



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

**Sector Performance
Institutions and
System Performance**



Convention Activity Survey Year to December 2014 report

Prepared Mar 2015



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

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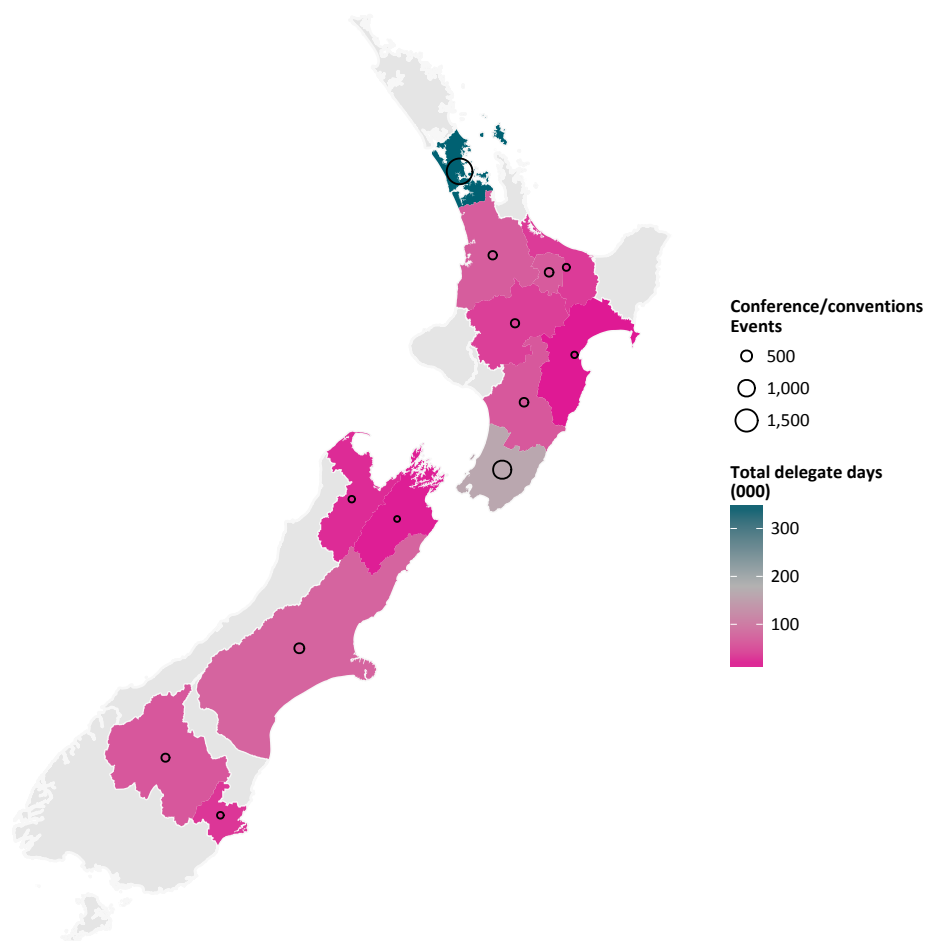
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¹See section *Changes to trade shows and exhibitions* for changes to the definition for CAS qualifying trade shows and exhibitions.

Highlights

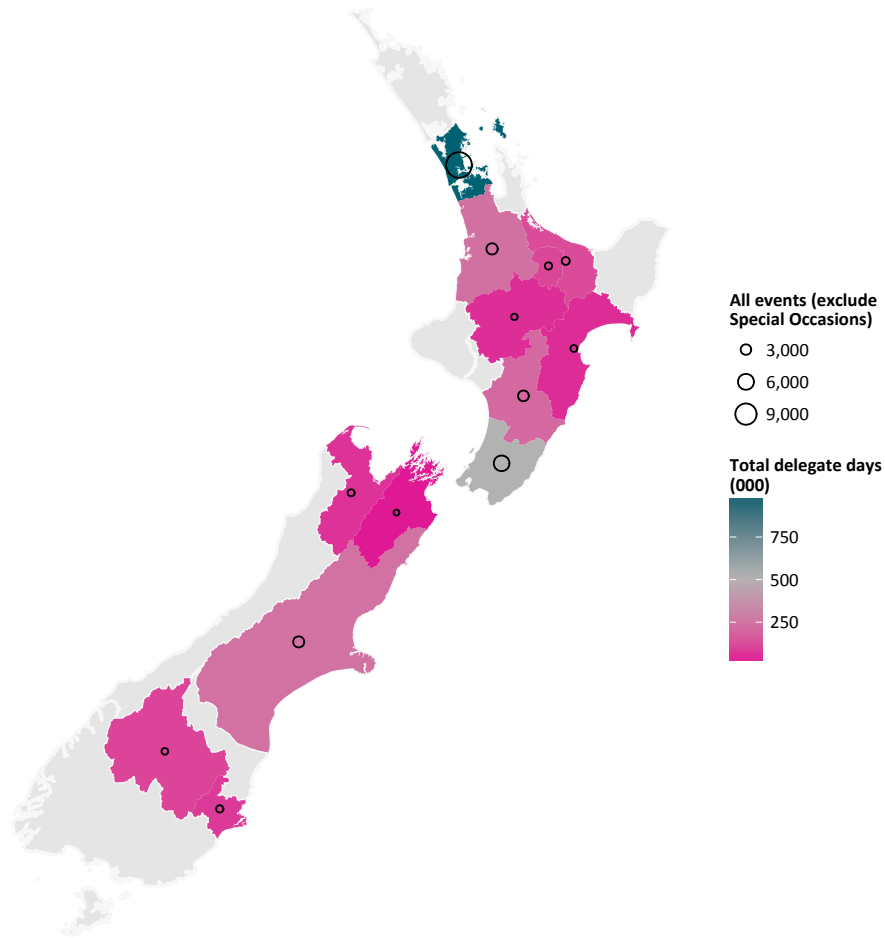
A total of 500,000 delegates attended 5,200 conferences/conventions for around 1 million delegate days in the year ended December 2014. This is a lower level of activity compared to year ended December 2013 where 541,000 delegates, 4,800 conferences and 1.2 million delegate days were reported. Around 34 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 2014.

Figure 1: Summary of conferences and conventions activities (year ended December 2014)



Over all events, excluding special occasions, 2.1 million delegates attended 35,100 events for around 2.8 million delegate days in the year ended December 2014. This compared to 2.2 million delegates, 36,900 events and 3.1 million delegate days in the year ended December 2013. 33 per cent of all events (excluding special occasions) were held in Auckland.

Figure 2: Summary of all events except special occasions (year ended December 2014)



Overview

The definition for CAS qualifying trade shows and exhibitions now excludes consumer events that are primarily directed at the public, such as home shows and A&P shows. To allow for consistent comparisons within this report and in the associated excel file, these consumer events have been removed from the data set for the 2013 and 2014 calendar years. Comparisons to previously published reports 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.

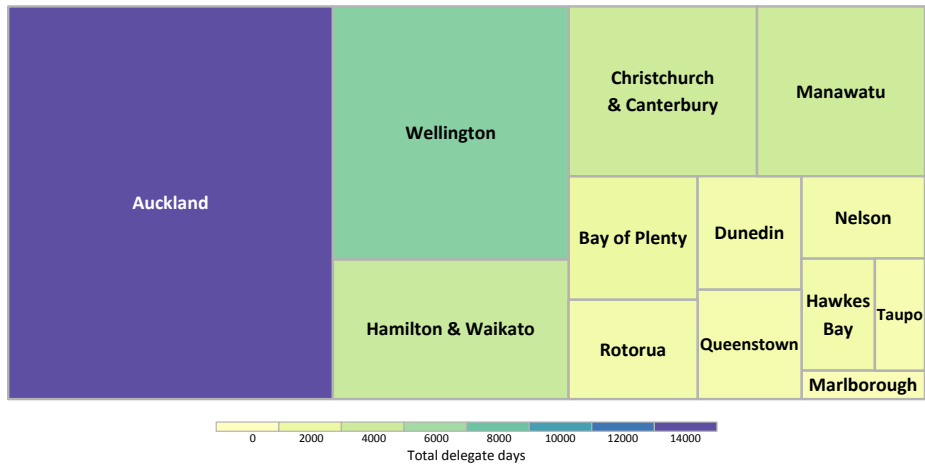
All business events by region

An estimated total of 43,300 events occurred in the 13 regions in the year ended December 2014. Table 1 shows 35 per cent of the delegate days for the year ended December 2014 were in Auckland.

Table 1: Overview of all business events (year ended December 2014)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2013 Q4
Auckland	10,835	3,137	13,976	1,236,080	1,489,126	35%	No change
Hamilton & Waikato	3,612	543	4,177	310,008	384,655	9%	-1%
Bay of Plenty	1,760	290	2,062	152,487	186,152	4%	-1%
Rotorua	1,127	379	1,507	101,826	149,675	4%	-1%
Taupo	521	316	840	38,078	65,552	2%	No change
Hawkes Bay	1,120	142	1,294	82,087	96,082	2%	-1%
Manawatu	3,260	518	3,828	276,745	332,973	8%	-1%
Wellington	5,514	1,589	7,119	592,232	696,162	17%	3%
Marlborough	450	61	505	27,955	41,077	1%	No change
Nelson	1,225	169	1,389	97,798	118,535	3%	No change
Christchurch & Canterbury	3,340	676	4,008	325,562	373,550	9%	1%
Dunedin	1,182	278	1,460	111,556	137,763	3%	No change
Queenstown	657	422	1,079	80,230	132,777	3%	No change
Total	34,608	8,526	43,250	3,432,653	4,204,084		

Figure 3: Overview of business events by region



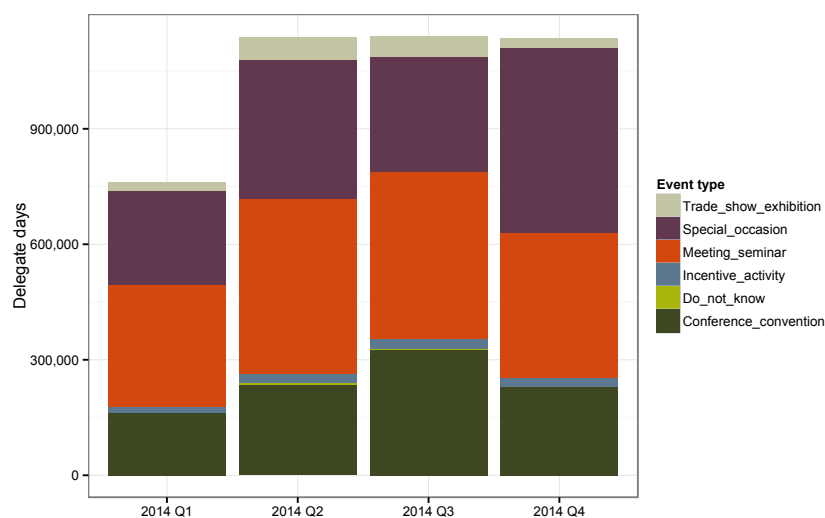
Delegate days by event type

There were about 4.2 million delegate days in the year ended December 2014. 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 peak in the September 2014 quarter and a trough in the March 2014 quarter.

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

	2014 Q1	2014 Q2	2014 Q3	2014 Q4	Total
Meeting/seminar	316,388	454,804	435,110	375,709	1,582,013
Incentive activity	16,170	24,075	24,959	22,767	87,972
Conference/Convention	161,475	235,927	327,311	229,673	954,388
Trade show/exhibition	20,864	59,358	53,725	25,815	159,764
Special occasion	245,024	361,874	298,043	482,154	1,387,096
Don't know	1,232	3,469	1,290	595	6,587
Total	761,156	1,139,508	1,140,441	1,136,715	4,177,821

Figure 4: National overview of delegate days by event type



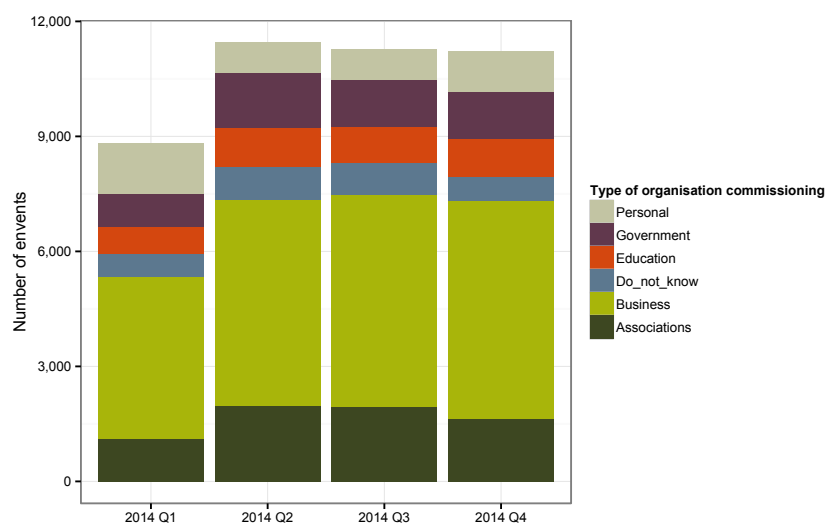
Organisations commissioning business events

Table 3 shows that most events in the year ended December 2014 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 December 2014

	2014 Q1	2014 Q2	2014 Q3	2014 Q4	Total
Associations	1,108	1,976	1,949	1,625	6,659
Business	4,243	5,365	5,538	5,702	20,850
Government	836	1,419	1,226	1,227	4,709
Education	721	1,033	935	976	3,667
Personal	1,322	795	794	1,061	3,974
Other/Don't know	579	861	823	632	2,896
Total	8,810	11,453	11,267	11,226	42,757

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



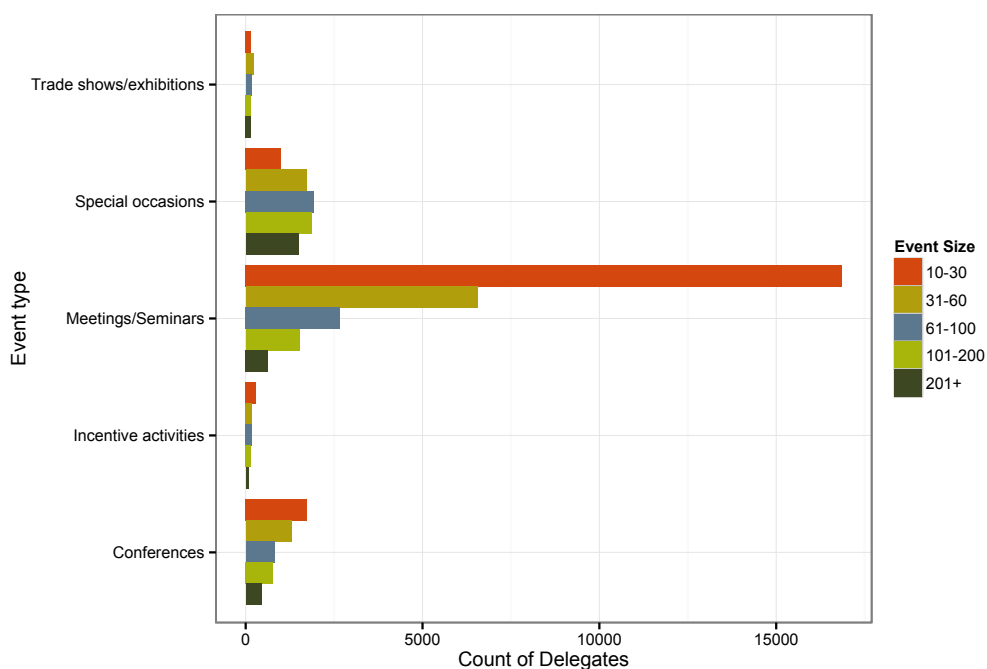
Events by size

With the exception of special occasions and trade shows/exhibitions, small events with 60 delegates or fewer dominate business event activity in the year ended December 2014 (refer Figure 6). Small meetings/seminars formed the majority (83 per cent) of all meeting/seminar events, with 60 per cent of meetings having 10-30 delegates and about 23 per cent of meetings with 31-60 delegates. Smaller conferences also dominated conference/convention activity, with 34 per cent having 10-30 delegates and a further 26 per cent having 31-60 delegates.

Table 4: Number of events by event type and event size (year ended December 2014)

	10-30	31-60	61-100	101-200	201+
Conferences	1,730	1,294	813	777	450
Incentive activities	282	183	170	144	76
Meetings/Seminars	16,857	6,559	2,675	1,520	632
Special occasions	995	1,722	1,934	1,858	1,498
Trade shows/exhibitions	155	221	160	155	148

Figure 6: Number of events by event type and event size (year ended December 2014)

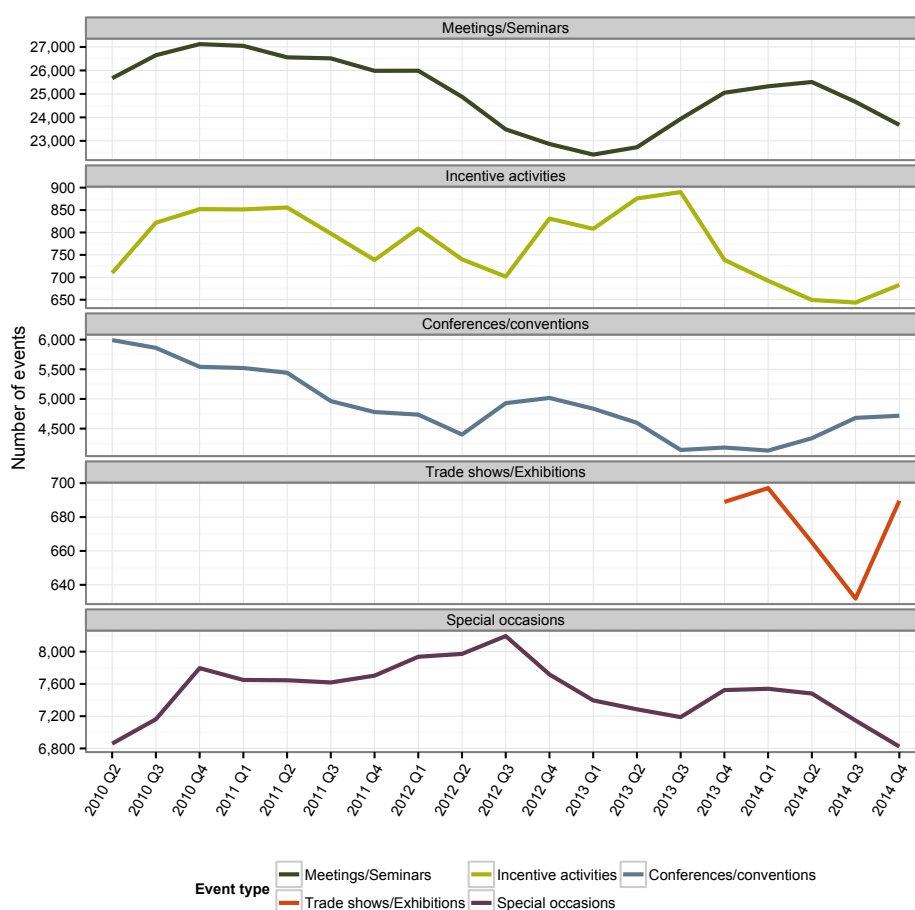


Trends in the number of events²

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 2014.

As can be seen, the annual number of conferences/conventions in the year ended December 2014 is up compared to the year ended December 2013 and remained at a similar level compared to the year ended September 2014. Both incentive activity and trade shows/exhibitions were up in the year ended December 2014 compared to the September year end, while the other activities decreased.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended December 2014). Bay of Plenty, Hamilton & Waikato and Marlborough are excluded.

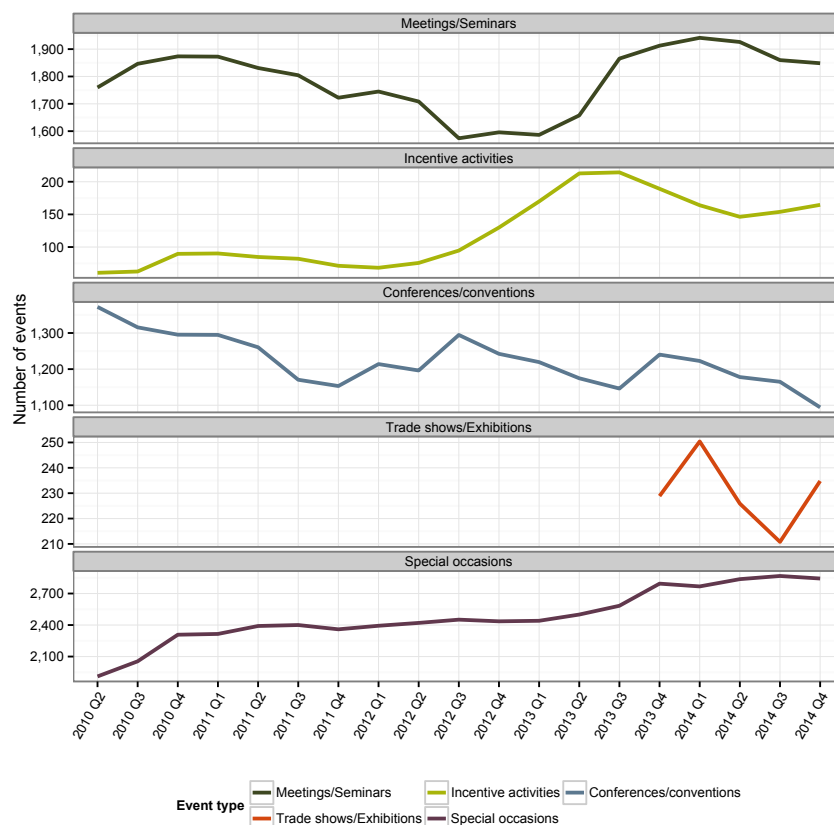


²Note that Bay of Plenty, Hamilton & Waikato and Marlborough have been excluded because they have not been contributing data for the whole period shown in the chart.

Trends in larger events (>100 delegates)³

The current year end shows a slight increase in large incentive activities, continuing the trend from the last reporting period, as illustrated in Figure 8. Large Trade show/exhibitions also increased this reporting period, while special occasions have remained a similar level compared to last reporting period while conferences and conventions has dropped.

Figure 8: Number of Events with >100 delegates from year ended June 2010 to year ended December 2014 (excludes Hamilton & Waikato, Bay of Plenty and Marlborough)



³Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011Q2), and Marlborough (joined the CAS in 2012 Q2).

Changes to trade shows and exhibitions

The definition for CAS qualifying trade shows and exhibitions has 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 calendar years 2013 and 2014, these consumer events have been removed from the data set for these years.

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.

Activity by event type and region

This section summarizes more detailed information about the activities by type of event for the year ended December 2014. Further data and comparisons may be made using the excel pivot tables available from the MBIE website ⁴.

Conference and convention activity

Conferences/conventions account for 12 per cent of all events and 23 per cent of the delegate days in the year ended December 2014.

■ Number of conferences/conventions and delegate days by duration

Table 5 shows that 3,021 (60 per cent) of the conferences held in the year ended December 2014 were multi day events, with 52 per cent of these multi day conference events (1,580) being two days in duration.

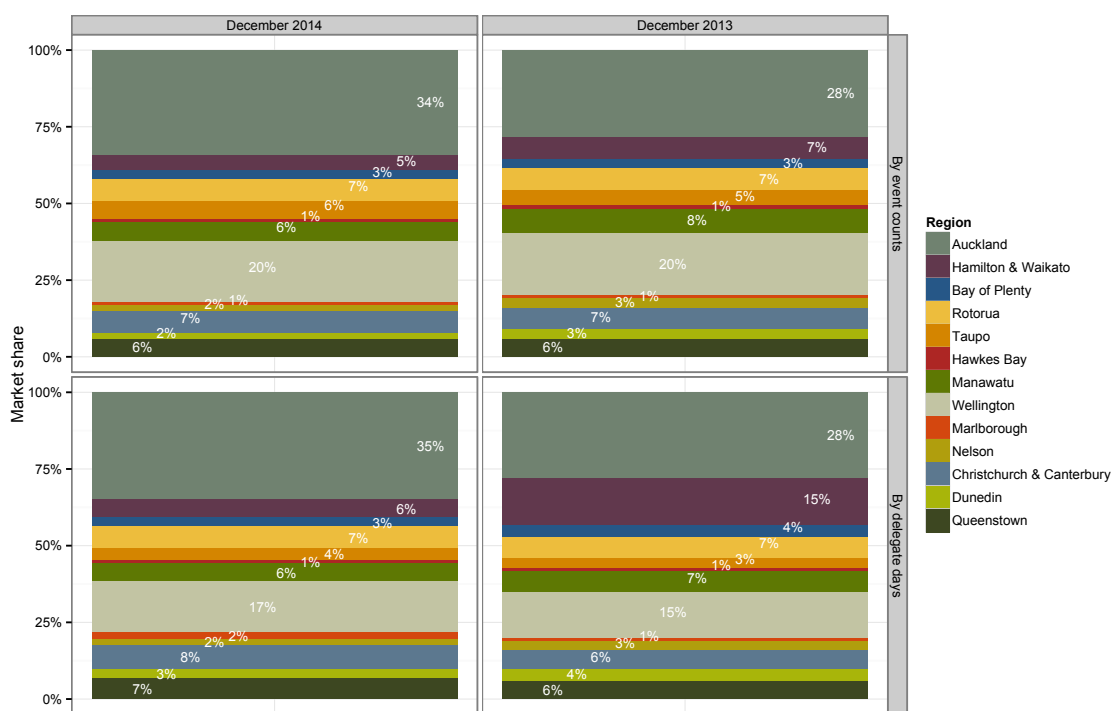
Auckland hosted the greatest proportion (34 per cent) of multi-day conferences, generating 35 per cent of the total multi-day conference delegate days. Wellington was second with 20 per cent of the multi-day conferences and 17 per cent of the multi-day conference delegate days.

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 2014 Q4	YE 2013 Q4	Single day	Multi-day	
Auckland	721	564	452	34%	28%	74,624	273,938	35%
Hamilton & Waikato	123	83	62	5%	7%	12,245	48,922	6%
Bay of Plenty	66	37	42	3%	3%	7,445	22,897	3%
Rotorua	95	115	85	7%	7%	6,740	53,504	7%
Taupo	85	85	87	6%	5%	2,887	31,569	4%
Hawkes Bay	47	18	20	1%	1%	3,089	9,670	1%
Manawatu	106	108	75	6%	8%	10,204	45,192	6%
Wellington	472	363	256	20%	20%	34,376	130,939	17%
Marlborough	13	4	17	1%	1%	669	13,849	2%
Nelson	38	17	44	2%	3%	2,352	18,659	2%
Christchurch & Canterbury	181	90	129	7%	7%	11,761	59,426	8%
Dunedin	36	31	44	2%	3%	2,259	24,952	3%
Queenstown	43	64	130	6%	6%	2,750	52,865	7%
Total	2,026	1,580	1,441	100%	100%	171,400	786,383	100%

⁴<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 conference



■ 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	556	450	290	288	197
Hamilton & Waikato	87	58	54	48	28
Bay of Plenty	29	27	35	32	17
Rotorua	92	82	33	58	28
Taupo	122	65	39	21	9
Hawkes Bay	38	16	13	14	7
Manawatu	111	67	39	42	29
Wellington	425	298	151	123	66
Marlborough	10	13	<5	<5	<5
Nelson	26	32	18	16	7
Christchurch & Canterbury	146	101	54	65	32
Dunedin	24	27	29	20	10
Queenstown	62	59	55	45	16
Total	1,730	1,295	810*	773*	447*

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

Region	201-500	500+
Auckland	136	61
Hamilton & Waikato	18	10
Wellington	52	14
Rest North Island	80	14
Christchurch & Canterbury	29	<5
Rest South Island	31	<5
Total	346	99*

* 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 243,337 delegates (about 34 per cent of all multiday delegates) whose origin information was captured in the year ended December 2014, 40 per cent were reported to be from the local region, with a further 53 per cent travelling to the conference from elsewhere in New Zealand. Five per cent of multi-day conference delegates were from Australia, and a further two 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 2014)[†]

	Local	Regional	Australian	Other International	Total
Auckland	43,817	30,959	4,624	3,058	82,457
Hamilton & Waikato	9,939	5,527	365	124	15,955
Bay of Plenty	2,501	5,167	88	104	7,860
Rotorua	2,459	16,211	503	127	19,301
Taupo	746	9,315	316	72	10,449
Hawkes Bay	1,047	2,103	103	31	3,284
Manawatu	8,427	5,492	268	102	14,289
Wellington	11,609	22,991	335	822	35,756
Marlborough	741	1,910	171	46	2,868
Nelson	1,952	3,521	70	84	5,628
Christchurch & Canterbury	11,230	7,947	672	449	20,298
Dunedin	2,306	5,486	460	97	8,348
Queenstown	973	11,126	4,142	604	16,844
Total	97,747	127,753	12,117	5,720	243,337

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

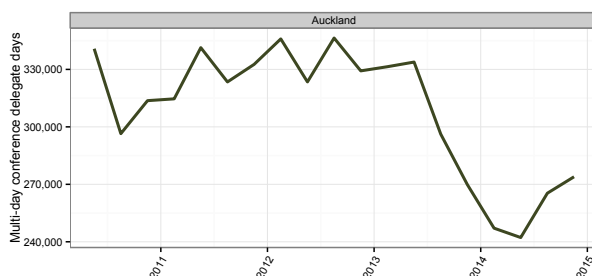
Another source of information on international conference delegate is Statistics New Zealand's international travel and migration data. For the year ended December 2014, Statistics New Zealand⁵ reported that a total of 57,424 international visitors reported that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day). Of these, 36,368 (63 per cent) were Australian. This was a decrease of 2 per cent from the year ending December 2013, when 58,512 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 37,584 (64 per cent) were from Australia.

⁵Statistics 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

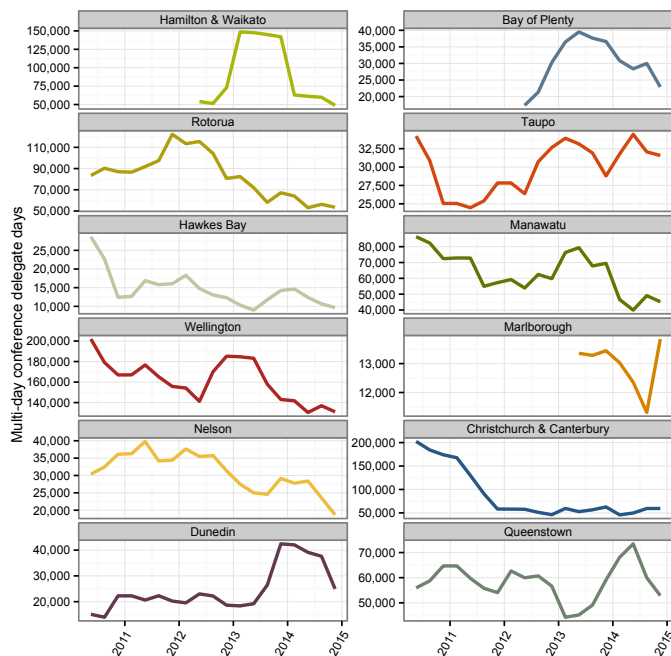
Figure 10 shows the big rebound in the number of reported delegate days in Auckland has continued in the December quarter.

Figure 10: Auckland multi-day Conference delegate days (year ended June 2010 to year ended December 2014)



With the exception of Marlborough and Taupo, other regions there has been a consistent decline in the number of delegate days for multi-day conferences when comparing year ended December 2014 to year ended December 2013 (see Figure 11).

Figure 11: Comparing multi-day Conference delegate days by region (year ended June 2010 to year ended December 2014)



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 December 2014.

■ Number of meetings/seminars and delegate days by duration

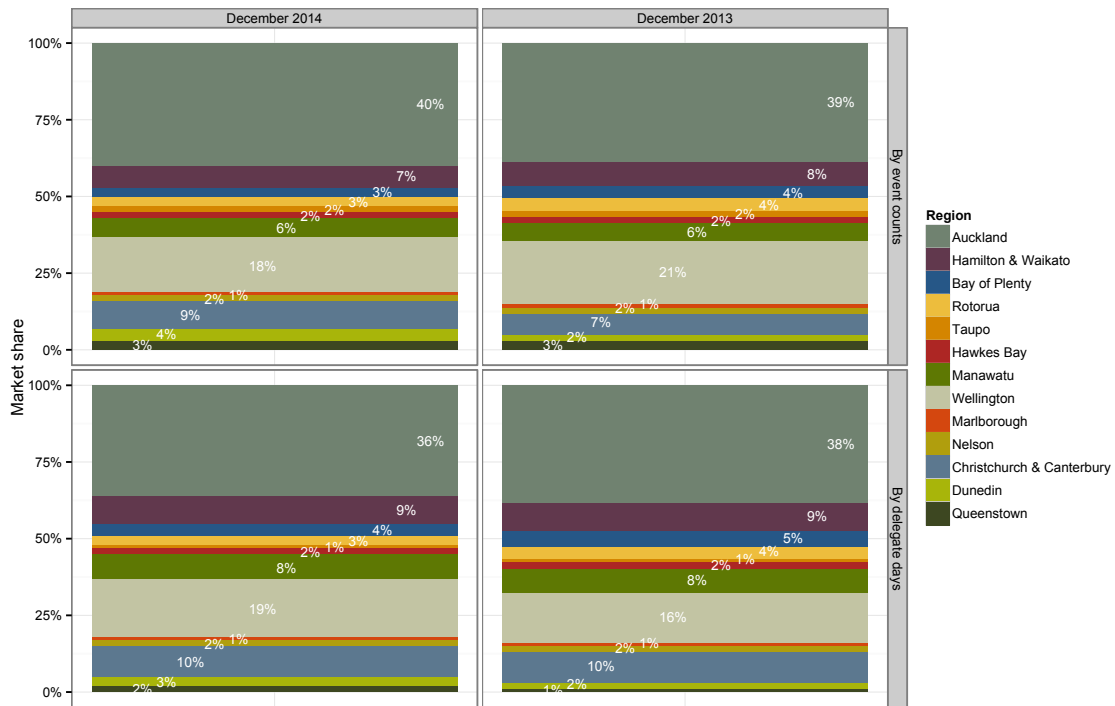
Table 9 shows that 4,923 (17 per cent) of the meetings/seminars held in the year ended December 2014 were multi day events.

Auckland hosted the greatest proportion (40 per cent) of multi-day meetings/seminars, generating 36 per cent of the total multi-day meetings/seminars delegate days. Wellington was second with 18 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 2014 Q4	YE 2013 Q4	YE 2014 Q4	
Auckland	7,482	1,968	40%	39%	575,783	36%
Hamilton & Waikato	2,591	343	7%	8%	136,571	9%
Bay of Plenty	1,097	162	3%	4%	69,237	4%
Rotorua	684	142	3%	4%	42,517	3%
Taupo	296	116	2%	2%	17,534	1%
Hawkes Bay	713	92	2%	2%	36,055	2%
Manawatu	2,308	293	6%	6%	126,579	8%
Wellington	3,651	900	18%	21%	295,883	19%
Marlborough	312	37	1%	1%	15,376	1%
Nelson	775	97	2%	2%	35,099	2%
Christchurch & Canterbury	2,293	426	9%	7%	157,902	10%
Dunedin	850	178	4%	2%	46,726	3%
Queenstown	308	161	3%	3%	26,747	2%
Total	23,366	4,923	100%	100%	1,582,013	100%

Figure 12: Market share of multi-day meeting



■ 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	5,330	2,273	956	607	284
Hamilton & Waikato	1,781	715	260	132	42
Bay of Plenty	728	337	121	85	26
Rotorua	499	221	55	42	11
Taupo	287	75	37	15	<5
Hawkes Bay	494	184	79	43	11
Manawatu	1,617	602	226	134	48
Wellington	2,661	997	471	205	126
Marlborough	247	60	23	16	<5
Nelson	606	187	51	22	8
Christchurch & Canterbury	1,626	596	259	155	64
Dunedin	663	219	93	49	<5
Queenstown	316	93	43	16	<5
Total	16,857	6,560	2,675	1,521	620*

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

Region	201-500	500+
Auckland	239	45
Hamilton & Waikato	37	<5
Wellington	73	52
Rest North Island	89	12
Christchurch & Canterbury	43	20
Rest South Island	9	7
Total	491	138*

* 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 2 per cent of the delegate days in the year ended December 2014.

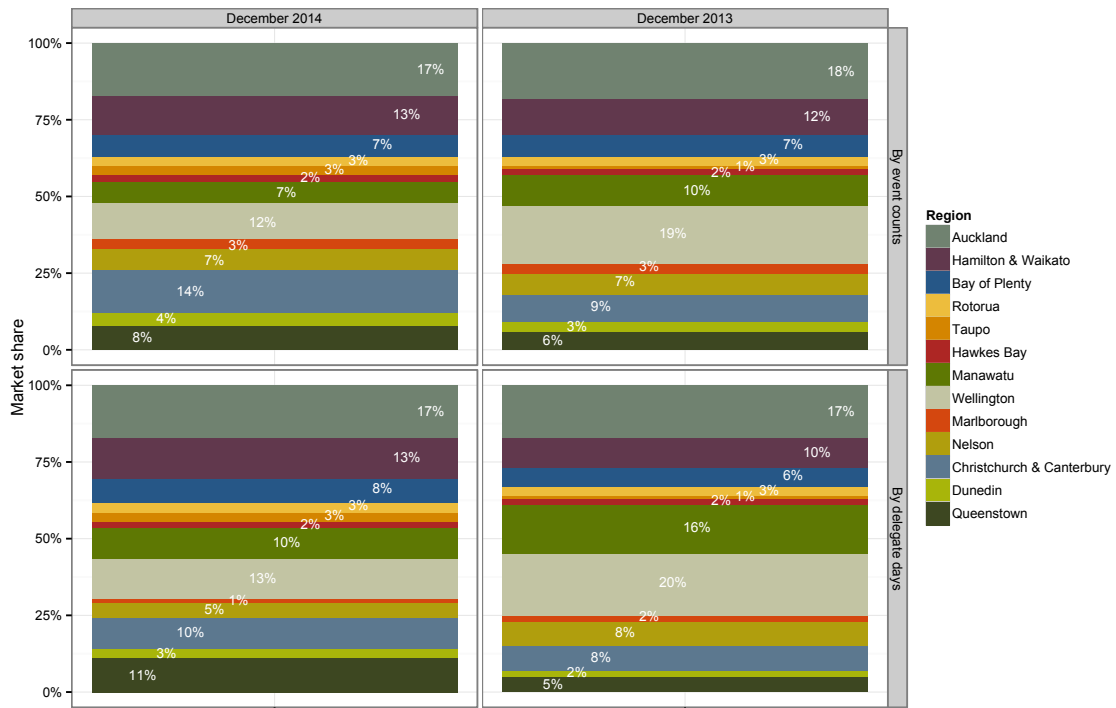
■ Number of incentives and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (17 per cent) of incentive activities, generating 17 per cent of the total incentive activities delegate days. Auckland was followed by Christchurch & Canterbury, Hamilton & Waikato and Wellington with respective market shares of 14, 13, and 12 per cent.

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 2014 Q4	YE 2014 Q4	YE 2014 Q4	YE 2013 Q4	YE 2014 Q4	
Auckland	148	17%	17%	18%	14,786	17%
Hamilton & Waikato	111	13%	13%	12%	11,403	13%
Bay of Plenty	60	7%	7%	7%	6,714	8%
Rotorua	26	3%	3%	3%	2,859	3%
Taupo	28	3%	3%	1%	3,008	3%
Hawkes Bay	19	2%	2%	2%	1,813	2%
Manawatu	63	7%	7%	10%	8,852	10%
Wellington	107	12%	12%	19%	11,555	13%
Marlborough	25	3%	3%	3%	1,128	1%
Nelson	59	7%	7%	7%	4,148	5%
Christchurch & Canterbury	120	14%	14%	9%	9,113	10%
Dunedin	35	4%	4%	3%	2,692	3%
Queenstown	72	8%	8%	6%	9,895	11%
Total	881	100%	100%	100%	87,972	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	23	78
Hamilton & Waikato	25	18	68
Bay of Plenty	16	9	34
Rotorua	9	7	11
Taupo	9	6	13
Hawkes Bay	7	<5	10
Manawatu	14	9	38
Wellington	28	20	46
Marlborough	13	8	<5
Nelson	32	16	15
Christchurch & Canterbury	42	35	45
Dunedin	16	10	9
Queenstown	33	21	18
Total	283	181*	387*

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

Trade shows/exhibitions ⁶

Trade shows/exhibitions account for 2 per cent of all events and 4 per cent of the delegate days in the year ended December 2014.

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

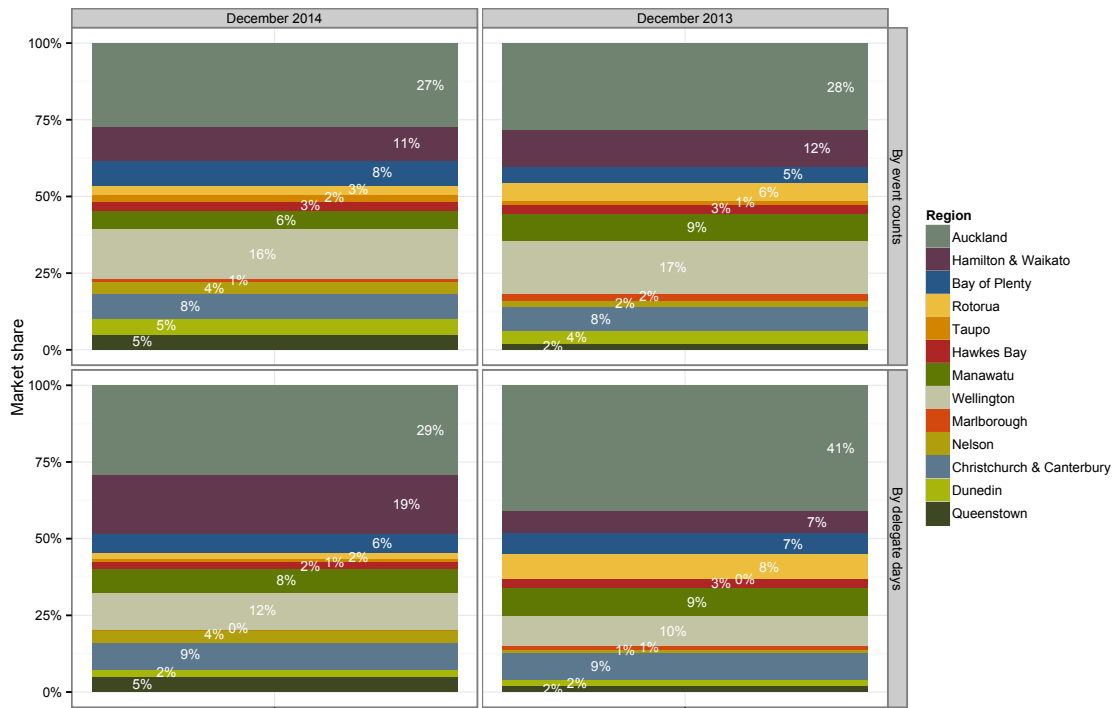
Table 14 shows that Auckland hosted the greatest proportion (27 per cent) of trade shows/exhibitions, generating 29 per cent of the total trade shows/exhibition delegate days. Wellington was second with 16 per cent of the trade shows/exhibitions, followed closely by Hamilton & Waikato with 11 per cent. Market share by delegate days sees Hamilton & Waikato increase its market share to 19 per cent, while Wellington's market share drops to 12 per cent. Auckland's market share by delegate days is 29 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 2014 Q4	YE 2014 Q4	YE 2013 Q4	YE 2014 Q4	
Auckland	233	27%	28%	46,693	29%
Hamilton & Waikato	95	11%	12%	30,656	19%
Bay of Plenty	68	8%	5%	9,938	6%
Rotorua	25	3%	6%	3,921	2%
Taupo	16	2%	1%	1,419	1%
Hawkes Bay	28	3%	3%	2,581	2%
Manawatu	55	6%	9%	12,248	8%
Wellington	137	16%	17%	18,810	12%
Marlborough	7	1%	2%	393	0%
Nelson	36	4%	2%	6,161	4%
Christchurch & Canterbury	66	8%	8%	14,614	9%
Dunedin	42	5%	4%	3,787	2%
Queenstown	47	5%	2%	8,535	5%
Total	860	100%	100%	159,764	100%

⁶See 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	53	50	42	48
Hamilton & Waikato	11	23	13	23	22
Bay of Plenty	21	15	9	12	11
Rotorua	<5	6	5	6	<5
Taupo	<5	7	<5	<5	<5
Hawkes Bay	8	10	<5	<5	<5
Manawatu	10	14	7	15	12
Wellington	26	35	17	26	25
Marlborough	<5	<5	<5	<5	<5
Nelson	11	10	6	<5	<5
Christchurch & Canterbury	12	15	15	10	15
Dunedin	9	16	9	6	<5
Queenstown	6	12	19	6	<5
Total	145*	218*	151*	146*	133*

* 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 19 per cent of all events and 33 per cent of the delegate days in the year ended December 2014.

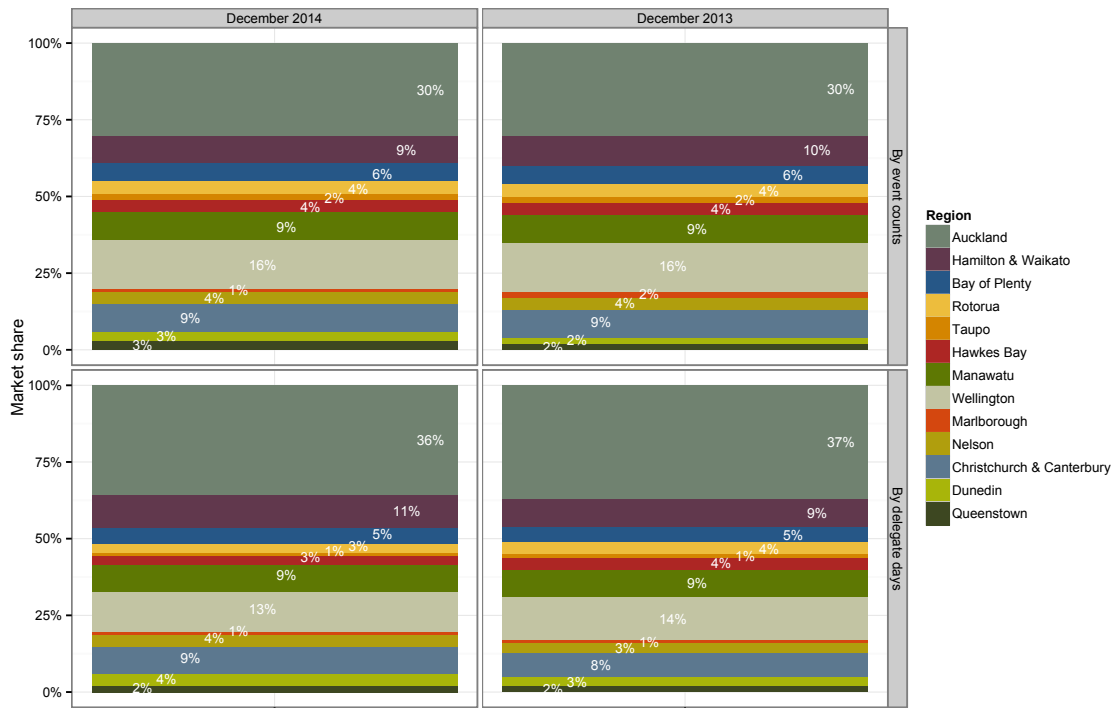
■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (30 per cent) of special occasions, generating 36 per cent of the special occasions delegate days. Wellington was second with 16 per cent of the special occasions and 13 per cent of the special occasions delegate days. Hamilton & Waikato, Manawatu and Christchurch & Canterbury each accounted for nine per cent per cent of special occasions events.

Table 16: Number of special occasions and delegate days

Region	Total		Market share of		Total	
	Special Occasions	Market share of events	events	Delegate days	Market share of by delegate days	
	YE 2014 Q4	YE 2014 Q4	YE 2013 Q4	YE 2014 Q4		
Auckland	2,482	30%	30%	493,527	36%	
Hamilton & Waikato	754	9%	10%	146,218	11%	
Bay of Plenty	498	6%	6%	65,369	5%	
Rotorua	334	4%	4%	40,737	3%	
Taupo	124	2%	2%	8,692	1%	
Hawkes Bay	324	4%	4%	41,598	3%	
Manawatu	745	9%	9%	123,144	9%	
Wellington	1,276	16%	16%	185,255	13%	
Marlborough	97	1%	2%	11,006	1%	
Nelson	324	4%	4%	53,142	4%	
Christchurch & Canterbury	714	9%	9%	129,052	9%	
Dunedin	243	3%	2%	57,345	4%	
Queenstown	253	3%	2%	32,004	2%	
Total	8,173	100%	100%	1,387,096	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	251	454	512	605	618
Hamilton & Waikato	78	178	194	174	132
Bay of Plenty	58	114	138	110	73
Rotorua	46	90	86	64	45
Taupo	39	33	37	11	<5
Hawkes Bay	35	72	98	78	47
Manawatu	84	162	214	157	140
Wellington	123	244	296	297	176
Marlborough	23	32	19	16	8
Nelson	82	82	66	52	44
Christchurch & Canterbury	99	140	174	171	135
Dunedin	28	54	38	74	49
Queenstown	49	66	62	47	30
Total	996	1,722	1,934	1,858	1,497*

* 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 2014 report (to be updated)

One Marlborough venue has been added to the CAS this quarter.

■ 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 2014 quarter, event activity was recorded or estimated for a total of 273 venues in the 13 regions. Of these, 141 venues with 74 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 139 and 147 venues each quarter.

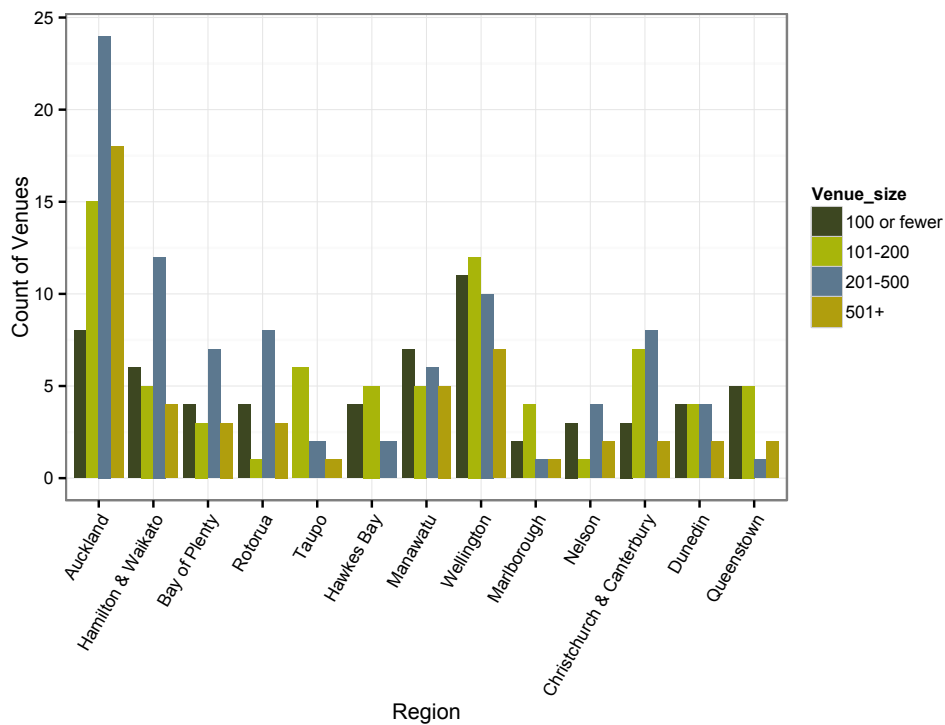
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 2014 Q3 and 2014 Q4

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2014 Q3	2014 Q4	2014 Q3	2014 Q4
Auckland	42%	40%	71%	70%
Hamilton & Waikato	52%	49%	88%	88%
Bay of Plenty	29%	35%	55%	57%
Rotorua	62%	56%	89%	88%
Taupo	56%	56%	75%	75%
Hawkes Bay	27%	27%	38%	38%
Manawatu	30%	30%	40%	40%
Wellington	52%	55%	83%	84%
Marlborough	71%	75%	90%	88%
Nelson	60%	50%	81%	34%
Christchurch & Canterbury	70%	85%	77%	90%
Dunedin	93%	86%	97%	89%
Queenstown	69%	69%	79%	79%
Total	51%	52%	69%	74%

The distribution of the venues in December 2014 quarter by size is shown in Figure 16 below. 65 venues (24 per cent) are located in Auckland.

Figure 16: Number of venues by delegate capacity and region (December 2014 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.

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:
	• Auckland, Wellington
	• Bay of Plenty, Hamilton & Waikato, Hawkes Bay, Manawatu
	• Christchurch & Canterbury, Nelson
	• Dunedin, Queenstown
Venue type	• Rotorua, Taupo
	• 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	2,138	5,011	6,270	15,582	1,118	2,029	4,379	7,338	16,439
Multi-day events	6	10	15	9	8	5	8	11	11	9
Single day events	16	32	49	40	31	17	30	43	46	36
Total delegates	688	1,578	3,754	4,909	12,312	854	1,640	3,394	5,818	13,253
One day conference delegate days	32	77	222	356	346	54	89	178	514	357
Multi-day conference delegate days	180	473	1,168	1,350	3,556	236	305	862	1,440	3,424

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.