



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

**Evidence & Insights
Branch**



Business Events Activity Survey Year to March 2019 report

(Formerly Convention Activity Survey)

Prepared May 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 4 per cent from 46,100 in the year ended March 2018 to 48,000 in the year ended March 2019.
- The number of delegates attending business events increased 12 per cent from 3.45 million in the year ended March 2018 to 3.86 million in the year ended March 2019.
- The total number of delegate days increased 18 per cent from 4.23 million in the year ended March 2018 to 4.99 million in the year ended March 2019.

Conference and convention activity

- The number of conferences and conventions increased 8 per cent from 5,100 in the year ended March 2018 to 5,500 in the year ended March 2019.
- The number of delegates attending conferences and conventions increased 3 per cent to 560,900 in the year ended March 2019, from 543,800 in the year ended March 2018.
- The number of delegate days increased 21 per cent to 1.17 million in the year ended March 2019, from 0.97 million in the year ended March 2018.

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 increased 2 per cent to 1.61 million in the year ended March 2019, from 1.58 million in the year ended March 2018.
- The number of delegate days for meetings and seminars increased 6 per cent to 1.9 million in the year ended March 2019, from 1.79 million in the year ended March 2018.
- The number of meetings and seminars increased 2 per cent from 31,200 in the year ended March 2018, to 31,800 in the year ended March 2019.

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

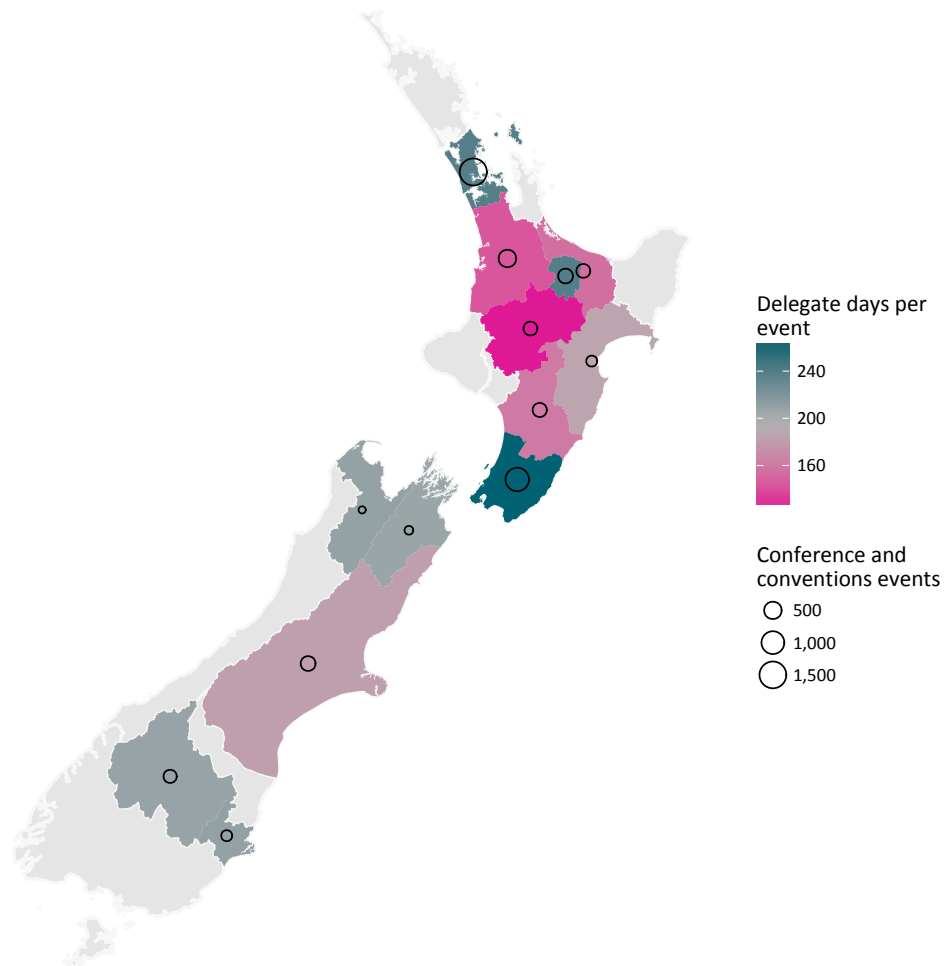
- Special occasion activity made up 26.5 per cent of all delegate days in the year ended March 2019, down 3.3 percentage points from 29.7 per cent in the previous year.

Summary of conference and convention activity

A total of 560,900 delegates attended 5,500 conferences and conventions in the year ended March 2019, generating 1.17 million delegate days. Compared to the year ended March 2018, all the conference and convention activity metrics have increased with the number of conferences and conventions up 8 per cent (from 5,100), the number of delegates up 3 per cent (from 543,800) and the number of delegate days up 21 per cent (from 0.97 million).

Around 30 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 March 2019.

Figure 1: Summary of conference and convention activity (year ended March 2019)

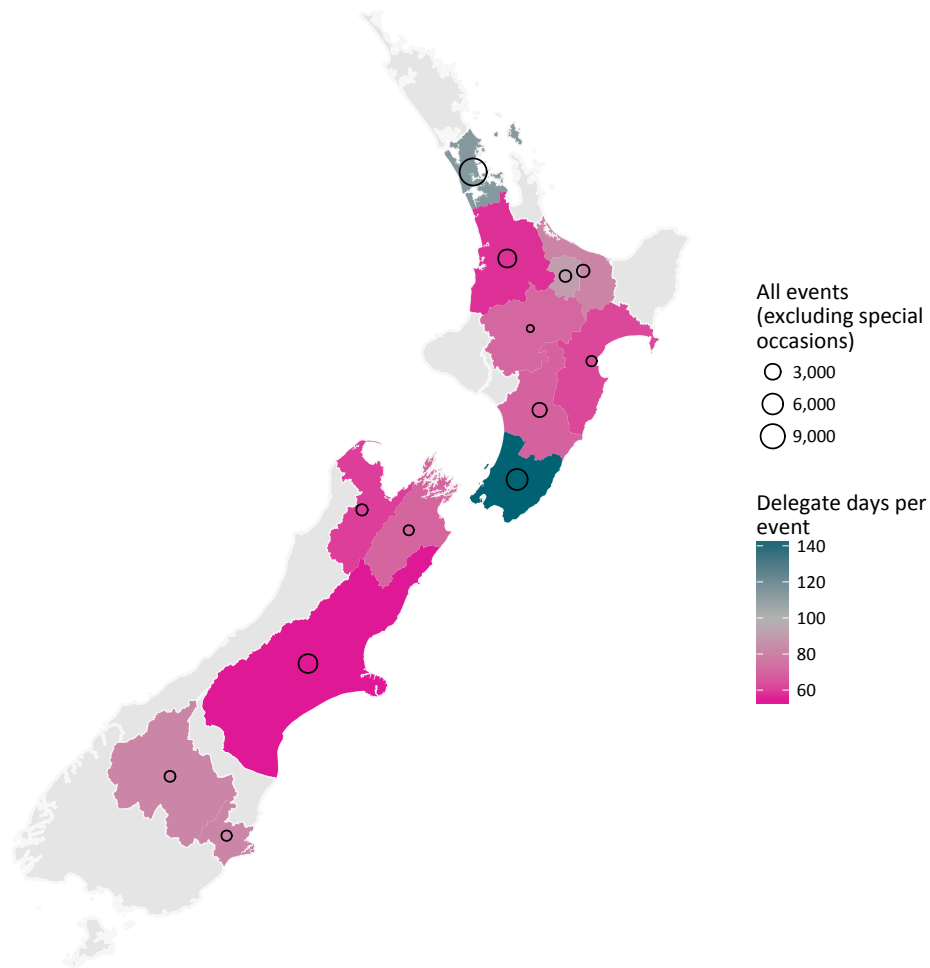


Summary of all business events excluding special occasions

For all business events (excluding special occasions), a total of 2.6 million delegates attended 39,400 events in the year ended March 2019, generating 3.67 million delegate days. The number of events increased by five per cent (from 37,600 in the year ended March 2018). The number of delegates (up 17 per cent from 2.22 million) and the number of delegate days (up 23 per cent from 2.97 million) both increased.

Around 30 per cent of all business events (excluding special occasions) were held in Auckland in the year ended March 2019.

Figure 2: Summary of all business events excluding special occasions (year ended March 2019)



Overview

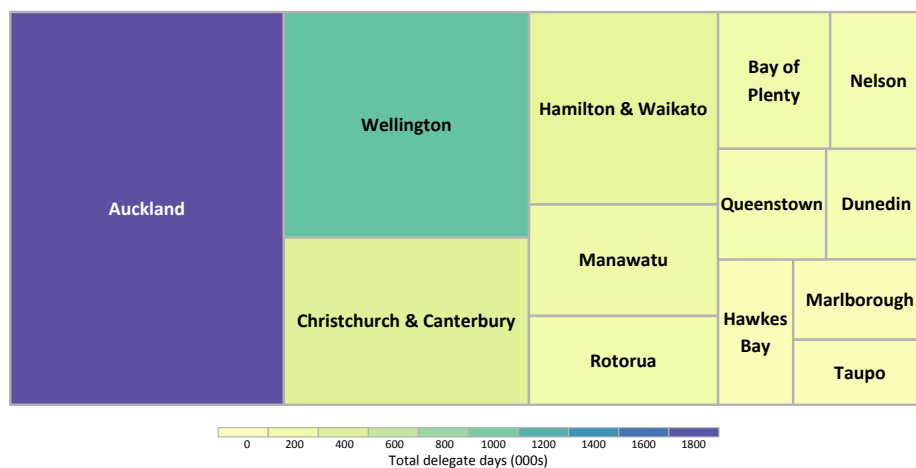
All business events by region

An estimated 48,000 business events occurred across the 13 measured regions in the year ended March 2019. Table 1 shows 36 per cent of delegate days for the year ended March 2019 were in Auckland.

Table 1: Overview of all business events (year ended March 2019)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2018 Q1
Auckland	11,174	3,251	14,330	1,414,322	1,812,887	36%	No change
Hamilton & Waikato	4,088	756	4,851	276,060	337,016	7%	-1%
Bay of Plenty	1,664	358	2,044	146,055	181,825	4%	No change
Rotorua	1,755	483	2,240	134,306	193,968	4%	-1%
Taupo	773	386	1,159	49,899	79,519	2%	1%
Hawkes Bay	1,220	234	1,457	77,732	105,818	2%	No change
Manawatu	2,382	426	2,807	198,779	237,902	5%	No change
Wellington	5,616	1,883	7,357	842,355	1,116,887	22%	3%
Marlborough	1,143	259	1,432	79,752	106,814	2%	No change
Nelson	1,501	256	1,764	98,685	121,915	2%	-1%
Christchurch & Canterbury	4,629	833	5,474	343,219	416,461	8%	No change
Dunedin	1,207	285	1,489	111,411	143,357	3%	No change
Queenstown	1,097	498	1,594	82,790	135,023	3%	No change
Total	38,257	9,914	48,003	3,855,372	4,989,398		

Figure 3: Overview of business events by region (year ended March 2019)



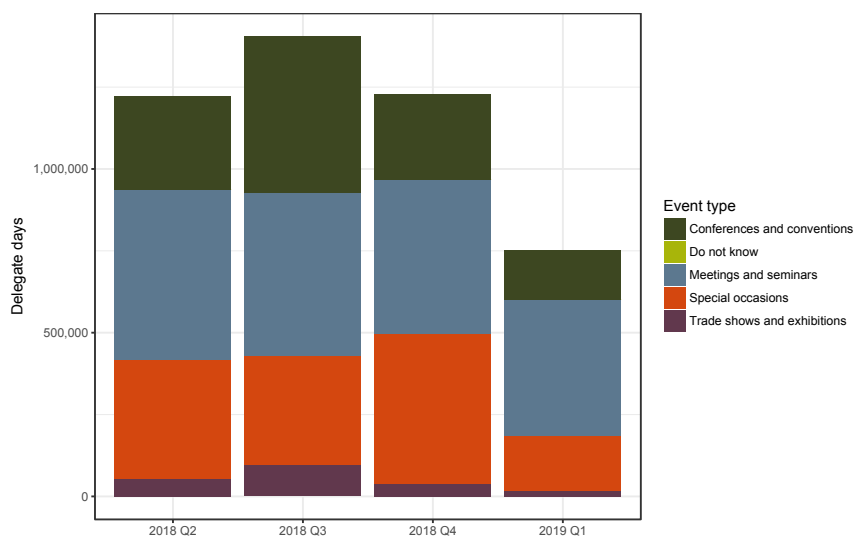
Delegate days by event type

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 March 2019. 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 March

	2018 Q2	2018 Q3	2018 Q4	2019 Q1	Total
Meetings and seminars	516,329	500,386	472,048	413,982	1,902,748
Conferences and conventions	286,308	476,794	260,469	150,505	1,174,078
Trade shows and exhibitions	53,928	97,475	38,549	17,485	207,438
Special occasions	365,525	330,043	457,404	168,468	1,321,441
Don't know	0	203	0	0	203
Total	1,244,767	1,427,572	1,262,732	760,692	4,695,765

Figure 4: National overview of delegate days by event type



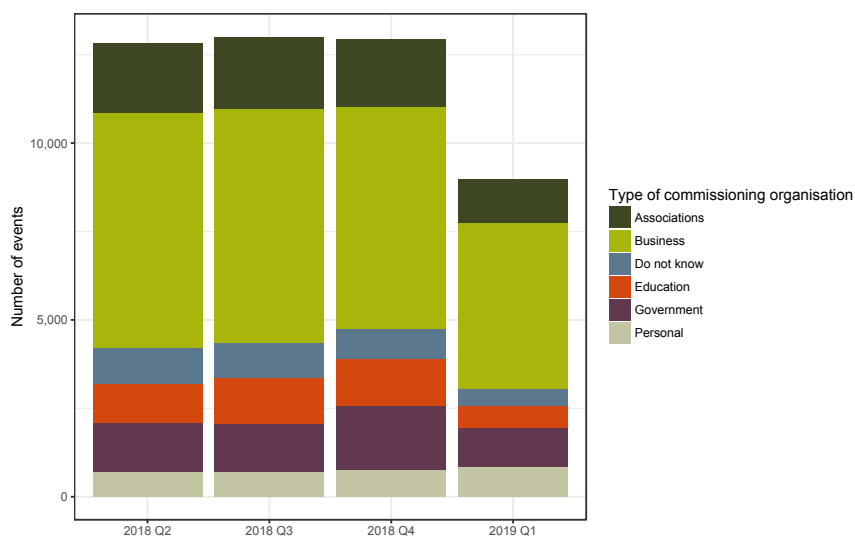
Organisations commissioning business events

Table 3 shows that around half of the business events in the year ended March 2019 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 March 2019

	2018 Q2	2018 Q3	2018 Q4	2019 Q1	Total
Associations	1,954	2,031	1,905	1,237	7,128
Business	6,643	6,632	6,299	4,690	24,265
Government	1,390	1,370	1,811	1,110	5,682
Education	1,098	1,275	1,310	617	4,302
Personal	705	709	771	844	3,030
Other/Don't know	1,021	988	839	468	3,317
Total	12,812	13,007	12,937	8,969	47,727

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



Events by size

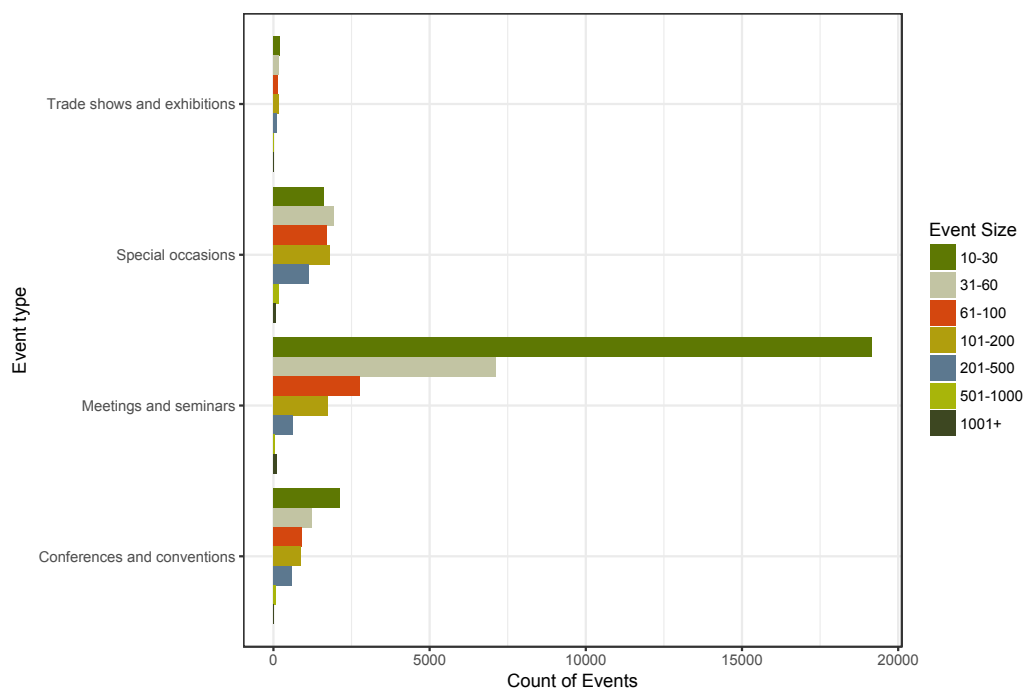
The majority of events were smaller events (those with 60 or fewer delegates) in the year ended March 2019 (refer Figure 6). Smaller meetings and seminars (with up to 60 delegates) formed the majority (83 per cent) of all meetings and seminars, with 61 per cent of meetings having 10-30 delegates and about 23 per cent of meetings with 31-60 delegates. Smaller conferences and conventions also formed a significant part of conference and conventions activity, with 37 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 March 2019)

	10-30	31-60	61-100	101-200	201-500	501-1000	1001+
Conferences and conventions	2,120	1,228	908	875	580	70	20
Meetings and seminars	19,159	7,129	2,771	1,736	614	57	110
Special occasions	1,629	1,939	1,716	1,799	1,124	183	71
Trade shows and exhibitions	199	186	155	175	108	30	15

Figure 6: Number of events by event type and size (year ended March 2019)

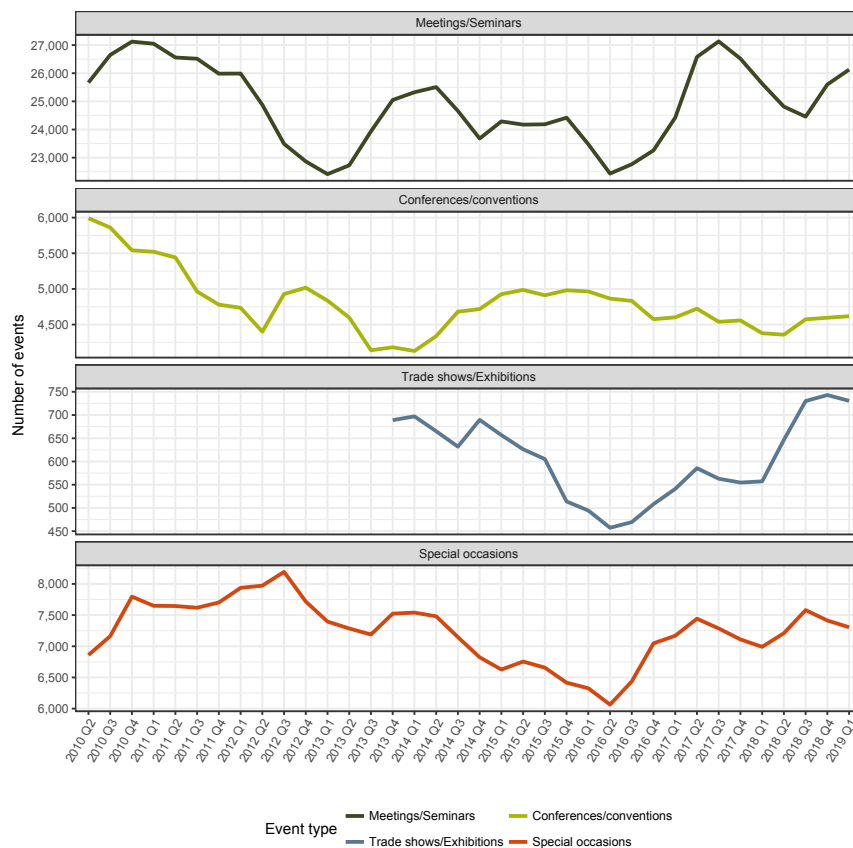


Trends in the number of events¹

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 March 2019.

The number of trade shows and exhibitions were up 31 per cent, compared to the year ended March 2018. Conferences and conventions were also up five per cent, special occasions up four per cent and meetings and seminars up two per cent.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended March 2019)



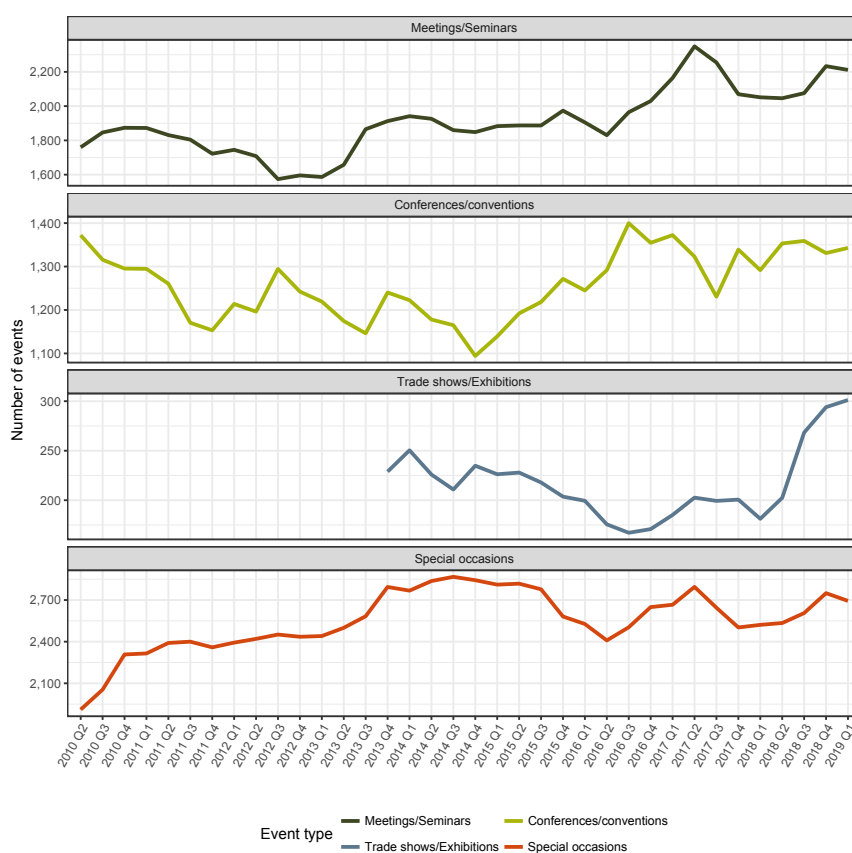
¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the survey in 2011 Q2), and Marlborough (joined the survey in 2012 Q2).

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 March 2019.

Compared to the year ended March 2018, the number of the large trade shows and exhibitions were up 66 per cent, the large meetings and seminars were up eight per cent, the large special occasions were up seven per cent, and the conferences and conventions were up four per cent in the year ended March 2019.

Figure 8: Number of business events with more than 100 delegates from year ended June 2010 to year ended March 2019



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 March 2019.³

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 March 2019.

■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 3,308 (57 per cent) of the conferences and conventions held in the year ended March 2019 were multi-day events, with 55 per cent of these multi-day conferences and conventions (1,810) being two days in duration.

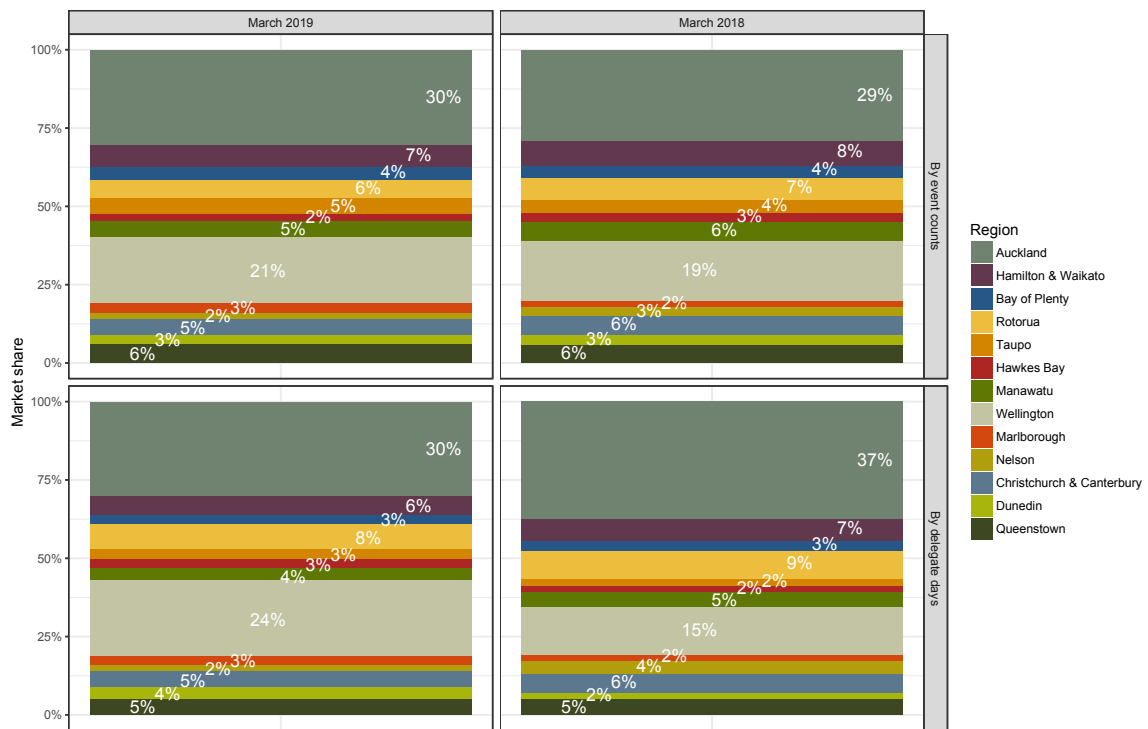
Auckland hosted the greatest proportion (30 per cent) of multi-day conferences and conventions, generating 30 per cent of total multi-day conference and convention delegate days. Wellington was second with 21 per cent of multi-day conferences and conventions and 24 per cent of multi-day conference and 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 2019 Q1	YE 2018 Q1	Single day	Multi-day	
Auckland	629	592	394	30%	29%	76,374	278,118	30%
Hamilton & Waikato	281	161	82	7%	8%	17,874	53,713	6%
Bay of Plenty	159	75	51	4%	4%	13,270	30,856	3%
Rotorua	124	69	140	6%	7%	7,299	72,836	8%
Taupo	122	77	87	5%	4%	5,316	30,281	3%
Hawkes Bay	110	37	34	2%	3%	5,179	28,330	3%
Manawatu	135	111	63	5%	6%	9,983	37,883	4%
Wellington	493	454	256	21%	19%	53,648	217,448	24%
Marlborough	42	25	62	3%	2%	3,294	24,747	3%
Nelson	50	29	50	2%	3%	5,496	21,586	2%
Christchurch & Canterbury	163	82	83	5%	6%	14,738	45,703	5%
Dunedin	78	49	56	3%	3%	6,064	32,554	4%
Queenstown	69	48	141	6%	6%	7,053	46,656	5%
Total	2,454	1,810	1,498	100%	100%	225,587	920,711	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	561	319	242	314	252
Hamilton & Waikato	253	106	66	46	44
Bay of Plenty	101	61	41	43	35
Rotorua	115	72	66	37	41
Taupo	142	56	58	21	8
Hawkes Bay	95	29	15	18	24
Manawatu	147	58	32	36	32
Wellington	398	249	224	178	148
Marlborough	34	36	19	23	9
Nelson	34	35	15	27	18
Christchurch & Canterbury	109	87	58	50	23
Dunedin	66	41	26	27	22
Queenstown	66	79	46	55	12
Total	2,120	1,228	908	875	668

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

Region	201-500	501-1000	1000+
Auckland	215	28	10
Hamilton & Waikato	40	<5	<5
Wellington	128	19	<5
Rest North Island	134	12	<5
Christchurch & Canterbury	14	5	<5
Rest South Island	49	<5	<5
Total	581	64*	10*

* 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 182,728 multi-day conference and convention delegates (about 23 per cent of all multi-day delegates) whose origin information was recorded in the year ended March 2019, 50 per cent were reported to be from the local region, with a further 43 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 March 2019)[†]

	Local	Regional	Australian	Other International	Total
Auckland	22,384	10,433	1,143	592	34,551
Hamilton & Waikato	6,982	9,236	48	173	16,439
Bay of Plenty	5,444	3,499	17	72	9,032
Rotorua	1,938	14,730	1,407	854	18,929
Taupo	1,645	4,085	375	183	6,287
Hawkes Bay	3,219	5,418	13	24	8,674
Manawatu	4,991	6,222	10	34	11,256
Wellington	25,982	9,231	361	280	35,855
Marlborough	3,012	3,624	1,022	342	8,000
Nelson	1,232	1,768	415	127	3,542
Christchurch & Canterbury	10,373	3,374	328	56	14,132
Dunedin	2,292	2,381	727	297	5,697
Queenstown	1,842	4,721	3,363	408	10,334
Total	91,334	78,723	9,229	3,443	182,728

[†]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 March 2019, Statistics New Zealand reported that 59,557 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, 34,456 (58 per cent) were Australian. For the year ended March 2018, 74,256 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 42,064 (57 per cent) were from Australia.

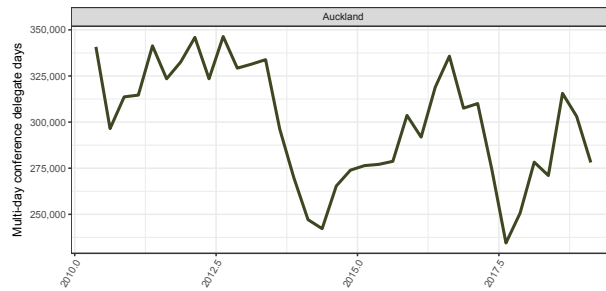
■ Trends in delegate days for multi-day conferences and conventions

The multi-day conference and convention delegate days for the year ended March 2019 were up 22 per cent compared to the year ended March 2018.

Figure 10 shows that the number of multi-day conference and convention delegate days in Auckland remained unchanged in the year ending March 2019 compared to the year ended March 2018.

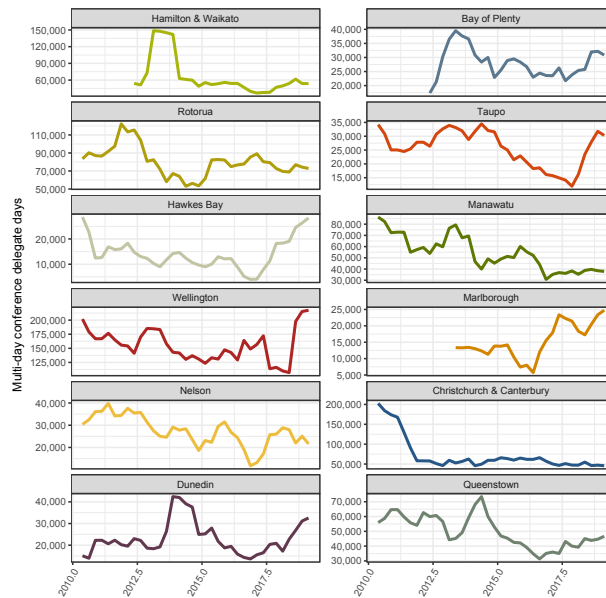
⁴Statistics New Zealand International Visitor Arrivals. Data available from http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx/.

Figure 10: Auckland multi-day conference and convention delegate days (year ended June 2010 to year ended March 2019)



In the other regions there has been a mixture of results (see Figure 11) when comparing the year ended March 2019 to the year ended March 2018.

Figure 11: Multi-day conference and convention delegate days by region (year ended June 2010 to year ended March 2019)



Meeting and seminar activity

Meetings and seminars account for 67 per cent of all business events and 41 per cent of delegate days in the year ended March 2019.

■ Number of meetings and seminars and delegate days by duration

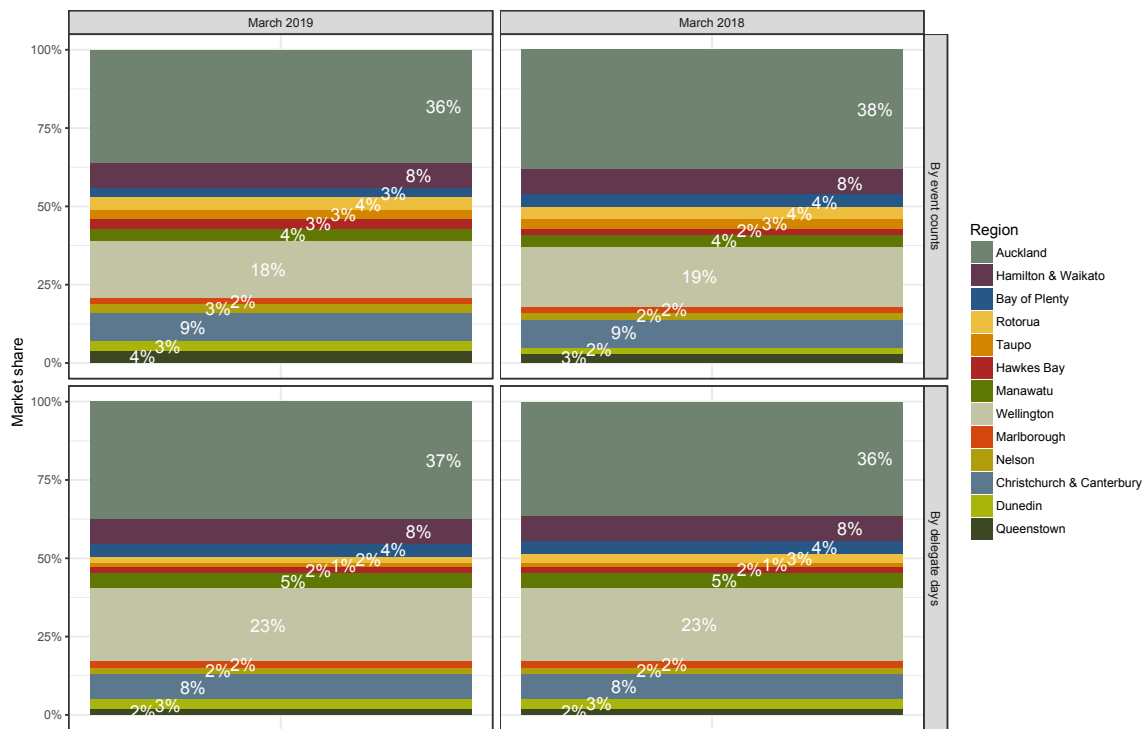
Table 9 shows that 5,979 (19 per cent) of the meetings and seminars held in the year ended March 2019 were multi-day events.

Auckland hosted the greatest proportion (36 per cent) of multi-day meetings and seminars, generating 37 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 23 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 YE 2019 Q1	Market share by delegate days
	Single-day	Multi-day	YE 2019 Q1	YE 2018 Q1		
Auckland	7,766	2,159	36%	38%	710,552	37%
Hamilton & Waikato	3,023	491	8%	8%	153,801	8%
Bay of Plenty	1,140	197	3%	4%	73,492	4%
Rotorua	852	221	4%	4%	46,446	2%
Taupo	406	170	3%	3%	24,235	1%
Hawkes Bay	835	155	3%	2%	38,663	2%
Manawatu	1,707	255	4%	4%	94,213	5%
Wellington	3,707	1,089	18%	19%	438,858	23%
Marlborough	698	128	2%	2%	31,616	2%
Nelson	1,001	150	3%	2%	46,119	2%
Christchurch & Canterbury	3,380	568	9%	9%	161,523	8%
Dunedin	763	150	3%	2%	49,088	3%
Queenstown	490	246	4%	3%	34,141	2%
Total	25,769	5,979	100%	100%	1,902,748	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	5,125	2,300	1,087	828	408
Hamilton & Waikato	2,189	838	256	128	39
Bay of Plenty	817	303	109	68	35
Rotorua	717	244	67	43	9
Taupo	441	90	24	14	<5
Hawkes Bay	637	204	60	33	7
Manawatu	1,109	470	167	74	35
Wellington	2,850	1,120	416	233	165
Marlborough	644	157	66	31	6
Nelson	763	243	94	39	12
Christchurch & Canterbury	2,820	794	267	158	31
Dunedin	512	195	116	62	30
Queenstown	534	171	44	27	<5
Total	19,159	7,130	2,771	1,737	776*

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

Region	201-500	501-1000	1000+
Auckland	357	35	18
Hamilton & Waikato	36	<5	<5
Wellington	71	10	85
Rest North Island	82	9	<5
Christchurch & Canterbury	25	<5	5
Rest South Island	43	<5	<5
Total	614	55*	108*

* 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 March 2019.

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

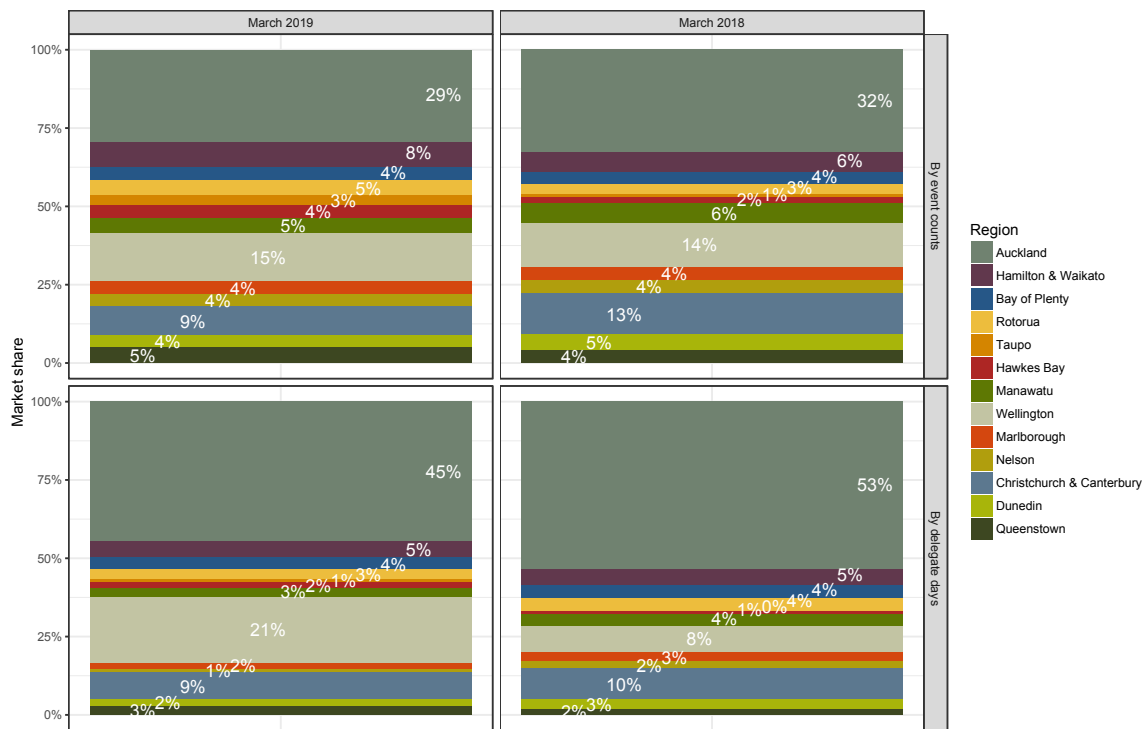
Table 12 shows that Auckland hosted the greatest proportion (29 per cent) of trade shows and exhibitions, generating 45 per cent of total trade show and exhibition delegate days. Wellington accounted for 15 per cent of trade shows and exhibitions market share, followed by Christchurch & Canterbury which 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 2019 Q1	YE 2019 Q1	YE 2018 Q1	YE 2019 Q1	
Auckland	252	29%	32%	92,585	45%
Hamilton & Waikato	74	8%	6%	11,353	5%
Bay of Plenty	39	4%	4%	7,640	4%
Rotorua	47	5%	3%	5,366	3%
Taupo	25	3%	1%	3,045	1%
Hawkes Bay	33	4%	2%	3,168	2%
Manawatu	44	5%	6%	5,820	3%
Wellington	135	15%	14%	44,100	21%
Marlborough	38	4%	4%	3,211	2%
Nelson	34	4%	4%	3,095	1%
Christchurch & Canterbury	82	9%	13%	18,054	9%
Dunedin	32	4%	5%	3,996	2%
Queenstown	42	5%	4%	5,999	3%
Total	882	100%	100%	207,438	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	34	49	52	40	83
Hamilton & Waikato	22	17	11	18	<5
Bay of Plenty	7	7	5	9	7
Rotorua	15	8	8	13	<5
Taupo	10	<5	<5	6	<5
Hawkes Bay	8	11	6	6	<5
Manawatu	11	8	9	12	<5
Wellington	46	23	26	21	31
Marlborough	11	13	7	<5	<5
Nelson	12	7	7	7	<5
Christchurch & Canterbury	9	18	9	21	25
Dunedin	<5	11	7	5	<5
Queenstown	10	11	6	13	<5
Total	195*	183*	152*	172*	145*

* 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 18 per cent of all business events and 28 per cent of delegate days in the year ended March 2019.

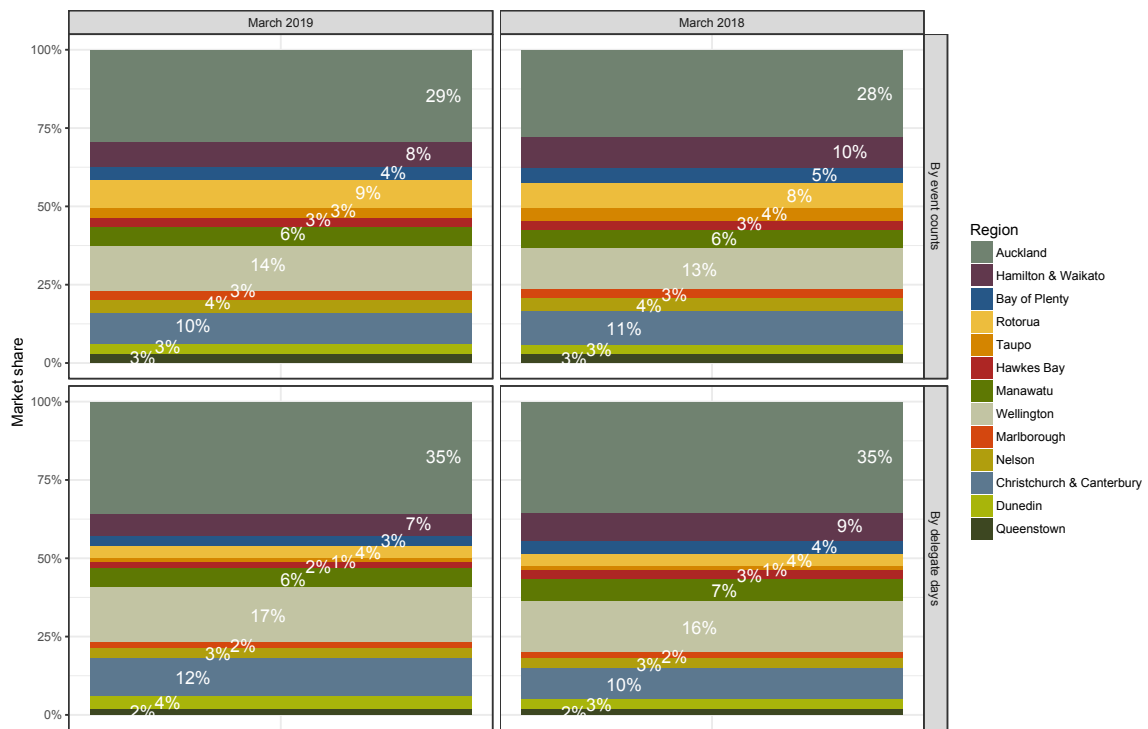
■ Number of special occasion events and delegate days by duration

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 14 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 2019 Q1	YE 2019 Q1	YE 2018 Q1	YE 2019 Q1	
Auckland	2,509	29%	28%	465,171	35%
Hamilton & Waikato	712	8%	10%	98,104	7%
Bay of Plenty	342	4%	5%	44,659	3%
Rotorua	746	9%	8%	58,231	4%
Taupo	249	3%	4%	15,134	1%
Hawkes Bay	253	3%	3%	30,740	2%
Manawatu	520	6%	6%	79,625	6%
Wellington	1,178	14%	13%	225,757	17%
Marlborough	277	3%	3%	25,456	2%
Nelson	371	4%	4%	38,128	3%
Christchurch & Canterbury	875	10%	11%	163,950	12%
Dunedin	299	3%	3%	46,765	4%
Queenstown	300	3%	3%	29,714	2%
Total	8,638	100%	100%	1,321,441	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	381	452	470	578	532
Hamilton & Waikato	137	184	145	152	109
Bay of Plenty	61	76	74	73	64
Rotorua	186	268	132	105	50
Taupo	115	68	35	30	<5
Hawkes Bay	34	62	70	56	41
Manawatu	85	108	104	112	127
Wellington	146	198	250	293	184
Marlborough	56	87	53	44	21
Nelson	103	83	90	69	23
Christchurch & Canterbury	226	220	152	141	117
Dunedin	30	48	79	85	58
Queenstown	69	86	63	61	26
Total	1,629	1,940	1,716	1,799	1,353*

* 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 December 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 March 2019 quarter, event activity was recorded or estimated for a total of 308 venues in the 13 regions. Of these, 136 venues with 70 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.

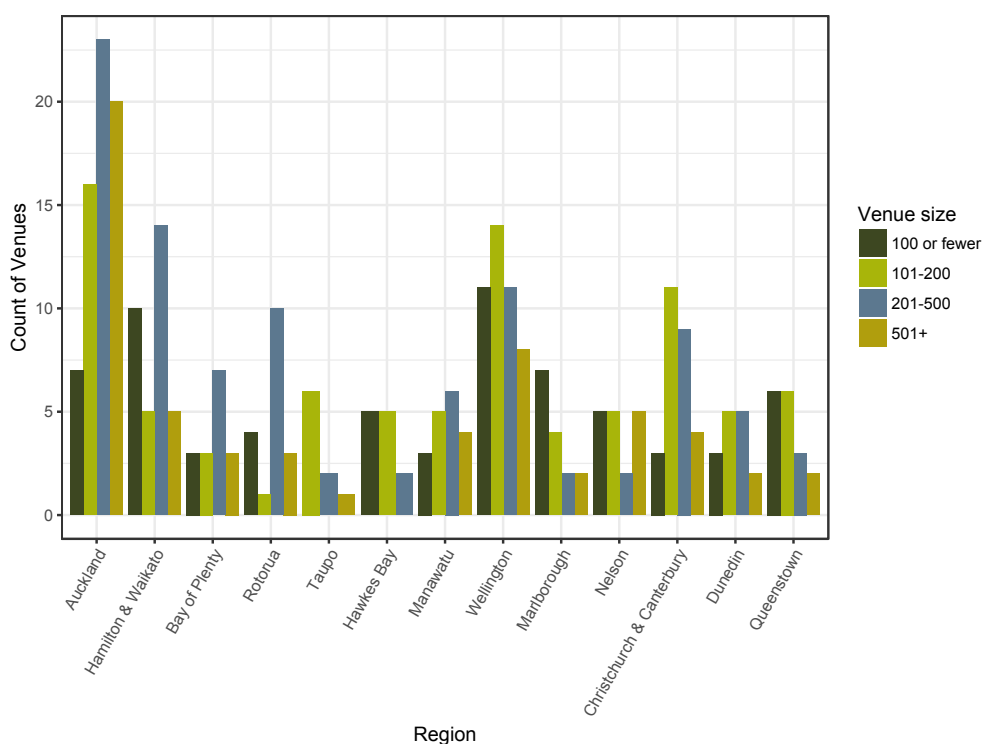
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 Q4 and 2019 Q1

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2018 Q4	2019 Q1	2018 Q4	2019 Q1
Auckland	40%	42%	65%	68%
Hamilton & Waikato	41%	38%	79%	77%
Bay of Plenty	7%	12%	50%	51%
Rotorua	33%	44%	60%	76%
Taupo	56%	56%	75%	75%
Hawkes Bay	25%	25%	36%	36%
Manawatu	39%	33%	58%	56%
Wellington	55%	55%	85%	84%
Marlborough	20%	27%	54%	55%
Nelson	41%	35%	72%	70%
Christchurch & Canterbury	81%	74%	90%	88%
Dunedin	73%	60%	85%	42%
Queenstown	47%	47%	51%	51%
Total	45%	44%	71%	70%

The distribution of the venues in March 2019 quarter by size is shown in Figure 15 below. 66 venues (21 per cent) are located in Auckland.

Figure 15: Number of venues by delegate capacity and region (March 2019 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	2,075	4,696	5,644	13,553	1,596	2,120	4,232	6,422	15,277
Multi-day events	6	9	14	8	7	5	7	11	9	8
Single day events	15	33	47	37	29	18	28	42	40	35
Total delegates	709	1,619	3,598	4,510	10,891	1,136	1,691	3,333	5,258	12,336
One day conference delegate days	31	86	218	400	345	47	83	183	556	372
Multi-day conference delegate days	206	362	1,014	1,243	3,062	269	276	808	1,269	3,307

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.