

Business & Economic Development Evidence & Insights Branch

Business Events Delegate Survey Report

Year to December 2018

New Zealand Government

May 2019





Ministry of Business, Innovation and Employment (MBIE)

Hīkina Whakatutuki - Lifting to make successful

MBIE develops and delivers policy, services, advice and regulation to support economic growth and the prosperity and well-being of New Zealanders.

MBIE combines the former Ministries of Economic Development, Science + Innovation, and the Departments of Labour and Building and Housing.

More information

www.mbie.govt.nz

0800 20 90 20

Information, examples and answers to your questions about the topics covered here can be found on our website www.mbie.govt.nz or by calling us free on 0800 20 90 20.

Disclaimer

This document is a guide only. It should not be used as a substitute for legislation or legal advice. The Ministry of Business, Innovation and Employment is not responsible for the results of any actions taken on the basis of information in this document, or for any errors or omissions.

ISSN 2537-8074

May 2019

© Crown copyright 2019 The material contained in this report is subject to Crown copyright protection unless otherwise indicated. The Crown copyright protected material may be reproduced free of charge in any format or media without requiring specific permission. This is subject to the material being reproduced accurately and not being used in a derogatory manner or in a misleading context. Where the material is being published or issued to others, the source and copyright status should be acknowledged. The permission to reproduce Crown copyright protected material does not extend to any material in this report that is identified as being the copyright of a third party. Authorization to reproduce such material should be obtained from the copyright holders.

Contents

| Int | roduction | 1 |
|-----|--|----|
| Ke | y results | 2 |
| 1 | Survey results year end December 2018 | 3 |
| 2 | Comparison to the International Visitor Survey (IVS) | 8 |
| 3 | International travel | 9 |
| 4 | Survey method | 10 |
| Glo | ossary and acronyms | 11 |
| Ар | pendix 1: BEDS year ending December 2018 tables | 12 |
| Ар | pendix 2: BEDS questionnaire | 13 |

Introduction

The Business Events Research Programme (BERP) is a partnership between the Ministry of Business Innovation and Employment (MBIE) and regional Convention Bureaux to measure business event activity in New Zealand. Business events cover meetings, incentives, conferences, conventions and exhibitions. The BERP administers two Business Event surveys: the Business Events Delegate Survey (BEDS) and the Business Events Activity Survey (BEAS).

The BEDS measures the spend of delegates attending multi-day conventions and conferences in New Zealand (single day conventions and conferences are excluded because they generate significantly less additional spend per delegate to the host region). The BEDS collects profile and expenditure information from a sample of local, domestic and international delegates through an online survey completed after the conference/convention. Because it weights the sample responses to a national population weighting total, regional measures of delegate spend cannot be derived.

For the year ended December 2018 a total of 3,786 local, domestic and international convention and conference delegates from 97 events across New Zealand completed the BEDS. These results were weighted to a total estimated population of 346,160 multiday convention and conference delegates which was taken from the BEAS for the year ended December 2018. The international component of this total is calculated from the international visitor arrival data (IVA) for the corresponding period with the remainder split between local and domestic delegates at the rate reported in BEAS. The numbers of delegates in each category are:

- o Local 148,622
- o Domestic 122,092
- o Australian 42,944
- o Other international 32,502

The BEAS measures the number and type of business events occurring in New Zealand and provides regional summaries for participating regions. Further information on the BEAS can be found on the Ministry's website.¹

The BERP regional Convention Bureaux members that are represented are: Auckland, Rotorua, Hawke's Bay, Taupo, Manawatu, Wellington, Nelson, Christchurch and Canterbury, Dunedin, Queenstown, Hamilton and Waikato, Bay of Plenty, Marlborough and Southland.

In addition to reporting on the results of the BEDS, the report makes comparisons against the International Visitor Survey (IVS) and the International Visitor Arrival (IVA) card data. These comparisons provide us with a sense of the relative value of international convention visitors compared to other visitors. The IVA data also provides further historical information on how the number of international convention visitors has changed over time.

In previous reports the approach to weighting for domestic and local delegate responses overrepresented the number of domestic and local delegates. This report uses a revised approach to calculate the 2018 numbers and recalculates the 2016 and 2017 numbers as a comparison.

¹ https://www.mbie.govt.nz/immigration-and-tourism/tourism-research-and-data/tourism-data-releases/business-events-research-programme/business-events-activity-survey/

Key results

Multi-day conventions continue to show their value in bringing visitors to regions and to New Zealand. The typical international convention delegate has a high nightly spend over a short period of time. Their nightly spend of \$326 (up 9% on 2017), is 72% more than the average nightly spending of all international visitors. Domestic delegates from outside the host region spend on average \$533 per night (up 14% on 2017).

Total spend by international convention visitors is up 7% compared to 2017, driven by an increase in the number of international delegates (up 6%). Overall, spend is up 6%, largely as a result of a 51% increase in the total spend by domestic delegates (which is driven in part by a 31% increase in the number of domestic delegates).

Further highlights for 2018 are outlined below.

- International delegates (Australia and other international) stayed an average of 6.6 nights in New Zealand (4.9 nights in the event region and 1.7 nights elsewhere in New Zealand), spending an estimated \$326 per night.
- o Domestic delegates (New Zealand delegates from outside the event region) stayed an average of 2.9 nights in the event region, spending an estimated \$533 per night.
- On average, each international delegate spent \$2,162 in New Zealand. Spend per domestic delegate was \$1,550 while spend per local delegate was \$691.
- The average per-person per-night spend for all delegates who spent time away from home to attend conferences was \$372.
- Multi-day conference delegates spent an estimated \$455 million within New Zealand.
- Domestic delegates spent \$189 million (42% of total delegate spend) on attending events outside their home region, local delegates spent \$103 million (23% of total delegate spend) inside their region and international visitors spent \$163 million (36% of total delegate spend) in New Zealand.
- o Multi-day conventions generated an estimated 855,801 visitor nights in New Zealand.
- Around 85% (723,900) of visitor nights were spent in the region that hosted the event (both international and domestic delegates), and the remaining 15% (131,902) were spent in other regions (international delegates only).

Section 1 of this report expands on the results presented above, while Section 2 compares the current results with the IVS. Section 3 examines the changing pattern of international visitors to New Zealand whose main purpose of visit was to attend a conference or convention.

1. Survey results year end December 2018

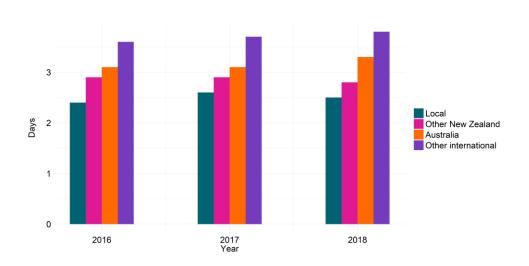
A total estimated population of 346,160 delegates (75,446 international and 270,714 domestic and local) attended conventions and conferences held in New Zealand during the 2018 calendar year.

The total number of delegates was up 5%, compared to 2017. Broken down by delegate origin there was a 6% increase in international delegates and a 4% increase in domestic and local delegates.

Delegate days

A total of 984,115 event days were estimated to have occurred in the 2018 calendar year (up 3% on 2017). Of these event days, 73% involved New Zealand delegates, with the remaining 27% of days associated with international attendees. Figure 1 provides a breakdown of average delegate days by origin and year.

Figure 1: Average length of event attendance by origin and year



Both the BEDS and BEAS report delegate event days; however as they are based on different data sources (delegate reported event days for the BEDS vs. venue reported delegate days for the BEAS), the two estimates will not match.

Delegate nights

Conventions and conferences generated around 855,801 visitor nights in New Zealand of which 58% were generated by overseas delegates. Around 85% of these nights were spent in the region that hosted the event. The remaining 15% were spent outside the event region. Australian visitors spent 22% of their nights outside the event region; for other international visitors this figure was 31% (Figure 2).

Local delegates have been excluded from the calculation of visitor nights as they attended conventions and conferences in the region that they live.

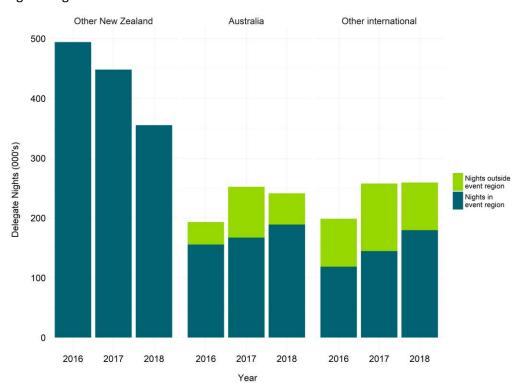


Figure 2: Comparative plot of nights inside and outside event region among 2016, 2017 and 2018 by delegate origin

The total nights stayed in the event region dropped 32% for domestic delegates. This change was largely driven by the overall drop in the number of domestic delegates reported from BEAS in 2017 and the 6% drop in average number of nights domestic delegates each spent in the city (from 3.1 nights in 2017 to 2.9 nights 2018). Australian delegates spent an average of 4.4 nights in the event region, and another 1.2 nights elsewhere within New Zealand. Non-Australian international delegates spent an average of 5.5 nights in the event region and another 2.5 nights elsewhere in New Zealand (Figure 3).

On average non-local delegates spent more nights in the event region than the number of days that they attend the event. A total of 118,653 additional nights are generated in the event region compared to the number of days at the events.

International delegates stay, on average, 1.4 more nights in the event region than days attending the event.

Nights inside event region

Other international Australia

Other New Zealand

Other New Zealand

Other international Australia

Other New Zealand

Other New Zealand

Other New Zealand

Australia

Other New Zealand

Other New Zealand

Australia

Other New Zealand

Figure 3: Average delegate nights inside and outside event region

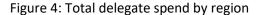
Delegate spend

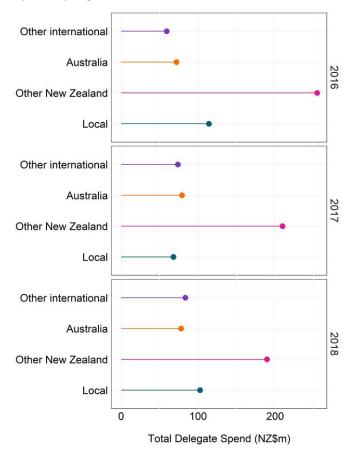
The BEDS measurement of delegate spend was developed to be consistent with spend measures from the International Visitor Survey (IVS); this allows consistent comparisons and an ability to measure the relative value of different types of international visitors. These estimates of spend exclude expenditure associated to other members of their travel party, for example spend associated with a non-conference-attending travel-partner. Spend estimates from both surveys exclude the cost of international airfares due to the use of foreign owned carriers and uncertainty around the proportion of spend that would return to New Zealand. Both spend estimates include domestic flights.

During 2018, convention and conference delegates spent an estimated \$455 million in New Zealand, up from the 2017 estimate of \$430 million, with both local and international spend increased.

Domestic delegates accounted for \$189 million (42% of the total amount), local delegates spent \$103 million (23% of the total amount) and international visitors spent a total of \$163 million (36% of the total amount). Of the international spend, \$78 million was generated from Australian visitors and \$85 million from other international visitors (Figure 4).

On average each international delegate spent a total of \$2,162 in New Zealand (\$1,810 by Australian's and \$2,626 by other international delegates). Spend per domestic delegate was \$1,550 while spend per local delegate was \$691 (Figure 5).





When spend is expressed on a per-night basis, international delegates spend less on average than other New Zealand delegates. However, international delegates spend a greater number of nights in New Zealand (6.6 nights) compared to the number of nights other New Zealand delegates stay in the event region (2.9 nights). On average, domestic delegates spent \$533 per night in the event region, Australians spent \$322 per night in New Zealand and other international delegates spent \$329 per night in New Zealand (Figure 6). The average for all delegates who spent time away from home to attend conferences was \$412 per person per night.

Figure 5: Average delegate spend by source of delegate

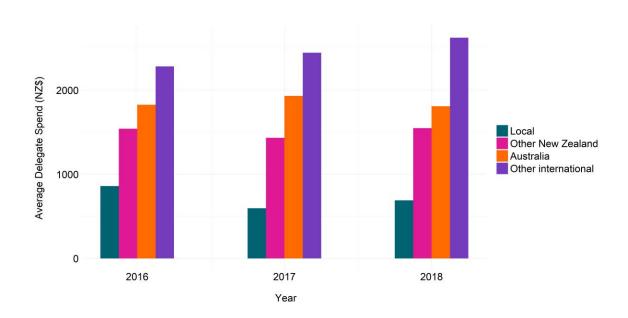
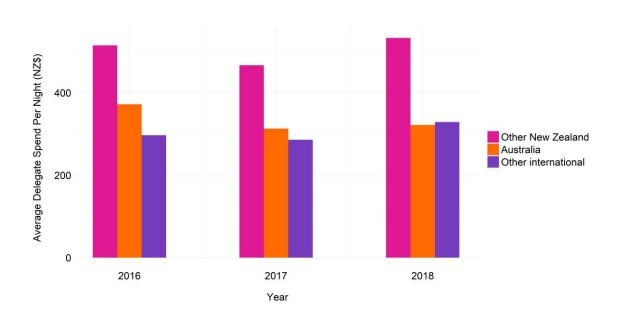


Figure 6: Average delegate per night spend by source of delegate



2. Comparison to the International Visitor Survey (IVS)

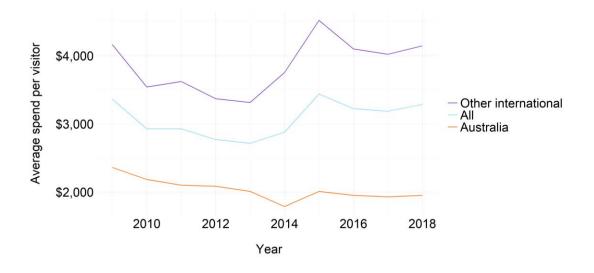
As detailed below, the typical convention delegate involves a short stay with a high nightly spend. This characteristic is clearly seen when comparing the BEDS spend to the IVS, where international delegates have almost double the average spend per night than the average visitor to New Zealand. Table 1 compares estimates of average spend per night from the IVS to the current BEDS estimate.

Table 1: Comparison of per-night delegate expenditure to IVS estimates

| Source of spend (YE December 2018) | Average spend per-night |
|--|-------------------------|
| BEDS-international delegates (Australian and other internationals) | \$326 |
| IVS-all visitors | \$190 |
| IVS-business visitors | \$255 |
| IVS-holiday visitors | \$265 |

The difference in length of stay is also notable, with international delegates staying 6.6 nights in New Zealand from the BEDS while the average for all visitors from the IVS is 17 nights, and average for business visitors is 10 nights. The shorter length of stay of delegates resulted in their average spend to be lower. The average international delegate spend of \$2,162 from the BEDS is lower than the overall average spend reported from the IVS (which is \$3,288) for the year ending December 2018 (Figure 7). Holiday visitors spend more on average (\$3,885), as do business visitors (\$2,622).

Figure 7: Average international visitor expenditure (IVS-derived)



3. International travel

Statistics New Zealand's International Travel and Migration data² can also be used to report on changes to the international component of conferences and conventions over a longer time period than the BEDS.

The number of overseas arrivals to New Zealand for conventions and conferences peaked in 2018 at 76,741, which is about 7% above the 2017 number of 71,968.

Beneath the overall change we can see that the two markets reported in the BEDS (International – Australia and Internationals – Other) have showed different patterns in recent years (Figure 8). Although both show an over upward trend, the number of international (other than Australia) delegates grew faster than Australia delegates. Comparing the year ended December 2018 to the previous year, arrivals from Australia were up 5% while other international arrivals were up 9%.

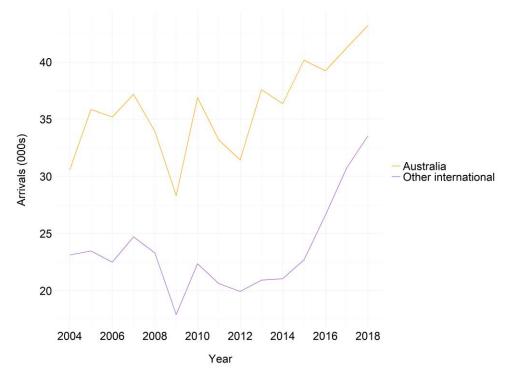


Figure 8: International conventions and conferences

The Business Events Activity Survey also provides information on international delegates attending conferences. However, as not all venues in regions input data, the IVA is considered a more accurate estimate of international convention delegates.

² International arrival data is published under International Travel and Migration and is a monthly release providing information on the number of overseas visitors, New Zealand resident travellers, and permanent and long-term migrants entering or leaving New Zealand. Further information can be found on the Statistics New Zealand website: https://www.stats.govt.nz/information-releases/international-migration-december-2018.

4. Survey method

The BEDS draws its respondents from people attending *multi-day* conferences and conventions in the 14 participating regions. A sample of 2,500 participants is required each year, and the Ministry expects that a mix of conference size, duration and locations will be included in the sample. All 14 regions should be represented.

These data were weighted so that the sample was indicative of the target delegate population and represents any sub-groups that may exist among the delegates. In previous reports the local and domestic delegate weights were miscalculated, which increased the total numbers for domestic delegate numbers. This has been corrected in this report for the figures for 2018 as well as 2016 and 2017.

In 2018, there were very few Australian and other international respondents who stayed in New Zealand for one or two nights. Therefore, the weighting has used a combined one, two and three night stay category for weighting purposes.

The detection of outliers and imputation of the data has been conducted for total spend by delegate origin, per person spend and per night spend. The BEDS weighting process does not allow for information on spend per region to be calculated.

Delegates were asked to report how many days of the event they attended (all delegates); the number of nights they stayed in the city that hosted the convention or conference (domestic and international delegates) and how many nights they stayed in total in New Zealand, including the time spent at the convention or conference (only international delegates).

Delegate spend has been calculated on a per person basis of the delegate attending the conference, however, spend or costs relating to non-delegates are excluded (i.e. for accompanying persons or family). This delegate spend was weighted to the population. The weighting process does not take into account the distribution of delegates across New Zealand, therefore, providing information on spend per region is not possible. International delegates were asked to report their spending in New Zealand, excluding international airfares as well as expenditure relating to buying or maintaining property. Domestic delegates were asked to report spend relating to visiting the city that is hosting the convention or conference, while local delegates were asked to provide the cost of attending the convention or conference. In all cases delegates were asked to include anything that others (e.g. employers) paid towards their costs.

The spend per delegate per night is calculated by the sum of spending across all delegates divided by the total number of nights across all delegates, rather than the average of each respondents spend per night. This approach results in a lower figure for spend per delegate per night in Figure 6 and Table 5.

The average nights outside of the event region figures for all respondents (the "Total" row in Table 3) is low as this average uses the domestic delegate cases who most often did not spend nights outside the event region.

Glossary and acronyms

Business Event Refers to meetings, incentives, conferences and

exhibitions.

BEAS Business Events Activity Survey

BEDS Business Events Delegate Survey

BERP Business Events Research Programme (Comprises

the Business Events Delegate Survey and the

Business Events Activity Survey).

Delegate Those people who attended the conference and

includes registered delegates, exhibitors,

speakers and presenters.

Delegate nights Number of nights spent in the event region for

domestic visitors. For international visitors, delegate nights include all nights spent in New

Zealand.

Domestic delegate A New Zealand resident that travels more than

40 km one way to attend the event.

Event days Number of days attended at the

conference/convention.

ITM International Travel and Migration data reported

by Statistics New Zealand.

IVS International Visitor Survey. The IVS measures

the travel patterns and expenditure of international visitors to New Zealand. Data includes expenditure, places visited,

activities/attractions, accommodation and

transport.

Local delegate A New Zealand resident that travels less than 40

km one way to attend the event.

Per person spend Total spend divided by the number of people in

each person's party.

Appendix 1: BEDS year ending December 2018 tables

Table 2: Visitor nights

| Origin | Total nights | | | Nights in the event region | | | | Outside the event region | | | | |
|----------------------------|--------------|---------|---------|----------------------------|---------|---------|---------|--------------------------|---------|---------|---------|-----------------|
| | 2016 | 2017 | 2018 | Change 18-17 | 2016 | 2017 | 2018 | Change 18-17 | 2016 | 2017 | 2018 | Change 18-17 |
| Local | | | | | | | | | | | | |
| Other New Zealand | 494,190 | 448,228 | 355,245 | -32% | 494,190 | 448,228 | 355,245 | -21% | | | | |
| Total international | 391,913 | 509,725 | 500,557 | -2% | 274,098 | 311,669 | 368,655 | 18% | 117,815 | 198,057 | 131,902 | -33% |
| (International-Australian) | 193,240 | 252,155 | 241,208 | -4% | 155,562 | 167,165 | 189,020 | 13% | 37,678 | 84,989 | 52,189 | -39% |
| (International-Other) | 198,673 | 257,571 | 259,349 | 1% | 118,537 | 144,503 | 179,636 | 24% | 80,136 | 113,067 | 79,713 | -29% |
| Total | 886,103 | 957,954 | 855,801 | -11% | 768,288 | 759,897 | 723,900 | -5% | 117,815 | 198,057 | 131,902 | -33% |

Table 3: Visitor nights per delegate

| Origin | Average nights | | | Average nights in event region | | | | Average nights outside event region | | | | |
|----------------------------|----------------|------|------|--------------------------------|------|------|------|-------------------------------------|------|------|------|-----------------|
| | 2016 | 2017 | 2018 | Change 18-17 | 2016 | 2017 | 2018 | Change 18-17 | 2016 | 2017 | 2018 | Change 18-17 |
| Local | | | | | | | | | | | | |
| Other New Zealand | 3.0 | 3.1 | 2.9 | -6% | 3.0 | 3.1 | 2.9 | -6% | | | | |
| Total international | 6.0 | 7.2 | 6.6 | -8% | 4.2 | 4.4 | 4.9 | 11% | 1.8 | 2.8 | 1.7 | -39% |
| (International-Australian) | 4.9 | 6.2 | 5.6 | -10% | 4.0 | 4.1 | 4.4 | 7% | 1.0 | 2.1 | 1.2 | -43% |
| (International-Other) | 7.7 | 8.6 | 8.0 | -7% | 4.6 | 4.8 | 5.5 | 15% | 3.1 | 3.8 | 2.5 | -34% |
| Total | 3.9 | 4.4 | 4.3 | -2% | 3.3 | 3.5 | 3.7 | 6% | 0.5 | 0.9 | 0.7 | -22% |

Table 4: Delegates and delegate-days at the event

| Origin | Event days | | | Average event days | | | | Number of delegates | | | | |
|----------------------------|-------------|-----------|-----------|--------------------|------|------|------|---------------------|-----------|-----------|-----------|-----------------|
| | 2016 | 2017 | 2018 | Change 18-17 | 2016 | 2017 | 2018 | Change 18-17 | 2016 | 2017 | 2018 | Change 18-17 |
| Local | 323,039.0 | 293,243.5 | 378,867.4 | 29% | 2.4 | 2.6 | 2.5 | -4% | 132,220.6 | 113,730.2 | 148,621.7 | 31% |
| Other New Zealand | 481,401.1 | 420,093.3 | 338,793.7 | -19% | 2.9 | 2.9 | 2.8 | -3% | 164,904.4 | 145,927.8 | 122,091.8 | -16% |
| Total international | 215,485.1 | 239,669.1 | 266,453.7 | 11% | 3.3 | 3.4 | 3.5 | 3% | 65,161.0 | 70,927.0 | 75,446.0 | 6% |
| (International-Australian) | 121,307.5 | 127,184.0 | 143,511.7 | 13% | 3.1 | 3.1 | 3.3 | 6% | 39,292.1 | 40,829.6 | 42,943.9 | 5% |
| (International-Other) | 94,177.6 | 112,458.1 | 122,941.9 | 9% | 3.6 | 3.7 | 3.8 | 3% | 25,868.9 | 30,098.4 | 32,502.1 | 8% |
| Total | 1,019,925.3 | 953,005.9 | 984,114.8 | 3% | 2.8 | 2.9 | 2.8 | -3% | 362,286.0 | 330,585.0 | 346,159.5 | 5% |

Table 5: Visitor expenditure

| Origin | Total delegate spend | | | Spend per delegate | | | | Spend per night | | | | |
|----------------------------|----------------------|-------------|-------------|--------------------|-------|-------|-------|-----------------|------|------|------|-----------------|
| | 2016 | 2017 | 2018 | Change 18-17 | 2016 | 2017 | 2018 | Change 18-17 | 2016 | 2017 | 2018 | Change 18-17 |
| Local | 113,896,549 | 67,872,171 | 102,680,303 | 51% | 861 | 597 | 691 | 16% | | | | |
| Other New Zealand | 254,431,471 | 209,456,181 | 189,279,270 | -10% | 1,543 | 1,435 | 1,550 | 8% | 515 | 467 | 533 | 14% |
| Total international | 130,916,038 | 152,578,785 | 163,088,842 | 7% | 2,009 | 2,151 | 2,162 | 1% | 334 | 299 | 326 | 9% |
| (International-Australian) | 71,842,748 | 78,940,729 | 77,734,252 | -2% | 1,828 | 1,933 | 1,810 | -8% | 372 | 313 | 322 | 3% |
| (International-Other) | 59,073,290 | 73,638,057 | 85,354,590 | 16% | 2,284 | 2,447 | 2,626 | 7% | 297 | 286 | 329 | 15% |
| Total | 499,244,058 | 429,907,137 | 455,048,414 | 6% | 1,378 | 1,300 | 1,315 | 1% | 430 | 339 | 372 | 10% |

Appendix 2: BEDS questionnaire

After registering their emails, conference names and trip end dates above, we will send an email invitation to the Part 2, the actual questionnaire, two days following their trip end date.

Welcome to the Business Events Delegate Survey!

This survey will ask you a series of questions about the trip on which you attended [conference/convention]. We will ask about:

- The duration of your trip;
- Where you spent your time;
- Who you travelled with; and
- The amount you spent over the course of your trip.

The data you submit will be aggregated and will not be identifiable. It will be used to analyse the role the conventions and incentives industry plays in New Zealand's tourism economy.

You can find our privacy policy here. If you have any questions please email hamish.grant@malatest-intl.com or call NZ toll-free 0800 002 577.

Click here to begin the survey.

- 1. Did you participate as a:
 - a. Registered delegate
 - b. Exhibitor
 - c. Presenter / Speaker
 - d. Other (please specify)

Radio buttons, pick multiple. Free text box for other

2. How many days did you personally attend the event?

Numeral box, number of days, maximum 10

- 3. Where did you last live for 12 months or more?
 - a. New Zealand \rightarrow *go to 14*
 - b. Other country (please specify) \rightarrow **go to 4**

Radio buttons – select one. Free text box for Other country

- 4. How many nights did you stay in total in [city] where the conference/convention was held?
 - a. Number of nights

Numeral box, maximum 30

- 5. How many nights did you stay in New Zealand in total, including the time spent at the conference/convention?
 - a. Number of nights

Numeral box, maximum 30

- 6. Please mark one response to show your main reason for going to New Zealand on this visit.
 - a. Holiday/Vacation
 - b. Visiting Friends/relatives
 - c. Business
 - d. Education
 - e. Conference/Convention
 - f. Other

Radio buttons, select one, free text box for other

We're now going to ask you about the cost of your recent visit to New Zealand.

- 7. Was your visit to New Zealand:
 - a. Alone \rightarrow *Go to 10*
 - b. With other people

Radio buttons, select one

- 8. Would it be easier for you to tell us about:
 - a. What the visit to New Zealand cost just for yourself \rightarrow go to 10
 - b. What the visit cost for you and another person / people → go to 9

Radio buttons, select one

- 9. Please show the number of people whose cost you will be answering questions about:
 - a. Number aged 15+ including yourself
 - b. Number aged less than 15

Numeral boxes for each option, limit 10

- 10. We do NOT want to know about airfares to and from NZ. We want to find out about the rest of the cost for the visit to NZ. Which of these would be easier for you to do?
 - a. Put the total in on the bottom row of the table below and then leave the rest blank
 - b. Put in the amounts on each line of the table below and let the computer add them up.

Radio buttons, select one

- 11. Would it be easier for you to tell us the costs:
 - a. In New Zealand dollars
 - b. In your own currency (specify)?

Radio buttons, select one – if b is selected, user must choose from a drop down box of currencies

12. Cost of [your visit to NZ / the visit to NZ by you and those you are answering for – based on answer to question 9]

Please include: -

- [What you spent yourself / What you and those you are answering for based on answer to question 10] spent on the visit to NZ
- The cost of any registration fees paid for the conference/convention AND
- Anything that others paid towards the cost of that visit

Please remember to include anything paid for by a business or employer

Please do NOT include: -

- International airfares
- Cost of [buying or maintaining a house / flat / timeshare]

| | Amount in [currency – based on selection in 12] |
|--|---|
| Costs paid for before you went to NZ | Numerals |
| Do not include any international airfares | |
| Costs paid for while you were in NZ: - amount paid by credit card | Numerals |
| - amount paid with Travel Card, Cash Card i.e. any card that you can load with money in the currency of the country you are visiting and can then use to pay for things and to draw out cash | Numerals |
| - amount paid by debit card | Numerals |
| - amount paid by travellers cheques | Numerals |
| - amount paid in cash | Numerals |
| - amount paid another way | Numerals |

If you need another row, press this bu More

| Total cost of [your visit to NZ / the visit to NZ by you | Numerals |
|---|----------|
| and those you are answering for] | |
| Include costs paid before and during your visit to New | |
| Zealand | |
| NOT including any international airfares | |
| NOT including cost of [buying / maintaining house / | |
| flat / timeshare] | |

Total should be auto-populated based on row entries

13. Do you have any comments about [region] as a conference/convention destination?

Free text box

Qs for Regional visitors to the conference/convention

- 14. Where in New Zealand do you currently live?
 - a. The same region as the conference/convention I attended → go to 23
 - b. Another region (please specify)

Radio buttons, drop down list for b with all regions – Northland, Auckland, Waikato, Bay of Plenty, Gisborne, Hawke's Bay, Taranaki, Manawatu-Wanganui, Wellington, Tasman, Nelson, Marlborough, West Coast, Canterbury, Otago, Southland

- 15. How many nights did you spend in total in [city] where the event was held?
 - a. Number of nights

Numeral box

- 16. Please mark one response to show your main reason for this visit to [city].
 - a. Holiday/Vacation
 - b. Visiting Friends/relatives
 - c. Business
 - d. Education
 - e. Conference/Convention
 - f. Other (specify)

Radio buttons, select one. Free text box for Other

We're now going to ask you about the cost of your recent visit to [city].

- 17. Was your visit to [city]:
 - a. Alone? \rightarrow Go to 20
 - b. With other people?

Radio buttons, select one

- 18. Would it be easier for you to tell us about:
 - a. What the visit to [city] cost just for yourself \rightarrow go to 20
 - b. What the visit cost for you and another person / people \rightarrow go to 19

Radio buttons, select one

- 19. Please show the number of people whose cost you will be answering questions about:
 - a. Number aged 15+ including yourself
 - b. Number aged less than 15

Numeral box for both

- 20. We want to find out about the cost for this visit to [city], including any domestic airfares and conference/convention registration costs. Which of these would be easier for you to do?
 - a. Put the total in on the bottom row of the table below and then leave the rest blank

OR

b. Put in the amounts on each line of the table below and let the computer add them up.

Radio buttons, select one

- 21. Cost of [your visit to [city] / the visit to [city] by you and those you are answering for] **Include:** -
 - [What you spent yourself / What you and those you are answering for] spent on the visit to [city]
 - Domestic airfares
 - Conference/convention registration fees
 AND
 - Anything that others paid towards the cost of that visit

Remember to include anything paid for by a business or employer

| | Amount |
|--|----------|
| Costs paid for before you went to [city] | Numerals |
| Include any domestic airfares | |
| Include conference registration fees | |
| Costs paid for while you were in [city]: | Numerals |
| - amount paid by credit card | |
| - amount paid by debit card, EFTPOS | Numerals |
| - amount paid in cash | Numerals |
| - amount paid another way | Numerals |

If you need another row, press this button More

| Total cost of [your visit to [city] / the visit to [city] by | |
|---|----------|
| you and those you are answering for] | Numerals |
| Include costs paid before and during your visit to [city] | |
| Include domestic airfares | |
| Include conference/convention registration fees | |

Total should be auto-populated based on row entries

22. Do you have any comments about [region] as a conference/convention destination?

Free text box

Qs for Local residents attending the conference/convention

- 23. We want to find out about the cost for of your attendance at the conference/convention, including any registration costs. Which of these would be easier for you to do?
 - a. Put the total in on the bottom row of the table below and then
 - b. Leave the rest blank

OR

c. Put in the amounts on each line of the table below and let the computer add them up.

24. Cost of attendance at the conference/convention

Include: -

• Conference/convention registration fees

 Anything that others paid towards the cost of your attendance at the conference/convention

Remember to include anything paid for by a business or employer

| Costs paid for before you went to the conference/convention Include any conference registration fees | Amount Numerals |
|--|--------------------|
| Costs paid for while you were at the conference/convention - amount paid by credit card | Numerals |
| - amount paid by debit card, EFTPOS | Numerals |
| - amount paid in cash | Numerals |
| - amount paid another way | Numerals |

If you need another row, press this button More

| Total cost of attending the conference/convention | Numerals |
|--|----------|
| Include costs paid before and during the | |
| conference/convention | |
| Include conference/convention registration fees | |

Total should be auto-populated based on row entries

25. Do you have any comments?

Free text box

Thank you for participating in the BEDS – we appreciate your time.