



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

Sector Performance
Institutions and
System Performance

Convention Activity Survey Year to June 2014 report

Prepared August 2014



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

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Overview

A total of 517,000 delegates attended 5,000 conferences for around 1 million delegate days in the year ended June 2014 . This represents a slight decrease compared to year ended June 2013 where 527,000 delegates, 5,300 conferences and 1.1 million delegate days were reported. Around 28 per cent of multi day conferences and 33 per cent of one day conferences were held in Auckland in the year ended June 2014 .

Over all events excluding special occasions, 3 million delegates attended 37,400 events for around 3.8 million delegate days in the year ended June 2014 . This compared to 2.8 million delegates, 35,700 events and 3.7 million delegate days in the year ended June 2013 . 32 per cent of all events (excluding special occasions) were held in Auckland.

Introduction

The Convention Activity Survey (CAS) measures 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 occasion, commonly known as business event activity. The CAS is part of a broader Convention Research Programme, in which the Convention Delegate Survey measures the annual contribution of multi-day convention and conference activity to the New Zealand economy.

CAS participants

Convention Bureaux

Thirteen out of the nineteen Convention Bureaux participate in the Convention Research Programme (CRP). As such, the CRP is not a national programme but covers a significant majority of conference/convention activity in New Zealand. The participating Convention Bureaux are Auckland, Hamilton and Waikato, Bay of Plenty, Rotorua, Taupo, Hawke's Bay, Manawatu, Wellington, Marlborough, Nelson, Christchurch and Canterbury, Dunedin and Queenstown.

Changes in venues since the year ended March 2014 report

Five venues have been removed from the CAS this quarter as they are temporarily closed for earthquake strengthening. The venues are from the following regions: Bay of Plenty (1), Hawke's Bay (1), Marlborough (2) and Dunedin (1). These venues will be excluded from the CAS until they are operational. Historical reporting for these venues is retained in the CAS.

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 2014 quarter, event activity was recorded or estimated for a total of 272 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 134 and 142 venues each quarter.

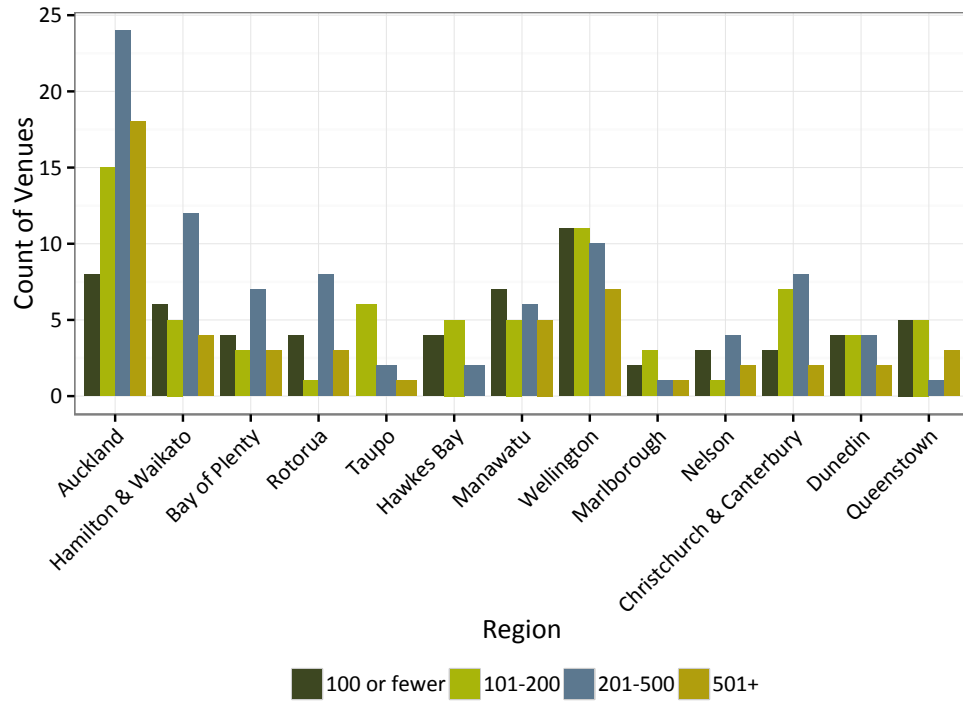
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger venues that represent a sizeable share of regional event activity. Despite this potential variation in response patterns between quarters, our imputation process is designed to ensure robust estimates of event activity at both venue and region level (see Appendix 2 for details).

Table 1: Comparing venue participation rates for 2014Q1 and 2014Q2

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2014Q1	2014Q2	2014Q1	2014Q2
Auckland	43%	43%	71%	72%
Hamilton & Waikato	52%	52%	86%	87%
Bay of Plenty	33%	41%	55%	69%
Rotorua	38%	62%	32%	91%
Taupo	56%	56%	75%	75%
Hawkes Bay	33%	27%	29%	38%
Manawatu	30%	30%	40%	40%
Wellington	54%	56%	83%	84%
Marlborough	78%	86%	92%	97%
Nelson	45%	40%	34%	30%
Christchurch & Canterbury	80%	65%	82%	75%
Dunedin	93%	86%	97%	96%
Queenstown	71%	71%	55%	55%
Total	51%	52%	68%	74%

The distribution of the venues by size is shown in Figure 1 below. 65 venues (24 per cent) are located in Auckland.

Figure 1: Number of venues by delegate capacity and region (2014 Q2)



Overview of event activity for the year ended June 2014

An estimated total of 46,600 events occurred in the 13 regions in the year ended June 2014 . 65 per cent of these were meetings/seminars. Table 2 shows 34 per cent of the delegate days for the year ended June 2014 were in Auckland.

Table 2: National overview of MICE activities (YE June 2014)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2013Q2
Auckland	11,729	2,998	14,727	1,569,464	1,841,880	34%	-2%
Hamilton & Waikato	3,849	646	4,495	499,341	589,930	11%	No change
Bay of Plenty	1,899	374	2,273	255,934	296,505	5%	No change
Rotorua	1,515	487	2,002	158,014	220,145	4%	No change
Taupo	596	304	900	50,582	85,340	2%	No change
Hawkes Bay	1,290	162	1,453	100,744	116,962	2%	No change
Manawatu	3,516	614	4,130	406,252	460,019	8%	-1%
Wellington	6,148	1,697	7,846	578,437	708,849	13%	-2%
Marlborough	537	68	605	33,803	46,616	1%	No change
Nelson	1,411	199	1,610	159,771	183,495	3%	No change
Christchurch & Canterbury	3,336	749	4,085	461,621	514,164	9%	1%
Dunedin	1,118	284	1,403	127,201	161,726	3%	1%
Queenstown	646	470	1,116	132,210	196,994	4%	1%
Grand Total	37,590	9,052	46,642	4,533,374	5,422,625		

There were about 5.4 million delegate days in the year ended June 2014 . Table 3 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 quarter and a trough in the March quarter.

Table 3: Delegate days by event type for each quarter during the year to June 2014

Event type	2013Q3	2013Q4	2014Q1	2014Q2	Total
Meeting/seminar	475,194	421,713	312,816	458,098	1,667,821
Incentive activity	26,035	22,531	15,404	25,172	89,142
Conference/convention	290,096	304,840	174,346	233,931	1,003,213
Trade show/exhibition	541,727	192,928	116,082	207,699	1,058,436
Special occasion	351,037	536,166	287,151	382,021	1,556,375
Don't know	34,107	1,337	6,097	6,097	47,638
Total	1,718,197	1,479,515	911,896	1,313,018	5,422,626

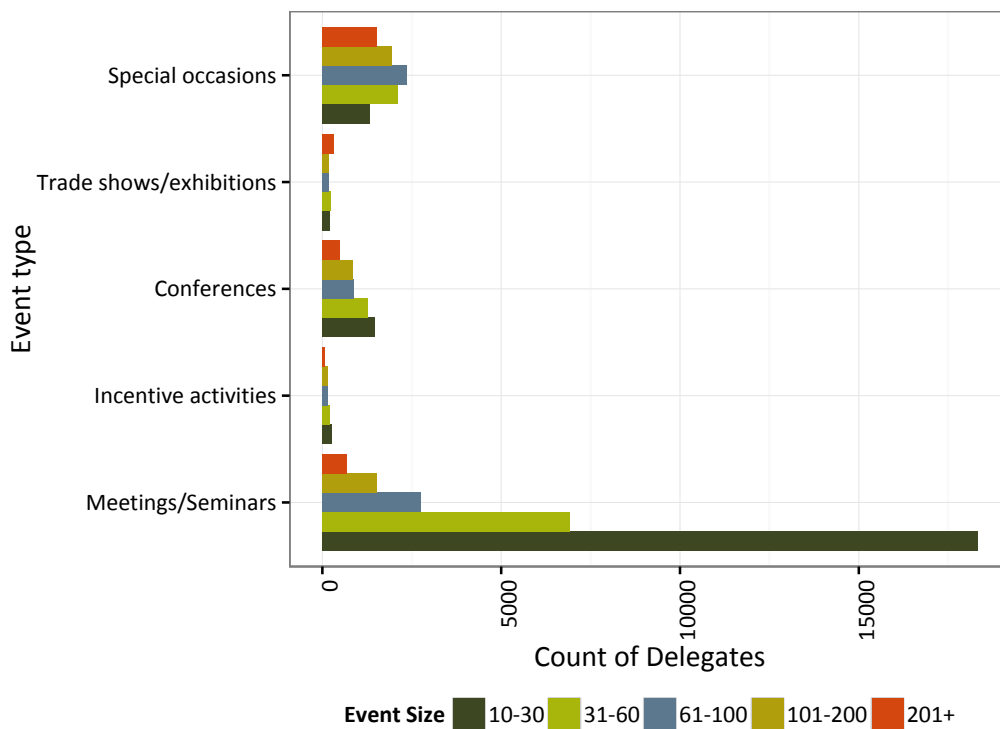
Table 4 shows that most events in the year ended June 2014 were commissioned by businesses, with associations and government entities coming a distant second and third.

Table 4: Type of organisation commissioning an event

Event run for...	2013Q3	2013Q4	2014Q1	2014Q2	Total
Associations	2,220	1,902	1,110	1,986	7,218
Business	6,497	6,618	4,246	5,384	22,745
Government	1,628	1,372	830	1,428	5,258
Education	1,235	1,013	739	1,053	4,041
Personal	795	1,108	1,299	837	4,039
Other/don't know	898	998	581	877	3,353
Total	13,272	13,012	8,804	11,566	46,654

With the exception of special occasions, small events with fewer than 60 delegates attending dominate business event activity in the year ended June 2014 (refer Figure 2). Small meetings/seminars formed more than half (54 per cent) of all events, with over 18,300 meetings having 10-30 delegates and about 6,900 meetings with 31-60 delegates. Smaller conferences also dominated conference/convention activity, with 29 per cent having 10-30 delegates and a further 26 per cent having 31-60 delegates.

Figure 2: Number of events by event type and event size (year ended June 2014)



Trends in the number of events reported since year ended June 2010

Since the June 2010 quarter, it has been possible to construct rolling annual totals for different variables. Figure 3 and Figure 4 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 2014. Note 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.

As can be seen, the annual number of meetings/seminars increased in the year ended June 2014 and is now almost back to the same level as it was for the year ended March 2012. Special occasion and trade-show/exhibition activity is up slightly while incentive and conference activity are down.

Figure 3: Trend in Meeting/Seminar events (year ended June 2010 through to year ended June 2014). Bay of Plenty, Hamilton & Waikato and Marlborough are excluded.

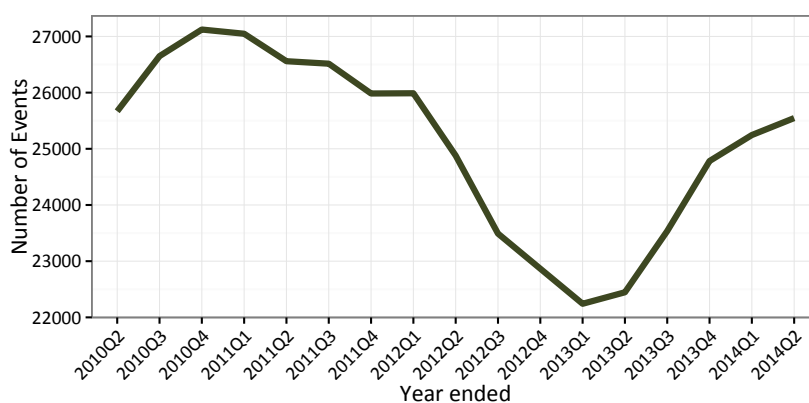
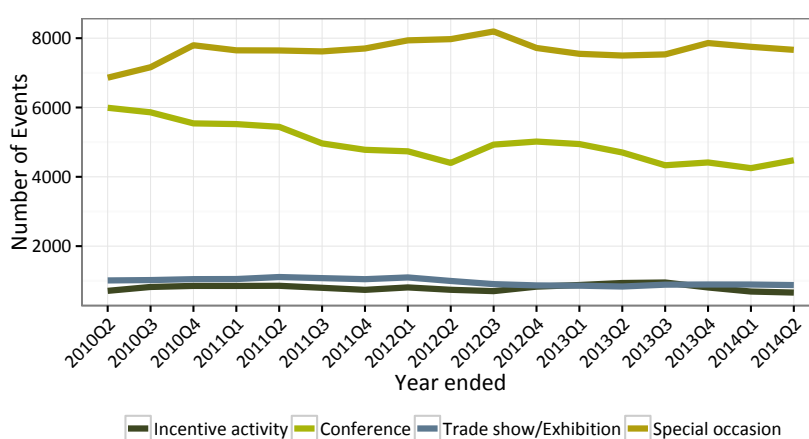


Figure 4: Trend in number of events by event type (year ended June 2010 through to year ended June 2014). Bay of Plenty, Hamilton & Waikato and Marlborough are excluded.



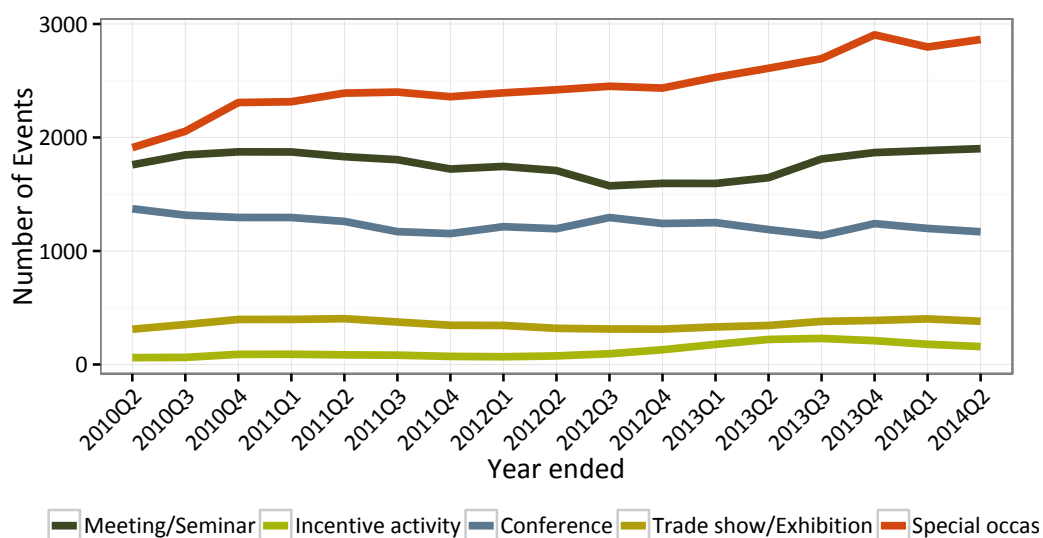
Trends in larger events (>100 delegates)

The current year ended sees a return to increasing numbers of large special occasion events (100+ delegates), after a slight downturn in the year ending March 2013. As illustrated in Figure 5, since the year ending September 2012, the number of larger conferences has gradually declined, except for a small upturn in the year ending December 2013.

In contrast, the latest year end result shows the continued recovery of large meetings/seminars with the level of activity reaching a new peak of 1,902 events (the previous high was 1,885 events in the year ending March 2014, and before that 1,874 events in the year ending December 2010). Trade shows/exhibitions have been reporting a roughly similar number of events over the period. The number of large incentive activity events has continued its gradual decline since the peak recorded in the year ending September 2013 (see Figure 5).

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

Figure 5: Number of Events with >100 delegates from year ended June 2010 to year ended June 2014 (excludes Hamilton & Waikato, Bay of Plenty and Marlborough)



Conference/Convention activity for year ended June 2014

In this section the focus is solely on conferences/conventions which account for 11 per cent of all events and 21 per cent of the delegate days in the year ended June 2014 .

Table 5 shows that 3,106 (63 per cent) of the conferences held in the year ended June 2014 were multi day events, with half of these multi day conference events (1,555) being two days in duration.

Auckland hosted the greatest proportion (28 per cent) of multi-day conferences, generating 31 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 and delegate days by conference duration and region (YE June 2014)

Region	Duration of Conference			Market share of multi-day conferences	Conference Delegate days		Market share of multi-day conference delegate days
	One day	Two days	>2 days		Single day	Multi-day	
Auckland	599	462	404	28%	82,025	256,895	31%
Hamilton & Waikato	116	86	94	6%	13,766	59,341	7%
Bay of Plenty	76	46	56	3%	8,955	28,461	3%
Rotorua	88	115	113	7%	7,200	61,901	8%
Taupo	42	75	81	5%	2,460	35,703	4%
Hawkes Bay	48	22	19	1%	3,243	12,568	2%
Manawatu	104	133	86	7%	10,491	42,558	5%
Wellington	346	338	298	20%	33,162	128,130	16%
Marlborough	30	9	14	1%	2,106	11,347	1%
Nelson	38	19	51	2%	2,348	26,983	3%
Christchurch & Canterbury	250	137	125	8%	12,939	50,715	6%
Dunedin	36	40	48	3%	4,077	36,222	4%
Queenstown	41	73	162	8%	2,694	72,027	9%
Total	1,815	1,555	1,551	100%	185,467	822,852	100%

Of those delegates whose origin information was captured in the year ended June 2014 , 30 per cent of the multi-day conference delegates were reported to be from the local region, with a further 42 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 6.

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 6 will not always match the regional sum of delegates by origin.

Table 6: Mix of multi-day conference delegates by region (YE June 2014)*

Region	Local	Regional	Australian	Other International	Total
Auckland	43,352	26,453	3,624	1,652	124,186
Bay of Plenty	3,305	6,586	278	224	11,084
Christchurch & Canterbury	7,172	9,165	608	846	18,148
Dunedin	2,932	4,695	913	1,336	10,202
Hamilton & Waikato	7,392	9,569	325	306	21,844
Hawkes Bay	2,414	2,657	86	27	5,248
Manawatu	8,887	5,959	260	188	18,822
Marlborough	550	1,432	83	18	2,200
Nelson	1,779	5,228	275	584	8,175
Queenstown	1,442	14,219	5,756	710	22,722
Rotorua	2,929	14,094	1,826	662	20,050
Taupo	523	8,980	942	180	11,254
Wellington	15,563	28,550	761	528	56,100
Total number of delegates	98,240	137,588	15,736	7,261	330,035

*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 2014, Statistics New Zealand¹ reported that a total of 57,520 international visitors reported that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day). Of these, 36,016 (63 per cent) were Australian. This was essentially unchanged from the previous year ending June 2013, when 57,392 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 36,032 (63 per cent) were from Australia.

Trends in delegate days for multi-day conferences

Figure 6 shows the sharp decline in the number of reported delegate days for multi day conferences in Auckland has stopped over the last year with the level of activity holding steady. In other regions there has been reasonably marked variation in the number of delegate days for multi-day conferences (see Figure 7). Bay of Plenty and Hamilton & Waikato have nine quarter-year-ends included in this chart since they joined the Convention Research Programme in the June 2011 quarter. Marlborough joined in the June 2012 quarter so has five quarter-year-ends included.

¹Statistics New Zealand International Visitor Arrivals. Data available from http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx/.

Figure 6: Auckland multi-day Conference delegate days (year ended June 2010 to year ended June 2014)

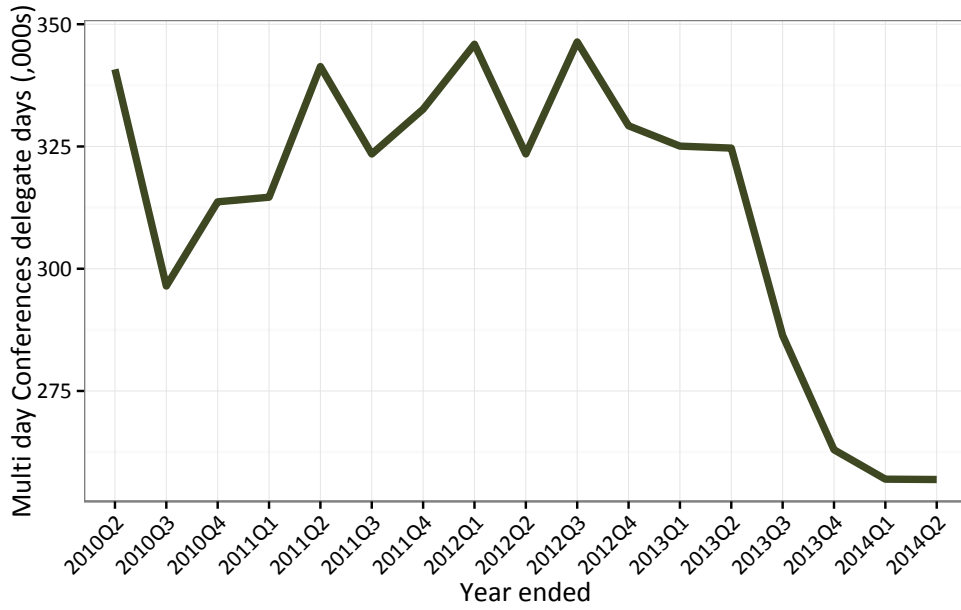
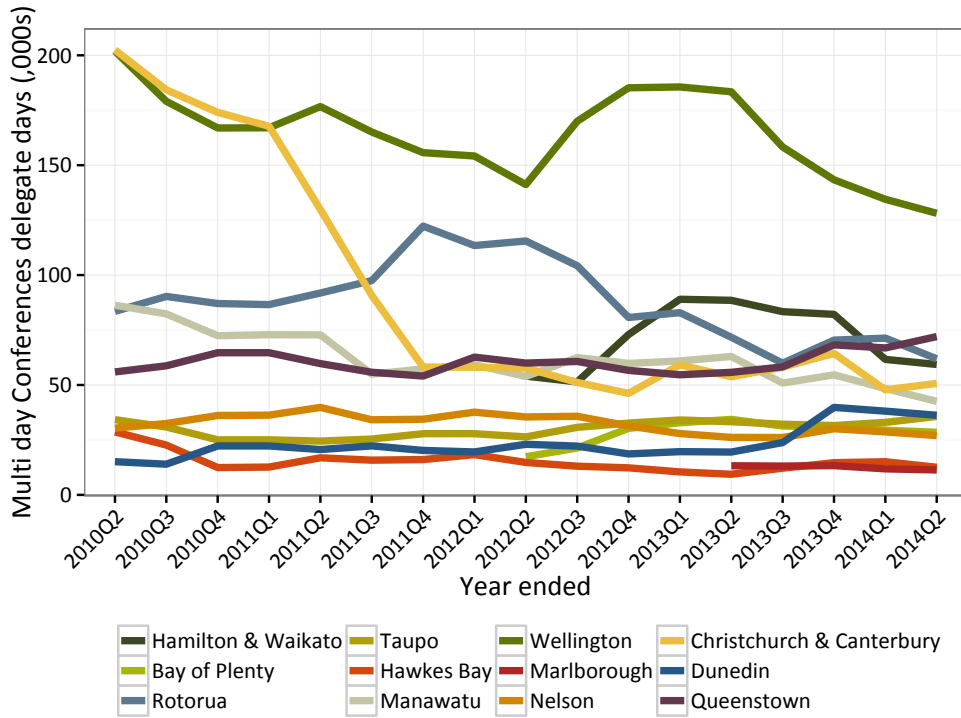


Figure 7: Comparing multi-day Conference delegate days by region (year ended June 2010 to year ended June 2014)



Appendix 1 - Regional results

This appendix includes reports on regional level activity for the year ended June 2014 . Each table presents information on specific type of business event activity, namely:

- Meetings/seminars
- Incentive activity
- Conference/Conventions
- Trade Shows/Exhibitions
- Special Occasion.

Further data and comparisons may be made using the excel pivot tables available from the MBIE website (<http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research/convention-activity-survey>).

Meetings/seminars - Year ended June 2014

A meeting or seminar is defined as a formal gathering of people to discuss matters of shared interest, usually within a single session.

Table 7: Meetings/seminars - Year ended June 2014

Region	Count of meetings for YE 2014Q2		Market share of multi day meetings		Total delegates days	Count of meetings/Seminars by event size (# of delegates) for YE 2014Q2				
	Single day	Multi-day	YE2013Q2	YE 2014Q2	YE 2014Q2	10-30	31-60	61-100	101-200	201+
Auckland	8,130	1,992	36%	39%	631,691	5,749	2,348	958	635	321
Hamilton & Waikato	2,661	377	9%	7%	140,276	1,898	660	291	133	48
Bay of Plenty	1,142	192	4%	4%	69,166	782	334	142	86	27
Rotorua	994	200	3%	4%	58,860	742	331	80	24	18
Taupo	403	117	3%	2%	22,942	375	102	29	15	<5
Hawkes Bay	777	97	2%	2%	38,623	517	201	83	45	16
Manawatu	2,394	293	7%	6%	123,709	1,687	610	235	117	53
Wellington	4,178	1,005	19%	19%	294,408	3,127	1,131	475	246	108
Marlborough	318	34	1%	1%	16,778	250	61	19	15	10
Nelson	842	101	2%	2%	40,931	640	212	62	28	11
Christchurch & Canterbury	2,252	424	7%	8%	152,250	1,649	599	258	138	56
Dunedin	796	163	2%	3%	45,628	601	229	82	41	5
Queenstown	309	163	3%	3%	32,560	308	108	38	15	8
Total	25,196	5,158	100%	100%	1,667,821	18,324	6,926	2,753	1,536	681*

* Cells with fewer than 5 events have been masked as "<5". And the corresponding totals excluded the masked entries.

Incentive activities - Year ended June 2014

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.

Table 8: Incentive activities - Year ended June 2014

Region	Count of Incentive activities	Market share of incentive activities		Total delegates days	Count of incentive activities by event size (# of delegates) for YE 2014Q2		
	YE 2014Q2	YE 2013Q2	YE 2014Q2	YE 2014Q2	10-30	31-60	61+
Auckland	145	23%	17%	14,531	32	28	70
Hamilton & Waikato	112	9%	13%	10,920	27	27	58
Bay of Plenty	66	5%	8%	6,960	18	14	32
Rotorua	25	3%	3%	3,150	15	6	6
Taupo	16	2%	2%	1,783	7	<5	5
Hawkes Bay	25	2%	3%	2,216	6	6	13
Manawatu	78	9%	9%	11,291	15	11	49
Wellington	118	22%	14%	10,637	26	24	52
Marlborough	31	4%	4%	2,214	12	11	8
Nelson	63	5%	7%	5,238	25	22	16
Christchurch & Canterbury	83	8%	10%	7,701	28	22	32
Dunedin	36	2%	4%	2,150	21	11	<5
Queenstown	71	6%	8%	10,350	36	17	18
Total	869	100%	100%	89,142	269	198*	359*

* Cells with fewer than 5 events have been masked as "<5". And the corresponding totals excluded the masked entries.

Conferences/Conventions - Year ended June 2014

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.

Table 9: Conferences/Conventions - Year ended June 2014

Region	Count of conferences/conventions for YE2014Q2			Market share of multi day conferences		Total single-day conference delegate days	Total multi-day conference delegate days	Count of conferences/conventions by event size (# of delegates) for YE 2014Q2				
	Single day	Two days	>2 days	YE2013Q2	YE 2014Q2	YE 2014Q2	YE 2014Q2	10-30	31-60	61-100	101-200	201+
Auckland	599	462	404	31%	28%	82,025	256,895	359	406	256	279	195
Hamilton & Waikato	116	86	94	6%	6%	13,766	59,341	86	67	54	52	43
Bay of Plenty	76	46	56	3%	3%	8,955	28,461	30	41	39	42	24
Rotorua	88	115	113	6%	7%	7,200	61,901	73	98	57	58	27
Taupo	42	75	81	5%	5%	2,460	35,703	73	49	40	24	13
Hawkes Bay	48	22	19	1%	1%	3,243	12,568	37	16	13	13	10
Manawatu	104	133	86	7%	7%	10,491	42,558	130	67	48	46	33
Wellington	346	338	298	23%	20%	33,162	128,130	281	278	166	164	76
Marlborough	30	9	14	2%	1%	2,106	11,347	18	16	8	7	<5
Nelson	38	19	51	3%	2%	2,348	26,983	26	25	24	20	12
Christchurch & Canterbury	250	137	125	4%	8%	12,939	50,715	247	123	66	57	23
Dunedin	36	40	48	2%	3%	4,077	36,222	31	29	24	25	14
Queenstown	41	73	162	5%	8%	2,694	72,027	63	56	76	55	25
Total	1,815	1,555	1,551	100%	100%	185,467	822,852	1,455	1,270	870	841	497*

* Cells with fewer than 5 events have been masked as "<5". And the corresponding totals excluded the masked entries.

Trade shows/exhibitions - Year ended June 2014

Trade shows and exhibitions are defined as a showcase of goods and services held for the benefit of a specific industry or interest group.

Table 10: Trade shows/exhibitions - Year ended June 2014

Region	Count of trade shows/exhibitions	Market share of trade shows/exhibitions		Total trade shows/exhibitions delegate days	Count of trade shows/exhibitions by event size (# of delegates) for YE 2014Q2				
	YE 2014Q2	YE 2013Q2	YE 2014Q2	YE 2014Q2	10-30	31-60	61-100	101-200	201+
Auckland	295	27%	26%	310,805	52	58	44	56	81
Hamilton & Waikato	151	11%	13%	191,514	19	29	25	25	49
Bay of Plenty	88	5%	8%	100,310	22	19	13	10	25
Rotorua	42	6%	4%	28,294	<5	7	8	11	14
Taupo	12	1%	1%	10,657	<5	<5	<5	<5	<5
Hawkes Bay	43	4%	4%	6,868	12	13	<5	5	7
Manawatu	112	8%	10%	118,374	19	20	21	17	30
Wellington	156	19%	14%	31,253	37	41	22	22	32
Marlborough	14	2%	1%	2,207	<5	<5	<5	<5	<5
Nelson	39	4%	3%	41,098	11	5	<5	<5	14
Christchurch & Canterbury	99	6%	9%	157,651	19	16	14	16	39
Dunedin	45	3%	4%	21,621	12	12	7	8	6
Queenstown	33	3%	3%	37,785	<5	<5	8	<5	12
Total	1,129	100%	100%	1,058,436	202*	220*	162*	170*	308*

* Cells with fewer than 5 events have been masked as "<5". And the corresponding totals excluded the masked entries.

Special Occasion activities - Year ended June 2014

Special occasion activities are defined as a social gathering or celebration, for example a gala dinner, ball, graduation, cocktail party, birthday party, or wedding.

Table 11: Special Occasion activities - Year ended June 2014

Region	Count of special occasion activities	Market share of special occasion activities		Total special occasion delegate days	Count of special occasion activities by event size (# of delegates) for YE 2014Q2				
	YE 2014Q2	YE 2013Q2	YE 2014Q2	YE 2014Q2	10-30	31-60	61-100	101-200	201+
Auckland	2,784	28%	30%	536,498	342	600	654	607	592
Hamilton & Waikato	865	10%	9%	170,331	95	192	215	214	151
Bay of Plenty	567	6%	6%	80,263	63	137	159	125	91
Rotorua	414	4%	4%	54,367	62	125	88	80	60
Taupo	146	3%	2%	10,764	38	45	41	15	<5
Hawkes Bay	376	5%	4%	51,689	35	75	134	82	57
Manawatu	853	9%	9%	146,942	111	202	255	162	145
Wellington	1,480	14%	16%	211,612	218	355	412	317	165
Marlborough	152	3%	2%	11,587	62	39	27	17	8
Nelson	411	4%	4%	65,406	125	95	81	67	33
Christchurch & Canterbury	697	9%	8%	125,089	96	135	185	148	130
Dunedin	243	3%	3%	50,651	36	52	51	60	43
Queenstown	259	3%	3%	41,174	46	60	58	55	40
Total	9,248	100%	100%	1,556,375	1,329	2,112	2,359	1,947	1,517*

* Cells with fewer than 5 events have been masked as "<5". And the corresponding totals excluded the masked entries.

Appendix 2 - 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 onwards, 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 dataset 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 in SPSS 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 12. Regions were combined into five strata in order to create a sufficient pool of 'nearest neighbours'.

Table 12: 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 13, 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 13: 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	1,010	2,195	5,144	6,373	17,691	1,118	2,080	4,434	7,396	19,533
Multi-day events	7	10	15	9	8	6	8	11	11	9
Single day events	16	32	50	40	31	17	31	43	45	36
Total delegates	677	1,603	3,850	4,982	14,451	827	1,664	3,396	5,889	16,389
One day conference delegate days	30	77	226	354	337	51	91	174	499	341
Multi-day conference delegate days	185	500	1,188	1,329	3,365	251	320	879	1,398	3,332

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.