

# Convention Activity Survey Year to March 2014 report

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INNOVATION & EMPLOYMENT**  
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## Overview

*A total of 516,000 delegates attended 4,800 conferences for around 1.0 million delegate days in the year ended March 2014. This represents a slight decrease compared to year ended March 2013 where 538,000 delegates, 5,600 conferences and 1.2 million delegate days were reported. Around 26 per cent of multi day conferences and 31 per cent of one day conferences were held in Auckland in the year ended March 2014.*

*Over all events excluding special occasions, 3.1 million delegates attended 37,300 events for around 3.9 million delegate days in the year ended March 2014. This compared to 2.7 million delegates, 35,600 events and 3.6 million delegate days in the year ended March 2013. Thirty-one 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 event activity measured includes meeting/seminar, incentive activity, conference/convention, trade show/exhibition, and special occasion, commonly known as MICE 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, Bay of Plenty, Hamilton and Waikato, Rotorua, Taupo, Hawke's Bay, Manawatu, Wellington, Marlborough, Nelson, Christchurch and Canterbury, Dunedin and Queenstown.

### Changes in venues since the YE December 2013 report

Since the December 2013 quarter report, eight Rotorua venues have been removed from the CAS after advice from bureaux that they did not qualify, similarly one Bay of plenty venue was removed for the same reason. The removal of these venues has had a minor impact on capacity and activity when comparing this report to previous reports. It has been assumed that these venues never qualified for the CAS and have been removed from previous quarters' data in order to maintain the validity of comparisons over time.

Two venues have been removed from the CAS this quarter as they are temporarily closed for earthquake strengthening; the Wellington Town Hall and the Trafalgar Centre in Nelson. These venues will be excluded from the CAS until they are operational. Historical reporting for these venues is retained in the CAS. In response to the Trafalgar Centre closure the capacity of Saxton Stadium has been increased this quarter.

One new venue was added in the Dunedin region, the Edgar Centre.

### 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 MICE 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 MICE delegates that can be comfortably hosted at one time in spaces regularly used to host MICE 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-MICE events (for example, concerts and sporting events) is excluded from the reported delegate capacity.

Venues do not have to be a member of the Convention Bureau in their area, nor do they have to agree to submit data in order to be included in the venue population list. Each Convention Bureau is asked to identify the entire population of qualifying CAS venues in its area.

In the March 2014 quarter, event activity was recorded or estimated for a total of 277 venues in the 13 regions. Of these, 142 venues with 68 per cent of the recorded capacity submitted data for at least one of the three months. The number of venues actively contributing data to the CAS has

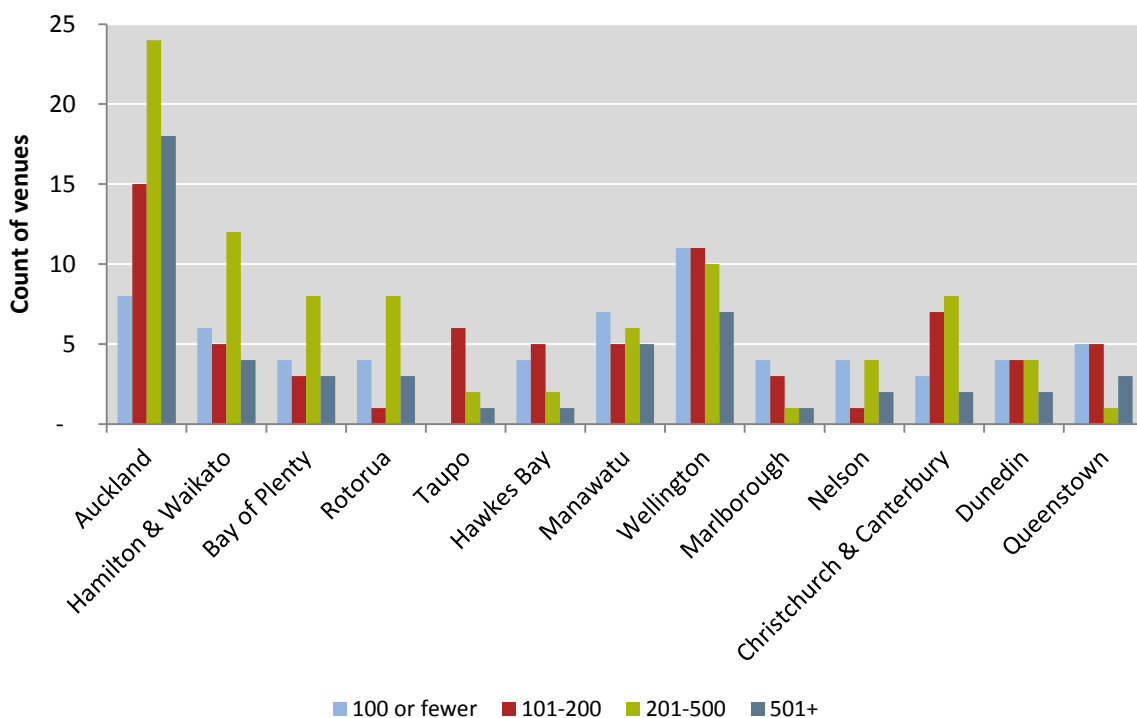
remained relatively constant over the last two years, ranging between 134 and 150 venues each quarter.

**Table 1 Comparing venue participation rates for 2013 Q4 and 2014 Q1**

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2013Q4	2014Q1	2013Q4	2014Q1
Auckland	42%	43%	62%	71%
Hamilton & Waikato	44%	52%	46%	86%
Bay of Plenty	28%	33%	9%	55%
Rotorua	50%	38%	86%	32%
Taupo	44%	56%	47%	75%
Hawkes Bay	42%	33%	68%	29%
Manawatu	30%	30%	40%	40%
Wellington	58%	54%	79%	83%
Marlborough	56%	78%	80%	92%
Nelson	58%	45%	77%	34%
Christchurch & Canterbury	70%	80%	73%	82%
Dunedin	92%	93%	97%	97%
Queenstown	79%	71%	81%	55%
<b>Total</b>	<b>50%</b>	<b>51%</b>	<b>62%</b>	<b>68%</b>

The distribution of the venues by size is shown in Figure 1 below. Sixty-five venues (23 per cent) are located in Auckland.

**Figure 1 Number of venues by delegate capacity and region (2014 Q1)**



## Overview of event activity for the year ended March 2014

An estimated total of 46,800 events occurred in the 13 regions in the year ended March 2014. Sixty five per cent of these were meetings/seminars. Table 2 shows 35 per cent of the delegate days for the year ended March 2014 were in Auckland.

Table 2 National overview of MICE activities (YE March 2014)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from March 2013
Auckland	11,326	2,890	14,215	1,643,483	1,914,357	35%	-2%
Hamilton & Waikato	3,962	690	4,652	486,692	544,390	10%	No change
Bay of Plenty	1,942	412	2,354	245,820	284,206	5%	1%
Rotorua	1,642	496	2,138	177,242	242,863	4%	No change
Taupo	642	319	961	51,643	84,879	2%	No change
Hawkes Bay	1,273	172	1,445	103,459	120,788	2%	No change
Manawatu	3,482	648	4,130	423,583	474,118	9%	No change
Wellington	6,213	1,731	7,944	569,533	714,151	13%	-3%
Marlborough	580	78	657	37,074	49,039	1%	NA*
Nelson	1,400	203	1,603	139,462	172,450	3%	No change
Christchurch & Canterbury	3,415	762	4,177	463,190	513,034	9%	2%
Dunedin	1,119	278	1,396	124,224	163,426	3%	1%
Queenstown	605	461	1,066	108,728	173,233	3%	No change
<b>Grand Total</b>	<b>37,599</b>	<b>9,139</b>	<b>46,739</b>	<b>4,574,133</b>	<b>5,450,934</b>		

\*Marlborough joined the programme in July 2012, so comparison to the previous year is not possible.

There were about 5.5 million delegate days in the year ended March 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 December 2013

Event type	2013Q2	2013Q3	2013Q4	2014Q1	Total
Meeting/seminar	417,205	475,194	421,713	312,816	1,626,928
Incentive activity	32,931	26,035	22,531	15,404	96,900
Conference/convention	255,795	290,096	304,840	174,346	1,025,077
Trade show/exhibition	284,278	541,727	192,928	116,082	1,135,016
Special occasion	324,886	351,037	536,166	287,151	1,499,241
Don't know	26,230	34,107	1,337	6,097	67,772
<b>Total</b>	<b>1,341,325</b>	<b>1,718,197</b>	<b>1,479,515</b>	<b>911,896</b>	<b>5,450,934</b>

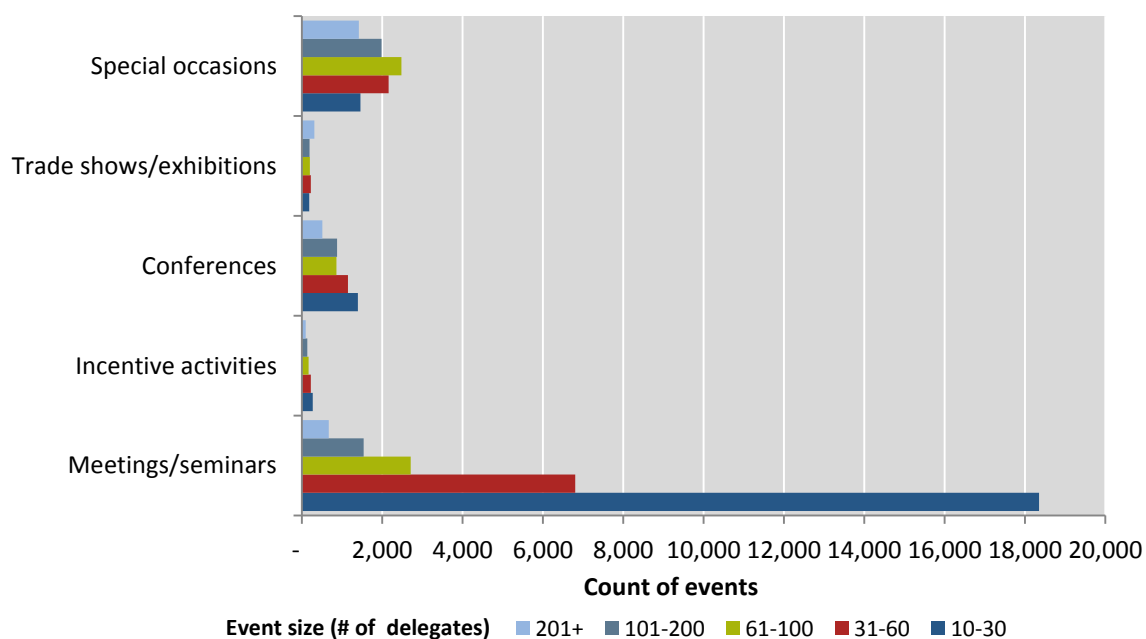
Table 4 shows that most events in the year ended March 2014 were commissioned by businesses, with associations and government entities coming a distant second and third.

**Table 4 Type of organisation commissioning an event**

Events run for...	2013Q2	2013Q3	2013Q4	2014Q1	Total
Associations	2,034	2,220	1,902	1,110	7,266
Business	5,654	6,497	6,618	4,246	23,014
Government	1,555	1,628	1,373	830	5,385
Education	1,007	1,235	1,013	739	3,994
Personal	921	795	1,108	1,299	4,122
Other/don't know	643	898	998	581	3,119
<b>Total</b>	<b>11,812</b>	<b>13,272</b>	<b>13,012</b>	<b>8,804</b>	<b>46,900</b>

With the exception of special occasions, small events with fewer than 60 delegates attending dominate MICE activity in the year ended March 2014 (refer Figure 2). Small meetings/seminars formed 54 per cent of all events, with over 18,300 meetings having 10-30 delegates and about 6,800 meetings with 31-60 delegates. Smaller conferences also dominated conference activity, with 29 per cent having 10-30 delegates and a further 24 per cent having 31-60 delegates.

**Figure 2 Number of events by event type and event size (YE March 2014)**

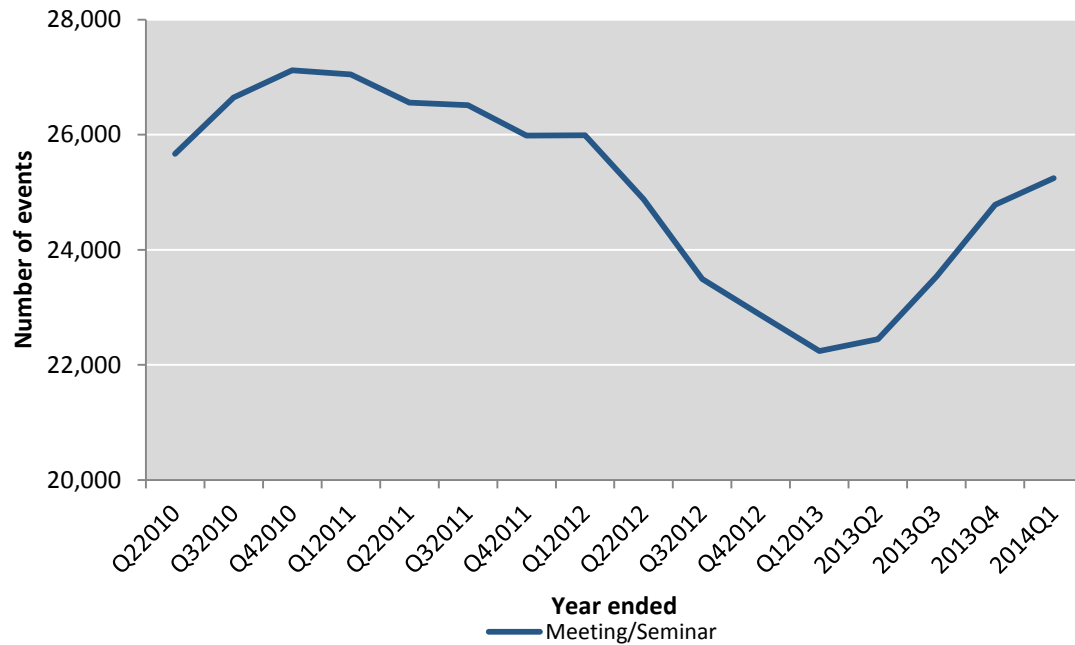


### Trends in the number of events reported since YE June 2010

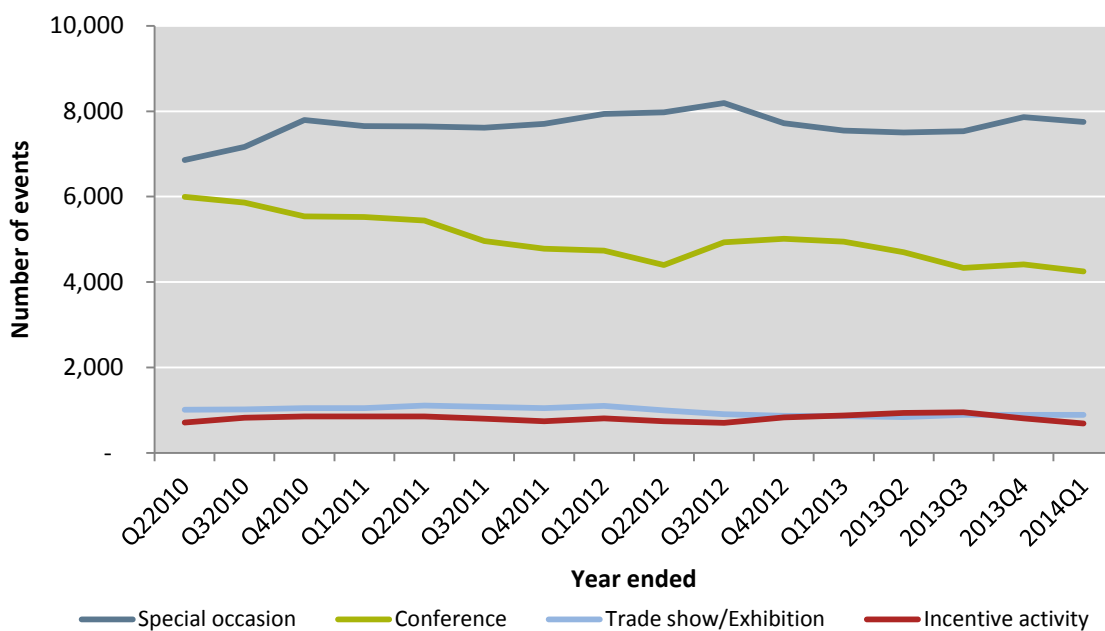
Since June 2010 quarter, it has been possible to construct rolling annual totals for different variables. Figure 3 and Figure 4 and shows variation or trend for the number of events (meetings, incentive activities, conferences, trade shows/exhibitions, and special occasions) reported for each year ended quarter from June 2010 to March 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 March 2014 and is now almost back to the same level as it was for the year ended June 2012. All other event types have decrease slightly compared to the year ended December 2013.

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



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





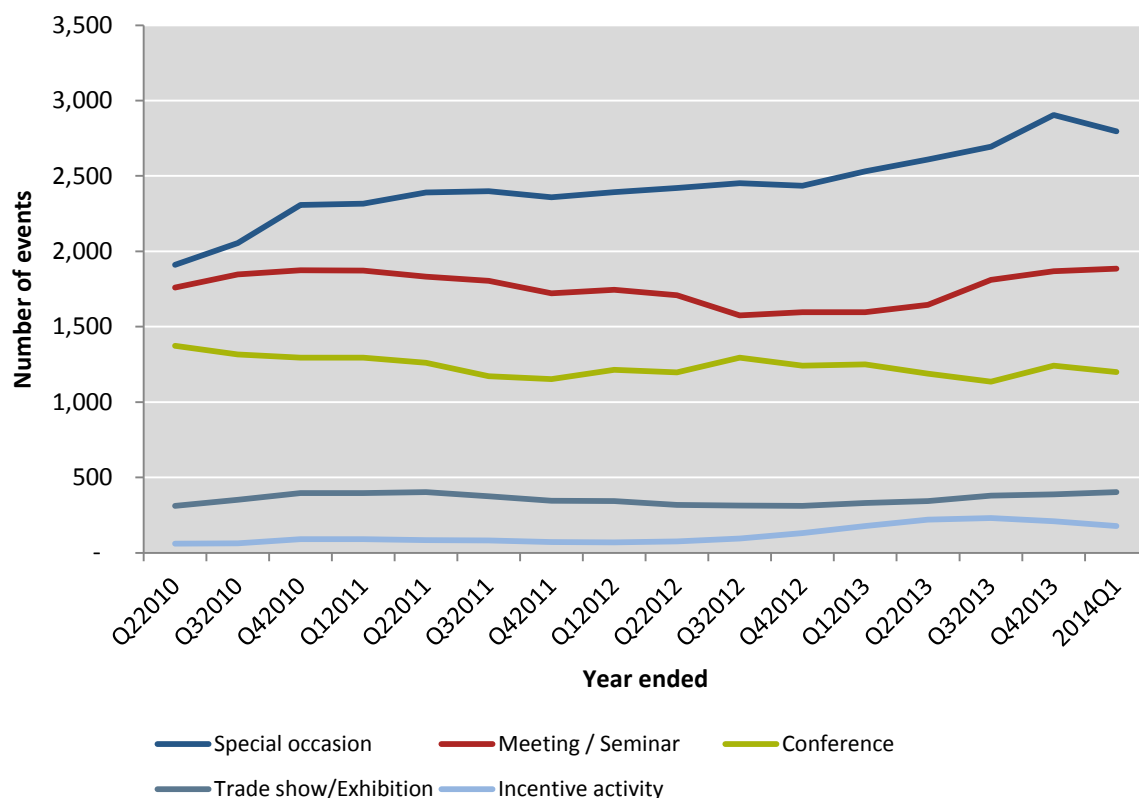
### Trends in larger events (>100 delegates)

The current YE is the first decrease in large special occasion events (100+ delegates) since YE December 2012. However, the number of large special occasion events (100+ delegates) has generally increased since the CAS started in July 2009. Over the same period, the number of larger conferences has declined (see Figure 5).

The latest year end result shows the continued recovery of large meetings/seminars with the level of activity reaching a new peak of 1,885 events (the previous high was 1,874 events in the YE December 2010). Trade shows/exhibitions have been reporting a roughly similar number of events over the period. While the number of large incentive activity events has tripled since year ended June 2010, the most recent year end is down 22 percent from the peak reported in year ended September 2013 (see Figure 5).

Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011Q3) and Marlborough (joined the CAS in 2012Q3).

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



### Conference/Convention activity for year ended March 2014

In this section the focus is solely on conferences/conventions which account for 10 per cent of all events and 19 per cent of the delegate days in the year ended March 2014.

Table 5 shows that 3,109 (65 per cent) of the conferences held in the year ended March 2014 were multi day events, with just over half of these (1,597) being longer than two days in duration.

Auckland hosted the greatest proportion (26 per cent) of multi-day conferences, generating 30 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 March 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	526	395	410	26%	79,309	256,965	30%
Hamilton & Waikato	119	106	103	7%	13,588	61,642	7%
Bay of Plenty	73	54	61	4%	7,622	29,442	3%
Rotorua	112	117	120	8%	8,780	71,326	8%
Taupo	35	84	82	5%	2,265	32,991	4%
Hawkes Bay	38	22	28	2%	2,484	15,075	2%
Manawatu	96	155	92	8%	9,346	48,410	6%
Wellington	303	307	312	20%	33,048	134,497	16%
Marlborough	35	12	19	1%	2,904	11,841	1%
Nelson	36	23	49	2%	2,040	28,665	3%
Christchurch & Canterbury	235	131	114	8%	12,191	47,807	6%
Dunedin	44	41	52	3%	4,722	38,096	5%
Queenstown	33	69	154	7%	2,338	66,849	8%
<b>Total</b>	<b>1,685</b>	<b>1,512</b>	<b>1,597</b>	<b>100%</b>	<b>180,636</b>	<b>843,603</b>	<b>100%</b>

Of those delegates whose origin information was captured in the year ended March 2014, 39 per cent of the multi-day conference delegates were reported to be from the local region, with a further 52 per cent travelling to the conference from another region. Nine per cent of multi-day conference delegates were from Australia or 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 do not match the regional sum of delegates by origin.

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

Region	Local	Regional	Australian	Other International	Total
Auckland	45,507	24,830	4,671	2,120	119,684
Hamilton & Waikato	8,664	10,586	503	288	24,224
Bay of Plenty	3,570	6,378	321	314	11,269
Rotorua	2,963	17,405	1,730	614	23,374
Taupo	403	8,648	922	148	10,775
Hawkes Bay	2,798	2,891	102	30	5,878
Manawatu	9,637	6,211	457	299	20,839
Wellington	19,491	29,996	1,363	752	56,517
Marlborough	569	2,100	110	34	2,985
Nelson	2,108	5,492	318	540	8,623
Christchurch & Canterbury	5,710	9,502	586	575	16,603
Dunedin	2,785	4,948	942	1,379	10,483
Queenstown	1,178	12,740	5,739	979	21,230
<b>Total number of delegates</b>	<b>105,382</b>	<b>141,725</b>	<b>17,763</b>	<b>8,072</b>	<b>332,485</b>

\*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 March 2014, Statistics New Zealand<sup>1</sup> reported that a total of 57,888 international visitors reported that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day). Of these, 36,640 (63 per cent) were Australian. This was up from the previous year ended March 2013, when 54,160 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 33,248 (61 per cent) were from Australia.

<sup>1</sup> Statistics New Zealand International Travel and Migration. Data available from <http://www.stats.govt.nz/infoshare/>

### Trends in delegate days for multi-day conferences

Figure 6 shows there has been a sharp decline in the number of reported delegate days for Auckland over the last 18 months. In other regions there has been quite significant variation in the number of delegate days for multi-day conferences (see Figure 7). Bay of Plenty and Hamilton & Waikato have eight quarter-year-ends included in this chart since they joined the Convention Research Programme in the September 2011 quarter. Marlborough joined in the September 2012 quarter so has four quarter-year-ends included.

Figure 6 Auckland multi-day Conference delegate days (YE June 2010 to YE March 2014)

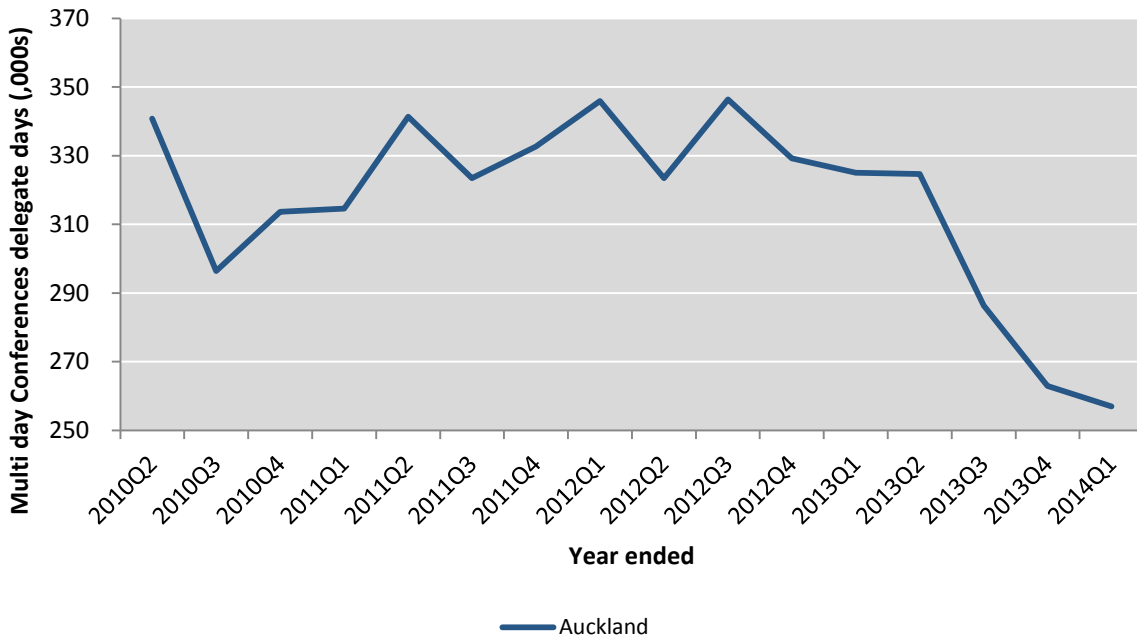
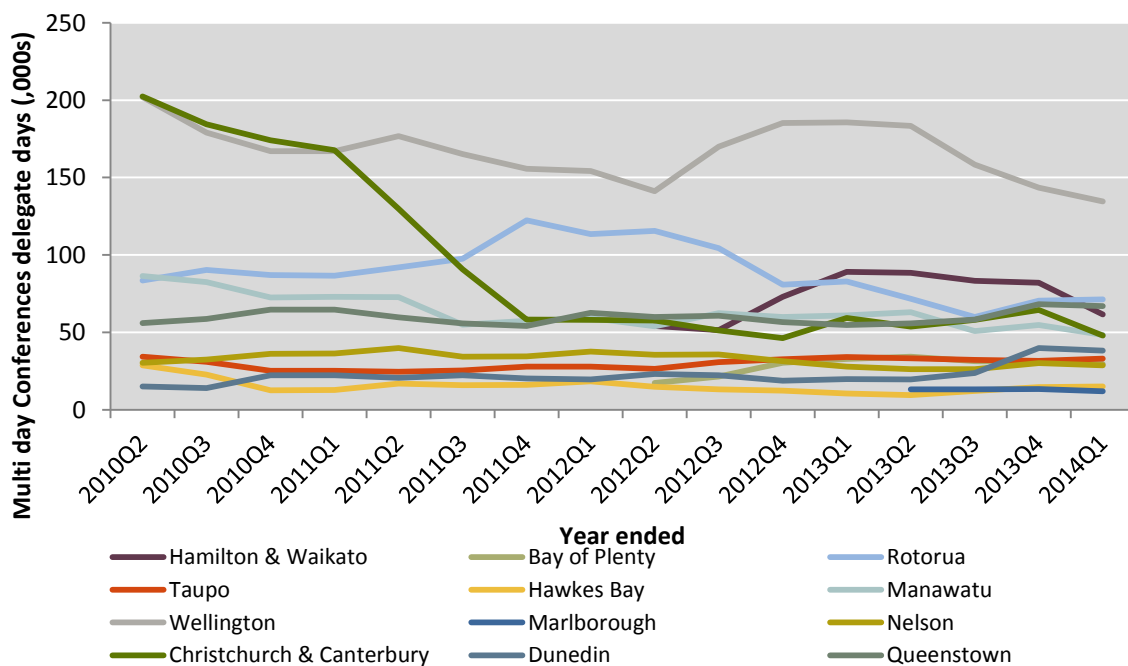


Figure 7 Comparing multi-day Conference delegate days by region (YE June 2010 to YE December 2013)



## Appendix 1 – Regional results

This appendix includes reports on regional level activity for the year ended December 2013. Each table presents information on specific type of MICE 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/activity-survey>).

## Meetings/seminars – Year ended March 2014

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

Region	Count of meetings for YE March 2014		Market share of multi day meetings		Total delegate days	Count of meetings/seminars by event size (# of delegates) for YE March 2014				
	Single day	Multi-day	YE March 2013	YE March 2014	YE March 2014	10-30	31-60	61-100	101-200	201+
Auckland	7,772	1,970	37%	38%	617,322	5,520	2,248	898	618	323
Hamilton & Waikato	2,750	393	10%	8%	141,416	2,007	647	307	136	49
Bay of Plenty	1,210	200	4%	4%	71,794	847	337	159	85	32
Rotorua	1,077	191	4%	4%	63,047	786	346	92	32	16
Taupo	433	120	3%	2%	24,250	412	92	33	19*	
Hawkes Bay	785	92	2%	2%	35,480	541	198	82	38	15
Manawatu	2,388	274	7%	5%	118,715	1,710	594	237	106	55
Wellington	4,191	1,036	18%	20%	281,882	3,110	1,158	442	272	88
Marlborough	312	35	NA	1%	14,505	248	62	18	12	6
Nelson	806	95	2%	2%	37,413	592	207	68	33	9
Christchurch & Canterbury	2,274	443	7%	9%	146,708	1,682	607	254	140	56
Dunedin	772	147	2%	3%	45,604	572	216	83	37	8
Queenstown	309	164	3%	3%	28,793	326	97	34	14	6
<b>Total</b>	<b>25,077</b>	<b>5,161</b>	<b>100%</b>	<b>100%</b>	<b>1,626,928</b>	<b>18,354</b>	<b>6,808</b>	<b>2,707</b>	<b>1,522<sup>+</sup></b>	<b>664<sup>+</sup></b>

\* Cells with fewer than 5 events have been merged to protect venue confidentiality.

<sup>+</sup> Excludes merged cells.

## Incentive activities – Year ended March 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.

Region	Count of Incentive activities	Market share of incentive activities		Total delegate days	Count of incentive activities by event size (# of delegates) for YE December 2013		
	YE March 2014	YE March 2013	YE March 2014	YE March 2014	10-30	31-60	61+
Auckland	145	25%	16%	13,437	35	33	69
Hamilton & Waikato	123	8%	14%	10,509	34	29	61
Bay of Plenty	63	4%	7%	5,885	17	14	31
Rotorua	31	2%	3%	3,656	17	9	7
Taupo	13	3%	1%	1,375	5	7*	
Hawkes Bay	22	3%	2%	1,961	11*		11
Manawatu	86	8%	10%	13,860	10	15	60
Wellington	140	23%	15%	16,219	34	33	66
Marlborough	29	NA	3%	2,189	10	11	9
Nelson	67	5%	7%	8,844	24	24	19
Christchurch & Canterbury	86	8%	10%	7,398	30	24	32
Dunedin	31	3%	3%	2,451	16	8	7
Queenstown	68	7%	8%	9,116	36	16	16
<b>Total<sup>+</sup></b>	<b>905</b>	<b>100%</b>	<b>100%</b>	<b>96,900</b>	<b>269</b>	<b>215</b>	<b>388</b>

\* Cells with fewer than 5 events have been merged to protect venue confidentiality.

<sup>+</sup> Excludes merged cells.

## Conferences/Conventions – Year ended March 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.

Region	Count of conferences/conventions for YE March 2014			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 March 2014				
	Single day	Two day	>2 days	YE March 2013	YE March 2014	YE March 2014	YE March 2014	10-30	31-60	61-100	101-200	201+
Auckland	526	395	410	33%	26%	79,309	256,965	290	313	237	285	208
Hamilton & Waikato	119	106	103	6%	7%	13,588	61,642	112	70	49	59	45
Bay of Plenty	73	54	61	2%	4%	7,622	29,442	39	42	41	43	22
Rotorua	112	117	120	6%	8%	8,780	71,326	97	95	63	60	31
Taupo	35	84	82	5%	5%	2,265	32,991	80	46	39	26	10
Hawkes Bay	38	22	28	1%	2%	2,484	15,075	34	20	14	10	10
Manawatu	96	155	92	7%	8%	9,346	48,410	143	73	48	47	34
Wellington	303	307	312	24%	20%	33,048	134,497	221	251	171	173	79
Marlborough	35	12	19	NA	1%	2,904	11,841	22	17	11	10	7
Nelson	36	23	49	3%	2%	2,040	28,665	29	23	24	24	11
Christchurch & Canterbury	235	131	114	5%	8%	12,191	47,807	233	111	62	63	15
Dunedin	44	41	52	2%	3%	4,722	38,096	34	34	29	24	14
Queenstown	33	69	154	5%	7%	2,338	66,849	56	52	71	53	23
<b>Total</b>	<b>1,685</b>	<b>1,512</b>	<b>1,597</b>	<b>100%</b>	<b>100%</b>	<b>180,636</b>	<b>843,603</b>	<b>1,391</b>	<b>1,147</b>	<b>858</b>	<b>876</b>	<b>509</b>



## Trade shows/exhibitions – Year ended March 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.

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 March 2014				
	YE March 2014	YE March 2013	YE March 2014	YE March 2014	10-30	31-60	61-100	101-200	201+
Auckland	309	25%	28%	404,550	52	56	47	59	92
Hamilton & Waikato	142	10%	13%	171,837	14	30	29	25	43
Bay of Plenty	63	7%	6%	84,193	12	15	11	10	18
Rotorua	53	5%	5%	37,379	6	12	7	13	16
Taupo	8	2%	1%	9,878	7*				
Hawkes Bay	41	4%	4%	8,273	9	11	5	6	7
Manawatu	110	9%	10%	127,865	14	22	24	17	28
Wellington	165	16%	15%	39,268	32	45	34	23	31
Marlborough	19	NA	2%	1,806	11*			6*	
Nelson	33	5%	3%	37,129	8	6		6	14
Christchurch & Canterbury	98	7%	9%	157,801	17	11	12	20	41
Dunedin	49	5%	4%	27,359	13	9	11	7	10
Queenstown	25	4%	2%	27,677	7*		9*		9
<b>Total<sup>†</sup></b>	<b>1,117</b>	<b>100%</b>	<b>100%</b>	<b>1,135,016</b>	<b>176</b>	<b>211</b>	<b>179</b>	<b>184</b>	<b>307</b>

\*Cells with fewer than five events have been merged to protect venue confidentiality.

<sup>†</sup>Excludes merged cells.

## Special Occasion activities–Year ended March 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.

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 March 2014				
	YE March 2014	YE March 2013	YE March 2014	YE March 2014	10-30	31-60	61-100	101-200	201+
Auckland	2,720	30%	29%	528,847	339	577	665	618	544
Hamilton & Waikato	913	10%	10%	138,081	114	194	242	215	142
Bay of Plenty	602	6%	6%	80,227	77	142	170	129	87
Rotorua	418	4%	4%	52,711	62	130	95	76	56
Taupo	166	3%	2%	12,124	46	55	47	28*	
Hawkes Bay	402	5%	4%	54,560	40	76	142	90	61
Manawatu	867	9%	9%	146,461	123	200	265	161	145
Wellington	1,501	15%	16%	204,568	250	356	419	319	152
Marlborough	194	NA	2%	15,218	79	50	33	24	10
Nelson	412	4%	4%	54,908	121	98	93	68	23
Christchurch & Canterbury	776	8%	8%	132,550	122	160	204	157	130
Dunedin	247	3%	3%	43,161	44	57	55	59	31
Queenstown	243	2%	3%	35,826	42	62	50	56	34
<b>Total</b>	<b>9,459</b>	<b>100%</b>	<b>100%</b>	<b>1,499,241</b>	<b>1,458</b>	<b>2,156</b>	<b>2,477</b>	<b>1,973<sup>†</sup></b>	<b>1,414<sup>†</sup></b>

\*Cells with fewer than five events have been merged to protect venue confidentiality.

<sup>†</sup>Excludes merged cells.

## Appendix 2 – Method for estimating unrecorded MICE activity

This section describes the imputation methodology used to estimate MICE 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.

In 2013, 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 7. Regions were combined into five strata in order to create a sufficient pool of 'nearest neighbours'.

Table 7 Nearest neighbour criteria for estimation of missing venue data

Feature	Population (across all Bureaux)
Capacity	<ol style="list-style-type: none"> <li>1. &lt;101</li> <li>2. 101-200</li> <li>3. 201-400</li> <li>4. 401-1000</li> <li>5. 1001+</li> </ol>
Regions	Five strata of regions: <ul style="list-style-type: none"> <li>• Auckland, Wellington</li> <li>• Bay of Plenty, Hamilton &amp; Waikato, Hawkes Bay, Manawatu</li> <li>• Christchurch &amp; Canterbury, Nelson</li> <li>• Dunedin, Queenstown</li> <li>• Rotorua, Taupo</li> </ul>
Venue type	<ul style="list-style-type: none"> <li>• Hotels</li> <li>• Convention/event centres</li> <li>• Stadiums/show grounds</li> <li>• Other</li> </ul>

As is shown in Table 8, 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 8 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
	<b>Measure (mean # per quarter per venue)</b>									
Delegate days	1,015	2,207	5,166	6,351	17,546	1,134	2,094	4,381	7,331	19,501
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	680	1,610	3,853	4,949	14,280	843	1,674	3,344	5,831	16,323
One day conference delegate days	31	78	226	359	319	53	93	167	502	339
Multi-day conference delegate days	187	505	1,210	1,339	3,413	253	324	891	1,393	3,401

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, capacity and venue type that was not taken into account in the old weighting method. Much better use of this information is made with imputation.