

Convention Activity Survey YE December 2012 report

Prepared May 2013



**Ministry of Business,
Innovation & Employment**

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Overview

A total of 603,000 delegates attended 6,500 conferences for around 1.3 million delegate days in the year ended December 2012. This compared to 525,000 delegates, 5,700 conferences, and 1.2 million delegate days in the year ended December 2011. Around 35 per cent of multi day conferences and 38 per cent of one day conferences were held in Auckland in the year ended December 2012.

Introduction

In September 2012, the Ministry for Business Innovation and Employment awarded a 3 year contract to Malatest International to collect data for the Convention Activity Survey (CAS) and Convention Delegate Survey (CDS) as part of the Convention Research Programme. The event activity measured includes meeting/seminar, incentive activity, conference/convention, trade show/exhibition, and special occasion, commonly known as MICE activity. For the 2012-2015 period, the Ministry will analyse the data and prepare the quarterly reports for the CAS and the annual reports for the CDS.

Due to the transition to a new provider, a significant change in the definition of CAS qualifying venues and population, and a change in the methodology for estimating data for non-submitting venues, this is the first report since YE June 2012. An explanation of these changes is found in Appendix 2.

The next report, for the YE March 2013 will be released in late May 2013.

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

CAS participants

Convention Bureaux

There are now 13 Convention Bureaux participating in the Convention Research Programme – hence 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 MBIE 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 to five different types, as follows:

- **Event or Convention Centre:** Venue whose primary function is hosting conventions, conferences and other large business events.
- **Stadium/showgrounds:** 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.

Applying the revised definition resulted in the venue population expanding from 286 venues to 346, an increase of 21%, while the recorded capacity increased 25% from 124,718 to 156,188.

All data in this report was based on the new population definitions and imputation/estimation methodology. Accordingly, previously published figures are revised and superseded by this report.

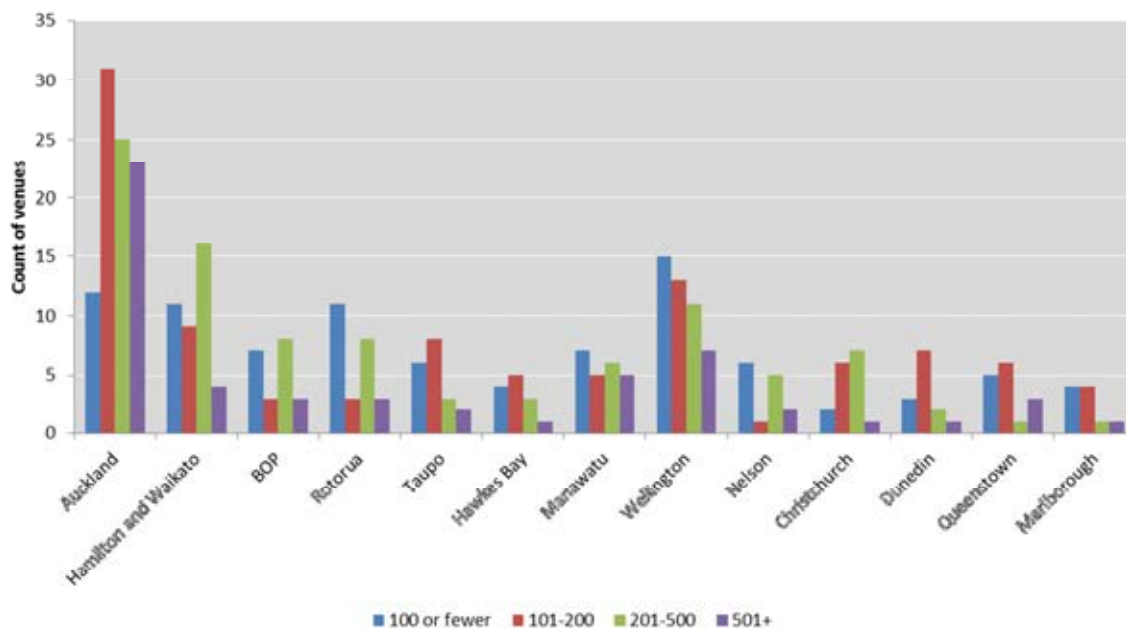
In the July-December 2012 period, 138 venues (50% of recorded capacity) submitted data for at least two of the six months. The number of venues actively contributing data to the CAS has remained constant over the last nine months as 140 venues recorded their activity in the June 2012 quarter.

Table 1 Comparing venue participation rates for June 2012 Q2 to 2012 Q4

Region	Venues submitting as % of those identified in region			Capacity of venues submitting as % of capacity in region		
	2012Q2	2012Q3	2012Q4	2012Q2	2012Q3	2012Q4
Auckland	55%	24%	26%	55%	33%	35%
BOP	52%	38%	38%	83%	27%	26%
Christchurch & Canterbury	60%	75%	69%	84%	82%	83%
Dunedin	77%	54%	69%	95%	55%	77%
Hamilton & Waikato	67%	33%	30%	85%	43%	42%
Hawkes Bay	63%	46%	46%	72%	75%	72%
Manawatu	31%	30%	30%	64%	31%	31%
Marlborough	NA	10%	50%	NA	8%	74%
Nelson	64%	40%	29%	92%	61%	57%
Queenstown	48%	73%	73%	66%	87%	87%
Rotorua	33%	44%	40%	79%	82%	83%
Taupo	23%	26%	32%	56%	31%	33%
Wellington	59%	57%	54%	89%	86%	85%
Total	49%	39%	40%	73%	50%	51%

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 (2012 Q4)



Overview of event activity for year ended December 2012

An estimated total of 52,000 events occurred in the 13 regions in the year ended December 2012. Over one-half of these were meetings/seminars. Table 2 shows about 39% of the delegate days for the year ended December 2012 were in Auckland.

Table 2 National overview of MICE activities (YE Dec 2012)

Region	# of single day Events	# of multi-day Events	# of Delegates (all events)	Delegate days	
				Count	Change in delegate days market share from Dec 2011
Auckland	13,345	4,028	1,633,448	2,037,914	-5%
Hamilton & Waikato	4,825	884	438,342	508,554	5%
Bay of Plenty	2,355	375	185,744	217,502	2%
Rotorua	1,626	674	166,694	257,132	-1%
Taupo	1,476	504	126,900	182,011	No change
Hawkes Bay	1,517	161	103,784	114,891	No change
Manawatu	3,325	704	347,863	410,948	No change
Marlborough*	388	113	28,502	36,316	NA
Wellington	6,112	2,109	586,095	726,821	-1%
Nelson	1,435	311	128,558	160,298	No change
Christchurch & Canterbury	2,881	731	237,157	314,376	No change
Dunedin	990	242	68,285	87,558	No change
Queenstown	652	443	71,191	136,374	No change
Total	40,927	11,278	4,122,562	5,190,694	

*Marlborough joined the programme in July 2012, so only two quarters of activity are recorded.

There were over 5.2 million delegate days in the year ended December 2012. Table 3 shows split in delegate days for different event types for the four quarters of 2012. The variation by season can clearly be seen.

Table 3 Total delegate days by event type in 2012

Event type	2012Q1	2012Q2	2012Q3	2012Q4
Meeting/seminar	374,119	494,575	451,140	455,079
Incentive activity	16,591	15,417	21,005	46,522
Conference or convention	228,780	325,455	409,359	308,214
Trade show/exhibition	68,057	239,012	265,495	220,982
Special occasion	259,346	248,139	323,504	515,173
Total	946,893	1,322,598	1,470,503	1,545,970

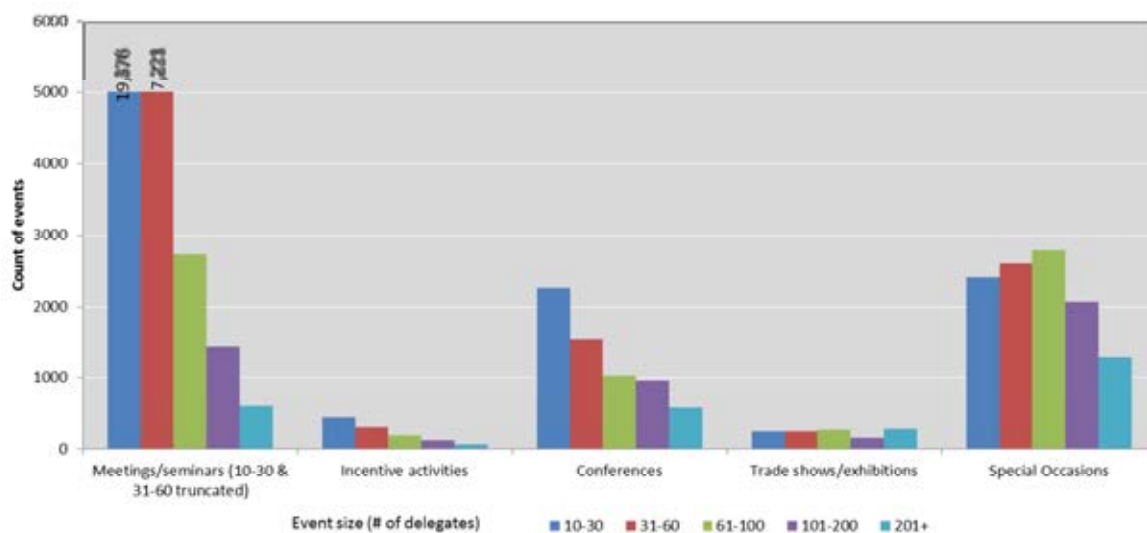
Table 4 shows that most events in 2012 were commissioned by businesses, with associations and government entities coming a distant second and third.

Table 4 Type of organisation commissioning an event

Events run for...	2012Q1	2012Q2	2012Q3	2012Q4
Associations	1,625	2,535	2,270	2,366
Business	5,705	6,992	6,892	6,491
Government	1,418	1,682	1,398	1,663
Education	626	1,159	1,549	1,014
Personal	1,945	1,043	1,189	1,445
Other/don't know	NA	NA	499	615
Total	11,319	13,411	13,797	13,594

With the exception of special occasions, small events with fewer than 60 delegates attending dominate MICE activity in the year ended December 2012 (refer Figure 2). Small meetings/seminar formed 52% of all events, with about ~19,000 meetings having 10-30 delegates and ~7,000 meetings with 31-60 delegates. Smaller conferences also dominated conference activity, with about one-third being 10-30 delegates and a further 24% having 31-60 delegates.

Figure 2 Number of events by event type and event size (YE Dec 2012)



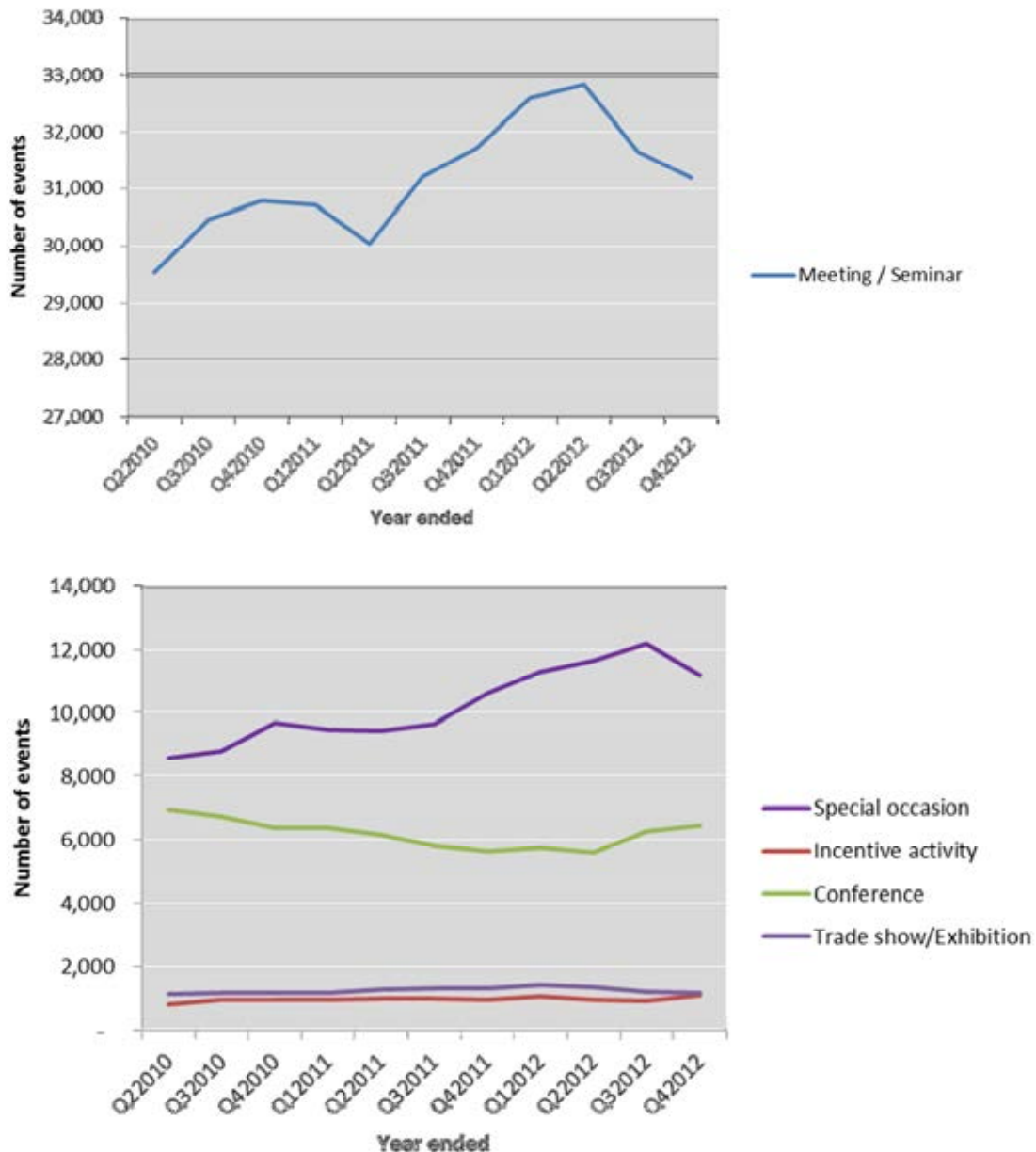
Trends in the number of events reported since YE June 2010

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 December 2012. Note that Bay of Plenty, Hamilton and 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 meeting/seminars reported has fallen off in the years ended Sept and December 2012, after peaking in the year ended June 2012. After a sustained period of growth, special occasions fell off in the year ended December 2012.

On the other hand, conference/convention activity which reportedly has been declining since the inception of the CAS, and has shown a turnaround in the last two quarters.

Figure 3 Trend in number of events by event type (YE June 2010 through to YE Dec 2012). Bay of Plenty, Hamilton and Waikato and Marlborough are excluded.

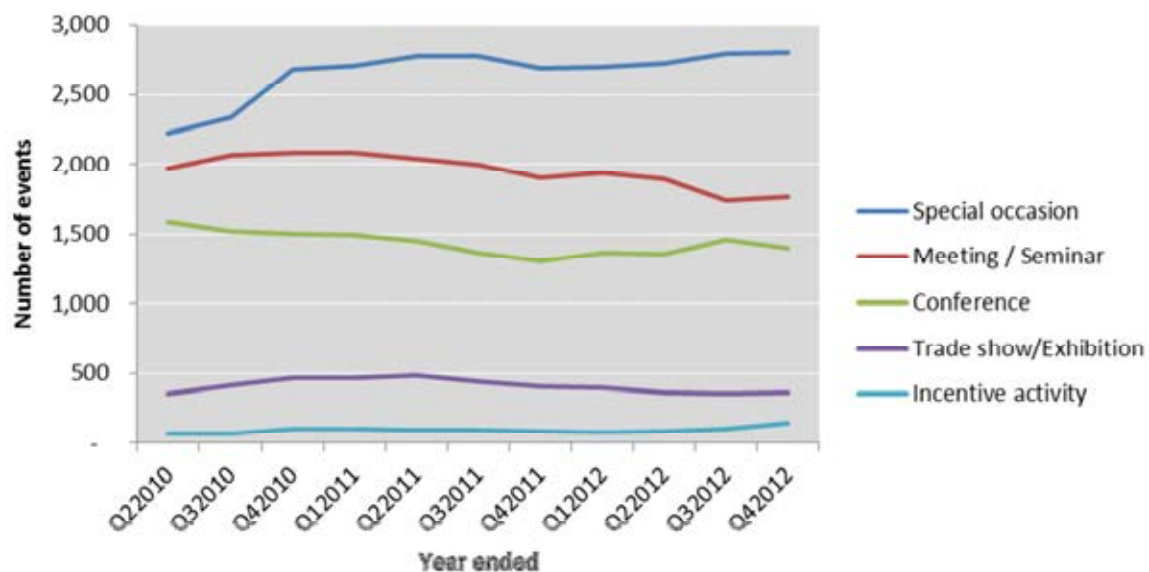


The number of conferences hosted in the CAS regions appears to have been falling between YE June 2010 and YE June 2012, but has increased in the last two quarters. At the same time, meetings/seminars were steadily increasing up to YE June 2012, then fell off in YE Sept 2012 and YE December 2012.

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, with the number of larger meetings/seminars declining. Other large conferences, incentive activities and trade shows/exhibitions have been reporting similar number of events over the time period. Note that this trend analysis excludes Hamilton and 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 Dec 2012 (excludes Hamilton & Waikato, Bay of Plenty and Marlborough)



Convention/Conference activity for year ended December 2012

Table 5 shows that about one-half (2,678) of the conferences held in the YE December 2012 were multi day events, with most of these (2,014) being two days in duration.

Table 5 Number of conferences and delegate days by conference duration and region (YE Dec 2012)

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	1,001	751	172	35%	88,671	382,277	36%
Hamilton and Waikato	197	120	30	6%	13,152	80,711	8%
BOP	176	54	11	2%	8,439	30,763	3%
Rotorua	107	111	67	7%	9,170	97,310	9%
Taupo	128	84	40	5%	9,295	49,036	5%
Hawkes Bay	46	25	10	1%	2,901	12,304	1%
Manawatu	164	146	33	7%	12,483	59,811	6%
Wellington	581	514	109	24%	44,355	196,161	18%
Nelson	61	45	31	3%	3,756	33,072	3%
Christchurch & Canterbury	60	52	55	4%	4,096	46,171	4%
Dunedin	45	38	19	2%	2,953	18,635	2%
Queenstown	29	51	75	5%	2,277	57,035	5%
Malborough	22	24	13	NA	1,277	7,654	NA
Total	2,616	2,014	664		202,826	1,070,940	

Auckland hosted the greatest proportion (35%) of multi-day conferences, with about 36% of the delegate days; followed by Wellington with 24% of the multi-day conferences and 18% of the multi-day conference delegate days.

Most multi-day conference delegates (~60%) were reported to be from the local region, with 36% travelling from another region to the conference in the YE December 2012.

Table 6 indicates about 5% of multi-day conference delegates were from Australia or other overseas locations.

For the YE December 2012, Statistics New Zealand¹ reported that a total of 51,376 international visitors reported that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day). Of these, 61% (31,408) were Australian. This was slightly down from the previous YE December 2011, when 53,808 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 62% were from Australia.

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

Table 6 Mix of *multi-day* conference delegates by region (YE Dec 2012)*

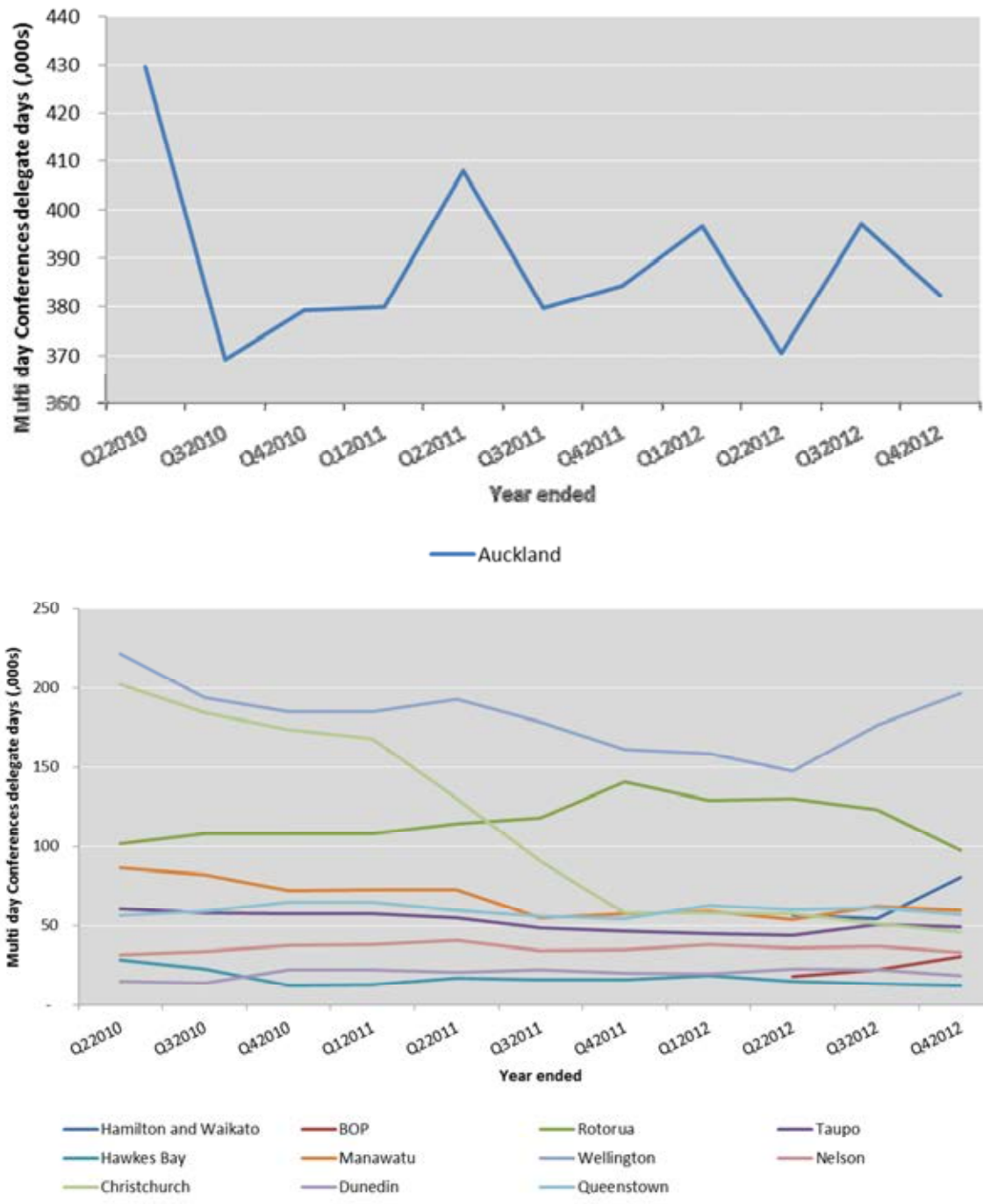
Region	Local	Regional	Australian	International
Auckland	85,275	47,954	7,072	2,653
Hamilton and Waikato	11,793	8,744	567	348
BOP	7,100	3,716	165	151
Rotorua	4,310	23,738	2,759	486
Taupo	1,942	12,773	861	282
Hawkes Bay	1,864	1,737	154	8
Manawatu	14,351	7,256	761	369
Wellington	32,796	37,818	1,521	1,194
Marlborough	1,298	1,091	463	56
Nelson	3,407	5,816	482	318
Christchurch & Canterbury	4,446	8,428	775	560
Dunedin	2,361	3,635	396	232
Queenstown	1,233	10,000	4,153	1,484
Total number of delegates	172,175	172,705	20,128	8,141

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

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 YE June 2010 through to YE December 2012.

Figure 5 Comparing multi-day Conference delegate days by region (YE June 2010 to YE Dec 2012)



Bay of Plenty and Hamilton and Waikato joined the Convention Research Programme in the September 2011 quarter, hence there are only three quarter-year-ends included.

Appendix 1– Regional results

This appendix includes reports on regional level activity for the year ended December 2012. Each table presents information on specific type of MICE activity, namely:

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

Because of the changes to the CAS-qualifying venue definition and the estimation method for non-reporting venue data, the year ended June 2012 has also been included.

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 December 2012

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 Dec 2012		Market share of multi day meetings		Total delegate days	Count of meetings/seminars by event size (# of delegates) for YE Dec 2012				
	Single day	Multi-day	YE Dec 2011	YE Dec 2012	YE Dec 2012	10-30	31-60	61-100	101-200	201+
Auckland	7,979	2,459	45%	40%	744,338	6,043	2,546	958	604	331
Hamilton and Waikato	3,117	559	4%	9%	155,497	2,407	830	290	131	29
BOP	1,401	222	1%	4%	77,940	1,003	400	141	84	16
Rotorua	1,075	309	4%	5%	69,825	907	305	106	46	15
Taupo	827	217	3%	4%	48,666	709	238	80	28	7
Hawkes Bay	889	94	2%	2%	38,442	660	197	77	40	9
Manawatu	2,141	377	6%	6%	124,365	1,664	509	216	93	47
Wellington	3,785	1,045	21%	17%	285,291	2,922	1,115	391	224	89
Marlborough	198	52	NA	NA	10,819	154	63	21	11*	
Nelson	863	152	3%	2%	48,285	617	237	108	41	13
Christchurch & Canterbury	1,918	427	6%	7%	105,722	1,512	485	223	94	27
Dunedin	613	122	2%	2%	33,960	442	184	71	30	7
Queenstown	352	172	3%	3%	31,763	338	113	53	21*	
Total	25,158	6,207	100%	100%	1,774,912	19,376	7,221	2,733	1,440	595

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

Meetings/seminars – Year ended June 2012

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 2012		Market share of multi day meetings		Total delegate days	Count of meetings/seminars by event size (# of delegates for YE Jun 2012)				
	Single day	Multi-day	YE Jun 2011	YE Jun 2012	YE Jun 2012	10-30	31-60	61-100	101-200	201+
Auckland	8,827	2,944	46%	43%	799,838	6,845	2,763	1,044	724	346
Hamilton and Waikato	2,925	566	NA	8%	139,080	2,336	746	236	112	21
BOP	1,338	202	NA	3%	72,811	936	384	123	98	14
Rotorua	1,120	289	5%	4%	67,016	927	316	95	44	11
Taupo	887	214	4%	3%	48,827	744	229	91	33	8
Hawkes Bay	941	101	2%	1%	40,177	707	197	86	42	8
Manawatu	2,051	341	7%	5%	105,197	1,642	489	185	90	31
Wellington	3,507	1,236	20%	18%	327,096	2,929	1,057	361	239	112
Nelson	895	178	3%	3%	55,090	656	247	115	42	17
Christchurch & Canterbury	2,474	499	8%	7%	123,655	2,018	639	236	76	14
Dunedin	817	162	2%	2%	42,763	629	228	83	35	5
Queenstown	387	194	2%	3%	36,554	369	138	53	22*	
Total	26,167	6,927	100%	100%	1,858,102	20,738	7,434	2,709	1,554	587

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

Incentive activities – Year ended December 2012

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 Dec 2012		
	YE Dec 2012	YE Dec 2011	YE Dec 2012	YE Dec 2012	10-30	31-60	61+
Auckland	307	23%	28%	24,855	124	84	91
Hamilton and Waikato	118	4%	11%	9,931	28	28	61
BOP	35	4%	3%	3,361	9	5	21
Rotorua	43	9%	4%	7,968	8	12	18
Taupo	39	6%	3%	3,776	14	19	8
Hawkes Bay	31	4%	3%	1,590	11	13	7
Manawatu	67	7%	6%	8,890	18	13	34
Wellington	191	15%	17%	13,018	72	61	52
Marlborough	32	NA	NA	3,756	9	9	9
Nelson	52	4%	5%	4,462	24	9	19
Christchurch & Canterbury	116	12%	10%	5,851	65	27	28
Dunedin	37	5%	3%	2,080	23	10	4
Queenstown	74	7%	7%	9,996	31	14	30
Total	1,142	100%	100%	99,534	436	305	381

Incentive activities – Year ended June 2012

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 2012		
	YE Jun 2012	YE Jun 2011	YE Jun 2012	YE Jun 2012	10-30	31-60	61+
Auckland	231	26%	23%	14,479	127	59	49
Hamilton and Waikato	88	NA	9%	4,330	38	31	20
BOP	43	NA	4%	1,575	24	14	5
Rotorua	61	10%	6%	10,179	24	18	19
Taupo	50	7%	5%	6,035	17	13	21
Hawkes Bay	40	4%	4%	1,762	16	17	7
Manawatu	48	8%	5%	2,481	23	13	12
Wellington	133	17%	13%	8,432	69	38	26
Nelson	47	3%	5%	3,630	22	10	14
Christchurch & Canterbury	143	11%	14%	7,302	75	40	30
Dunedin	53	8%	5%	2,403	30	14	8
Queenstown	67	6%	7%	9,727	31	17	19
Total	1,001	100%	100%	72,333	496	283	230

Conferences/Conventions – Year ended December 2012

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 Dec 2012			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 Dec 2012				
	Single day	Two day	>2 days	YE Dec 2011	YE Dec 2012	YE Dec 2012	YE Dec 2012	10-30	31-60	61-100	101-200	201+
Auckland	1,001	751	172	33%	35%	88,671	382,277	769	563	342	357	251
Hamilton and Waikato	197	120	30	3%	6%	13,152	80,711	178	109	58	55	37
BOP	176	54	11	2%	2%	8,439	30,763	134	68	38	23	12
Rotorua	107	111	67	9%	7%	9,170	97,310	109	98	80	64	44
Taupo	128	84	40	6%	5%	9,295	49,036	115	74	69	32	26
Hawkes Bay	46	25	10	2%	1%	2,901	12,304	36	27	13	20*	
Manawatu	164	146	33	9%	7%	12,483	59,811	185	77	42	50	39
Wellington	581	514	109	21%	24%	44,355	196,161	510	343	186	234	108
Marlborough	22	24	13	NA	NA	1,277	33,072	49	37	36	32	14
Nelson	61	45	31	3%	3%	3,756	46,171	76	40	57	40	12
Christchurch & Canterbury	60	52	55	5%	4%	4,096	18,635	34	31	37	18	5
Dunedin	45	38	19	2%	2%	2,953	57,035	50	49	62	38	17
Queenstown	29	51	75	5%	5%	2,277	7,654	22	22	13	8*	
Total	2,616	2,014	664	100%	100%	202,826	1,070,940	2,266	1,538	1,034	966	572

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

Conferences/Conventions – Year ended June 2012

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 Jun 2012			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 Jun 2012				
	Single day	Two day	YE Dec 2012	YE Jun 2011	YE Jun 2012	YE Jun 2011	YE Jun 2012	10-30	31-60	61-100	101-200	201+
Auckland	894	588	143	33%	34%	89,263	370,353	650	386	278	346	240
Hamilton and Waikato	205	100	21	NA	6%	16,199	56,242	153	89	51	67	28
BOP	205	62	12	NA	3%	12,018	17,774	154	59	42	30	17
Rotorua	124	105	73	10%	8%	12,153	130,250	104	102	76	85	59
Taupo	138	87	41	6%	6%	13,444	44,072	128	71	64	38	24
Hawkes Bay	42	19	11	1%	1%	3,109	14,759	27	21	9	22	8
Manawatu	161	118	25	9%	7%	12,259	53,887	177	64	35	43	31
Wellington	486	351	79	23%	20%	38,235	147,450	447	199	147	180	88
Nelson	25	33	30	3%	3%	2,517	35,890	31	25	34	38	12
Christchurch & Canterbury	53	50	57	8%	5%	4,243	57,703	87	41	53	39	19
Dunedin	116	30	16	2%	2%	5,274	23,014	71	52	45	21	7
Queenstown	25	35	65	6%	5%	1,318	60,172	49	40	50	39	16
Total	2,474	1,577	573	100%	100%	210,031	1,011,566	2,077	1,147	884	948	550

Trade shows/exhibitions – Year ended December 2012

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 for YE Dec 2012	Market share of trade shows/exhibitions		Total tradeshow/exhibitions delegate days	Count of trade shows/exhibitions by event size (# of delegates) for YE Dec 2012				
		YE Dec 2011	YE Dec 2012		YE Dec 2012	10-30	31-60	61-100	101-200
Auckland	325	33%	27%	311,416	52	51	80	46	103
Hamilton and Waikato	129	5%	11%	114,747	21	27	28	17	36
BOP	78	3%	7%	31,442	14	19	18	12	15
Rotorua	58	5%	5%	23,874	23	13	8	5	9
Taupo	48	4%	4%	32,297	11	14	7	5	10
Hawkes Bay	45	6%	4%	5,236	7	10	17	6	5
Manawatu	93	9%	8%	84,179	11	13	24	12	31
Wellington	179	14%	15%	62,730	47	51	34	20	28
Marlborough	50	NA	NA	27,894	6*		6*		
Nelson	90	5%	4%	79,885	5	5	6	9	22
Christchurch & Canterbury	62	9%	8%	5,356	19	19	22	14	16
Dunedin	40	4%	5%	13,129	22	15	16	5	4
Queenstown	11	3%	3%	1,360	18	5	8	4	6
Total	1,210	100%	100%	793,545	252	245	268	160	287

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

Trade shows/exhibitions – Year ended June 2012

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 for YE Jun 2012	Market share of trade shows/exhibitions		Total tradeshow/exhibitions delegate days	Count of trade shows/exhibitions by event size (# of delegates) for YE Jun 2012				
		YE Jun 2011	YE Jun 2012		YE Jun 2012	10-30	31-60	61-100	101-200
Auckland	369	32%	27%	406,591	58	71	76	34	113
Hamilton and Waikato	129	NA	9%	114,870	26	27	39	16	23
BOP	92	NA	7%	15,296	18	24	26	13	13
Rotorua	56	5%	4%	17,437	22	13	6	6	9
Taupo	59	5%	4%	29,914	17	13	6	7	10
Hawkes Bay	65	6%	5%	5,020	11	18	27	9*	
Manawatu	111	11%	8%	114,253	16	20	32	11	34
Wellington	158	14%	12%	93,790	38	45	18	17	31
Nelson	65	7%	5%	32,932	10	14	8	8	21
Christchurch & Canterbury	123	14%	9%	40,973	36	35	30	13	12
Dunedin	89	4%	6%	6,307	38	19	18	8	5
Queenstown	53	3%	4%	22,695	26	9	8	10*	
Total	1,368	100%	100%	900,079	315	309	292	144	287

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

Special Occasion activities – Year ended December 2012

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 for YE Dec 2012	Market share of special occasion activities		Total special occasion delegate days	Count of special occasion activities by event size (# of delegates) for YE Dec 2012				
		YE Dec 2011	YE Dec 2012		YE Dec 2012	10-30	31-60	61-100	101-200
Auckland	3,767	36%	34%	526,708	806	800	851	717	579
Hamilton and Waikato	1,243	8%	11%	132,237	222	293	376	252	112
BOP	633	4%	6%	65,630	125	160	197	117	55
Rotorua	390	4%	4%	48,284	67	100	94	71	59
Taupo	401	5%	4%	43,050	103	121	107	64	29
Hawkes Bay	533	5%	5%	52,828	128	101	153	95	48
Manawatu	907	8%	8%	111,684	195	211	232	164	105
Wellington	1,516	14%	14%	200,214	346	370	323	282	186
Marlborough	145	NA	NA	9,484	53	36	22	17	6
Nelson	406	4%	4%	44,059	85	89	113	84	34
Christchurch & Canterbury	736	7%	7%	69,011	145	200	203	138	55
Dunedin	272	3%	2%	23,186	77	63	69	46	14
Queenstown	232	2%	2%	19,788	69	66	54	29	14
Total	11,182	100%	100%	1,346,163	2,419	2,610	2,794	2,076	1,296

Special Occasion activities – Year ended June 2012

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 for YE June 2012	Market share of special occasion activities		Total special occasion delegate days	Count of special occasion activities by event size (# of delegates) for YE Jun 2012				
		YE Jun 2011	YE Jun 2012		YE Jun 2012	10-30	31-60	61-100	101-200
Auckland	3,973	38%	34%	540,830	1,044	790	868	709	589
Hamilton and Waikato	1,373	NA	12%	120,427	303	329	380	274	77
BOP	749	NA	6%	63,202	171	202	214	126	41
Rotorua	420	5%	4%	48,668	99	91	99	78	48
Taupo	411	7%	4%	37,162	96	125	117	75	16
Hawkes Bay	597	6%	5%	52,020	200	122	128	106	41
Manawatu	925	8%	8%	101,162	243	220	217	164	93
Wellington	1,416	16%	12%	177,252	389	355	314	238	147
Nelson	395	4%	3%	40,354	72	88	119	91	35
Christchurch & Canterbury	773	10%	7%	71,672	182	175	212	143	50
Dunedin	338	4%	3%	24,834	104	89	83	56	7
Queenstown	257	2%	2%	22,053	75	75	57	44	6
Total	11,627	100%	100%	1,299,635	2,977	2,661	2,808	2,101	1,150

Appendix 2 – Changes in the Convention Activity Survey

As part of its on-going tourism data improvement programme, the Ministry of Business, Innovation and Employment has worked with the Convention Bureaux, some venue representatives and Malatest International (the new contractor for the programme) to substantively revise the Convention Research Programme, particularly the Convention Activity Survey.

This resulted in a significant delay to the publication of the last six months of data for 2012, covering 1 July to 31 December 2012. In addition, the Ministry and Malatest have revised the data for the entire series since the Convention Activity Survey began in July 2009, to ensure that there was no break in the time series.

There are two main changes to the Convention Activity Survey:

1. Definition of venues to be included in the CAS venue population
2. Method for estimating unrecorded MICE activity data

Each of these is addressed in turn.

Definition of CAS-qualifying venues and the CAS venue population list

Between 2009 and 2012, as new bureaux joined the programme and staff changed over, the definition of what venues were to be included/excluded in the CAS became unclear. For example, some bureaux included only Bureaux members while others included all venues holding events; some bureaux included small venues with as little as 30 delegate capacity (as per the definition of that period), while others excluded those with less than 100 delegate capacity. On reviewing the venue population in late 2012, we realised that to achieve comparability over time, we required (1) the Bureaux to agree on a definition for CAS-qualifying venues and (2) all Bureaux to apply it.

Following email discussions and a face-to-face meeting, the Ministry and Bureaux reached an agreed definition, to be applied retrospectively (for data collected prior to 1 July 2012) and for the 1 July 2012 to 30 June 2015 period. 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 delegate* capacity of 50
- aim or plan to host a minimum of 12 conventions and/or business related events each year

In addition, the Ministry and Bureaux agreed that:

- venues do NOT have to be a member of their local Bureau in order to be included in the population
- venues do NOT have to agree to submit data in order to be included in the venue population list
- The delegate capacity for a venue be 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.

- Venues are asked to exclude the capacity of spaces used only for non-MICE events (for example, concerts and sporting events).

Based on the above definition and parameters, each Convention Bureau identified the entire population of qualifying CAS venues in its area. While undoubtedly some smaller venues (having less than 50 theatre-style seating capacity) are popular and active in hosting MICE events, it was thought that the bulk of activity (by delegate numbers and delegate days) was found in venues of larger sizes.

The change in definition has resulted in a total of 346 venues have been identified as part of the MICE sector in the 13 regions. As can be seen in Table 7, this is an overall increase of 21% in the number of venues and a 25% increase in delegate capacity when compared with the CAS population list for June 2012.

Table 7 Comparing CAS qualifying venue lists for 2009-2012 and 2012-2015

Region	Number of Venues identified			Capacity of Venues identified		
	June 2012	Feb 2013	% change	June 2012	Feb 2013	% change
Auckland*	49	91	86%	38,464	55,101	43%
BOP	25	21	-16%	9,129	9,038	-1%
Christchurch & Canterbury	10	16	60%	1,601	8,220	413%
Dunedin	13	13	0%	1,985	2,880	45%
Hamilton & Waikato	21	40	90%	20,265	23,135	14%
Hawkes Bay	16	13	-19%	3,285	2,840	-14%
Manawatu	26	23	-12%	8,220	9,053	10%
Marlborough		10			1,865	
Nelson	11	14	27%	3,602	4,778	33%
Queenstown	23	15	-35%	5,727	4,940	-14%
Rotorua	33	25	-24%	10,545	9,980	-5%
Taupo	22	19	-14%	3,402	5,565	64%
Wellington*	44	46	5%	18,493	18,793	2%
Total	286	346	21%	124718	156188	25%

*Auckland Conventions Venues and Events and Positively Wellington venues have been counted individually

There are more dramatic differences in some regions in terms of the number of venues and delegate capacity now contained in the CAS population. For example, Auckland and Hamilton and Waikato both have nearly double the number of venues in their population. The delegate capacity increases have not been quite as large, as Auckland increased by nearly one-half (from 38,464 to 55,101) while Hamilton and Waikato increased by 14%. Smaller regions (such as Hawkes Bay, Manawatu, Rotorua, and Taupo) were more likely to decrease the number of venues in their population, as they removed venues with delegate capacities of less than 50. Many of these Bureaux had already included all of the relevant venues in their population in June 2012.

Christchurch and Canterbury's change is quite large (60% more venues and 413% greater capacity). This is due, in part, to a decision to include Ashburton and Methven venues in the population, as well as including other Christchurch-based venues that were previously excluded.

In order to ensure the continuity of reporting from 2009 to now and in the future, we have applied the definition for CAS-qualifying venues to the venue populations from July 2009 to June 2012. This has resulted in a change in the number of events, delegates and delegate days reported for each region.

Method for estimating unrecorded MICE activity

Along with determining the CAS venue population, including establishing what venues would have been included in the population since the survey began Q3 2009, the Ministry worked with Malatest International to develop an improved methodology for estimating unrecorded MICE activity.

For the 2009-2012 period, a very 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:

(The total reported delegate capacity for the region)
(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 8 Regions were combined into five strata in order to create a sufficient pool of 'nearest neighbours'.

Table 8 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 - BOP, Hamilton and Waikato, Hawkes Bay and Manawatu - Christchurch & Canterbury and Nelson - Dunedin and Queenstown - Rotorua and Taupo
Venue type	Hotels Convention/event centres Stadiums/show grounds Other

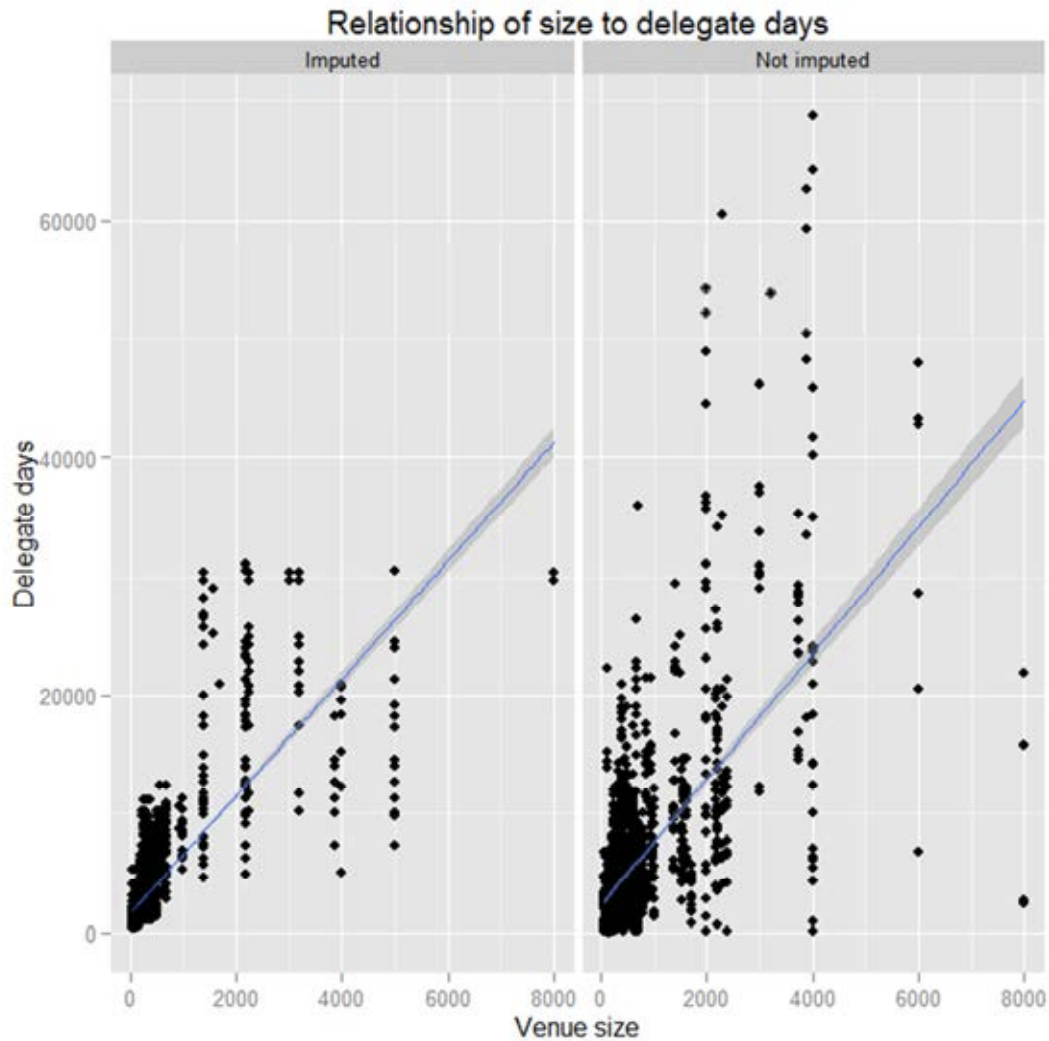
As is shown in Table 9, the estimation process provides results that are quite consistent with the data reported by venues – the mean number of events, delegates and delegate days are not dissimilar. It also reveals that smaller venues do not necessarily hold fewer events, but the events they do host tend to have much fewer delegates and delegate days than those of larger venues.

Table 9 Comparison of mean counts per quarter per venue for venues reporting / not reporting for the CAS

Measure (mean # per quarter per venue)	Venues reporting activities					Estimation for venues not reporting				
	100 or fewer	101-200	201-500	501-1000	>1000	100 or fewer	101-200	201-500	501-1000	>1000
Delegate days	1,093	2,273	5,237	6,533	17,130	1,290	1,991	4,312	7,761	18,396
Multi-day events	7	11	16	10	8	6	8	11	13	9
Single day events	17	33	50	42	31	17	32	42	46	36
Total delegates	707	1,614	3,810	5,018	13,509	888	1,624	3,214	5,964	14,812
One day conference delegate days	35	86	244	334	316	80	108	190	437	378
Multi-day conference delegate days	204	557	1,300	1,421	3,645	352	286	947	1,587	3,685

Figure 6 suggests the imputation process is reasonably conservative in its estimations for delegate days (and other variables) we explored.

Figure 6 Relationship of venue delegate capacity to delegate days for venues reporting/not reporting for the CAS



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.