



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

**Evidence & Insights
Branch**



Business Events Activity Survey Year to December 2018 report

(Formerly Convention Activity Survey)

Prepared Feb 2019





**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.

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 key 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 increased 1 per cent from 47,200 in the year ended December 2017 to 47,900 in the year ended December 2018.
- The number of delegates attending business events increased 10 per cent from 3.5 million in the year ended December 2017 to 3.86 million in the year ended December 2018.
- The total number of delegate days increased 17 per cent from 4.32 million in the year ended December 2017 to 5.05 million in the year ended December 2018.

Conference and convention activity

- The number of conferences and conventions increased 5 per cent from 5,300 in the year ended December 2017 to 5,500 in the year ended December 2018.
- The number of delegates attending conferences and conventions increased 3 per cent to 566,300 in the year ended December 2018, from 550,500 in the year ended December 2017.
- The number of delegate days increased 26 per cent to 1.2 million in the year ended December 2018, from 0.96 million in the year ended December 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 2 per cent to 1.57 million in the year ended December 2018, from 1.6 million in the year ended December 2017.
- The number of delegate days for meetings and seminars increased 3 per cent to 1.86 million in the year ended December 2018, from 1.81 million in the year ended December 2017.
- The number of meetings and seminars decreased 3 per cent from 32,300 in the year ended December 2017, to 31,200 in the year ended December 2018.

Trade show and exhibition activity

- Trade shows and exhibitions accounted for 2 per cent of all business events and 4 per cent of all delegate days.

Special occasion activity

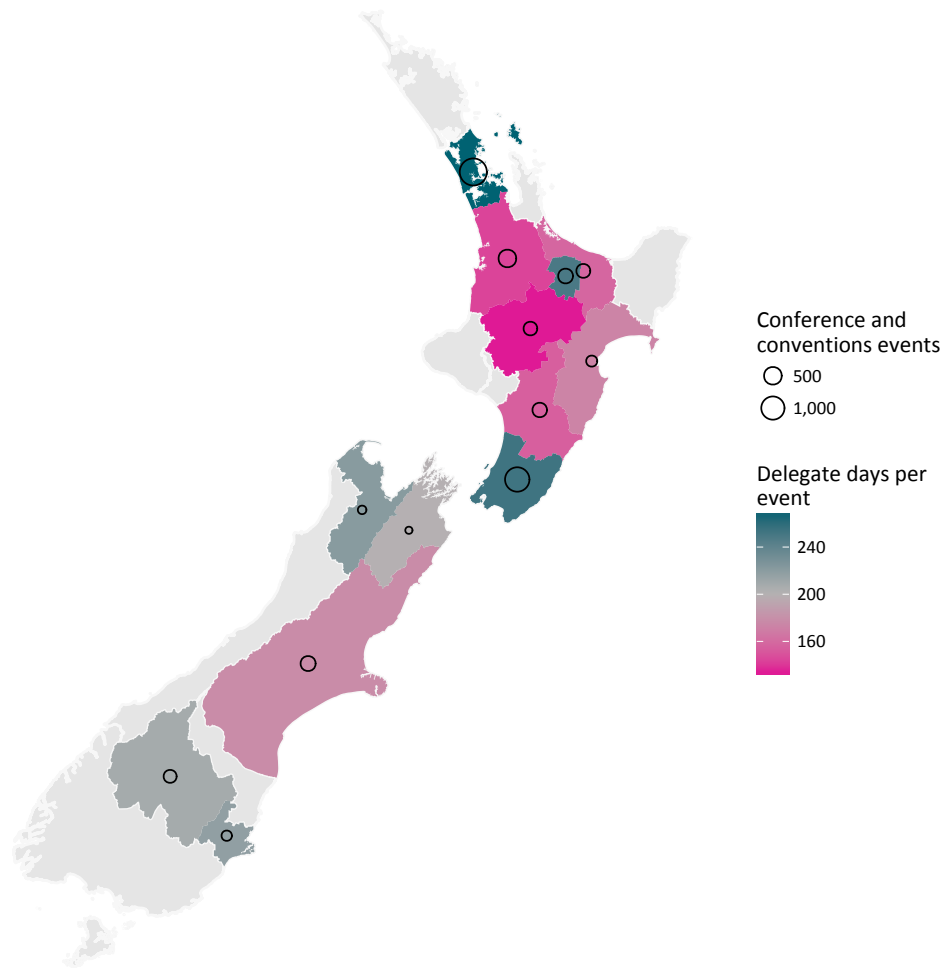
- Special occasion activity made up 27.1 per cent of all delegate days in the year ended December 2018, down 1.9 percentage points from 29 per cent in the previous year.

Summary of conference and convention activity

A total of 566,300 delegates attended 5,500 conferences and conventions in the year ended December 2018, generating 1.2 million delegate days. Compared to the year ended December 2017, all the conference and convention activity metrics have increased with the number of conferences and conventions up 5 per cent (from 5,300), the number of delegates up 3 per cent (from 550,500) and the number of delegate days up 26 per cent (from 0.96 million).

Around 29 per cent of multi-day conferences and conventions and 24 per cent of single-day conferences and conventions were held in Auckland in the year ended December 2018.

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

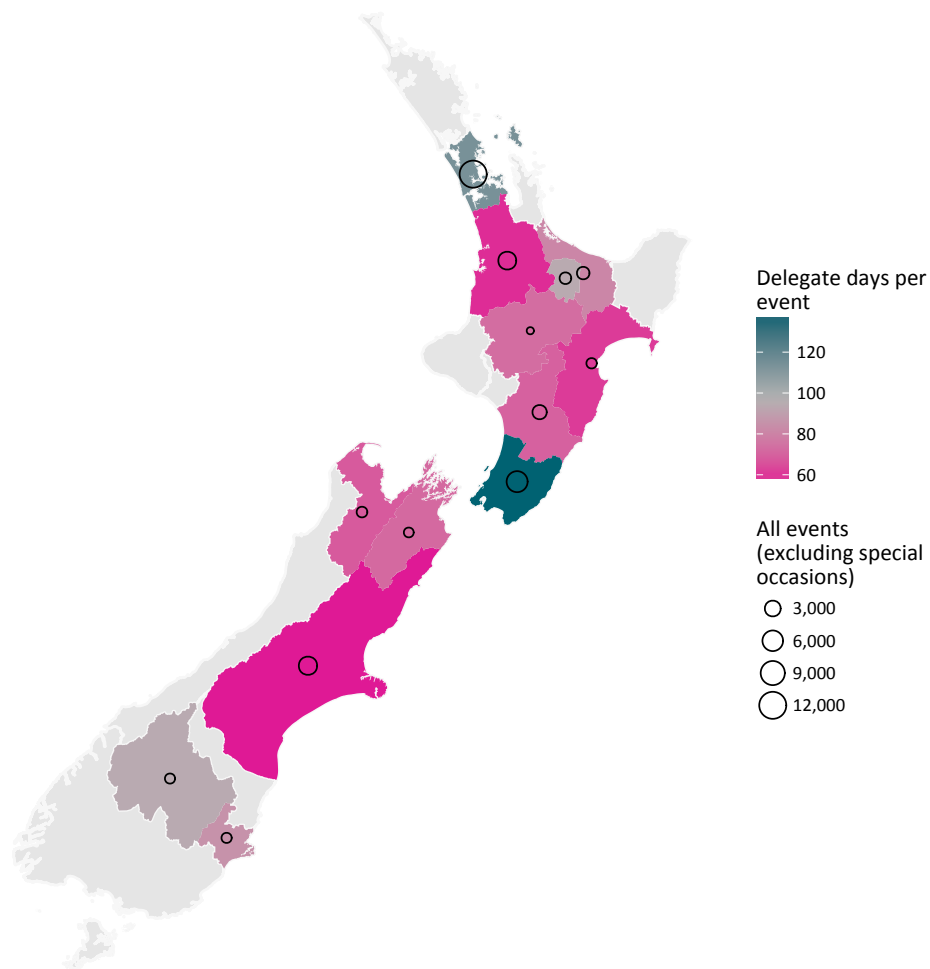


Summary of all business events excluding special occasions

For all business events (excluding special occasions), a total of 2.55 million delegates attended 39,200 events in the year ended December 2018, generating 3.68 million delegate days. The number of events increased by two per cent (from 38,600 in the year ended December 2017). The number of delegates (up 12 per cent from 2.28 million) and the number of delegate days (up 20 per cent from 3.07 million) both increased.

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

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



Overview

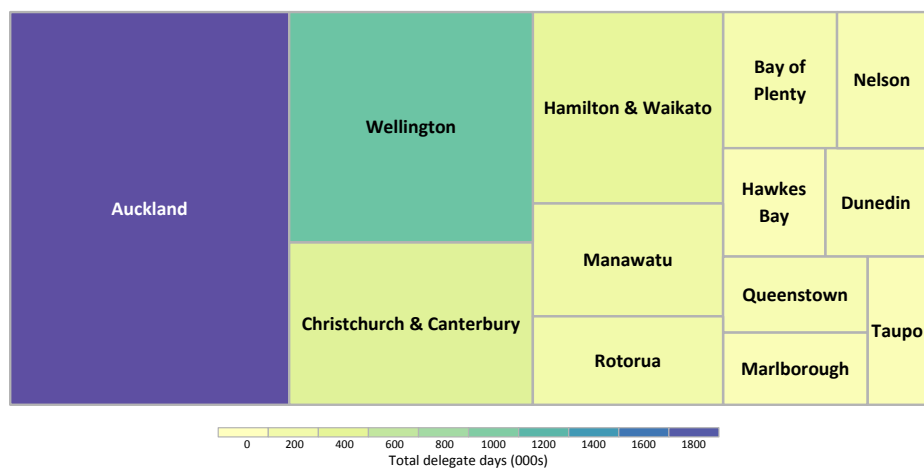
All business events by region

An estimated 47,900 business events occurred across the 13 measured regions in the year ended December 2018. Table 1 shows 37 per cent of delegate days for the year ended December 2018 were in Auckland.

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

| Region | Single day Events | Multi-day Events | Total Events | Delegates (all events) | Delegate days | | |
|---------------------------|-------------------|------------------|---------------|------------------------|------------------|--------------|-------------------------------------|
| | | | | | Count | Market share | Change in market share from 2017 Q4 |
| Auckland | 11,341 | 3,390 | 14,584 | 1,429,693 | 1,859,765 | 37% | 2% |
| Hamilton & Waikato | 4,094 | 737 | 4,846 | 276,409 | 337,719 | 7% | -2% |
| Bay of Plenty | 1,682 | 357 | 2,065 | 149,814 | 185,751 | 4% | No change |
| Rotorua | 1,740 | 496 | 2,239 | 138,282 | 200,623 | 4% | No change |
| Taupo | 759 | 408 | 1,168 | 49,607 | 80,725 | 2% | 1% |
| Hawkes Bay | 1,245 | 228 | 1,474 | 82,100 | 108,990 | 2% | No change |
| Manawatu | 2,431 | 429 | 2,857 | 206,207 | 242,310 | 5% | -1% |
| Wellington | 5,652 | 1,976 | 7,465 | 814,885 | 1,109,792 | 22% | 2% |
| Marlborough | 1,132 | 225 | 1,394 | 78,171 | 105,359 | 2% | No change |
| Nelson | 1,381 | 240 | 1,628 | 97,393 | 124,122 | 2% | -1% |
| Christchurch & Canterbury | 4,457 | 792 | 5,272 | 341,989 | 414,026 | 8% | No change |
| Dunedin | 1,191 | 275 | 1,466 | 114,215 | 145,145 | 3% | No change |
| Queenstown | 972 | 484 | 1,460 | 84,830 | 137,198 | 3% | No change |
| Total | 38,083 | 10,041 | 47,925 | 3,863,601 | 5,051,531 | | |

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



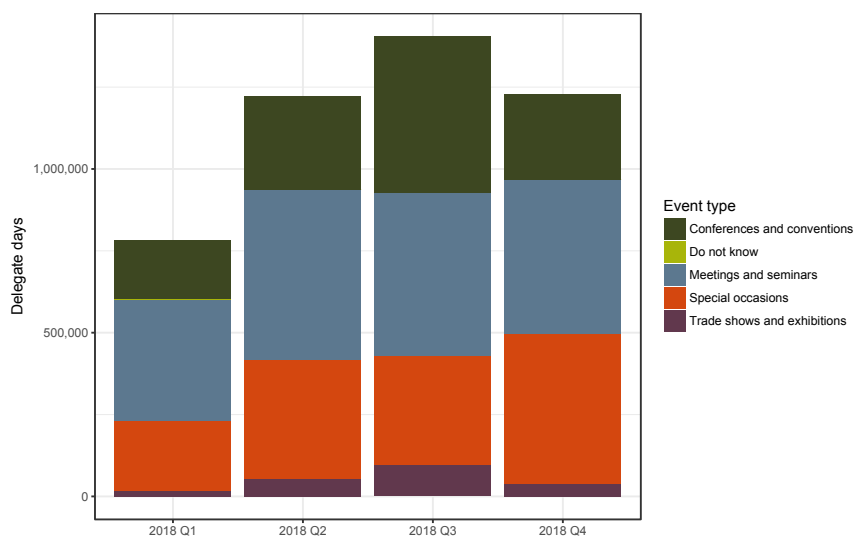
Delegate days by event type

Delegate days are the total number of days spent by delegates at business events. There were approximately 4.7 million delegate days in the year ended December 2018. A total of 39 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 December

| | 2018 Q1 | 2018 Q2 | 2018 Q3 | 2018 Q4 | Total |
|-----------------------------|---------|-----------|-----------|-----------|-----------|
| Meetings and seminars | 370,631 | 516,329 | 500,386 | 472,048 | 1,859,397 |
| Conferences and conventions | 177,306 | 286,308 | 476,794 | 260,469 | 1,200,879 |
| Trade shows and exhibitions | 15,956 | 53,928 | 97,475 | 38,549 | 205,909 |
| Special occasions | 215,705 | 365,525 | 330,043 | 457,404 | 1,368,678 |
| Don't know | 862 | 0 | 203 | 0 | 1,065 |
| Total | 793,531 | 1,244,767 | 1,427,572 | 1,262,732 | 4,728,603 |

Figure 4: National overview of delegate days by event type



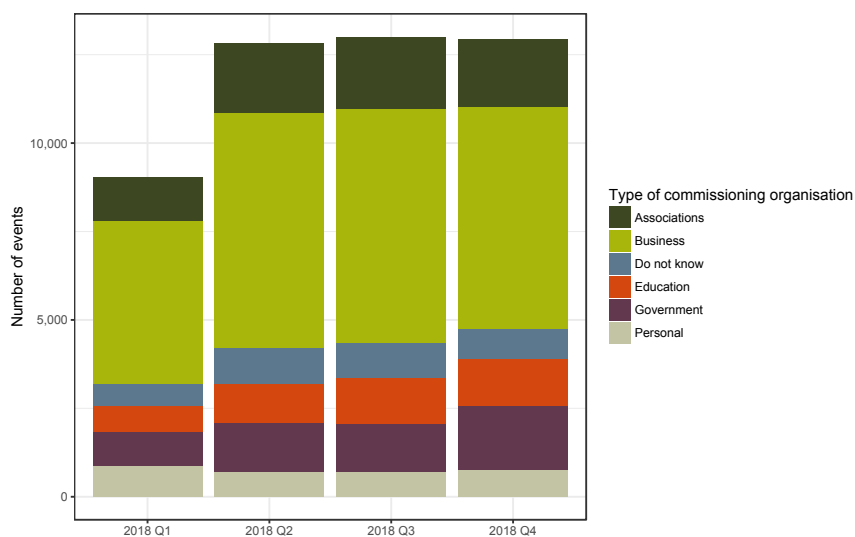
Organisations commissioning business events

Table 3 shows that around half of the business events in the year ended December 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 December 2018

| | 2018 Q1 | 2018 Q2 | 2018 Q3 | 2018 Q4 | Total |
|------------------|---------|---------|---------|---------|--------|
| Associations | 1,218 | 1,954 | 2,031 | 1,905 | 7,109 |
| Business | 4,594 | 6,643 | 6,632 | 6,299 | 24,169 |
| Government | 972 | 1,390 | 1,370 | 1,811 | 5,544 |
| Education | 719 | 1,098 | 1,275 | 1,310 | 4,405 |
| Personal | 876 | 705 | 709 | 771 | 3,062 |
| Other/Don't know | 633 | 1,021 | 988 | 839 | 3,483 |
| Total | 9,016 | 12,812 | 13,007 | 12,937 | 47,774 |

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



Events by size

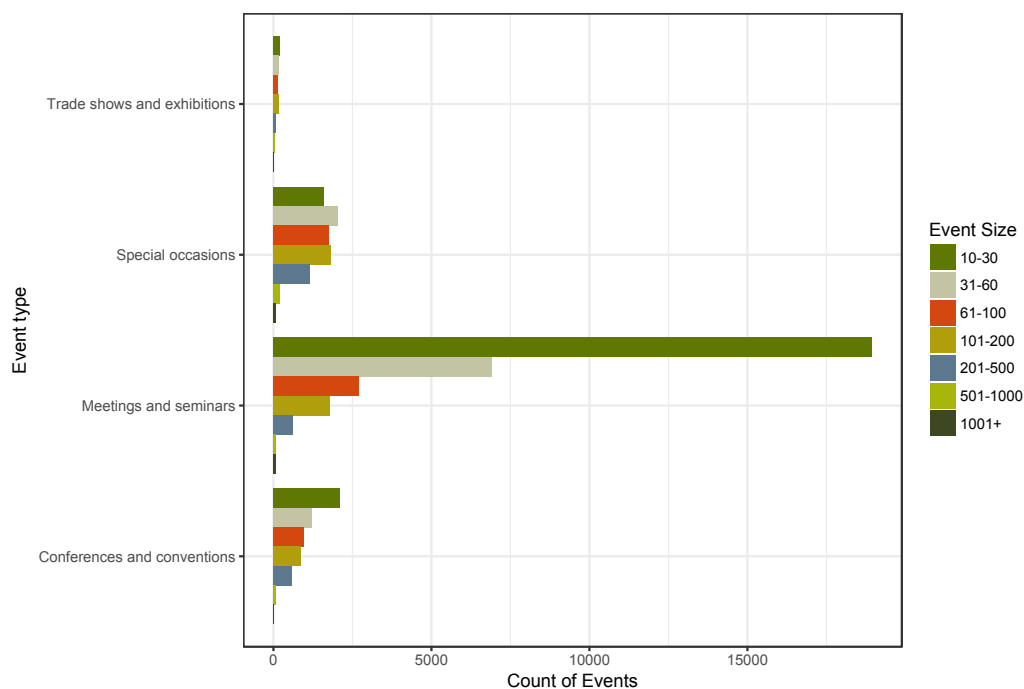
The majority of events were smaller events (those with 60 or fewer delegates) in the year ended December 2018 (refer Figure 6). Smaller meetings and seminars (with up to 60 delegates) formed the majority (83 per cent) of all meetings and seminars, with 61 per cent of meetings having 10-30 delegates and 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 36 per cent having 10-30 delegates and a further 21 per cent having 31-60 delegates.

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

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

| | 10-30 | 31-60 | 61-100 | 101-200 | 201-500 | 501-1000 | 1001+ |
|-----------------------------|--------|-------|--------|---------|---------|----------|-------|
| Conferences and conventions | 2,097 | 1,213 | 951 | 872 | 569 | 70 | 22 |
| Meetings and seminars | 18,938 | 6,903 | 2,718 | 1,786 | 624 | 67 | 85 |
| Special occasions | 1,595 | 2,040 | 1,750 | 1,814 | 1,161 | 195 | 68 |
| Trade shows and exhibitions | 204 | 173 | 145 | 177 | 94 | 31 | 16 |

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



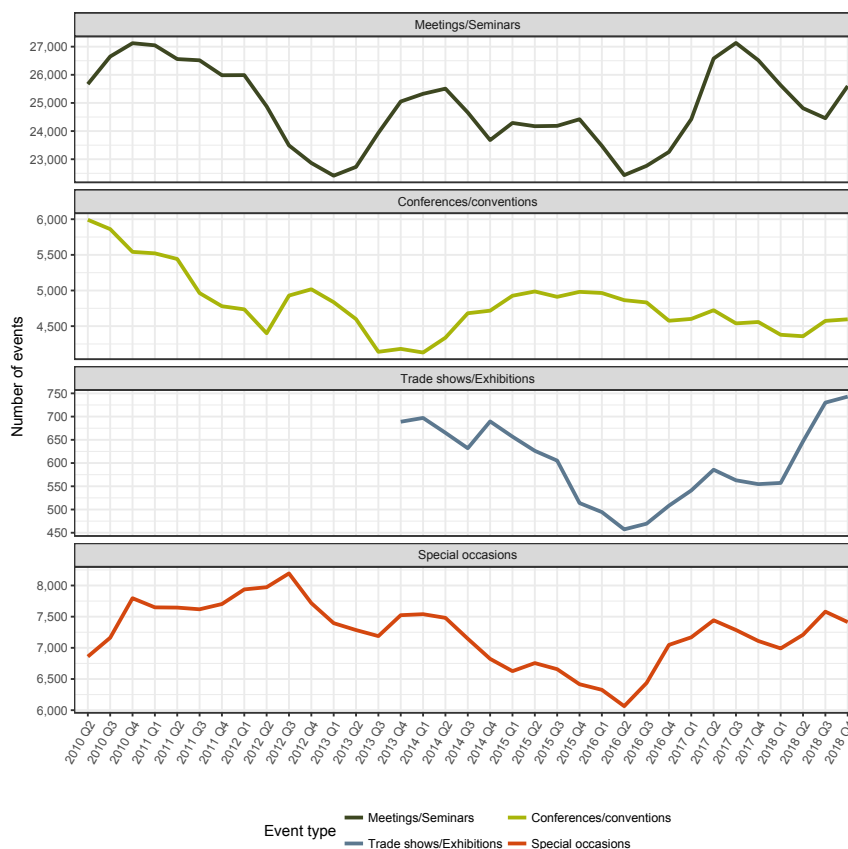
Trends in the number of events¹

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 December 2018.

The number of trade shows and exhibitions were up 34 per cent, compared to the year ended December 2017. Conferences and conventions, and special occasions were also up one per cent and up four per cent respectively, however meetings and seminars were down three per cent.

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

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



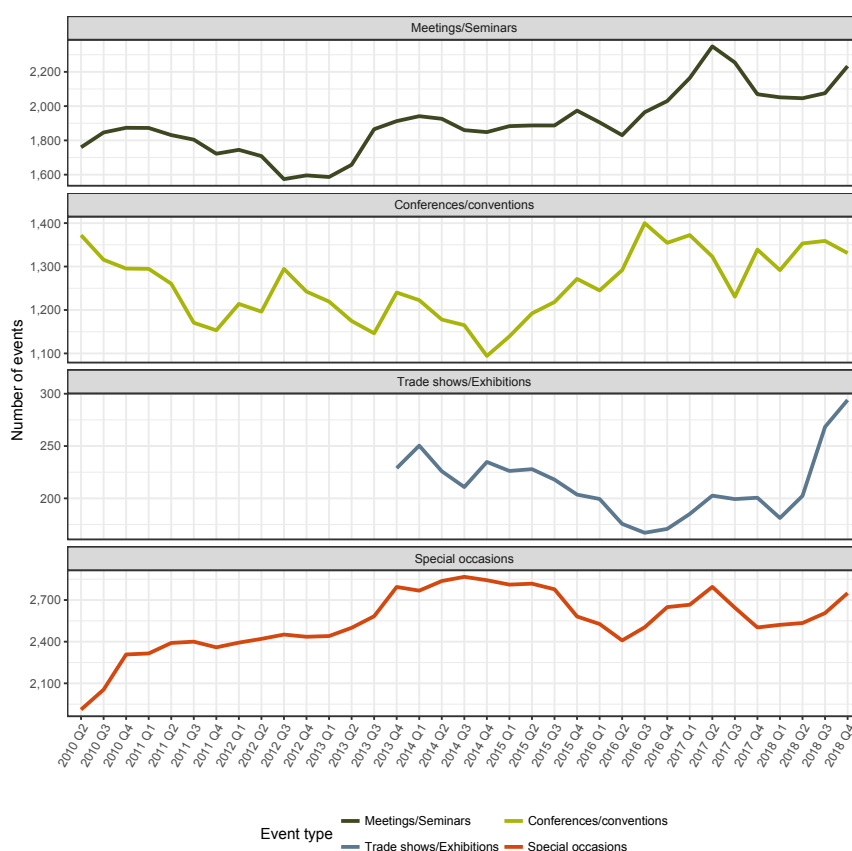
¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the survey in 2011 Q2), and Marlborough (joined the survey in 2012 Q2).

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 December 2018.

Compared to the year ended December 2017, the number of the large trade shows and exhibitions were up 47 per cent, the large meetings and seminars were up eight per cent, the large special occasions were up 10 per cent, and the conferences and conventions were down one per cent in the year ended December 2018.

Figure 8: Number of business events with more than 100 delegates from year ended June 2010 to year ended December 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 December 2018.³

Conference and convention activity

Conferences and conventions account for 12 per cent of all business events and 25 per cent of delegate days in the year ended December 2018.

■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 3,252 (57 per cent) of the conferences and conventions held in the year ended December 2018 were multi-day events, with 54 per cent of these multi-day conferences and conventions (1,760) being two days in duration.

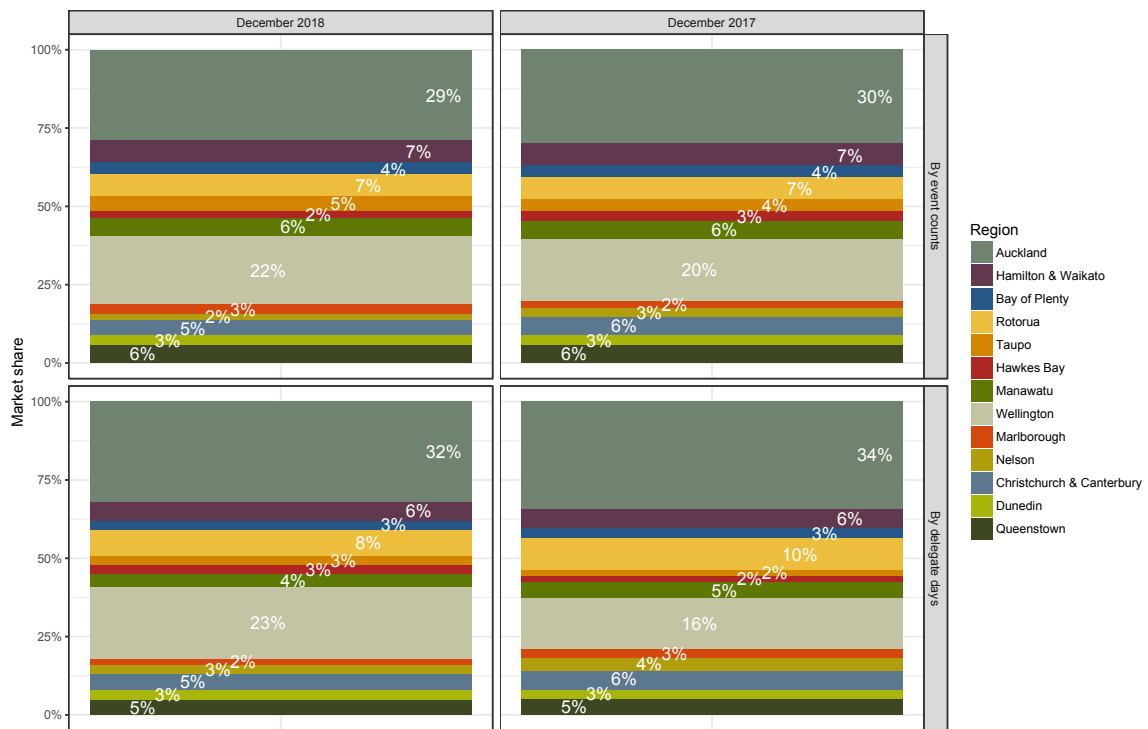
Auckland hosted the greatest proportion (29 per cent) of multi-day conferences and conventions, generating 32 per cent of total multi-day conference and convention delegate days. Wellington was second with 22 per cent of multi-day conferences and conventions and 23 per cent of multi-day conference and 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 Q4 | YE 2017 Q4 | Single day | Multi-day | |
| Auckland | 597 | 549 | 393 | 29% | 30% | 74,399 | 303,072 | 32% |
| Hamilton & Waikato | 288 | 151 | 85 | 7% | 7% | 19,088 | 53,774 | 6% |
| Bay of Plenty | 157 | 71 | 55 | 4% | 4% | 13,191 | 32,183 | 3% |
| Rotorua | 113 | 74 | 142 | 7% | 7% | 7,110 | 74,281 | 8% |
| Taupo | 123 | 69 | 84 | 5% | 4% | 5,490 | 31,772 | 3% |
| Hawkes Bay | 118 | 39 | 35 | 2% | 3% | 5,923 | 26,328 | 3% |
| Manawatu | 137 | 112 | 71 | 6% | 6% | 10,319 | 38,458 | 4% |
| Wellington | 529 | 457 | 266 | 22% | 20% | 54,626 | 215,347 | 23% |
| Marlborough | 48 | 27 | 56 | 3% | 2% | 3,221 | 23,378 | 2% |
| Nelson | 65 | 25 | 48 | 2% | 3% | 5,993 | 25,083 | 3% |
| Christchurch & Canterbury | 172 | 80 | 82 | 5% | 6% | 12,580 | 47,212 | 5% |
| Dunedin | 78 | 45 | 50 | 3% | 3% | 5,912 | 31,152 | 3% |
| Queenstown | 77 | 61 | 125 | 6% | 6% | 6,832 | 44,664 | 5% |
| Total | 2,503 | 1,760 | 1,493 | 100% | 100% | 224,685 | 946,702 | 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 | 505 | 317 | 252 | 292 | 238 |
| Hamilton & Waikato | 253 | 107 | 68 | 46 | 45 |
| Bay of Plenty | 100 | 60 | 43 | 42 | 37 |
| Rotorua | 112 | 66 | 66 | 39 | 44 |
| Taupo | 137 | 47 | 58 | 24 | 10 |
| Hawkes Bay | 104 | 29 | 17 | 16 | 26 |
| Manawatu | 152 | 60 | 36 | 39 | 32 |
| Wellington | 405 | 265 | 248 | 183 | 151 |
| Marlborough | 43 | 32 | 17 | 21 | 9 |
| Nelson | 41 | 35 | 12 | 36 | 15 |
| Christchurch & Canterbury | 111 | 91 | 54 | 53 | 22 |
| Dunedin | 59 | 34 | 31 | 27 | 21 |
| Queenstown | 76 | 70 | 49 | 55 | 11 |
| Total | 2,098 | 1,213 | 951 | 872 | 659 |

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

| Region | 201-500 | 501-1000 | 1000+ |
|---------------------------|---------|----------|-------|
| Auckland | 198 | 28 | 12 |
| Hamilton & Waikato | 42 | <5 | <5 |
| Wellington | 130 | 21 | <5 |
| Rest North Island | 142 | 12 | <5 |
| Christchurch & Canterbury | 15 | <5 | <5 |
| Rest South Island | 44 | <5 | <5 |
| Total | 570 | 62* | 12* |

* 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 191,929 multi-day conference and convention delegates (about 23 per cent of all multi-day delegates) whose origin information was recorded in the year ended December 2018, 51 per cent were reported to be from the local region, with a further 42 per cent travelling to the conference and/or convention from elsewhere in New Zealand. About five per cent of multi-day conference delegates were from Australia, and a further two per cent from other overseas locations. For further information on the origin 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 December 2018)[†]

| | Local | Regional | Australian | Other International | Total |
|---------------------------|--------|----------|------------|---------------------|---------|
| Auckland | 23,284 | 10,681 | 1,798 | 1,120 | 36,884 |
| Hamilton & Waikato | 7,028 | 9,803 | 38 | 259 | 17,128 |
| Bay of Plenty | 5,849 | 3,794 | 14 | 108 | 9,766 |
| Rotorua | 2,896 | 15,239 | 1,383 | 830 | 20,348 |
| Taupo | 1,663 | 3,590 | 219 | 148 | 5,620 |
| Hawkes Bay | 2,990 | 5,309 | 13 | 30 | 8,342 |
| Manawatu | 5,197 | 6,305 | 5 | 37 | 11,543 |
| Wellington | 30,464 | 10,376 | 331 | 271 | 41,441 |
| Marlborough | 2,604 | 3,458 | 931 | 302 | 7,295 |
| Nelson | 2,060 | 1,983 | 303 | 118 | 4,465 |
| Christchurch & Canterbury | 10,185 | 3,395 | 308 | 45 | 13,933 |
| Dunedin | 2,135 | 2,029 | 647 | 308 | 5,119 |
| Queenstown | 2,029 | 4,726 | 2,785 | 503 | 10,043 |
| Total | 98,384 | 80,689 | 8,776 | 4,080 | 191,929 |

[†]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 December 2018, Statistics New Zealand reported that 54,688 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, 31,280 (57 per cent) were Australian. For the year ended December 2017, 71,968 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 41,232 (57 per cent) were from Australia.

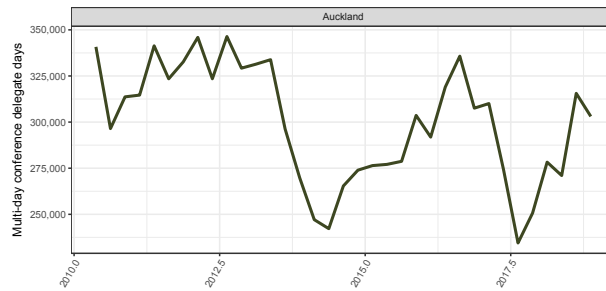
■ Trends in delegate days for multi-day conferences and conventions

The multi-day conference and convention delegate days for the year ended December 2018 were up 29 per cent compared to the year ended December 2017.

Figure 10 shows that the number of multi-day conference and convention delegate days in Auckland increased 21 per cent in the year ending December 2018 compared to the year ended December 2017.

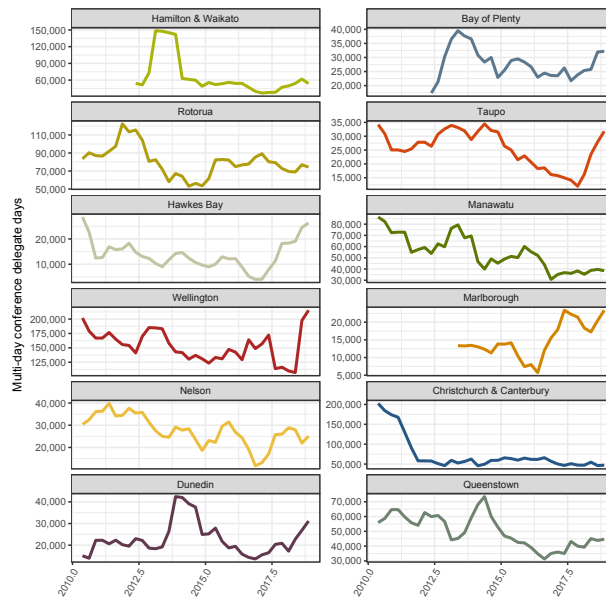
⁴Statistics New Zealand International Visitor Arrivals. Data available from http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx/.

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



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

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



Meeting and seminar activity

Meetings and seminars account for 66 per cent of all business events and 39 per cent of delegate days in the year ended December 2018.

■ Number of meetings and seminars and delegate days by duration

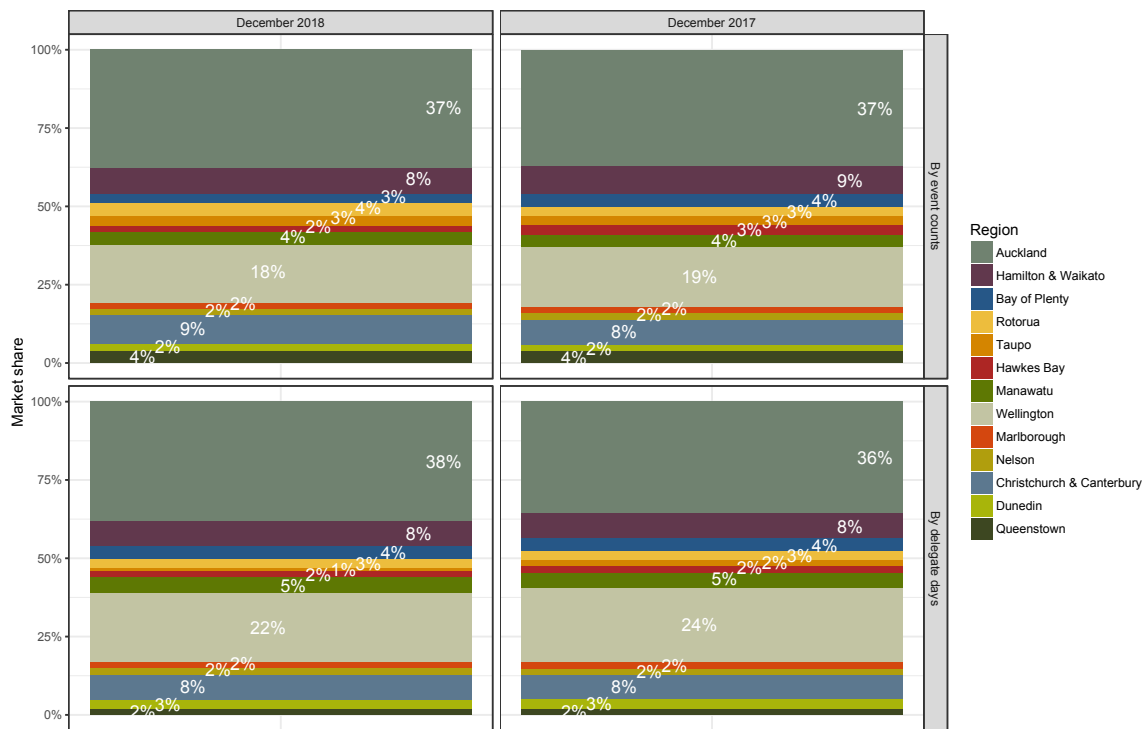
Table 9 shows that 6,081 (19 per cent) of the meetings and seminars held in the year ended December 2018 were multi-day events.

Auckland hosted the greatest proportion (37 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 18 per cent of multi-day meetings and seminars and 22 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 Q4 | YE 2017 Q4 | YE 2018 Q4 | |
| Auckland | 7,850 | 2,253 | 37% | 37% | 709,224 | 38% |
| Hamilton & Waikato | 3,008 | 490 | 8% | 9% | 152,724 | 8% |
| Bay of Plenty | 1,149 | 203 | 3% | 4% | 73,549 | 4% |
| Rotorua | 837 | 224 | 4% | 3% | 47,002 | 3% |
| Taupo | 399 | 195 | 3% | 3% | 25,171 | 1% |
| Hawkes Bay | 829 | 147 | 2% | 3% | 37,607 | 2% |
| Manawatu | 1,713 | 233 | 4% | 4% | 94,712 | 5% |
| Wellington | 3,609 | 1,120 | 18% | 19% | 400,147 | 22% |
| Marlborough | 680 | 123 | 2% | 2% | 31,272 | 2% |
| Nelson | 869 | 141 | 2% | 2% | 43,311 | 2% |
| Christchurch & Canterbury | 3,170 | 552 | 9% | 8% | 156,526 | 8% |
| Dunedin | 786 | 152 | 2% | 2% | 52,162 | 3% |
| Queenstown | 484 | 248 | 4% | 4% | 35,990 | 2% |
| Total | 25,384 | 6,081 | 100% | 100% | 1,859,397 | 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 | 5,200 | 2,330 | 1,100 | 875 | 382 |
| Hamilton & Waikato | 2,206 | 791 | 251 | 141 | 45 |
| Bay of Plenty | 835 | 290 | 107 | 71 | 36 |
| Rotorua | 721 | 238 | 55 | 43 | 10 |
| Taupo | 451 | 99 | 23 | 13 | <5 |
| Hawkes Bay | 629 | 194 | 60 | 37 | 9 |
| Manawatu | 1,104 | 466 | 161 | 78 | 44 |
| Wellington | 2,770 | 1,075 | 389 | 232 | 153 |
| Marlborough | 618 | 158 | 60 | 28 | 6 |
| Nelson | 656 | 221 | 85 | 40 | 10 |
| Christchurch & Canterbury | 2,689 | 716 | 275 | 133 | 36 |
| Dunedin | 524 | 186 | 114 | 70 | 37 |
| Queenstown | 537 | 139 | 39 | 26 | <5 |
| Total | 18,939 | 6,903 | 2,719 | 1,787 | 769* |

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

| Region | 201-500 | 501-1000 | 1000+ |
|---------------------------|---------|----------|-------|
| Auckland | 332 | 41 | 11 |
| Hamilton & Waikato | 42 | <5 | <5 |
| Wellington | 77 | 12 | 65 |
| Rest North Island | 94 | 11 | <5 |
| Christchurch & Canterbury | 30 | <5 | 5 |
| Rest South Island | 49 | <5 | <5 |
| Total | 624 | 65* | 80* |

* 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 four per cent of delegate days in the year ended December 2018.

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

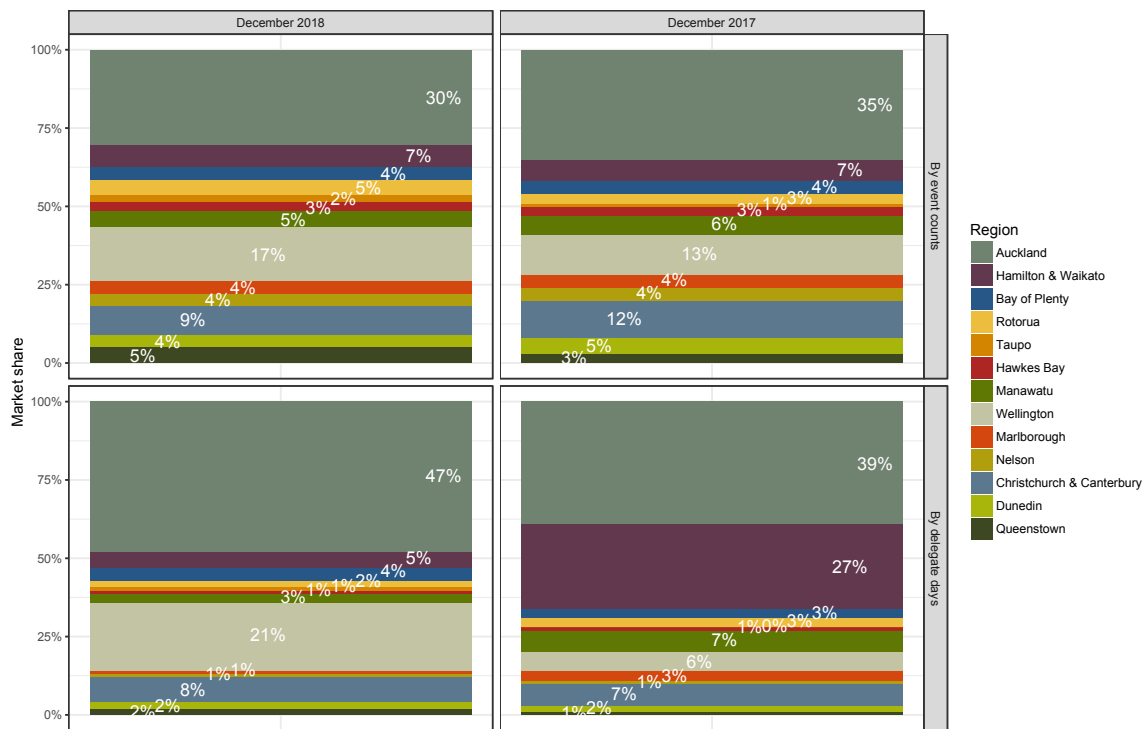
Table 12 shows that Auckland hosted the greatest proportion (30 per cent) of trade shows and exhibitions, generating 47 per cent of total trade show and exhibition delegate days. Wellington accounted for 17 per cent of trade shows and exhibitions market share, followed by Christchurch & Canterbury which hosted 9 per cent.

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

| Region | Total | Market share of | | Total | Market share |
|---------------------------|------------------------|-----------------|------------|---------------|------------------|
| | Tradeshows/Exhibitions | events | | Delegate days | by delegate days |
| | YE 2018 Q4 | YE 2018 Q4 | YE 2017 Q4 | YE 2018 Q4 | |
| Auckland | 265 | 30% | 35% | 97,024 | 47% |
| Hamilton & Waikato | 61 | 7% | 7% | 10,447 | 5% |
| Bay of Plenty | 35 | 4% | 4% | 7,454 | 4% |
| Rotorua | 44 | 5% | 3% | 4,780 | 2% |
| Taupo | 19 | 2% | 1% | 2,244 | 1% |
| Hawkes Bay | 26 | 3% | 3% | 2,856 | 1% |
| Manawatu | 43 | 5% | 6% | 6,373 | 3% |
| Wellington | 151 | 17% | 13% | 43,824 | 21% |
| Marlborough | 33 | 4% | 4% | 2,671 | 1% |
| Nelson | 31 | 4% | 4% | 2,804 | 1% |
| Christchurch & Canterbury | 82 | 9% | 12% | 17,456 | 8% |
| Dunedin | 36 | 4% | 5% | 3,879 | 2% |
| Queenstown | 42 | 5% | 3% | 4,092 | 2% |
| Total | 873 | 100% | 100% | 205,909 | 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 | 37 | 53 | 49 | 46 | 81 |
| Hamilton & Waikato | 21 | 11 | 7 | 16 | <5 |
| Bay of Plenty | 7 | 5 | <5 | 9 | 6 |
| Rotorua | 13 | 9 | 8 | 12 | <5 |
| Taupo | 7 | <5 | <5 | <5 | <5 |
| Hawkes Bay | 7 | 7 | <5 | 6 | <5 |
| Manawatu | 10 | 6 | 8 | 13 | <5 |
| Wellington | 47 | 30 | 23 | 23 | 30 |
| Marlborough | 12 | 7 | 7 | <5 | <5 |
| Nelson | 13 | <5 | 6 | 7 | <5 |
| Christchurch & Canterbury | 10 | 16 | 11 | 21 | 21 |
| Dunedin | 9 | 10 | 8 | <5 | <5 |
| Queenstown | 13 | 11 | 8 | 10 | <5 |
| Total | 205 | 165* | 133* | 164* | 138* |

* 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 29 per cent of delegate days in the year ended December 2018.

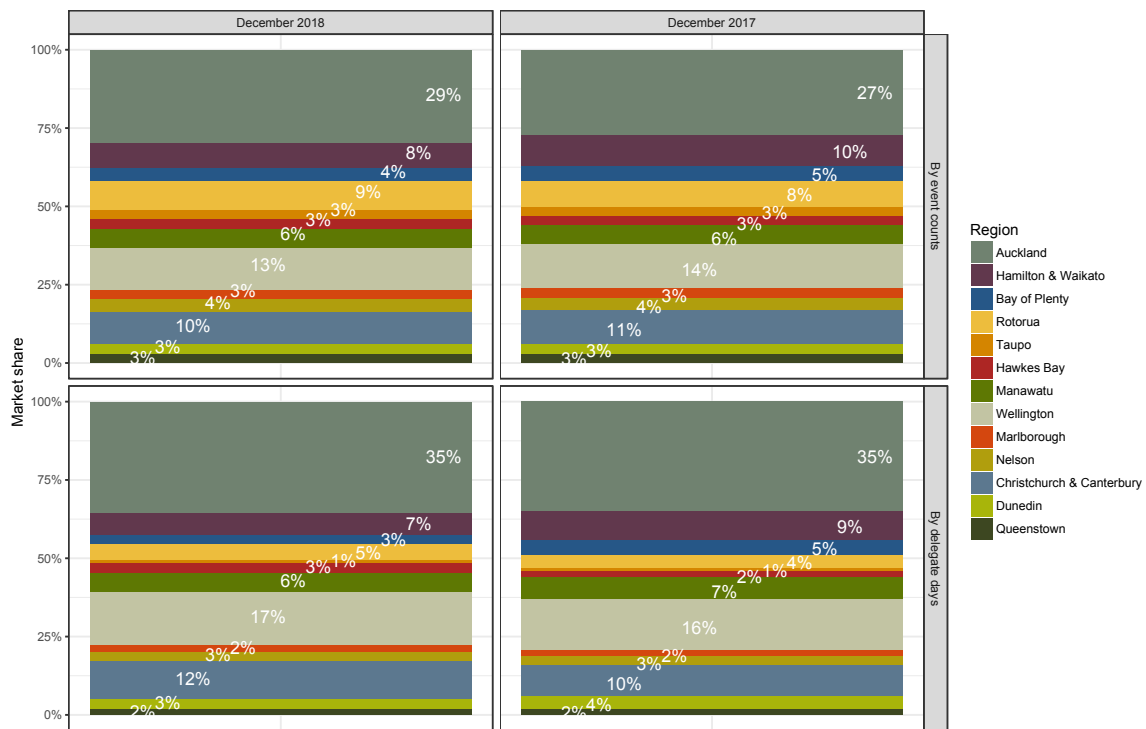
■ Number of special occasion events and delegate days by duration

Table 14 shows that Auckland hosted the greatest proportion (29 per cent) of special occasion events, generating 35 per cent of special occasion events delegate days. Wellington was second with 13 per cent of special occasion events and 17 per cent of special occasion events delegate days. Christchurch & Canterbury accounted for 10 per cent, while Hamilton & Waikato accounted for 8 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 Q4 | YE 2018 Q4 | YE 2017 Q4 | YE 2018 Q4 | |
| Auckland | 2,517 | 29% | 27% | 481,864 | 35% |
| Hamilton & Waikato | 716 | 8% | 10% | 97,613 | 7% |
| Bay of Plenty | 356 | 4% | 5% | 47,778 | 3% |
| Rotorua | 764 | 9% | 8% | 62,261 | 5% |
| Taupo | 255 | 3% | 3% | 14,311 | 1% |
| Hawkes Bay | 271 | 3% | 3% | 36,192 | 3% |
| Manawatu | 543 | 6% | 6% | 82,123 | 6% |
| Wellington | 1,177 | 13% | 14% | 237,560 | 17% |
| Marlborough | 284 | 3% | 3% | 26,070 | 2% |
| Nelson | 370 | 4% | 4% | 39,281 | 3% |
| Christchurch & Canterbury | 903 | 10% | 11% | 168,883 | 12% |
| Dunedin | 303 | 3% | 3% | 46,115 | 3% |
| Queenstown | 305 | 3% | 3% | 28,621 | 2% |
| Total | 8,770 | 100% | 100% | 1,368,678 | 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 | 373 | 485 | 476 | 595 | 538 |
| Hamilton & Waikato | 127 | 192 | 150 | 147 | 116 |
| Bay of Plenty | 63 | 75 | 82 | 70 | 70 |
| Rotorua | 182 | 269 | 130 | 123 | 54 |
| Taupo | 130 | 62 | 36 | 26 | <5 |
| Hawkes Bay | 36 | 65 | 78 | 54 | 46 |
| Manawatu | 96 | 112 | 108 | 115 | 128 |
| Wellington | 150 | 201 | 245 | 282 | 198 |
| Marlborough | 51 | 91 | 58 | 45 | 21 |
| Nelson | 80 | 94 | 95 | 74 | 25 |
| Christchurch & Canterbury | 215 | 259 | 157 | 142 | 114 |
| Dunedin | 28 | 49 | 78 | 84 | 61 |
| Queenstown | 64 | 87 | 58 | 56 | 28 |
| Total | 1,595 | 2,040 | 1,751 | 1,815 | 1,400* |

* 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 September 2018 report

An additional venue in Christchurch and Canterbury is now participating in the Business Events Activity Survey, with another from the same region being removed.

■ 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 December 2018 quarter, event activity was recorded or estimated for a total of 305 venues in the 13 regions. Of these, 136 venues with 71 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.

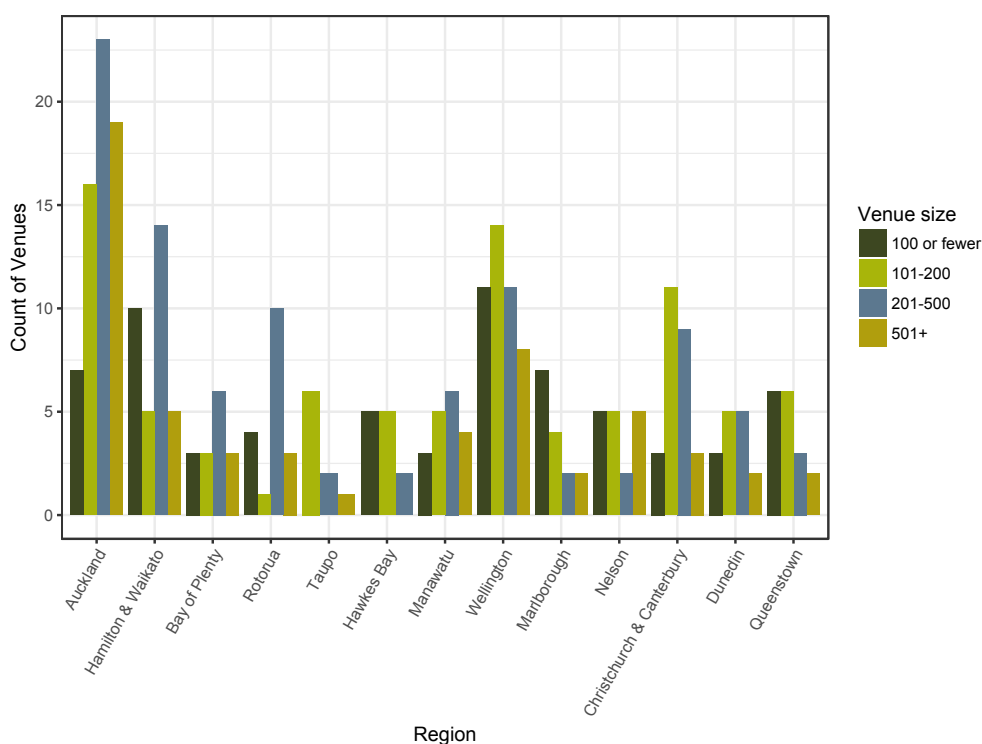
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 Q3 and 2018 Q4

| Region | Venues submitting as % of those identified in region | | Capacity of venues submitting as % of capacity in region | |
|---------------------------|--|---------|--|---------|
| | 2018 Q3 | 2018 Q4 | 2018 Q3 | 2018 Q4 |
| Auckland | 42% | 40% | 64% | 65% |
| Hamilton & Waikato | 38% | 41% | 78% | 79% |
| Bay of Plenty | 7% | 7% | 50% | 50% |
| Rotorua | 39% | 33% | 61% | 60% |
| Taupo | 56% | 56% | 75% | 75% |
| Hawkes Bay | 25% | 25% | 36% | 36% |
| Manawatu | 44% | 39% | 61% | 58% |
| Wellington | 45% | 55% | 78% | 85% |
| Marlborough | 27% | 20% | 55% | 54% |
| Nelson | 47% | 41% | 74% | 72% |
| Christchurch & Canterbury | 77% | 81% | 89% | 90% |
| Dunedin | 73% | 73% | 85% | 85% |
| Queenstown | 53% | 47% | 61% | 51% |
| Total | 45% | 45% | 70% | 71% |

The distribution of the venues in December 2018 quarter by size is shown in Figure 15 below. 65 venues (21 per cent) are located in Auckland.

Figure 15: Number of venues by delegate capacity and region (December 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 | 1,041 | 2,089 | 4,730 | 5,738 | 13,844 | 1,585 | 2,157 | 4,271 | 6,513 | 15,453 |
| Multi-day events | 6 | 9 | 14 | 8 | 7 | 5 | 7 | 11 | 9 | 8 |
| Single day events | 15 | 33 | 47 | 37 | 30 | 18 | 28 | 42 | 41 | 35 |
| Total delegates | 713 | 1,629 | 3,623 | 4,585 | 11,113 | 1,120 | 1,719 | 3,367 | 5,335 | 12,471 |
| One day conference delegate days | 32 | 87 | 220 | 408 | 348 | 47 | 84 | 184 | 565 | 375 |
| Multi-day conference delegate days | 208 | 365 | 1,028 | 1,264 | 3,136 | 272 | 278 | 821 | 1,283 | 3,352 |

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. |