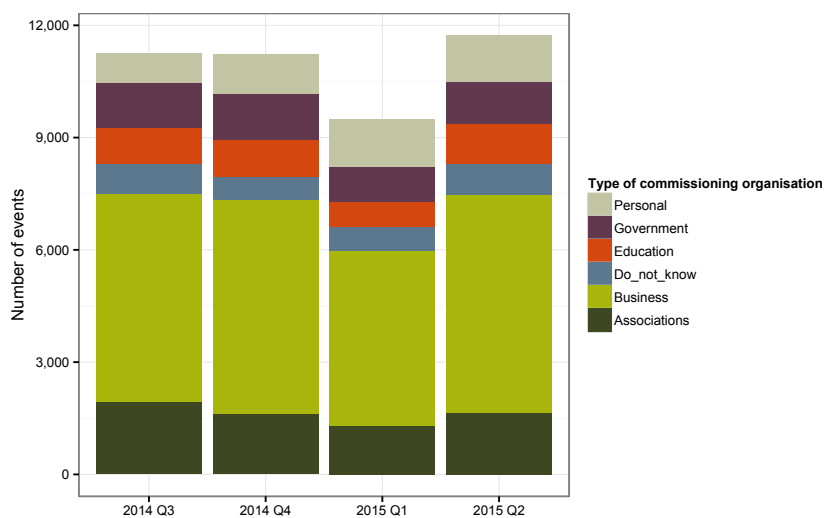
Organisations commissioning business events

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

	2014 Q3	2014 Q4	2015 Q1	2015 Q2	Total
Associations	1,949	1,625	1,294	1,636	6,506
Business	5,538	5,702	4,694	5,821	21,757
Government	1,226	1,227	942	1,117	4,513
Education	935	976	677	1,090	3,679
Personal	794	1,061	1,270	1,240	4,367
Other/Don't know	823	632	622	825	2,903
Total	11,267	11,226	9,502	11,732	43,728

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



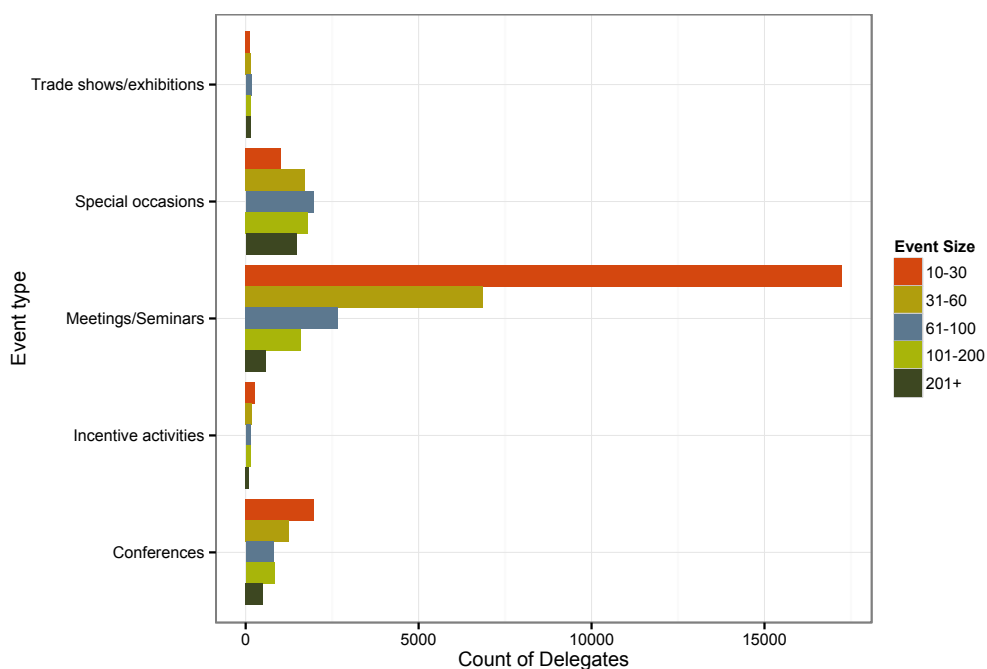
Events by size

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 2015 (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 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 June 2015)

	10-30	31-60	61-100	101-200	201+
Conferences	1,968	1,257	802	837	498
Incentive activities	269	176	142	133	91
Meetings/Seminars	17,237	6,869	2,664	1,591	595
Special occasions	1,021	1,710	1,965	1,809	1,470
Trade shows/exhibitions	121	160	162	138	141

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

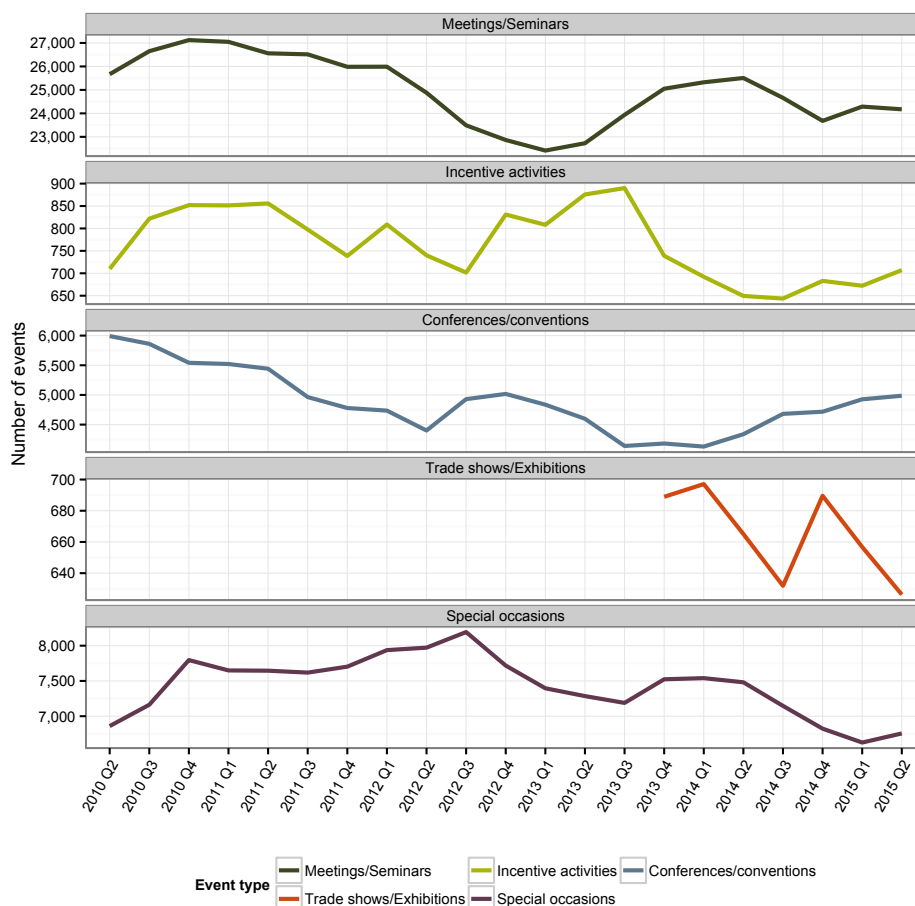


Trends in the number of events¹

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 June 2015.

As can be seen, the annual number of conferences/conventions in the year ended June 2015 is up compared to the year ended December 2014 and has grown over the last five quarters. Meetings/seminars were also up in the year ended June 2015 compared to the December year end.

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

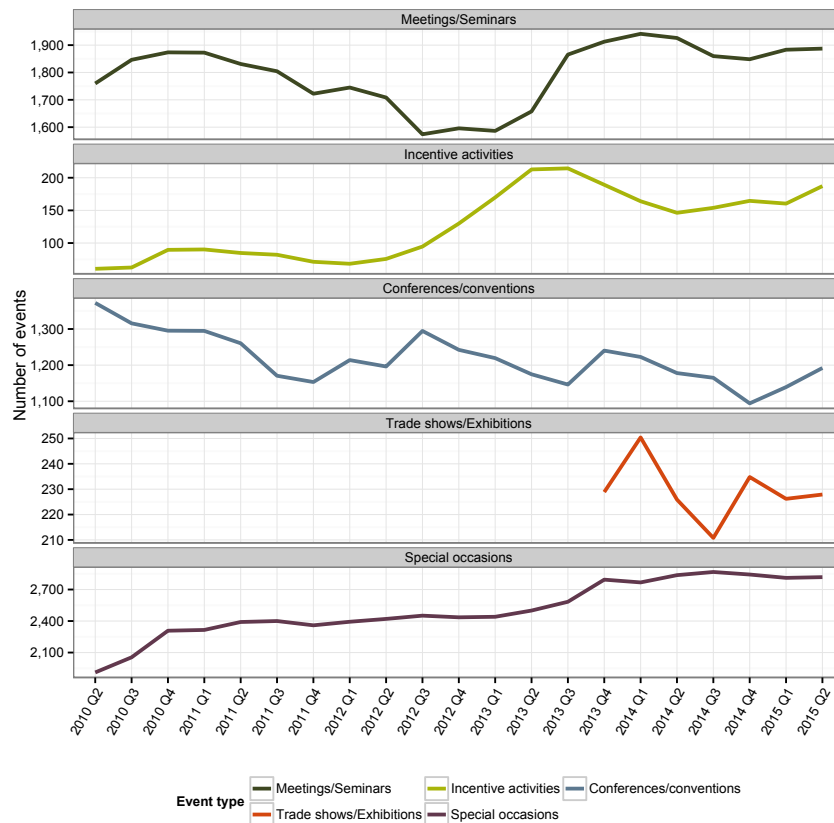


¹Note that Bay of Plenty, Hamilton & Waikato and Marlborough have been excluded, because they have not been contributing data for the whole period shown in the chart.

Trends in larger events (>100 delegates)²

The current year end shows a slight increase in large meetings/seminars and conferences/conventions compared to the last reporting period, as illustrated in Figure 8. Incentive activity also increased slightly and special occasions have remained at a similar level compared to last reporting period.

Figure 8: Number of Events with >100 delegates from year ended June 2010 to year ended June 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 June 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 June 2015.

■ Number of conferences/conventions and delegate days by duration

Table 5 shows that 3,141 (58 per cent) of the conferences held in the year ended June 2015 were multi day events, with 51 per cent of these multi day conference events (1,613) being two days in duration.

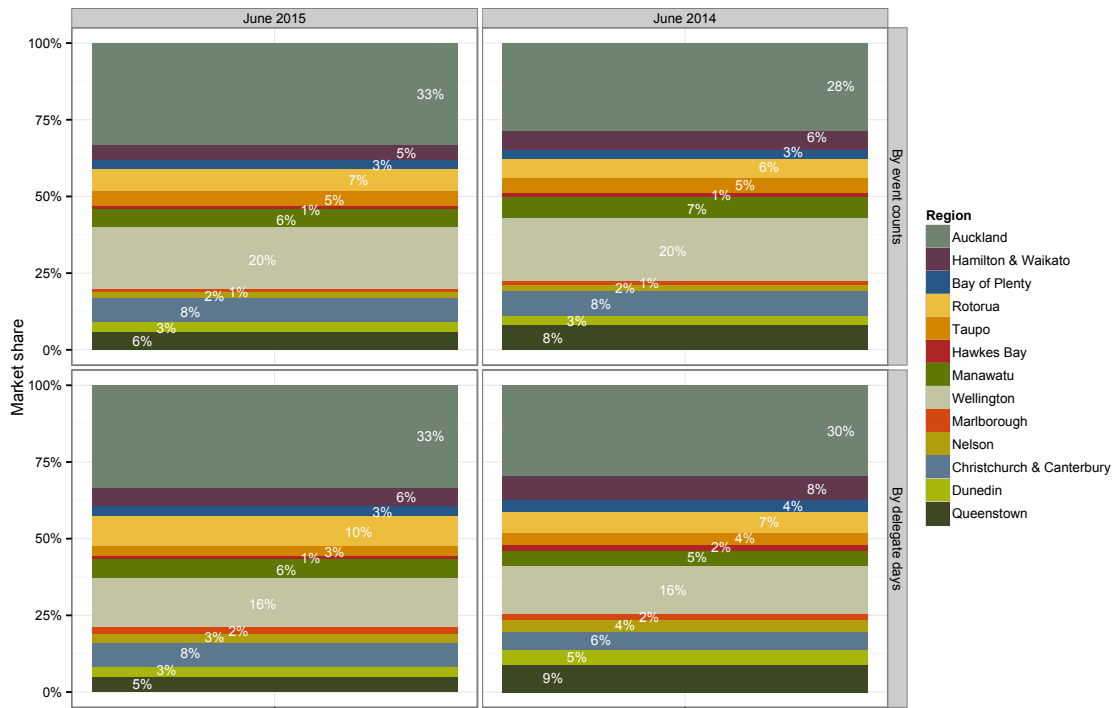
Auckland hosted the greatest proportion (33 per cent) of multi-day conferences, generating 33 per cent of the total multi-day conference delegate days. Wellington was second with 20 per cent of the multi-day conferences and 16 per cent of the multi-day conference delegate days.

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 2015 Q2	YE 2014 Q2	Single day	Multi-day	
Auckland	791	570	469	33%	28%	79,579	277,076	33%
Hamilton & Waikato	126	101	65	5%	6%	11,411	51,983	6%
Bay of Plenty	70	43	46	3%	3%	7,065	28,902	3%
Rotorua	124	106	121	7%	6%	6,991	82,339	10%
Taupo	94	77	92	5%	5%	3,318	25,038	3%
Hawkes Bay	48	16	19	1%	1%	2,064	10,009	1%
Manawatu	97	98	81	6%	7%	10,742	51,272	6%
Wellington	542	361	272	20%	20%	38,023	133,311	16%
Marlborough	10	8	18	1%	1%	360	14,176	2%
Nelson	32	26	43	2%	2%	2,309	22,298	3%
Christchurch & Canterbury	226	120	122	8%	8%	13,571	63,750	8%
Dunedin	46	37	55	3%	3%	2,943	27,901	3%
Queenstown	54	52	128	6%	8%	3,158	45,369	5%
Total	2,261	1,613	1,528	100%	100%	181,532	833,426	100%

³<http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research/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	620	405	268	320	220
Hamilton & Waikato	108	58	50	50	25
Bay of Plenty	42	27	30	40	16
Rotorua	104	94	47	68	38
Taupo	128	69	34	26	6
Hawkes Bay	39	18	12	13	<5
Manawatu	101	63	33	43	36
Wellington	495	288	152	123	76
Marlborough	11	8	5	8	<5
Nelson	33	30	12	17	11
Christchurch & Canterbury	194	102	70	63	36
Dunedin	30	34	41	22	11
Queenstown	64	62	49	44	16
Total	1,968	1,258	803	838	492*

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

Region	201-500	500+
Auckland	162	58
Hamilton & Waikato	14	11
Wellington	57	19
Rest North Island	82	22
Christchurch & Canterbury	31	6
Rest South Island	35	<5
Total	381	116*

* 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 259,560 multi-day conference delegates (about 37 per cent of all multiday delegates) whose origin information was captured in the year ended June 2015, 42 per cent were reported to be from the local region, with a further 49 per cent travelling to the conference from elsewhere in New Zealand. About 5 per cent of multi-day conference delegates were from Australia, and a further 4 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 June 2015)†

	Local	Regional	Australian	Other International	Total
Auckland	47,331	32,152	4,988	3,983	88,454
Hamilton & Waikato	10,309	6,351	284	934	17,878
Bay of Plenty	3,204	5,353	52	407	9,016
Rotorua	3,803	20,782	1,046	1,081	26,712
Taupo	1,346	7,373	83	36	8,838
Hawkes Bay	714	2,235	159	17	3,125
Manawatu	9,335	6,094	411	340	16,180
Wellington	15,158	19,816	630	1,121	36,725
Marlborough	858	2,126	70	401	3,455
Nelson	1,996	2,856	59	120	5,030
Christchurch & Canterbury	12,084	8,505	768	651	22,008
Dunedin	2,568	5,140	667	118	8,494
Queenstown	890	8,179	4,330	247	13,646
Total	109,595	126,962	13,546	9,457	259,560

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

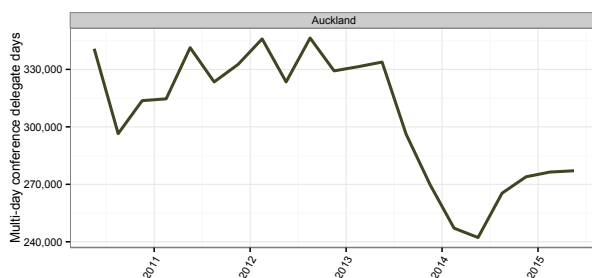
Another source of information on international conference delegate is Statistics New Zealand's international travel and migration data. For the year ended June 2015, Statistics New Zealand⁴ reported that 57,440 international visitors stated that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day). Of these, 37,216 (65 per cent) were Australian. This was a decrease of 1 per cent from the year ended June 2014, when 57,888 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 36,640 (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

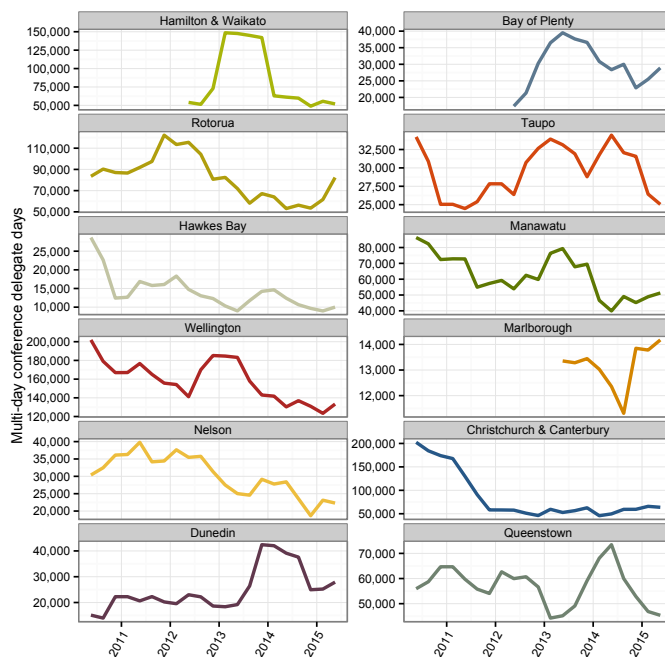
Figure 10 shows the number of reported delegate days in Auckland has continued to increase in the June quarter.

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



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

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



Meeting and seminar activities

Meetings/seminars account for 65 per cent of all events and 38 per cent of the delegate days in the year ended June 2015.

■ Number of meetings/seminars and delegate days by duration

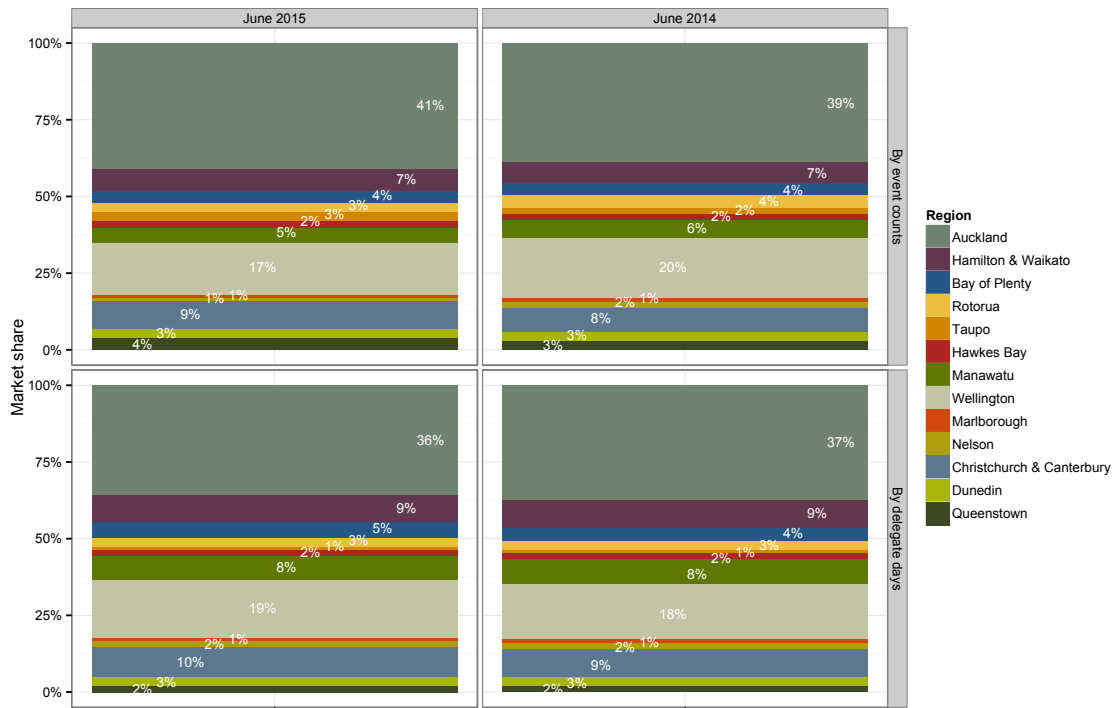
Table 9 shows that 5,182 (18 per cent) of the meetings/seminars held in the year ended June 2015 were multi day events.

Auckland hosted the greatest proportion (41 per cent) of multi-day meetings/seminars, generating 36 per cent of the total multi-day meetings/seminars delegate days. Wellington was second with 17 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 Q2	YE 2014 Q2	YE 2015 Q2	
Auckland	7,524	2,102	41%	39%	565,941	36%
Hamilton & Waikato	2,671	374	7%	7%	135,421	9%
Bay of Plenty	1,145	184	4%	4%	73,190	5%
Rotorua	694	153	3%	4%	45,509	3%
Taupo	397	147	3%	2%	21,264	1%
Hawkes Bay	696	94	2%	2%	36,944	2%
Manawatu	2,187	280	5%	6%	122,224	8%
Wellington	3,475	899	17%	20%	303,964	19%
Marlborough	340	34	1%	1%	14,864	1%
Nelson	701	76	1%	2%	31,949	2%
Christchurch & Canterbury	2,627	470	9%	8%	157,041	10%
Dunedin	844	171	3%	3%	47,020	3%
Queenstown	415	192	4%	3%	29,319	2%
Total	23,722	5,181	100%	100%	1,584,654	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	5,333	2,432	943	628	269
Hamilton & Waikato	1,896	728	253	144	32
Bay of Plenty	759	354	130	82	28
Rotorua	517	199	66	66	6
Taupo	392	98	42	13	<5
Hawkes Bay	501	176	74	39	10
Manawatu	1,487	593	230	127	47
Wellington	2,468	1,005	401	244	128
Marlborough	256	73	30	14	<5
Nelson	496	198	53	21	7
Christchurch & Canterbury	1,884	702	294	145	56
Dunedin	724	202	97	49	12
Queenstown	524	110	52	19	<5
Total	17,238	6,870	2,664	1,591	594*

* 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	240	29
Hamilton & Waikato	28	<5
Wellington	74	54
Rest North Island	82	9
Christchurch & Canterbury	41	14
Rest South Island	18	<5
Total	483	107*

Incentive activities

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

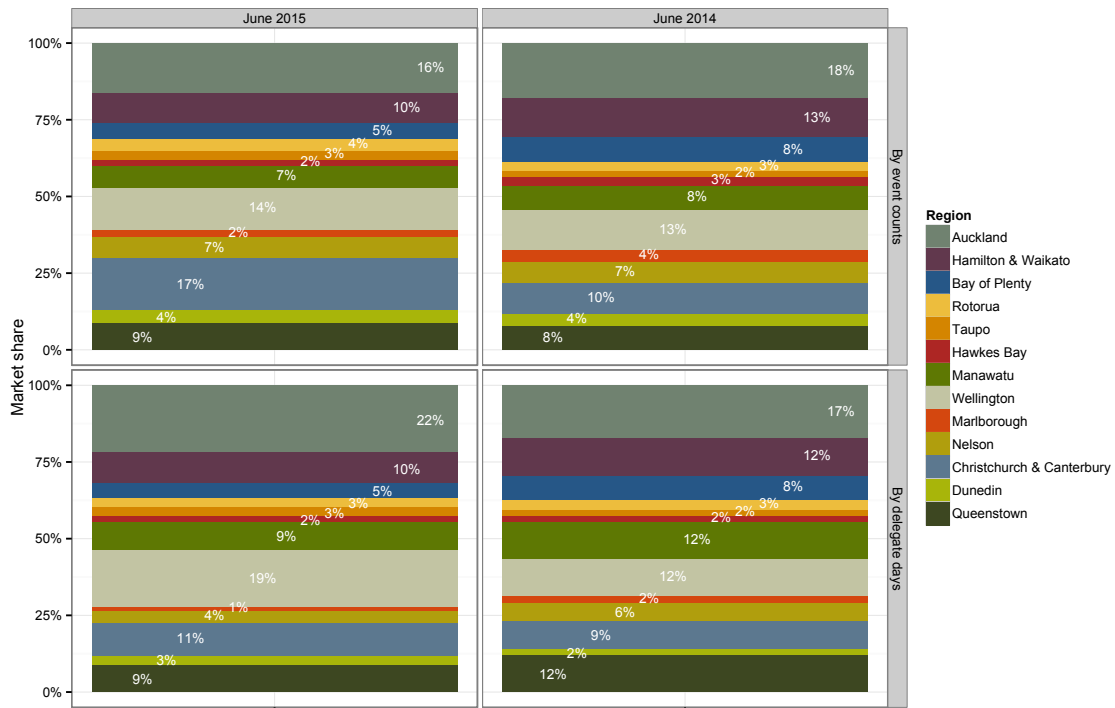
■ Number of incentives and delegate days by duration

Table 12 shows that Christchurch & Canterbury hosted the greatest proportion (17 per cent) of incentive activities, generating 11 per cent of the total incentive activities delegate days. Christchurch & Canterbury was followed by Auckland, Wellington and Hamilton & Waikato with respective market shares of 16, 14, and 10 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 Q2	YE 2015 Q2	YE 2014 Q2	YE 2015 Q2	
Auckland	134	16%	18%	20,342	22%
Hamilton & Waikato	87	10%	13%	8,991	10%
Bay of Plenty	40	5%	8%	4,236	5%
Rotorua	31	4%	3%	2,927	3%
Taupo	26	3%	2%	2,713	3%
Hawkes Bay	18	2%	3%	1,521	2%
Manawatu	57	7%	8%	8,010	9%
Wellington	120	14%	13%	16,917	19%
Marlborough	20	2%	4%	544	1%
Nelson	63	7%	7%	3,980	4%
Christchurch & Canterbury	144	17%	10%	9,831	11%
Dunedin	37	4%	4%	3,143	3%
Queenstown	73	9%	8%	7,878	9%
Total	855	100%	100%	91,040	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	40	16	76
Hamilton & Waikato	22	14	48
Bay of Plenty	8	7	22
Rotorua	7	9	12
Taupo	8	6	13
Hawkes Bay	7	<5	7
Manawatu	10	7	36
Wellington	27	18	56
Marlborough	12	<5	<5
Nelson	32	17	15
Christchurch & Canterbury	49	47	50
Dunedin	14	8	16
Queenstown	34	23	17
Total	270	171*	367*

* 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 2 per cent of all events and 3 per cent of the delegate days in the year ended June 2015.

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

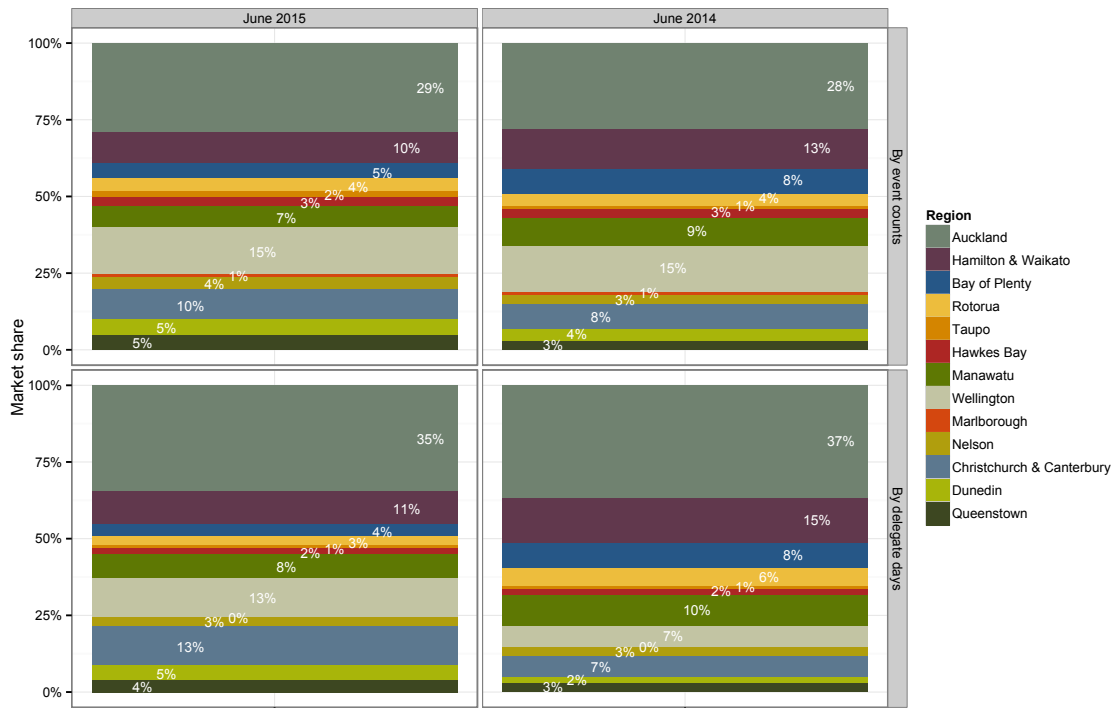
Table 14 shows that Auckland hosted the greatest proportion (29 per cent) of trade shows/exhibitions, generating 35 per cent of the total trade shows/exhibition delegate days. Wellington was second with 15 per cent of the trade shows/exhibitions, followed closely by Hamilton & Waikato and Christchurch & Canterbury with 10 per cent. Market share by delegate days sees Hamilton & Waikato increase its market share to 11 per cent, while Wellington's market share drops to 13 per cent.

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

Region	Total	Market share of		Total	Market share of
	Tradeshow/Exhibitions	events		Delegate days	by delegate days
	YE 2015 Q2	YE 2015 Q2	YE 2014 Q2	YE 2015 Q2	
Auckland	218	29%	28%	46,055	35%
Hamilton & Waikato	78	10%	13%	13,843	11%
Bay of Plenty	40	5%	8%	5,743	4%
Rotorua	28	4%	4%	4,464	3%
Taupo	15	2%	1%	682	1%
Hawkes Bay	21	3%	3%	2,221	2%
Manawatu	51	7%	9%	9,890	8%
Wellington	114	15%	15%	16,771	13%
Marlborough	7	1%	1%	364	0%
Nelson	32	4%	3%	3,461	3%
Christchurch & Canterbury	72	10%	8%	17,365	13%
Dunedin	36	5%	4%	6,106	5%
Queenstown	34	5%	3%	4,688	4%
Total	752	100%	100%	131,659	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	28	44	42	46	46
Hamilton & Waikato	12	16	15	20	14
Bay of Plenty	8	6	6	10	8
Rotorua	9	6	7	<5	<5
Taupo	7	<5	<5	<5	<5
Hawkes Bay	<5	6	5	<5	<5
Manawatu	6	9	12	12	13
Wellington	16	26	18	21	26
Marlborough	<5	<5	<5	<5	<5
Nelson	8	10	8	<5	<5
Christchurch & Canterbury	11	12	20	11	19
Dunedin	8	11	10	<5	<5
Queenstown	5	9	15	<5	<5
Total	117*	153*	157*	120*	126*

* 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 32 per cent of the delegate days in the year ended June 2015.

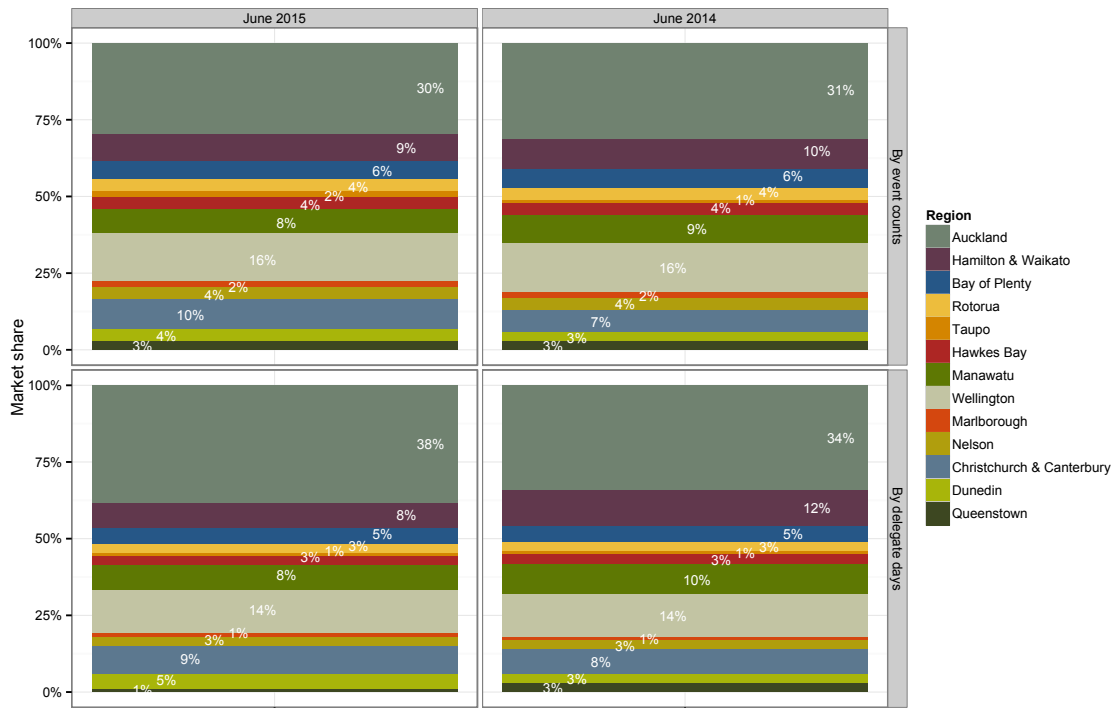
■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (30 per cent) of special occasions, generating 38 per cent of the special occasions delegate days. Wellington was second with 16 per cent of the special occasions and 14 per cent of the special occasions delegate days. Christchurch & Canterbury accounted for 10 per cent of special occasions events, while Hamilton & Waikato and Manawatu accounted for nine and eight 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 Q2	YE 2015 Q2	YE 2014 Q2	YE 2015 Q2	
Auckland	2,407	30%	31%	498,691	38%
Hamilton & Waikato	741	9%	10%	103,383	8%
Bay of Plenty	529	6%	6%	63,717	5%
Rotorua	307	4%	4%	35,042	3%
Taupo	156	2%	1%	10,589	1%
Hawkes Bay	315	4%	4%	38,942	3%
Manawatu	675	8%	9%	109,267	8%
Wellington	1,285	16%	16%	188,668	14%
Marlborough	128	2%	2%	11,983	1%
Nelson	298	4%	4%	40,617	3%
Christchurch & Canterbury	776	10%	7%	122,457	9%
Dunedin	319	4%	3%	61,213	5%
Queenstown	212	3%	3%	19,168	1%
Total	8,155	100%	100%	1,303,742	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	236	430	473	592	617
Hamilton & Waikato	89	194	207	141	119
Bay of Plenty	61	126	164	101	74
Rotorua	54	77	76	66	35
Taupo	49	41	45	14	<5
Hawkes Bay	33	74	99	70	45
Manawatu	70	158	186	141	140
Wellington	104	236	271	336	200
Marlborough	22	35	44	22	5
Nelson	69	73	76	49	38
Christchurch & Canterbury	136	144	206	165	129
Dunedin	56	70	58	80	51
Queenstown	42	52	60	34	17
Total	1,021	1,711	1,965	1,810	1,470*

* 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.

■ 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 2015 quarter, event activity was recorded or estimated for a total of 271 venues in the 13 regions. Of these, 135 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 144 venues each quarter.

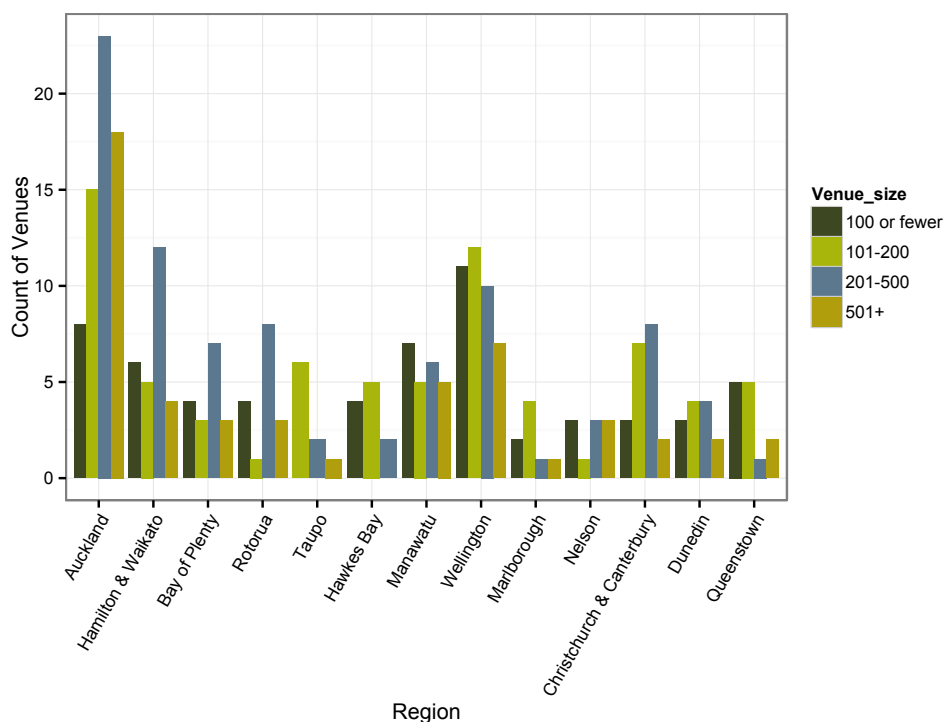
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 Q1 and 2015 Q2

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2015 Q1	2015 Q2	2015 Q1	2015 Q2
Auckland	40%	44%	70%	73%
Hamilton & Waikato	48%	56%	49%	86%
Bay of Plenty	35%	35%	57%	57%
Rotorua	56%	50%	85%	76%
Taupo	56%	56%	75%	75%
Hawkes Bay	27%	27%	38%	38%
Manawatu	26%	26%	40%	40%
Wellington	52%	48%	83%	81%
Marlborough	50%	62%	73%	78%
Nelson	50%	50%	34%	40%
Christchurch & Canterbury	75%	90%	88%	91%
Dunedin	71%	62%	84%	86%
Queenstown	62%	69%	74%	79%
Total	48%	50%	67%	73%

The distribution of the venues in June 2015 quarter by size is shown in Figure 16 below. 64 venues (24 per cent) are located in Auckland.

Figure 16: Number of venues by delegate capacity and region (June 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	1,003	2,124	4,954	6,117	15,106	1,129	2,011	4,329	7,199	15,937
Multi-day events	6	10	15	9	7	5	8	11	11	8
Single day events	15	32	49	40	31	17	30	43	45	36
Total delegates	689	1,578	3,720	4,813	11,977	853	1,631	3,361	5,747	12,874
One day conference delegate days	30	78	218	354	355	49	85	179	510	361
Multi-day conference delegate days	179	452	1,155	1,322	3,427	234	291	872	1,406	3,339

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.