



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

**Evidence & Insights
Branch**



Business Events Activity Survey Year to June 2018 report

(Formerly Convention Activity Survey)

Prepared Aug 2018





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

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Introduction

Business Events Activity Survey

The Business Events Activity Survey measures business events activity at qualifying venues in New Zealand.

The business events activity measured in this survey includes meetings and seminars, incentive activities, conferences and conventions, trade shows and exhibitions, and special occasions. The survey is part of a broader Business Events Research Programme, in which the Business Events Delegate Survey measures the annual contribution of multi-day convention and conference activity to the New Zealand economy.

The Business Events Activity Survey was originally named the Convention Activity Survey. It was renamed in the June 2018 quarter, to more accurately reflect the breadth of business events included in the survey.

Convention Bureaux

Fourteen out of the nineteen Convention Bureaux participate in the Business Events Research Programme. As such, the programme does not represent all business events activity in New Zealand, but it does cover a significant majority. The participating Convention Bureaux are Auckland, Hamilton and Waikato, Bay of Plenty, Rotorua, Taupo, Hawke's Bay, Manawatu, Wellington, Marlborough, Nelson, Christchurch and Canterbury, Dunedin, Queenstown and Southland.

Southland joined the programme in the March 2018 quarter, however the statistics for Southland will not be included in these reports until a full year's worth of data has been collected.

Changes in the June 2018 quarter report

In the June 2018 quarter report, information on larger events (501-1000 and 1001+) are presented for the first time.

One of the findings of the 2017/2018 review of the Convention Research Programme was that the survey did not provide accurate estimates of incentive activity. As a result, MBIE will no longer be publishing analysis on incentives. Instead, a separate research report will be commissioned.

Highlights

All events

- The number of events decreased 6 per cent from 48,500 in the year ended June 2017 to 45,400 in the year ended June 2018.
- The number of delegates attending business events decreased 2 per cent from 3.74 million in the year ended June 2017 to 3.66 million in the year ended June 2018.
- The total number of delegate days decreased 1 per cent from 4.54 million in the year ended June 2017 to 4.52 million in the year ended June 2018.
- The slow down in business events activity was mainly driven by a decline in meeting and seminar activity. A slow down in conference and convention activity also contributed to the decline.

Conference and convention activity

- The number of conferences and conventions decreased 3 per cent from 5,300 in the year ended June 2017 to 5,200 in the year ended June 2018.
- The number of delegates attending conferences and conventions decreased 7 per cent to 558,000 in the year ended June 2018, from 598,100 in the year ended June 2017.
- The number of delegate days decreased 2 per cent to 1.0 million in the year ended June 2018, from 1.02 million in the year ended June 2017.

Meeting and seminar activity

- Meetings and seminars comprised two thirds of all events, and two fifths of all delegate days.
- The number of delegates attending meetings and seminars decreased 6 per cent to 1.55 million in the year ended June 2018, from 1.66 million in the year ended June 2017.
- The number of delegate days for meetings and seminars decreased 5 per cent to 1.79 million in the year ended June 2018, from 1.88 million in the year ended June 2017.
- The number of meetings and seminars decreased 7 per cent from 32,400 in the year ended June 2017, to 30,200 in the year ended June 2018.

Trade show and exhibition activity

- Trade shows and exhibitions accounted for 2 per cent of all business events and 3 per cent of all delegate days.

Special occasion activity

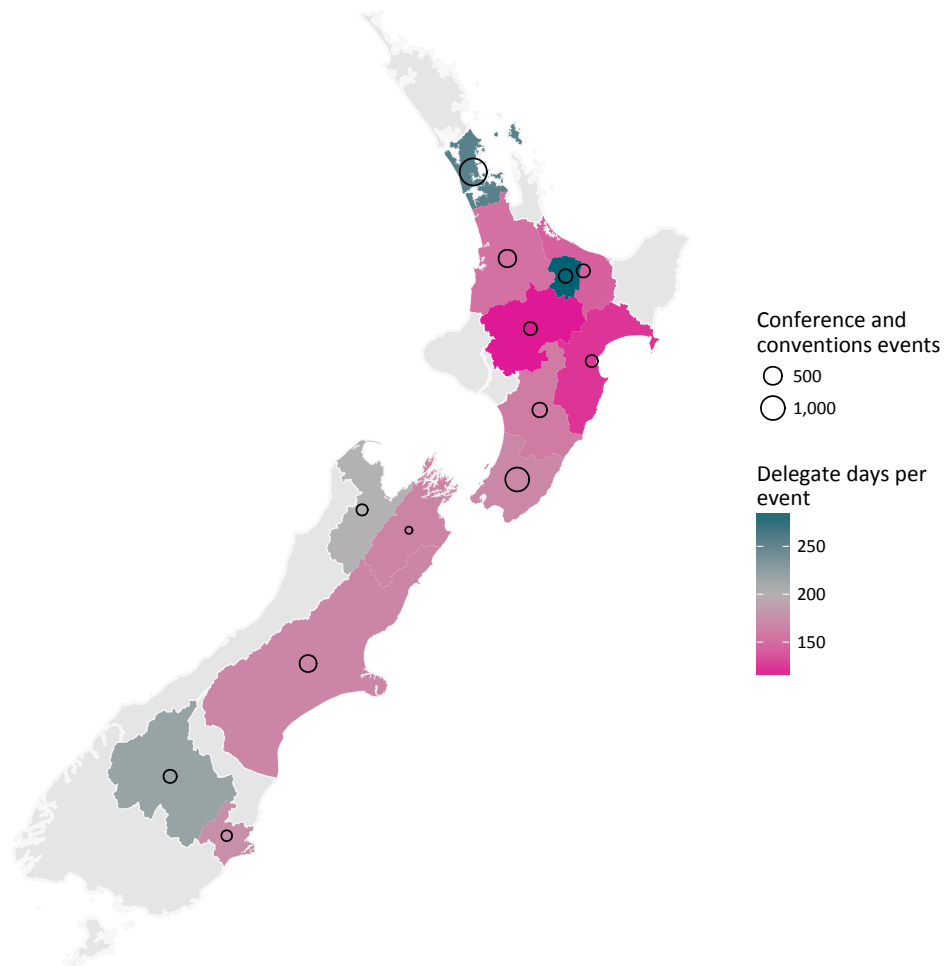
- Special occasion activity made up 28.9 per cent of all delegate days in the year ended June 2018, down 1.6 percentage points from 30.5 per cent in the previous year.

Summary of conference and convention activity

A total of 558,000 delegates attended 5,200 conferences and conventions in the year ended June 2018, generating 1.0 million delegate days. Compared to the year ended June 2017, all the conference and convention activity metrics have decreased with the number of conferences and conventions down three per cent (from 5,300), the number of delegates down seven per cent (from 598,100) and the number of delegate days down two per cent (from 1.02 million).

Around 26 per cent of multi-day conferences and conventions and 26 per cent of single-day conferences and conventions were held in Auckland in the year ended June 2018.

Figure 1: Summary of conference and convention activity (year ended June 2018)

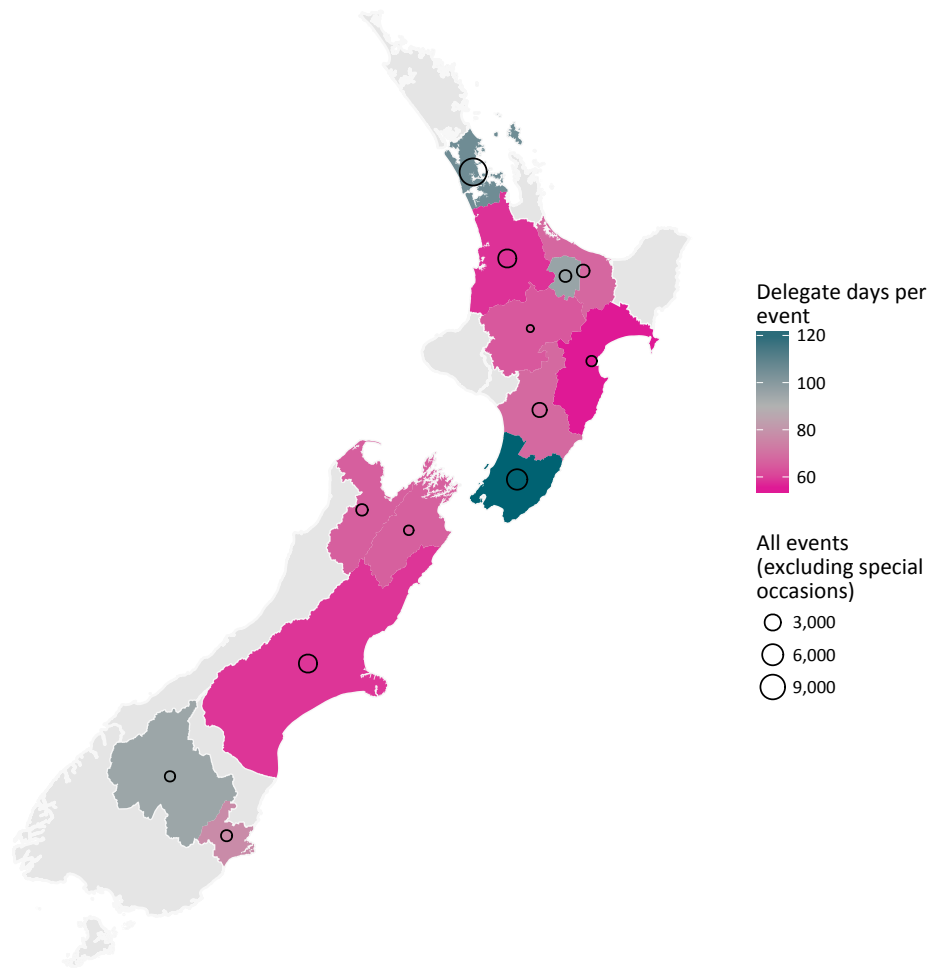


Summary of all business events excluding special occasions

For all business events (excluding special occasions), a total of 2.4 million delegates attended 36,700 events in the year ended June 2018, generating 3.21 million delegate days. While the number of events decreased by seven per cent (from 39,500 in the year ended June 2017), both the number of delegates (up one per cent from 2.38 million) and the number of delegate days (up two per cent from 3.16 million) have increased.

Around 31 per cent of all business events (excluding special occasions) were held in Auckland in the year ended June 2018.

Figure 2: Summary of all business events excluding special occasions (year ended June 2018)



Overview

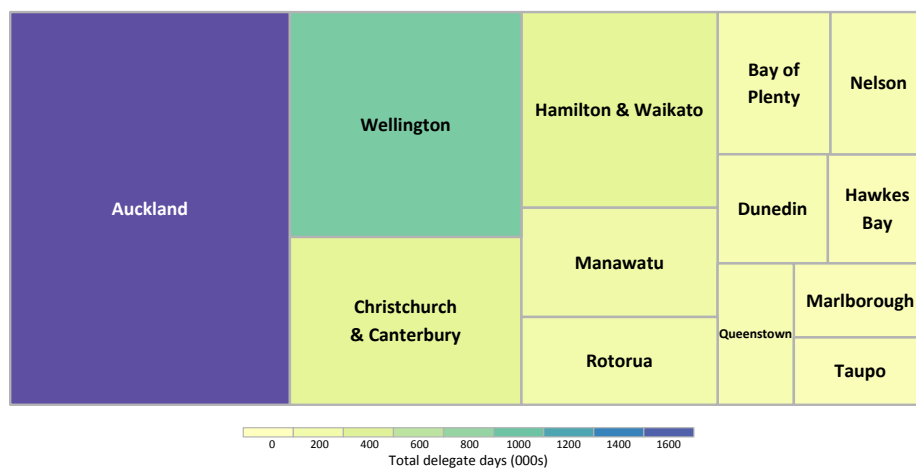
All business events by region

An estimated 45,400 business events occurred across the 13 measured regions in the year ended June 2018. Table 1 shows 37 per cent of delegate days for the year ended June 2018 were in Auckland.

Table 1: Overview of all business events (year ended June 2018)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2017 Q2
Auckland	10,833	3,481	13,858	1,388,057	1,678,535	37%	2%
Hamilton & Waikato	4,022	768	4,841	279,903	339,620	8%	No change
Bay of Plenty	1,626	348	2,026	135,191	162,263	4%	No change
Rotorua	1,716	452	2,172	136,735	197,651	4%	No change
Taupo	715	415	1,130	46,220	67,849	2%	No change
Hawkes Bay	1,122	234	1,362	73,586	93,369	2%	No change
Manawatu	2,242	448	2,703	196,459	225,257	5%	-1%
Wellington	4,754	1,989	6,567	734,613	920,009	20%	-2%
Marlborough	1,028	176	1,243	73,518	91,794	2%	No change
Nelson	1,505	226	1,730	104,861	128,510	3%	1%
Christchurch & Canterbury	4,161	713	4,903	294,862	350,425	8%	1%
Dunedin	1,256	261	1,518	114,879	132,773	3%	No change
Queenstown	904	450	1,360	81,741	128,311	3%	1%
Total	35,890	9,968	45,418	3,660,631	4,516,369		

Figure 3: Overview of business events by region (year ended June 2018)



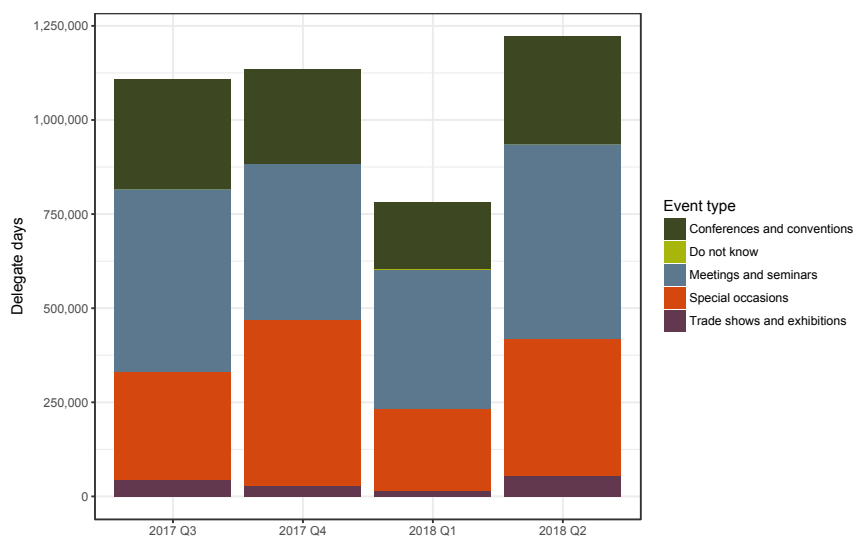
Delegate days by event type

Delegate days are the total number of days spent by delegates at business events. There were approximately 4.3 million delegate days in the year ended June 2018. A total of 41 per cent of these were meetings and seminars. Table 2 shows the split in delegate days for different event types for the last four quarters. Note that due to seasonal factors, the first quarter in each year typically has the lowest number of delegate days.

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

	2017 Q3	2017 Q4	2018 Q1	2018 Q2	Total
Meetings and seminars	485,835	415,692	370,631	516,329	1,788,488
Conferences and conventions	290,415	250,074	177,306	286,308	1,004,104
Trade shows and exhibitions	44,064	29,245	15,956	53,928	143,194
Special occasions	286,595	438,996	215,705	365,525	1,306,823
Don't know	0	292	862	0	1,155
Total	1,123,467	1,158,326	793,531	1,244,767	4,320,092

Figure 4: National overview of delegate days by event type



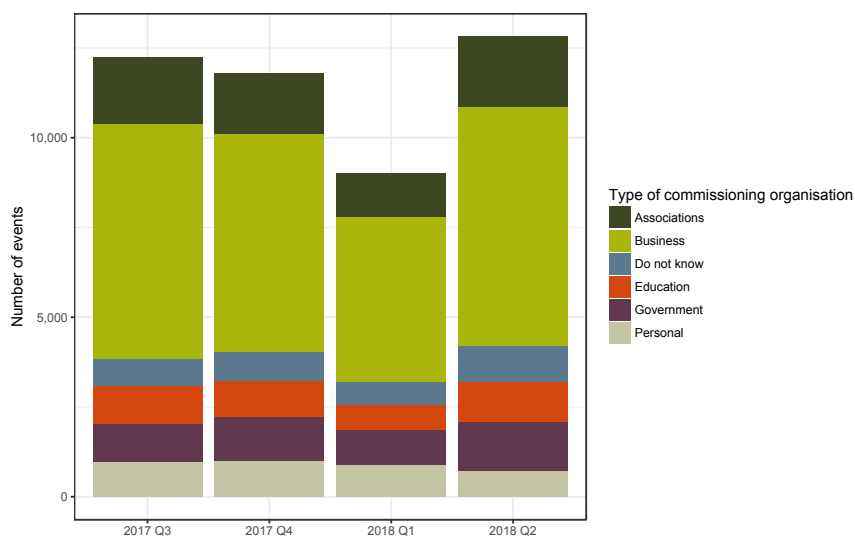
Organisations commissioning business events

Table 3 shows that around half of the business events in the year ended June 2018 were commissioned by businesses, with associations and government entities coming a distant second and third.

Table 3: Events by type of organisation commissioning for each quarter during the year to June 2018

	2017 Q3	2017 Q4	2018 Q1	2018 Q2	Total
Associations	1,848	1,682	1,218	1,954	6,703
Business	6,543	6,067	4,594	6,643	23,849
Government	1,079	1,217	972	1,390	4,661
Education	1,058	992	719	1,098	3,869
Personal	962	1,010	876	705	3,554
Other/Don't know	735	818	633	1,021	3,208
Total	12,228	11,787	9,016	12,812	45,845

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



Events by size

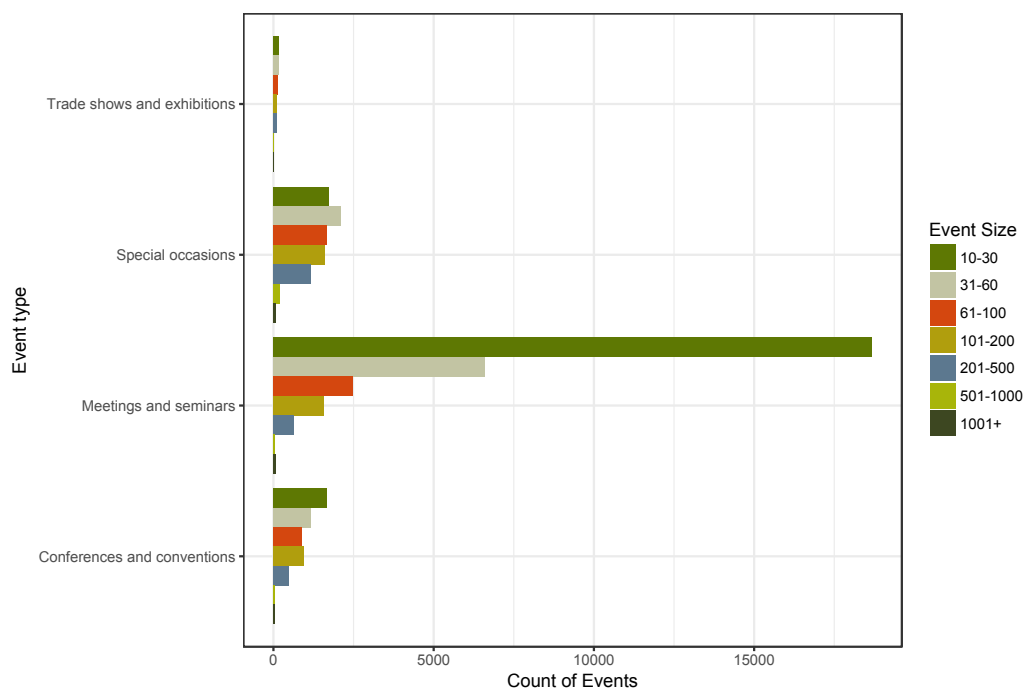
The majority of events were smaller events (those with 60 or fewer delegates) in the year ended June 2018 (refer Figure 6). Smaller meetings and seminars (with up to 60 delegates) formed the majority (84 per cent) of all meetings and seminars, with 62 per cent of meetings having 10-30 delegates and about 22 per cent of meetings with 31-60 delegates. Smaller conferences and conventions also formed a significant part of conference and conventions activity, with 32 per cent having 10-30 delegates and a further 22 per cent having 31-60 delegates.

For the first time, information on larger events (501-1000, 1001+) are presented in the year ended June 2018 report.

Table 4: Number of events by event type and event size (year ended June 2018)

	10-30	31-60	61-100	101-200	201-500	501-1000	1001+
Conferences and conventions	1,666	1,170	892	951	490	59	32
Meetings and seminars	18,674	6,612	2,494	1,567	642	58	79
Special occasions	1,719	2,092	1,662	1,618	1,158	211	71
Trade shows and exhibitions	168	177	154	116	95	15	11

Figure 6: Number of events by event type and size (year ended June 2018)



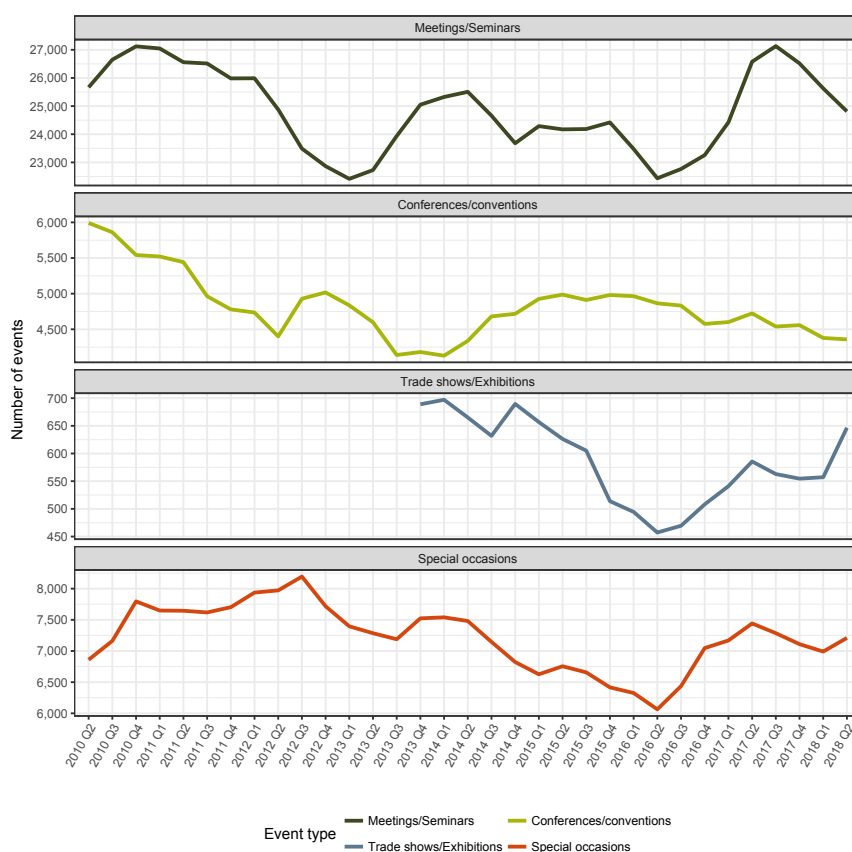
Trends in the number of events¹

Figure 7 shows the trends of the rolling annual sum of event numbers (for meetings and seminars, conferences and conventions, trade shows and exhibitions, and special occasions) reported between the year ended June 2010 and June 2018.

The number of trade shows and exhibitions were up 10 per cent, compared to the year ended June 2017. On the other hand, conferences and conventions were down eight per cent, meetings and seminars in the year ended June 2018 were down seven per cent, and special occasions were down three per cent, when compared to the year ended June 2017.

Meetings and seminars and the conferences and conventions numbers have trended downwards in recent quarters, while shows and exhibitions have trended upwards.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended June 2018)



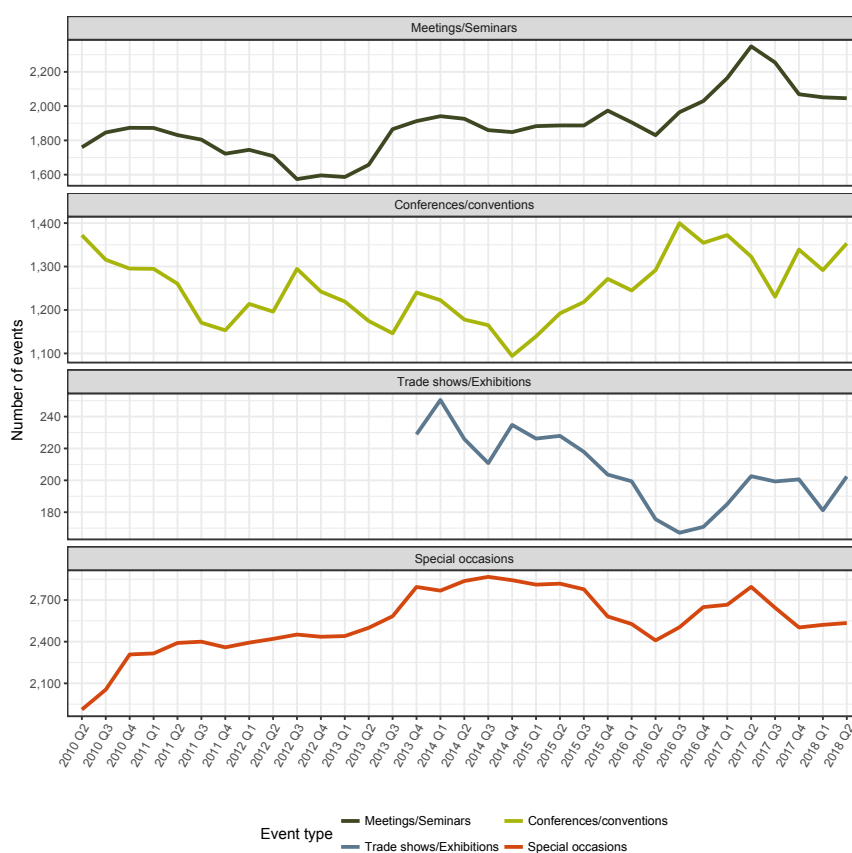
¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the survey in 2011 Q2), and Marlborough (joined the survey in 2012 Q2).

Trends in larger events (more than 100 delegates)²

Figure 8 shows the trends of the rolling annual sum of large event (more than 100 delegates) numbers reported between year ended June 2010 and June 2018.

Compared to the year ended June 2017, the number of the large trade shows and exhibitions were unchanged, the large meetings and seminars were down 13 per cent, the large special occasions were down nine per cent, and the conferences and conventions were up two per cent in the year ended June 2018.

Figure 8: Number of business events with more than 100 delegates from year ended June 2010 to year ended June 2018



²Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the survey in 2011 Q2), and Marlborough (joined the survey in 2012 Q2).

Activity by event type and region

This section summarises more detailed information about the activities by type of event for the year ended June 2018.³

Conference and convention activity

Conferences and conventions account for 11 per cent of all business events and 23 per cent of delegate days in the year ended June 2018.

■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 2,807 (53 per cent) of the conferences and conventions held in the year ended June 2018 were multi-day events, with 49 per cent of these multi-day conferences and conventions (1,368) being two days in duration.

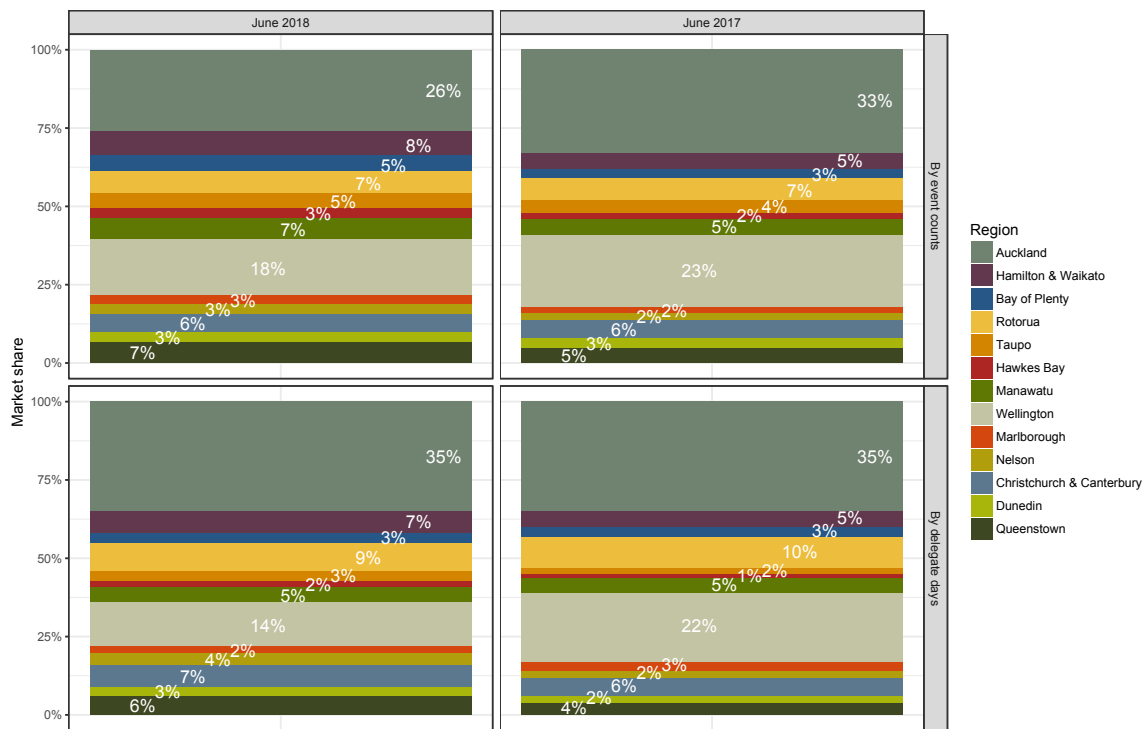
Auckland hosted the greatest proportion (26 per cent) of multi-day conferences and conventions, generating 35 per cent of total multi-day conference and convention delegate days. Wellington was second with 18 per cent of multi-day conferences and conventions and 14 per cent of multi-day conference and conventions delegate days.

Table 5: Number of conferences and conventions and delegate days

Region	Duration			Market share of multi-day events		Delegate days		Market share of multiday events by delegate days
	One day	Two days	>2 days	YE 2018 Q2	YE 2017 Q2	Single day	Multi-day	
Auckland	630	382	357	26%	33%	77,051	271,025	35%
Hamilton & Waikato	235	122	114	8%	5%	16,366	53,994	7%
Bay of Plenty	109	63	66	5%	3%	8,394	25,757	3%
Rotorua	73	64	122	7%	7%	5,775	68,860	9%
Taupo	97	62	79	5%	4%	4,218	23,440	3%
Hawkes Bay	127	40	42	3%	2%	5,726	19,044	2%
Manawatu	99	112	86	7%	5%	8,665	38,749	5%
Wellington	485	270	232	18%	23%	54,039	106,980	14%
Marlborough	59	33	38	3%	2%	3,730	17,246	2%
Nelson	95	27	54	3%	2%	7,623	27,986	4%
Christchurch & Canterbury	256	84	83	6%	6%	16,020	54,904	7%
Dunedin	89	40	49	3%	3%	6,532	22,761	3%
Queenstown	93	66	117	7%	5%	7,062	45,085	6%
Total	2,446	1,368	1,439	100%	100%	221,201	775,830	100%

³Further data and comparisons may be made using the excel pivot tables available from the MBIE website <http://www.mbie.govt.nz/info-services/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research-programme/convention-activity-survey>

Figure 9: Market share of multi-day conferences and conventions



■ Number of conferences and conventions by event size

Table 6: Number of conferences and conventions by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	251	318	257	327	236
Hamilton & Waikato	220	95	57	47	46
Bay of Plenty	89	54	37	29	27
Rotorua	56	55	65	45	35
Taupo	115	53	32	30	8
Hawkes Bay	108	38	21	22	17
Manawatu	134	55	42	35	31
Wellington	293	220	195	196	102
Marlborough	51	28	15	23	7
Nelson	71	35	18	38	16
Christchurch & Canterbury	172	113	57	58	25
Dunedin	38	44	41	36	16
Queenstown	69	64	55	66	15
Total	1,666	1,170	893	951	581

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

Region	201-500	501-1000	1000+
Auckland	188	26	21
Hamilton & Waikato	42	<5	<5
Wellington	88	13	<5
Rest North Island	110	11	<5
Christchurch & Canterbury	21	<5	<5
Rest South Island	41	<5	<5
Total	491	51*	21*

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

■ Mix of multi-day conference and convention delegates by region

Of the 190,159 multi-day conference and convention delegates (about 24 per cent of all multi-day delegates) whose origin information was recorded in the year ended June 2018, 45 per cent were reported to be from the local region, with a further 45 per cent travelling to the conference and/or convention from elsewhere in New Zealand. About six per cent of multi-day conference delegates were from Australia, and a further three per cent from other overseas locations. For further information on the origin of multi-day delegates see Table 8.

Note that the delegate origin is not a compulsory question in the survey, as this information is not always available to the venues recording the data. This means that, for some reporting venues, the delegate numbers by origin do not sum to their total number of delegates. They also do not sum for non-reporting venues where imputation is required because the imputation process is done independently for sub-categories and category totals. The end result is that the regional total delegate numbers shown in Table 8 will not always match the regional sum of delegates by origin.

Table 8: Origin of multi-day conference and convention delegates by region (year ended June 2018)[†]

	Local	Regional	Australian	Other International	Total
Auckland	20,109	12,268	3,468	3,864	39,709
Hamilton & Waikato	8,674	10,078	87	302	19,141
Bay of Plenty	4,057	3,937	39	104	8,137
Rotorua	3,405	16,250	2,069	598	22,323
Taupo	1,589	4,142	222	32	5,985
Hawkes Bay	2,831	4,182	119	12	7,145
Manawatu	6,339	5,763	64	76	12,243
Wellington	17,671	10,280	272	234	28,456
Marlborough	2,159	3,185	259	280	5,883
Nelson	2,124	2,451	97	38	4,711
Christchurch & Canterbury	12,915	4,365	278	127	17,686
Dunedin	1,998	2,126	631	172	4,927
Queenstown	1,623	7,165	4,389	635	13,813
Total	85,496	86,195	11,994	6,474	190,159

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

Another source of information on international conference and convention delegates is Statistics New Zealand's international travel and migration data. For the year ended June 2018, Statistics New Zealand reported that 74,352 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day)⁴. Of these, 42,192 (57 per cent) were Australian. For the year ended June 2017, 70,688 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 42,368 (60 per cent) were from Australia.

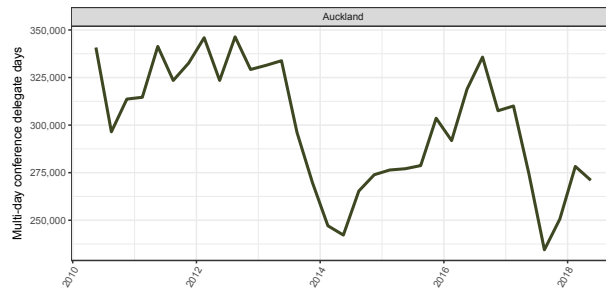
■ Trends in delegate days for multi-day conferences and conventions

The multi-day conference and convention delegate days for the year ended June 2018 were down two per cent compared to the year ended June 2017.

Figure 10 shows that the number of multi-day conference and convention delegate days in Auckland decreased one per cent in the year ending June 2018 compared to the year ended June 2017.

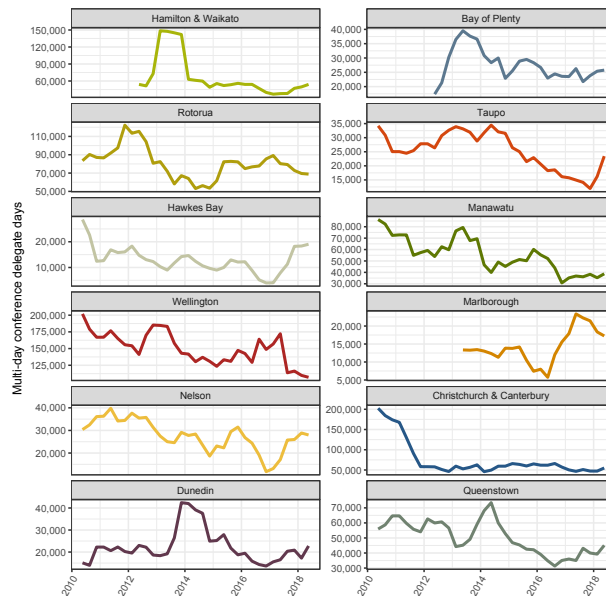
⁴Statistics New Zealand International Visitor Arrivals. Data available from http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx/.

Figure 10: Auckland multi-day conference and convention delegate days (year ended June 2010 to year ended June 2018)



In the other regions there has been a mixture of results (see Figure 11) when comparing the year ended June 2018 to the year ended June 2017.

Figure 11: Multi-day conference and convention delegate days by region (year ended June 2010 to year ended June 2018)



Meeting and seminar activity

Meetings and seminars account for 66 per cent of all business events and 41 per cent of delegate days in the year ended June 2018.

■ Number of meetings and seminars and delegate days by duration

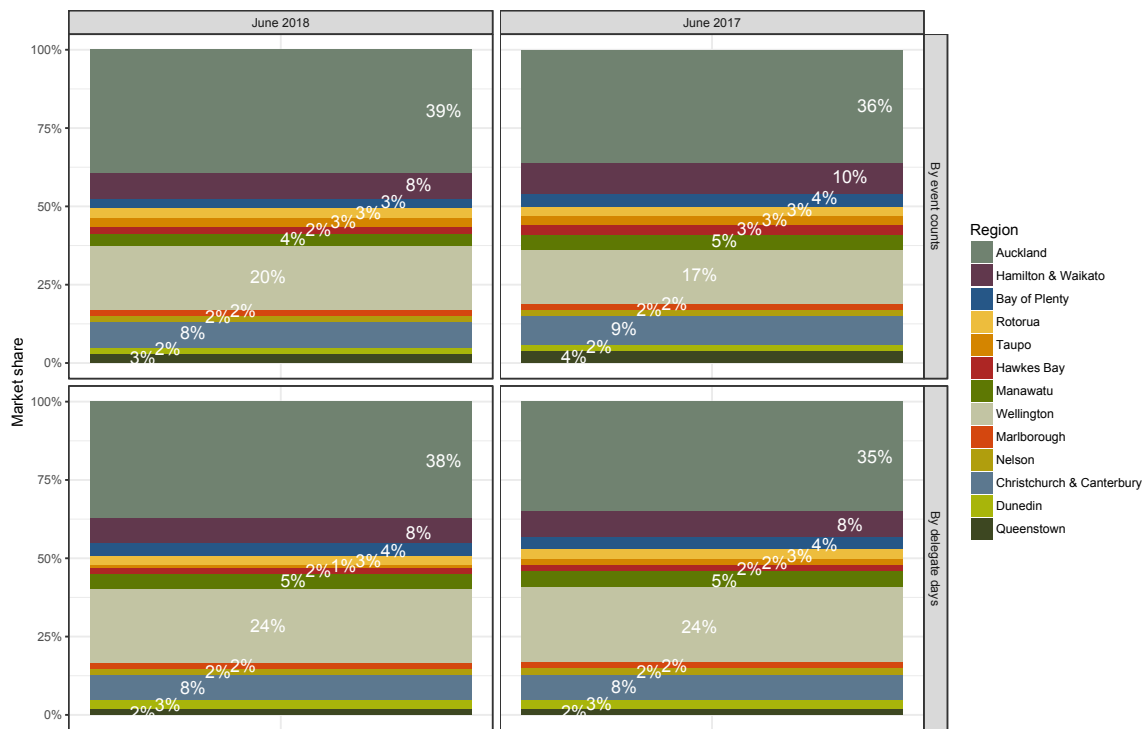
Table 9 shows that 6,145 (20 per cent) of the meetings and seminars held in the year ended June 2018 were multi-day events.

Auckland hosted the greatest proportion (39 per cent) of multi-day meetings and seminars, generating 38 per cent of total multi-day meetings and seminars delegate days. Wellington was second with 20 per cent of multi-day meetings and seminars and 24 per cent of multi-day meetings and seminars delegate days.

Table 9: Number of meetings and seminars and delegate days

Region	Duration		Market share of multi-day events		Total Delegate days	Market share by delegate days
	Single-day	Multi-day	YE 2018 Q2	YE 2017 Q2	YE 2018 Q2	
Auckland	7,692	2,387	39%	36%	674,481	38%
Hamilton & Waikato	2,907	497	8%	10%	142,738	8%
Bay of Plenty	1,116	202	3%	4%	64,874	4%
Rotorua	840	207	3%	3%	45,242	3%
Taupo	397	163	3%	3%	20,358	1%
Hawkes Bay	717	141	2%	3%	32,088	2%
Manawatu	1,586	227	4%	5%	84,910	5%
Wellington	3,409	1,245	20%	17%	424,912	24%
Marlborough	675	101	2%	2%	30,201	2%
Nelson	942	123	2%	2%	43,525	2%
Christchurch & Canterbury	2,916	499	8%	9%	141,838	8%
Dunedin	853	143	2%	2%	54,114	3%
Queenstown	447	210	3%	4%	29,206	2%
Total	24,498	6,145	100%	100%	1,788,489	100%

Figure 12: Market share of multi-day meetings and seminars



■ Number of meetings and seminars by event size

Table 10: Number of meetings and seminars by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	5,240	2,383	1,026	792	384
Hamilton & Waikato	2,264	717	228	130	36
Bay of Plenty	851	261	91	63	35
Rotorua	695	257	53	35	11
Taupo	440	89	17	11	<5
Hawkes Bay	571	157	51	28	8
Manawatu	1,100	408	135	67	47
Wellington	2,722	1,034	349	174	144
Marlborough	574	149	60	26	10
Nelson	741	224	76	42	14
Christchurch & Canterbury	2,384	634	272	116	38
Dunedin	592	185	101	67	48
Queenstown	501	112	36	17	<5
Total	18,675	6,613	2,494	1,568	774*

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

Region	201-500	501-1000	1000+
Auckland	341	38	7
Hamilton & Waikato	33	<5	<5
Wellington	72	8	66
Rest North Island	99	10	<5
Christchurch & Canterbury	34	<5	<5
Rest South Island	63	<5	<5
Total	642	55*	72*

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

Trade shows and exhibitions⁵

Trade shows and exhibitions account for two per cent of all business events and three per cent of delegate days in the year ended June 2018.

■ Number of trade shows and exhibitions and delegate days by duration

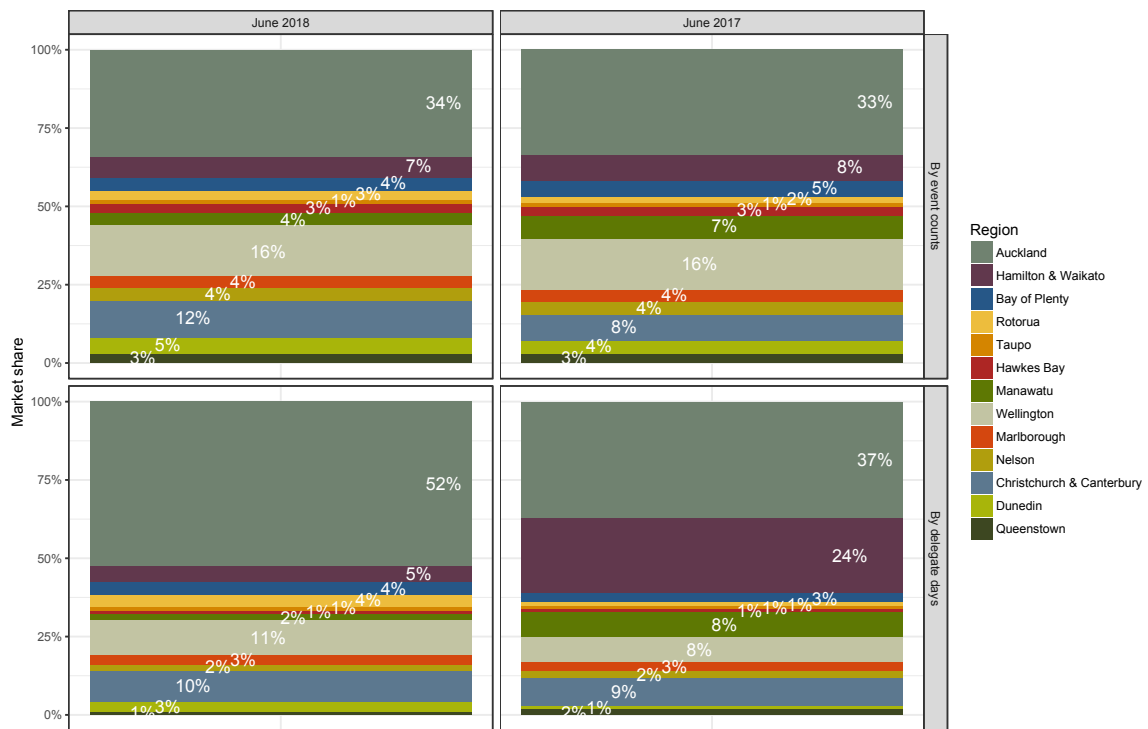
Table 12 shows that Auckland hosted the greatest proportion (34 per cent) of trade shows and exhibitions, generating 52 per cent of total trade show and exhibition delegate days. Wellington accounted for 16 per cent of trade shows and exhibitions market share, followed by Christchurch & Canterbury which hosted 12 per cent.

Table 12: Number of trade shows and exhibitions and delegate days

Region	Total	Market share of		Total	Market share
	Tradeshow/Exhibitions	events		Delegate days	by delegate days
	YE 2018 Q2	YE 2018 Q2	YE 2017 Q2	YE 2018 Q2	
Auckland	254	34%	33%	74,904	52%
Hamilton & Waikato	51	7%	8%	7,601	5%
Bay of Plenty	26	4%	5%	5,459	4%
Rotorua	25	3%	2%	5,395	4%
Taupo	10	1%	1%	1,457	1%
Hawkes Bay	23	3%	3%	1,913	1%
Manawatu	32	4%	7%	3,550	2%
Wellington	120	16%	16%	15,351	11%
Marlborough	28	4%	4%	4,110	3%
Nelson	26	4%	4%	2,467	2%
Christchurch & Canterbury	90	12%	8%	14,914	10%
Dunedin	38	5%	4%	4,220	3%
Queenstown	24	3%	3%	1,848	1%
Total	753	100%	100%	143,194	100%

⁵See section *Changes to trade shows and exhibitions* for changes to the definition for the qualifying trade shows and exhibitions.

Figure 13: Market share of trade shows and exhibitions



■ Number of trade shows and exhibitions by event size

Table 13: Number of trade shows and exhibitions by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	29	61	61	39	59
Hamilton & Waikato	17	9	8	11	9
Bay of Plenty	<5	5	<5	6	6
Rotorua	<5	8	<5	5	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	5	9	<5	<5	<5
Manawatu	7	9	7	8	<5
Wellington	26	32	25	14	19
Marlborough	11	5	6	<5	<5
Nelson	14	<5	<5	<5	<5
Christchurch & Canterbury	25	19	14	16	12
Dunedin	11	8	8	<5	6
Queenstown	10	6	6	<5	<5
Total	155*	172*	135*	99*	111*

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

Special occasion events activity

Special occasion events are defined as a social gathering or celebration, for example a gala dinner, ball, graduation, cocktail party, birthday party, or wedding. It accounted for 19 per cent of all business events and 30 per cent of delegate days in the year ended June 2018.

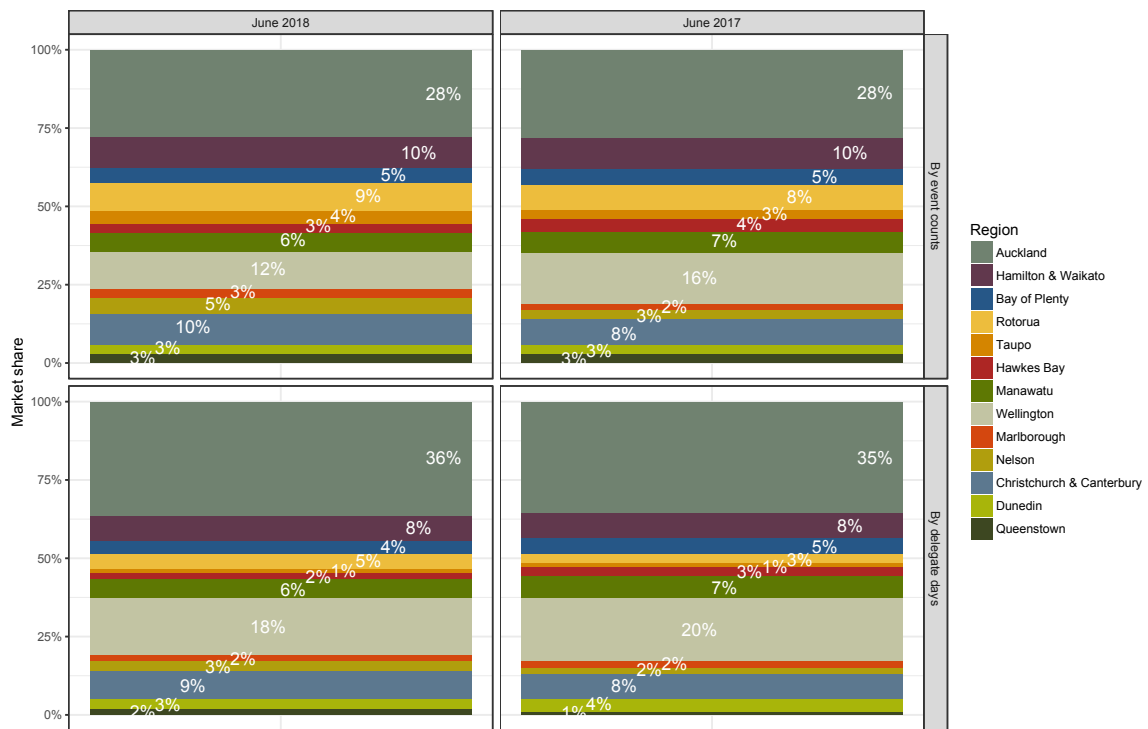
■ Number of special occasion events and delegate days by duration

Table 14 shows that Auckland hosted the greatest proportion (28 per cent) of special occasion events, generating 36 per cent of special occasion events delegate days. Wellington was second with 12 per cent of special occasion events and 18 per cent of special occasion events delegate days. Christchurch & Canterbury accounted for 10 per cent, while Hamilton & Waikato accounted for 10 per cent of special occasion events.

Table 14: Number of special occasion events and delegate days

Region	Total	Market share of		Total	Market share of
	Special Occasions	events		Delegate days	by delegate days
	YE 2018 Q2	YE 2018 Q2	YE 2017 Q2	YE 2018 Q2	
Auckland	2,432	28%	28%	469,277	36%
Hamilton & Waikato	840	10%	10%	110,892	8%
Bay of Plenty	401	5%	5%	52,929	4%
Rotorua	769	9%	8%	63,010	5%
Taupo	326	4%	3%	16,517	1%
Hawkes Bay	254	3%	4%	32,487	2%
Manawatu	540	6%	7%	78,536	6%
Wellington	1,034	12%	16%	232,406	18%
Marlborough	267	3%	2%	27,823	2%
Nelson	403	5%	3%	41,549	3%
Christchurch & Canterbury	888	10%	8%	118,638	9%
Dunedin	280	3%	3%	37,366	3%
Queenstown	279	3%	3%	25,387	2%
Total	8,719	100%	100%	1,306,823	100%

Figure 14: Market share of special occasion events



■ Number of special occasion events by event size

Table 15: Number of special occasion events by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	350	457	451	561	522
Hamilton & Waikato	172	241	164	146	141
Bay of Plenty	79	90	90	71	77
Rotorua	226	236	121	113	68
Taupo	161	87	39	24	8
Hawkes Bay	41	62	72	44	46
Manawatu	112	127	107	102	102
Wellington	137	212	193	177	198
Marlborough	51	75	56	41	28
Nelson	86	105	99	74	37
Christchurch & Canterbury	197	276	159	144	110
Dunedin	33	51	66	75	54
Queenstown	73	74	47	46	31
Total	1,719	2,092	1,662	1,618	1,421

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

Appendix

Business Events Activity Survey participants

■ Changes in venues since the year ended March 2018 report

Seven venues have now participated in the Business Events Activity Survey, with four based in Auckland, three based in Wellington and one based in Nelson.

■ Qualifying Business Events Activity Survey Venues

The Convention Bureaux and the Ministry of Business, Innovation and Employment have agreed that to qualify for inclusion in the Business Events Activity Survey (Convention Activity Survey), a venue must:

- promote their venue as suitable for a range of business-related activities, especially conventions/conferences and meetings.
- have theatre-style minimum capacity of 50.
- aim or plan to host a minimum of 12 conventions and/or business related events each year.

Venues are also classified in five different types, as follows:

- **Event or Convention Centre:** Venue whose primary function is hosting conventions, conferences and other large business events.
- **Stadium or showground:** Facility usually designed for large business events, for example trade shows, exhibitions, conferences and other events.
- **Hotel:** An establishment that provides accommodation and has onsite conference and other function facilities such as meeting rooms.
- **Other Accommodation (Motel, Motor Lodge etc.):** Other primarily accommodation establishments with conference facilities not classed as a hotel.
- **Other Venues:** Other establishments that provide conference and function facilities but not accommodation, for example restaurants, vineyards, and theatres.

The delegate capacity for a venue is defined as the largest number of business event delegates that can be comfortably hosted at one time in spaces regularly used to host business events within the venue. The estimate is based on minimal partitioning and theatre style set up of

free-form spaces. The capacity of spaces used only for non-business events (for example, concerts and sporting events) is excluded from the reported delegate capacity.

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

In the June 2018 quarter, event activity was recorded or estimated for a total of 304 venues in the 13 regions. Of these, 143 venues with 73 per cent of recorded capacity submitted data for at least one of the three months. At a national level, the number of venues actively contributing data to the survey has remained relatively constant over the last two years, ranging between 136 and 144 venues each quarter.

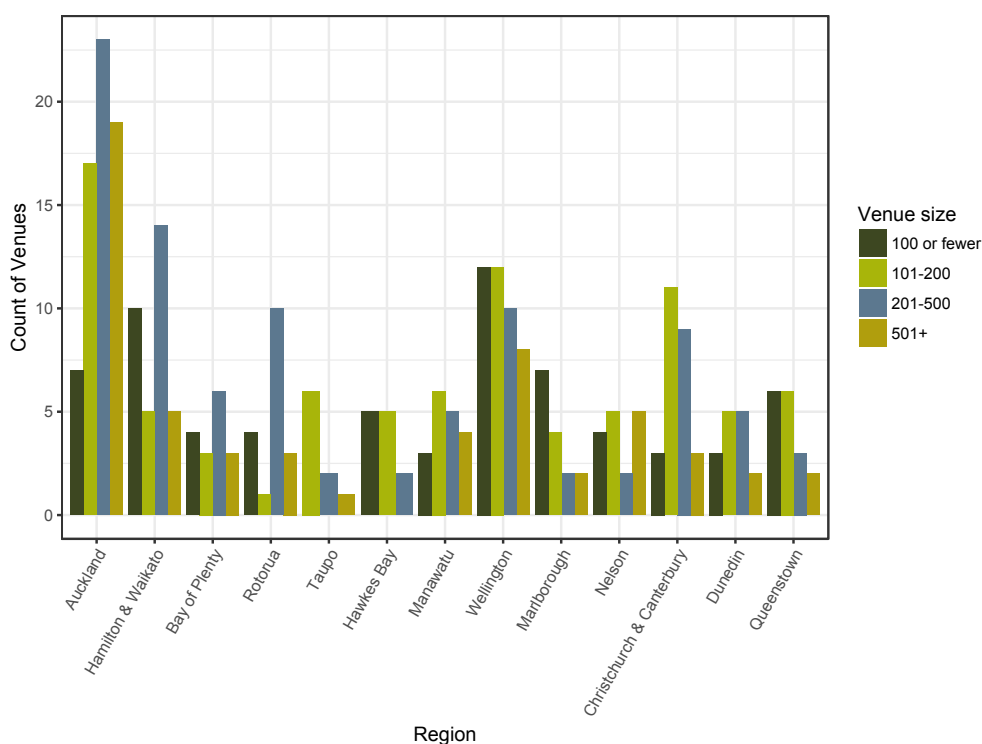
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger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

Table 16: Comparing venue participation rates for 2018 Q1 and 2018 Q2

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2018 Q1	2018 Q2	2018 Q1	2018 Q2
Auckland	42%	42%	70%	72%
Hamilton & Waikato	44%	44%	81%	81%
Bay of Plenty	18%	12%	51%	50%
Rotorua	42%	44%	68%	66%
Taupo	56%	56%	75%	75%
Hawkes Bay	25%	25%	36%	36%
Manawatu	39%	39%	58%	58%
Wellington	46%	45%	82%	76%
Marlborough	33%	27%	58%	55%
Nelson	60%	56%	80%	77%
Christchurch & Canterbury	77%	88%	87%	95%
Dunedin	80%	67%	93%	83%
Queenstown	47%	59%	60%	73%
Total	47%	47%	73%	73%

The distribution of the venues in June 2018 quarter by size is shown in Figure 15 below. 66 venues (22 per cent) are located in Auckland.

Figure 15: Number of venues by delegate capacity and region (June 2018 quarter)



Event definitions

Meetings and seminars: A meeting or seminar is defined as a formal gathering of people to discuss matters of shared interest, usually within a single session.⁶

Incentive activities: An incentive activity is defined as an activity occurring at a qualifying venue that incentivises or rewards the invited event delegates for exceptional business achievement.

Conferences and conventions: A conference or convention is described as a formal gathering of people at a qualifying venue to discuss matters of shared interest involving multiple sessions and speakers.

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

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

⁶Currently some participating venues included in the Business Events Activity Survey report “church events” under the “meetings” event category. This approach is likely to be reviewed again in a future release.

Changes to trade shows and exhibitions

At the beginning of the December 2014 quarter, the definition for the qualifying trade shows and exhibitions was changed. As the focus of the survey is on business events, events that are primarily directed at the public (i.e. consumer events) such as home shows and A&P shows are now excluded.

These consumer or public oriented events typically involve a large number of different attendees and can run for several days. Where these types of events have been included, they have a marked impact on the reported number of delegates and delegate days in this business event category and on total delegates and delegate days.

To allow for consistent comparison between the years 2013 and 2014 in the year end December 2014 report, these consumer events were removed from the data set for these years. This also allows for consistent year to year comparisons in this report and future reports.

Comparisons to reporting periods that include quarters prior to 2013 should not be made at a total level or for trade shows and exhibitions as the definition of trade shows and exhibitions is not consistent across these time periods.

Method for estimating unrecorded business events activity

This section describes the imputation methodology used to estimate business events activity for venues that are included in the survey 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. This meant that the recorded activity (events, delegates, delegate days) would be multiplied by 1.4 to estimate the total activity for the region.

From 2013 onward, the nearest neighbour method was chosen to estimate the missing venue data. The weighting or estimation is based on venues rather than individual events. Thus, the individual events recorded by a venue are aggregated to months, then to the quarter. This data is then combined with the full list of venues so that the data set includes those venues who have registered with the survey and supplied data, and those who have registered without data and those that have not registered the survey.

Imputation uses the nearest neighbour classification to calculate the likely responses for count of events, sum of event days, type of event, sum of delegate days, sum of delegates and all of the associated subgroups. The imputed values are the means of the five nearest neighbours based on the delegate capacity, region and venue type as shown in Table 17. Regions were combined into five strata in order to create a sufficient pool of 'nearest neighbours'.

Table 17: Nearest neighbour criteria for estimation of missing venue data

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

As is shown in Table 18, 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 18: Comparison of mean counts per quarter for venues reporting/not reporting

Venue capacity	Reporting venue figures					Estimated figures for non-reporting venues				
	100 or fewer	101-200	201-500	501-1000	>1000	100 or fewer	101-200	201-500	501-1000	>1000
	Measure (mean # per quarter per venue)									
Delegate days	1,035	2,094	4,690	5,708	13,885	1,529	2,088	4,226	6,459	15,421
Multi-day events	6	9	14	8	7	5	7	11	9	8
Single day events	15	33	47	37	30	17	29	42	41	35
Total delegates	714	1,631	3,587	4,567	11,145	1,090	1,732	3,333	5,303	12,432
One day conference delegate days	32	86	219	394	349	48	85	183	545	378
Multi-day conference delegate days	203	365	1,031	1,237	3,176	255	244	815	1,238	3,364

Imputation is more appropriate than weighting for data of this sort. We have a range of information on characteristics of non-reporting venues such as their number, historical event activity if reported in previous quarters, event capacity and venue type. Much better use of this information is made with imputation, which was not taken into account in the old weighting method.

Glossary

Business events	The business events which include meetings and seminars, incentive activities, conferences and conventions, trade shows and exhibitions, and special occasions etc.
Delegates	Those people who attended the events.
Delegate days	Number of days spent in the events.
Meetings and seminars	A meeting or seminar is defined as a formal gathering of people to discuss matters of shared interest, usually within a single session.
Incentive activities	An incentive activity is defined as an activity occurring at a qualifying venue that incentivises or rewards the invited event delegates for exceptional business achievement.
Conferences and conventions	A conference or convention is described as a formal gathering of people at a qualifying venue to discuss matters of shared interest involving multiple sessions and speakers.
Trade shows and exhibitions	Trade shows and exhibitions are defined as a showcase of goods and services held for the benefit of a specific industry.
Special occasion	Special occasion activities are defined as a social gathering or celebration, for example a gala dinner, ball, graduation, cocktail party, birthday party, or wedding.