

Convention Activity Survey Year to June 2013 report

Prepared September 2013



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
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Overview

A total of 588,000 delegates attended 6,000 conferences for around 1.25 million delegate days in the year ended June 2013. This compared to 537,000 delegates, 5,600 conferences and 1.2 million delegate days in the year ended June 2012. Around 33 per cent of multi day conferences and 38 per cent of one day conferences were held in Auckland in the year ended June 2013.

Over all events excluding special occasions, 3,146,000 delegates attended 40,300 events for around 4.1 million delegate days in the year ended June 2013. This compared to 2,937,000 delegates, 42,300 events and 4.0 million delegate days in the year ended June 2012. Thirty two per cent of all events 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.

Suggestions and feedback on the report content and layout are welcome – please contact Peter Ellis (phone: 04 498 7448; email: Peter.Ellis@mbie.govt.nz).

CAS participants

Convention Bureaux

There are 13 Convention Bureaux participating in the Convention Research Programme for the 2012/2013 year. 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.

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 June 2013 quarter, event activity was recorded or estimated for a total of 349 venues in the 13 regions.

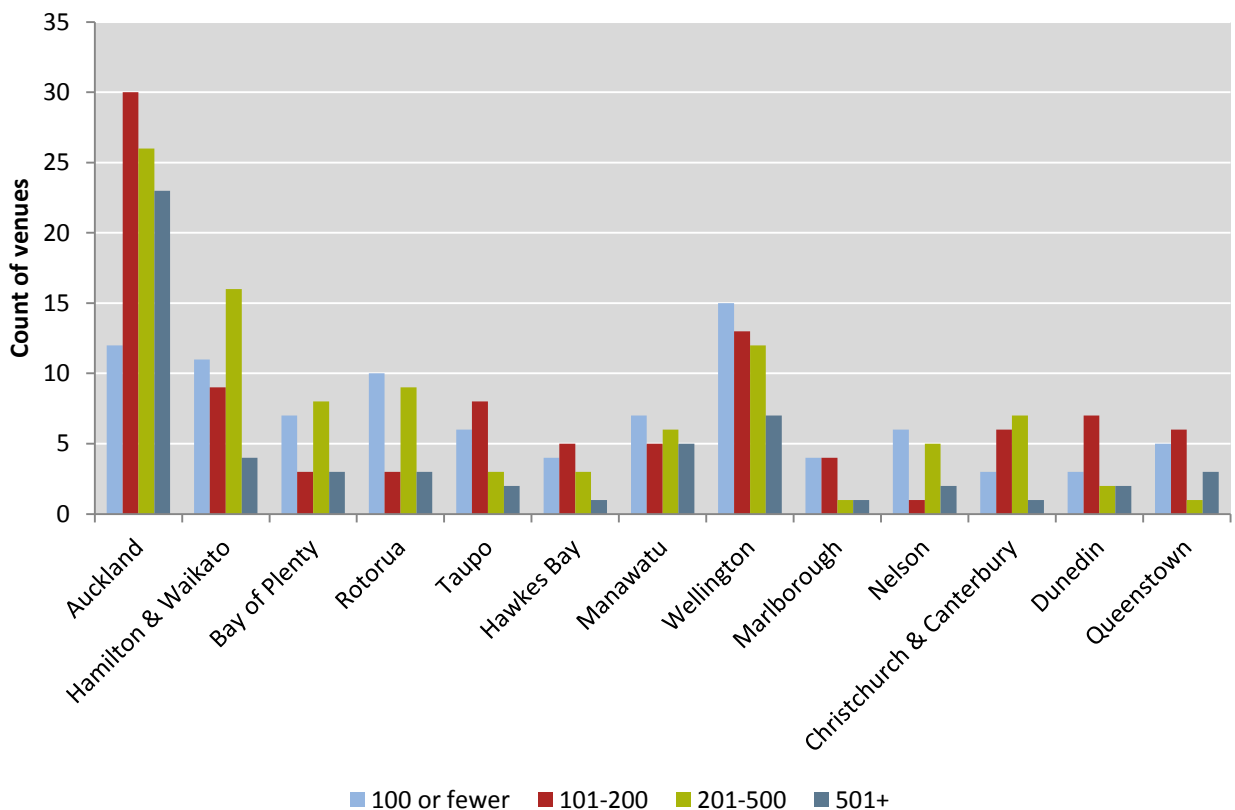
In the June 2013 quarter, 137 venues (55% of recorded capacity) submitted data for at least one of the three months. The number of venues actively contributing data to the CAS has remained relatively constant over the last two years, ranging between 135 and 147 venues each quarter.

Table 1 Comparing venue participation rates for 2013 Q1 and 2013 Q2

| Region | Venues submitting as % of those identified in region | | Capacity of venues submitting as % of capacity in region | |
|---------------------------|--|--------|--|--------|
| | 2013Q1 | 2013Q2 | 2013Q1 | 2013Q2 |
| Auckland | 30% | 30% | 50% | 49% |
| Hamilton & Waikato | 28% | 25% | 75% | 39% |
| Bay of Plenty | 38% | 29% | 26% | 22% |
| Rotorua | 36% | 40% | 78% | 82% |
| Taupo | 32% | 32% | 33% | 33% |
| Hawkes Bay | 46% | 46% | 72% | 72% |
| Manawatu | 30% | 30% | 40% | 40% |
| Wellington | 55% | 49% | 85% | 81% |
| Marlborough | 50% | 60% | 72% | 82% |
| Nelson | 36% | 43% | 58% | 70% |
| Christchurch & Canterbury | 81% | 65% | 90% | 86% |
| Dunedin | 54% | 57% | 65% | 38% |
| Queenstown | 53% | 73% | 36% | 87% |
| Total | 40% | 39% | 60% | 55% |

The distribution of the venues by size is shown in Figure 1 below. Ninety-one venues (26%) are located in Auckland.

Figure 1 Number of venues by delegate capacity and region (2013 Q2)



Overview of event activity for the year ended June 2013

An estimated total of about 51,500 events occurred in the 13 regions in the year ended June 2013. Sixty one per cent of these were meetings/seminars. Table 2 shows about 39% of the delegate days for the year ended June 2013 were in Auckland.

Table 2 National overview of MICE activities (YE June 2013)

| Region | Single day Events | Multi-day Events | Total Events | Delegates (all events) | Delegate days | | |
|---------------------------|-------------------|------------------|---------------|------------------------|------------------|--------------|---------------------------------------|
| | | | | | Count | Market share | Change in market share from June 2012 |
| Auckland | 12,809 | 3,633 | 16,442 | 1,822,979 | 2,189,905 | 39% | -3% |
| Hamilton & Waikato | 4,904 | 881 | 5,784 | 521,258 | 597,977 | 11% | 2% |
| Bay of Plenty | 2,169 | 415 | 2,584 | 217,129 | 250,347 | 4% | 1% |
| Rotorua | 1,816 | 682 | 2,498 | 180,124 | 259,057 | 5% | -1% |
| Taupo | 1,343 | 507 | 1,851 | 129,221 | 185,470 | 3% | No change |
| Hawkes Bay | 1,358 | 165 | 1,523 | 99,384 | 107,490 | 2% | No change |
| Manawatu | 3,294 | 696 | 3,990 | 376,497 | 431,106 | 8% | No change |
| Wellington | 6,408 | 2,103 | 8,511 | 602,915 | 801,261 | 14% | -1% |
| Marlborough* | 660 | 165 | 825 | 45,971 | 56,918 | 1% | NA |
| Nelson | 1,318 | 277 | 1,595 | 119,451 | 153,416 | 3% | -1% |
| Christchurch & Canterbury | 2,994 | 634 | 3,628 | 327,232 | 398,538 | 7% | 1% |
| Dunedin | 903 | 243 | 1,146 | 75,033 | 96,077 | 2% | No change |
| Queenstown | 656 | 455 | 1,111 | 79,151 | 135,133 | 2% | No change |
| Total | 40,631 | 10,856 | 51,488 | 4,596,343 | 5,662,693 | | |

*Marlborough joined the programme in July 2012, so only one year of activity is recorded.

There were over 5.6 million delegate days in the year ended June 2013. **Error! Reference source not found.** shows the split in delegate days for different event types for the last four quarters. The variation by season can clearly be seen. Over all event types combined, there was a peak in the December quarter followed by a trough in the March quarter. However the September quarter was the peak season for conference/convention numbers and the June quarter was the peak season for meetings/seminars and trade shows/exhibitions.

Table 3 Delegate days by event type for each quarter during the year to June 2013

| Event type | 2012Q3 | 2012Q4 | 2013Q1 | 2013Q2 | Total |
|-----------------------|------------------|------------------|------------------|------------------|------------------|
| Meeting/seminar | 451,140 | 455,079 | 342,916 | 467,256 | 1,716,391 |
| Incentive activity | 21,005 | 46,522 | 35,842 | 36,765 | 140,134 |
| Conference/convention | 409,359 | 308,214 | 256,258 | 278,524 | 1,252,354 |
| Trade show/exhibition | 265,495 | 220,982 | 194,663 | 320,413 | 1,001,552 |
| Special occasion | 323,504 | 515,173 | 345,648 | 367,938 | 1,552,263 |
| Total | 1,470,503 | 1,545,970 | 1,175,327 | 1,470,896 | 5,662,693 |

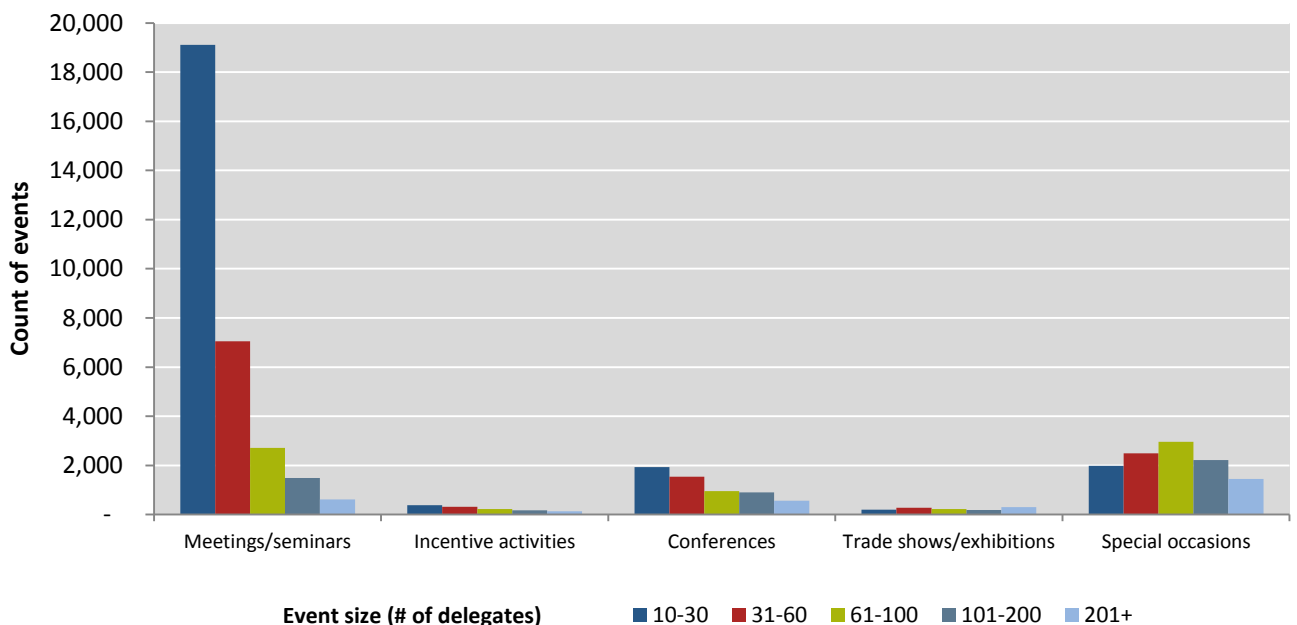
Table 4 shows that most events in the year ended June 2013 were commissioned by businesses, with associations and government entities coming a distant second and third.

Table 4 Type of organisation commissioning an event

| Events run for... | 2012Q3 | 2012Q4 | 2013Q1 | 2013Q2 | Total |
|-------------------|---------------|---------------|---------------|---------------|---------------|
| Associations | 2,270 | 2,366 | 1,413 | 2,244 | 8,293 |
| Business | 6,892 | 6,491 | 4,810 | 6,339 | 24,532 |
| Government | 1,398 | 1,663 | 1,204 | 1,776 | 6,041 |
| Education | 1,549 | 1,014 | 885 | 1,201 | 4,650 |
| Personal | 1,189 | 1,445 | 1,725 | 1,093 | 5,451 |
| Other/don't know | 499 | 615 | 504 | 736 | 2,354 |
| Total | 13,797 | 13,594 | 10,541 | 13,390 | 51,320 |

With the exception of special occasions, small events with fewer than 60 delegates attending dominate MICE activity in the year ended June 2013 (refer Figure 2). Small meetings/seminars formed 52% of all events, with about 19,000 meetings having 10-30 delegates and about 7,000 meetings with 31-60 delegates. Smaller conferences also dominated conference activity, with 33% having 10-30 delegates and a further 26% having 31-60 delegates.

Figure 2 Number of events by event type and event size (YE June 2013)



Trends in the number of events reported since YE June 2010

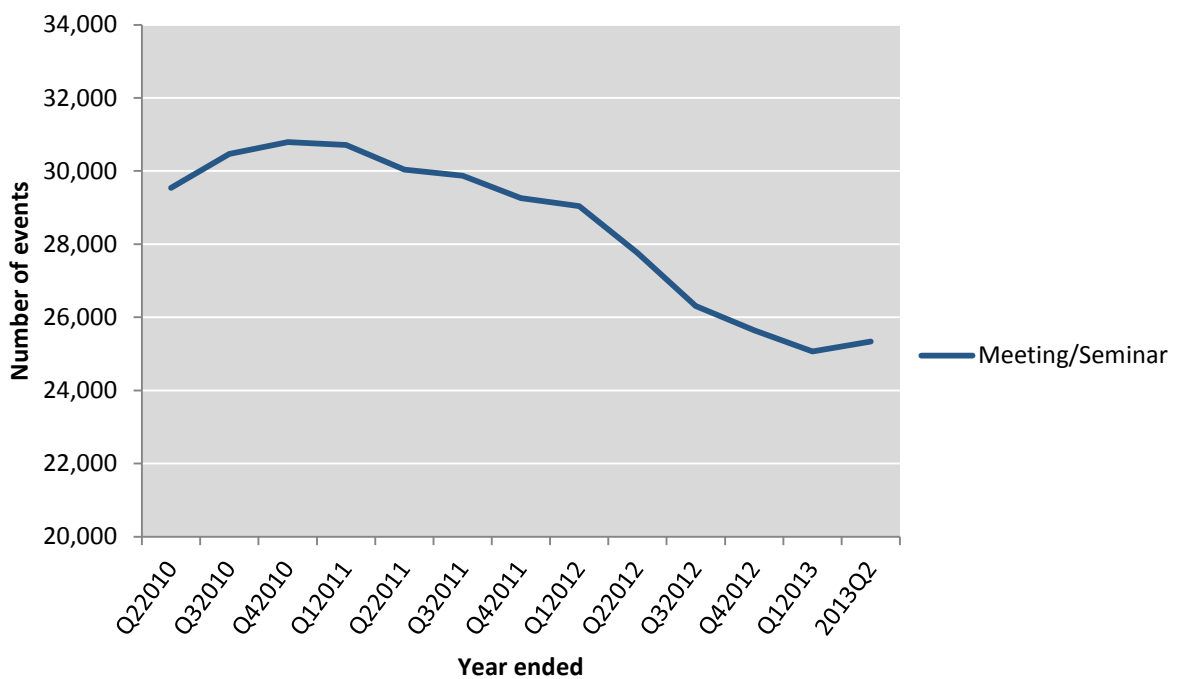
Since June 2010 quarter, it has been possible to construct rolling annual totals for different variables. Figure 3 shows variation or trend for the number of events (meetings, incentive activities, conferences, trade shows/exhibitions, and special occasions) reported for each year ended quarter

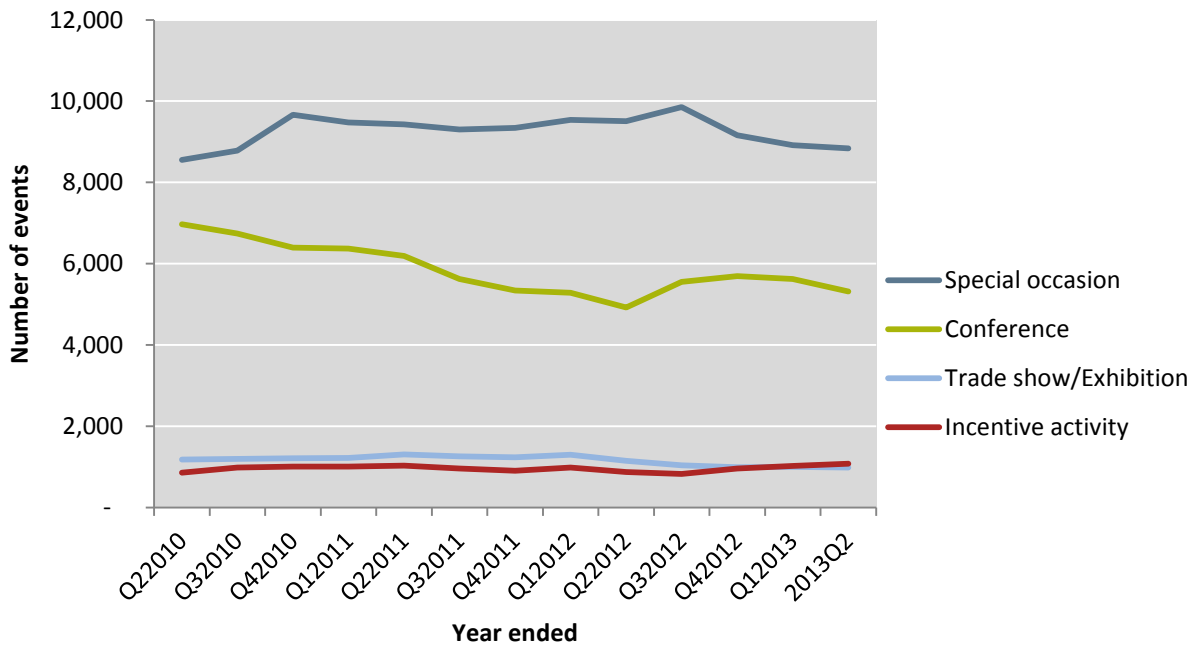
from June 2010 to June 2013. Note that Bay of Plenty, Hamilton & Waikato and Marlborough have been excluded, given that they have not been contributing data for the whole period shown in the chart.

As can be seen, the number of meetings/seminars reported has picked up slightly in the year ended June 2013 after having fallen off each quarterly year end since December 2010. Special occasions continued to fall in the year ended June 2013 since peaking in the year ended September 2012.

Conference/convention activity fell further from the year ended March 2013 but is still above the trough in the year ended June 2012.

Figure 3 Trend in number of events by event type (YE June 2010 through to YE June 2013). Bay of Plenty, Hamilton & Waikato and Marlborough are excluded.

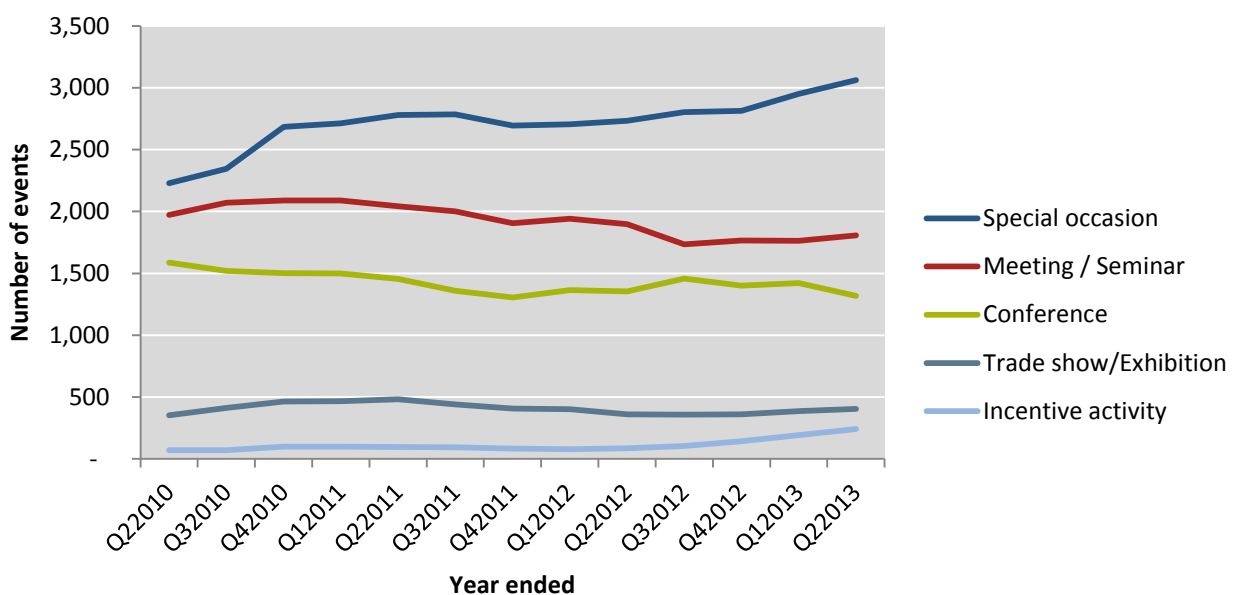




Trends in larger events (>100 delegates)

It appears that there has been an increase in large special occasion events (100+ delegates) since the CAS started in July 2009. Over the same period, the number of larger meetings/seminars and conferences has declined. Trade shows/exhibitions have been reporting a roughly similar number of events over the period while the number of incentive activity events has risen. 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 4 Number of Events with >100 delegates from YE June 2010 to YE June 2013 (excludes Hamilton & Waikato, Bay of Plenty and Marlborough)



Conference/Convention activity for year ended June 2013

In this section the focus is solely on conferences/conventions which account for 12% of all events and 22% of the delegate days in the year ended June 2013.

Table 5 shows that 3,733 (63%) of the conferences held in the year ended June 2013 were multi day events, with just over half of these (1,925) being two days in duration.

Table 5 Number of conferences and delegate days by conference duration and region (YE June 2013)

| 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 | 842 | 648 | 566 | 33% | 78,786 | 375,162 | 35% |
| Hamilton & Waikato | 162 | 125 | 111 | 6% | 11,612 | 97,248 | 9% |
| Bay of Plenty | 93 | 52 | 49 | 3% | 5,393 | 34,761 | 3% |
| Rotorua | 130 | 114 | 171 | 8% | 10,275 | 86,401 | 8% |
| Taupo | 93 | 98 | 103 | 5% | 7,085 | 50,922 | 5% |
| Hawkes Bay | 36 | 23 | 24 | 1% | 2,069 | 9,380 | 1% |
| Manawatu | 118 | 157 | 92 | 7% | 9,873 | 62,972 | 6% |
| Wellington | 477 | 469 | 353 | 22% | 38,403 | 191,626 | 18% |
| Marlborough | 31 | 34 | 33 | 2% | 2,380 | 13,249 | 1% |
| Nelson | 68 | 52 | 48 | 3% | 3,776 | 27,645 | 3% |
| Christchurch & Canterbury | 76 | 61 | 89 | 4% | 4,893 | 53,729 | 5% |
| Dunedin | 36 | 36 | 44 | 2% | 2,627 | 19,487 | 2% |
| Queenstown | 33 | 56 | 124 | 5% | 2,922 | 56,125 | 5% |
| Total | 2,195 | 1,925 | 1,808 | 100% | 180,094 | 1,078,705 | 100% |

Auckland hosted the greatest proportion (33%) of multi-day conferences, with 35% of the delegate days; followed by Wellington with 22% of the multi-day conferences and 18% of the multi-day conference delegate days.

Table 6 indicates that in the year ended June 2013, 47% of the multi-day conference delegates were reported to be from the local region, with a further 45% travelling to the conference from another region.

About 8% of multi-day conference delegates were from Australia or other overseas locations.

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. Values for missing data are imputed and this

imputation process is done independently for sub-categories and category totals. As a result, the delegate numbers by origin do not add up to the total number of delegates.¹

Table 6 Mix of *multi-day* conference delegates by region (YE June 2013)*

| Region | Local | Regional | Australian | Other International | Total |
|----------------------------------|----------------|----------------|---------------|---------------------|----------------|
| Auckland | 81,471 | 41,865 | 7,346 | 4,197 | 152,078 |
| Hamilton & Waikato | 14,907 | 9,873 | 628 | 985 | 39,333 |
| Bay of Plenty | 7,458 | 4,488 | 336 | 450 | 15,575 |
| Rotorua | 3,075 | 21,568 | 2,692 | 533 | 28,580 |
| Taupo | 2,041 | 12,903 | 859 | 271 | 16,361 |
| Hawkes Bay | 1,542 | 1,323 | 155 | 3 | 2,990 |
| Manawatu | 15,281 | 6,022 | 760 | 908 | 25,607 |
| Wellington | 33,715 | 38,590 | 1,989 | 1,492 | 70,939 |
| Marlborough | 1,705 | 2,744 | 518 | 72 | 4,767 |
| Nelson | 3,179 | 5,192 | 421 | 341 | 9,415 |
| Christchurch & Canterbury | 7,002 | 8,715 | 1,052 | 497 | 17,135 |
| Dunedin | 1,843 | 4,314 | 428 | 190 | 6,965 |
| Queenstown | 2,529 | 10,735 | 3,469 | 1,119 | 17,864 |
| Total number of delegates | 175,746 | 168,334 | 20,652 | 11,057 | 407,608 |

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

For the year ended June 2013, Statistics New Zealand² reported that a total of 57,392 international visitors reported that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day). Of these, 36,032 (63%) were Australian. This was up from the previous year ended June 2012, when 50,112 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 30,272 (60%) were from Australia.

In comparison to the above, the CAS has a figure of 154,817 international delegates attending all events in the year ending June 2013, of whom 68,805 (44%) were Australian.

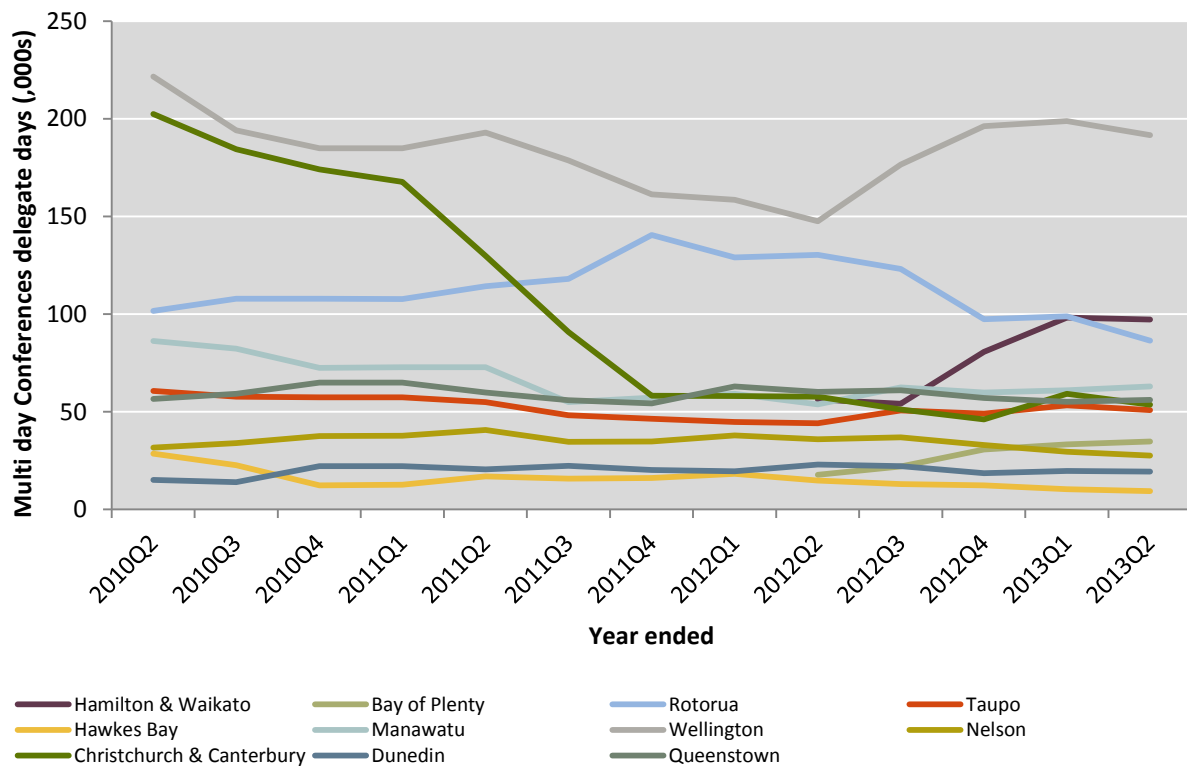
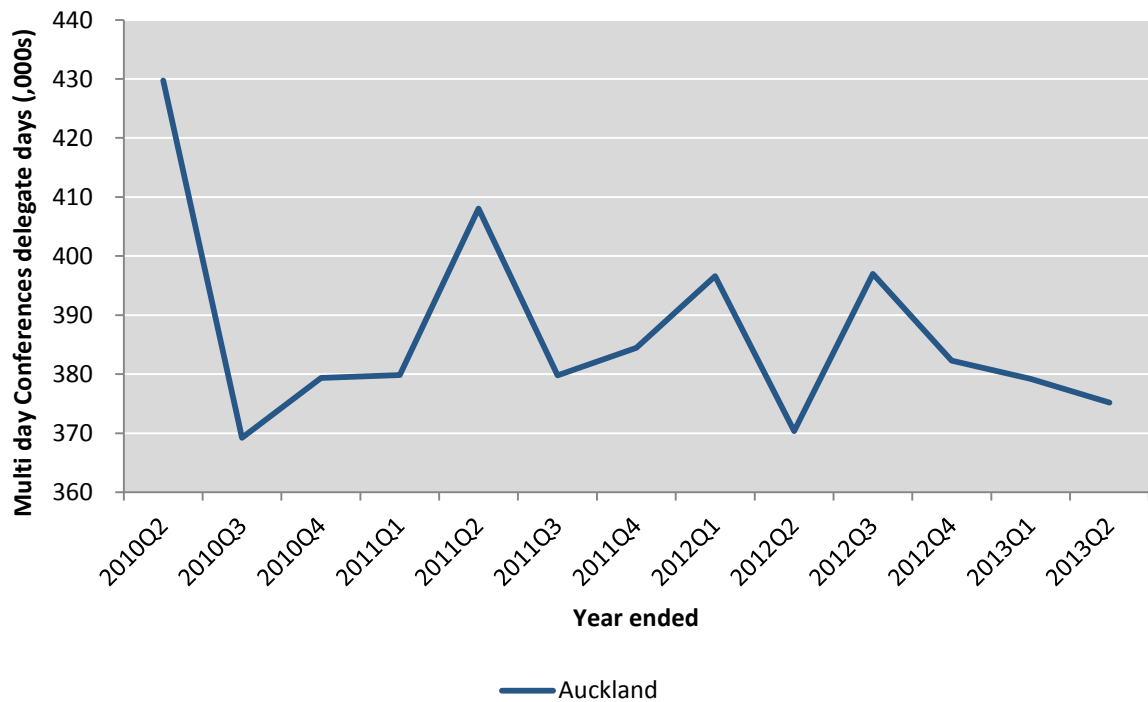
Trends in multi-day conferences

Figure 5 shows there has been quite a significant variation in the number of delegate days for multi-day conferences over the period from the year ended June 2010 through to the year ended June 2013.

¹ Of the 137 venues that submitted data in the June 2013 quarter, 23 did not report on delegate origin for at least one event and 11 did not report delegate origin for any of their events. Six per cent of all events in the June 2013 quarter had no numbers recorded for delegate origins.

² Statistics New Zealand International Travel and Migration. Data available from <http://www.stats.govt.nz/infoshare/>

Figure 5 Comparing multi-day Conference delegate days by region (YE June 2010 to YE June 2013)



Bay of Plenty and Hamilton & Waikato joined the Convention Research Programme in the September 2011 quarter and so only have five quarter-year-ends included.

Appendix 1– Regional results

This appendix includes reports on regional level activity for the year ended June 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 June 2013

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 June 2013 | | Market share of multi day meetings | | Total delegate days YE June 2013 | Count of meetings/seminars by event size (# of delegates) for YE June 2013 | | | | |
|---------------------------|------------------------------------|--------------|------------------------------------|--------------|-------------------------------------|--|--------------|--------------|--------------|------------|
| | Single day | Multi-day | YE June 2012 | YE June 2013 | | 10-30 | 31-60 | 61-100 | 101-200 | 201+ |
| Auckland | 7,755 | 2,147 | 43% | 37% | 699,023 | 5,613 | 2,392 | 921 | 585 | 316 |
| Hamilton & Waikato | 3,268 | 511 | 8% | 9% | 155,890 | 2,517 | 796 | 323 | 145 | 36 |
| Bay of Plenty | 1,343 | 231 | 3% | 4% | 76,974 | 1,010 | 366 | 140 | 77 | 26 |
| Rotorua | 1,171 | 295 | 4% | 5% | 68,056 | 966 | 322 | 109 | 46 | 19 |
| Taupo | 779 | 214 | 3% | 4% | 44,077 | 684 | 195 | 66 | 25 | 10 |
| Hawkes Bay | 846 | 95 | 1% | 2% | 37,478 | 618 | 200 | 75 | 40 | 12 |
| Manawatu | 2,224 | 341 | 5% | 6% | 124,525 | 1,676 | 549 | 228 | 92 | 55 |
| Wellington | 4,067 | 1,039 | 18% | 18% | 273,765 | 2,990 | 1,180 | 429 | 255 | 64 |
| Marlborough | 343 | 73 | NA | 1% | 16,510 | 276 | 94 | 29 | | 15* |
| Nelson | 775 | 124 | 3% | 2% | 38,754 | 570 | 199 | 76 | 42 | 10 |
| Christchurch & Canterbury | 1,971 | 374 | 7% | 7% | 122,069 | 1,416 | 506 | 226 | 132 | 48 |
| Dunedin | 571 | 117 | 2% | 2% | 32,625 | 431 | 155 | 59 | 28 | 8 |
| Queenstown | 330 | 170 | 3% | 3% | 26,644 | 347 | 97 | 37 | | 20* |
| Total | 25,444 | 5,733 | 100% | 100% | 1,716,391 | 19,115 | 7,050 | 2,717 | 1,494 | 612 |

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

Incentive activities – Year ended June 2013

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 June 2013 | | |
|---------------------------|-------------------------------|--------------------------------------|--------------|---------------------|---|------------|------------|
| | YE June 2012 | YE June 2013 | YE June 2013 | YE June 2013 | 10-30 | 31-60 | 61+ |
| Auckland | 343 | 23% | 26% | 34,065 | 96 | 89 | 127 |
| Hamilton & Waikato | 138 | 9% | 11% | 12,915 | 34 | 27 | 77 |
| Bay of Plenty | 59 | 4% | 5% | 6,748 | 14 | 10 | 35 |
| Rotorua | 47 | 6% | 4% | 5,832 | 16 | 12 | 15 |
| Taupo | 38 | 5% | 3% | 3,040 | 15 | 15 | 9 |
| Hawkes Bay | 22 | 4% | 2% | 1,656 | 5 | 8 | 9 |
| Manawatu | 103 | 5% | 8% | 18,956 | 15 | 12 | 73 |
| Wellington | 280 | 13% | 21% | 26,875 | 68 | 73 | 98 |
| Marlborough | 41 | NA | 3% | 4,314 | 12 | 14 | 12 |
| Nelson | 55 | 5% | 4% | 8,484 | 21 | 13 | 20 |
| Christchurch & Canterbury | 87 | 14% | 7% | 5,782 | 40 | 25 | 25 |
| Dunedin | 25 | 5% | 2% | 2,651 | 9 | 8 | 8 |
| Queenstown | 76 | 7% | 6% | 8,816 | 35 | 13 | 27 |
| Total | 1,315 | 100% | 100% | 140,134 | 379 | 319 | 536 |

Conferences/Conventions – Year ended June 2013

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 June 2013 | | | 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 June 2013 | | | | |
|---------------------------|---|--------------|--------------|---------------------------------------|--------------|---|--|--|--------------|------------|------------|------------|
| | Single day | Two day | >2 days | YE June 2012 | YE June 2013 | YE June 2013 | YE June 2013 | 10-30 | 31-60 | 61-100 | 101-200 | 201+ |
| Auckland | 842 | 648 | 566 | 32% | 33% | 78,786 | 375,162 | 635 | 544 | 316 | 312 | 254 |
| Hamilton & Waikato | 162 | 125 | 111 | 5% | 6% | 11,612 | 97,248 | 164 | 99 | 51 | 38 | 44 |
| Bay of Plenty | 93 | 52 | 49 | 3% | 3% | 5,393 | 34,761 | 68 | 55 | 35 | 23 | 16 |
| Rotorua | 130 | 114 | 171 | 10% | 8% | 10,275 | 86,401 | 134 | 107 | 73 | 67 | 41 |
| Taupo | 93 | 98 | 103 | 7% | 5% | 7,085 | 50,922 | 112 | 71 | 51 | 39 | 23 |
| Hawkes Bay | 36 | 23 | 24 | 1% | 1% | 2,069 | 9,380 | 31 | 31 | 15 | 10* | |
| Manawatu | 118 | 157 | 92 | 6% | 7% | 9,873 | 62,972 | 145 | 82 | 51 | 43 | 38 |
| Wellington | 477 | 469 | 353 | 18% | 22% | 38,403 | 191,626 | 404 | 349 | 176 | 223 | 94 |
| Marlborough | 31 | 34 | 33 | NA | 2% | 2,380 | 13,249 | 31 | 30 | 19 | 13 | 6 |
| Nelson | 68 | 52 | 48 | 3% | 3% | 3,776 | 27,645 | 59 | 36 | 35 | 28 | 11 |
| Christchurch & Canterbury | 76 | 61 | 89 | 6% | 4% | 4,893 | 53,729 | 77 | 46 | 48 | 44 | 8 |
| Dunedin | 36 | 36 | 44 | 2% | 2% | 2,627 | 19,487 | 31 | 31 | 39 | 22* | |
| Queenstown | 33 | 56 | 124 | 5% | 5% | 2,922 | 56,125 | 47 | 56 | 52 | 45 | 15 |
| Total | 2,195 | 1,925 | 1,808 | 100% | 100% | 180,094 | 1,078,705 | 1,937 | 1,535 | 960 | 899 | 559 |

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

Trade shows/exhibitions – Year ended June 2013

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 tradeshow/exhibitions delegate days | Count of trade shows/exhibitions by event size (# of delegates) for YE June 2013 | | | | |
|---------------------------|----------------------------------|---|--------------|---|--|------------|------------|------------|------------|
| | YE June 2013 | YE June 2012 | YE June 2013 | YE June 2013 | 10-30 | 31-60 | 61-100 | 101-200 | 201+ |
| Auckland | 359 | 27% | 30% | 384,242 | 52 | 75 | 62 | 62 | 113 |
| Hamilton & Waikato | 126 | 9% | 11% | 167,689 | 11 | 31 | 25 | 14 | 42 |
| Bay of Plenty | 53 | 7% | 4% | 54,800 | 6 | 18 | 9 | 6 | 16 |
| Rotorua | 82 | 4% | 7% | 34,746 | 31 | 22 | 11 | 7 | 12 |
| Taupo | 39 | 4% | 3% | 30,931 | 8 | 9 | | 12* | 12 |
| Hawkes Bay | 36 | 5% | 3% | 5,641 | 8 | 6 | 8 | | 12 * |
| Manawatu | 84 | 8% | 7% | 94,980 | 8 | 14 | 18 | 14 | 26 |
| Wellington | 216 | 12% | 18% | 63,776 | 41 | 69 | 44 | 29 | 34 |
| Marlborough | 24 | NA | 2% | 2,471 | 7 | | 9* | | 7* |
| Nelson | 39 | 5% | 3% | 27,637 | 8 | | 9* | 10 | 13 |
| Christchurch & Canterbury | 61 | 9% | 5% | 111,756 | 7 | 10 | 11 | 13 | 22 |
| Dunedin | 35 | 6% | 3% | 9,294 | 8 | 6 | 11 | | 11* |
| Queenstown | 31 | 4% | 3% | 13,589 | 8 | | 13* | | 10* |
| Total | 1,186 | 100% | 100% | 1,001,552 | 201 | 274 | 223 | 180 | 309 |

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

Special Occasion activities – Year ended June 2013

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 June 2013 | | | | |
|---------------------------|--------------------------------------|---|--------------|--------------------------------------|--|--------------|--------------|--------------|--------------|
| | YE June 2013 | YE June 2012 | YE June 2013 | YE June 2013 | 10-30 | 31-60 | 61-100 | 101-200 | 201+ |
| Auckland | 3,486 | 34% | 32% | 625,221 | 553 | 720 | 877 | 774 | 606 |
| Hamilton & Waikato | 1,253 | 12% | 11% | 151,837 | 195 | 292 | 400 | 249 | 136 |
| Bay of Plenty | 603 | 6% | 6% | 71,075 | 97 | 148 | 205 | 109 | 67 |
| Rotorua | 456 | 4% | 4% | 53,896 | 81 | 124 | 111 | 72 | 70 |
| Taupo | 418 | 4% | 4% | 49,612 | 107 | 100 | 113 | 64 | 47 |
| Hawkes Bay | 447 | 5% | 4% | 51,120 | 57 | 78 | 162 | 105 | 48 |
| Manawatu | 828 | 8% | 8% | 118,503 | 146 | 181 | 228 | 171 | 112 |
| Wellington | 1,441 | 12% | 13% | 209,598 | 300 | 311 | 345 | 320 | 200 |
| Marlborough | 256 | NA | 2% | 17,983 | 97 | 65 | 44 | 33 | 10 |
| Nelson | 386 | 3% | 4% | 46,444 | 83 | 101 | 111 | 67 | 27 |
| Christchurch & Canterbury | 842 | 7% | 8% | 100,670 | 138 | 245 | 223 | 153 | 88 |
| Dunedin | 252 | 3% | 2% | 29,328 | 60 | 49 | 70 | 55 | 20 |
| Queenstown | 279 | 2% | 3% | 26,977 | 71 | 79 | 66 | 44 | 20 |
| Total | 10,948 | 100% | 100% | 1,552,263 | 1,985 | 2,493 | 2,954 | 2,215 | 1,450 |