



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

**Sector Trends
Evidence, Monitoring
& Governance Branch**



Convention Activity Survey Year to December 2016 report

Prepared Feb 2017



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

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Highlights

All events

- The number of delegates attending all events increased to 3.5 million in the year ended December 2016, from 3.4 million in the year ended December 2015.
- The total number of delegate days increased to 4.3 million in the year ended December 2016, compared to 4.2 million in the year ended December 2015.
- Although the number of delegates and delegates days increased, the number of events decreased slightly from 44,800 in the year ended December 2015 to 44,200 in the year ended December 2016.

Conference and convention activity

- The number of delegates attending conferences and conventions increased to 584,600 in the year ended December 2016, from 550,800 in the year ended December 2015.
- The number of delegate days decreased from 1.1 million in the year ended December 2015 to 1.0 million in the year ended December 2016 (down by four per cent).
- The number of conferences and conventions decreased from 5,500 in the year ended December 2015, to 5,100 in the year ended December 2016.

Meeting and seminar activity

- Meetings and seminars comprised 64 per cent of all events, and 39 per cent of all delegate days.

Incentive activities

- Incentive activities remained at two per cent of all events compared with the previous year.
- Incentive activities comprised three per cent of all delegate days in 2016, down from four per cent in the previous year.

Trade show and exhibition activity

- Trade shows and exhibitions accounted for one per cent of all events and three per cent of all delegate days.

Special occasion activity

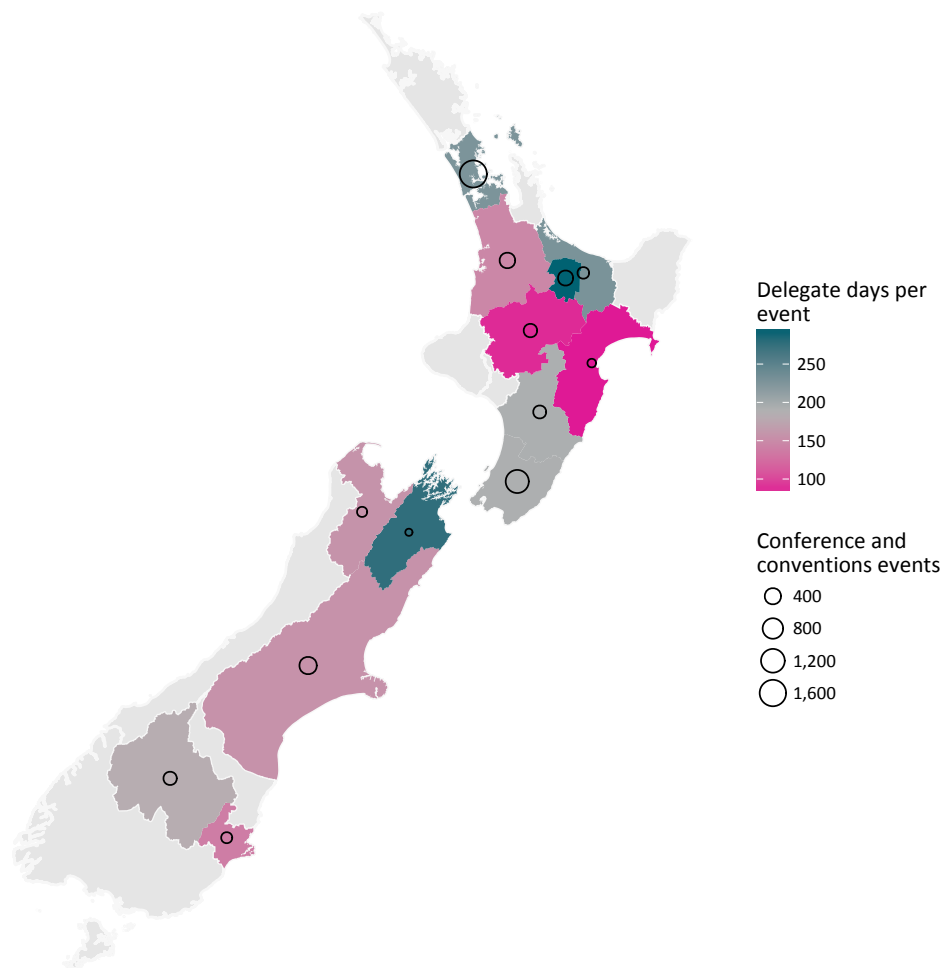
- Special occasion activity was steady at 20 per cent of all events, and 31 per cent of all delegate days (from 29 per cent in the previous year).

Summary of conference and convention activity

A total of 585,000 delegates attended 5,100 conferences and conventions in the year ended December 2016. This indicates more delegates attended fewer events compared to the year ended December 2015, where 551,000 delegates attended 5,500 conferences. The number of delegate days for conferences and conventions decreased from 1.1 million in the year ended December 2015 to 1.0 million in the year ended December 2016.

Around 33 per cent of multi-day conferences and conventions and 32 per cent of single-day conferences and conventions were held in Auckland in the year ended December 2016.

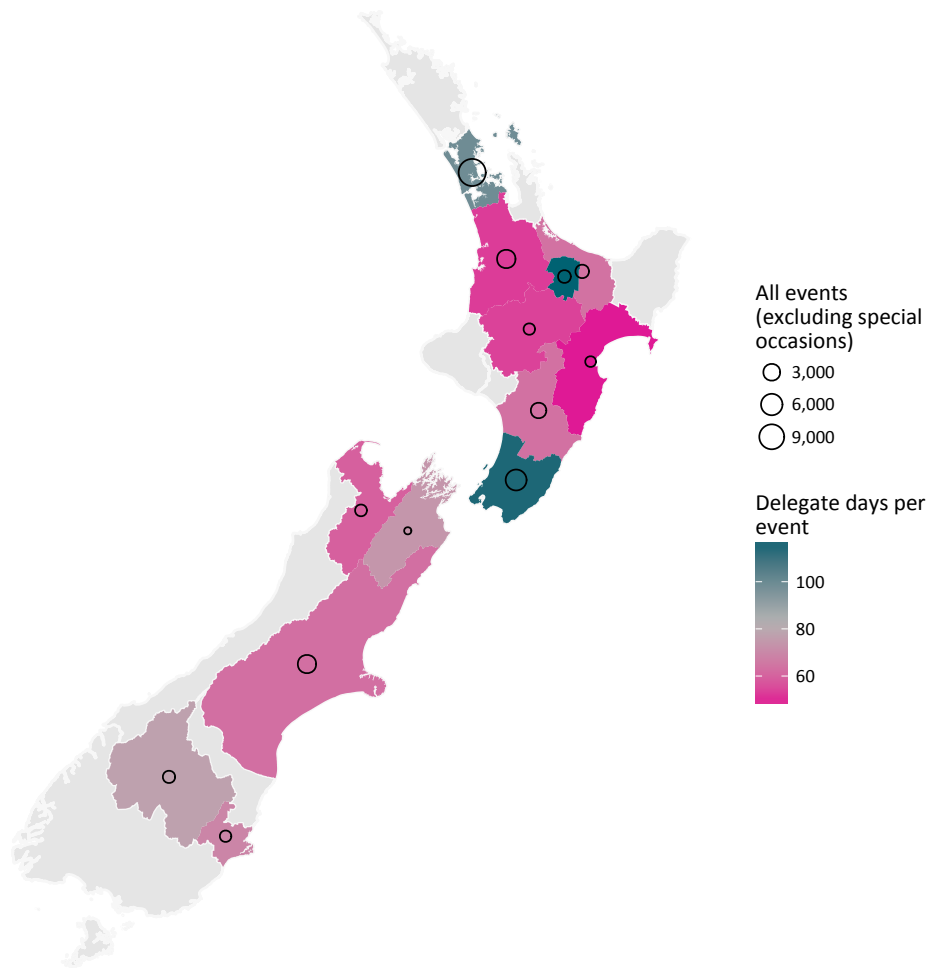
Figure 1: Summary of conference and convention activity (year ended December 2016)



Summary of all events excluding special occasions

Over all events, excluding special occasions, 2.2 million delegates attended 35,600 events for around 3 million delegate days in the year ended December 2016. This remained similar to the previous year, where there were 2.2 million delegates, 37,000 events and 3 million delegate days. A total of 32 per cent of all events (excluding special occasions) were held in Auckland in the year ended December 2016.

Figure 2: Summary of all events excluding special occasions (year ended December 2016)



Overview

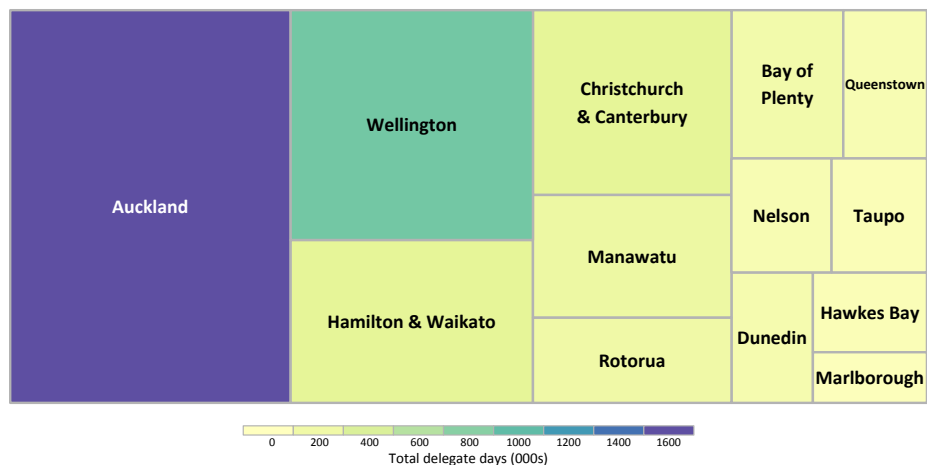
All business events by region

An estimated 44,200 events occurred across 13 regions in the year ended December 2016. Table 1 shows 37 per cent of delegate days for the year ended December 2016 were in Auckland.

Table 1: Overview of all business events (year ended December 2016)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2015 Q4
Auckland	10,775	2,879	13,524	1,314,394	1,584,476	37%	No change
Hamilton & Waikato	4,192	684	4,846	276,660	318,981	7%	No change
Bay of Plenty	1,689	338	2,036	140,736	160,670	4%	No change
Rotorua	1,658	417	2,075	130,355	210,458	5%	1%
Taupo	969	366	1,334	48,960	71,700	2%	No change
Hawkes Bay	979	161	1,118	65,719	70,816	2%	No change
Manawatu	2,556	444	2,992	216,666	243,415	6%	-1%
Wellington	5,456	1,470	6,838	718,194	902,734	21%	3%
Marlborough	579	113	709	43,549	58,980	1%	No change
Nelson	1,218	212	1,401	76,611	95,741	2%	-1%
Christchurch & Canterbury	3,706	796	4,504	280,030	337,897	8%	-1%
Dunedin	1,071	232	1,304	118,612	131,894	3%	No change
Queenstown	1,025	490	1,522	72,634	120,449	3%	No change
Total	35,877	8,608	44,210	3,503,126	4,308,216		

Figure 3: Overview of business events by region (year ended December 2016)



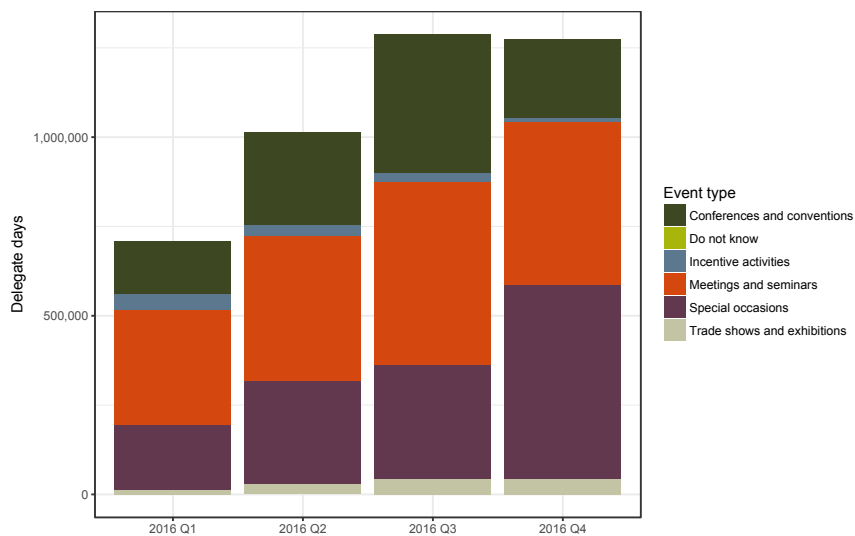
Delegate days by event type

There were about 4.3 million delegate days in the year ended December 2016. A total of 40 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

	2016 Q1	2016 Q2	2016 Q3	2016 Q4	Total
Meetings and seminars	323,331	407,008	514,099	455,237	1,699,677
Incentive activities	44,470	29,528	23,977	11,954	109,930
Conferences and conventions	147,025	257,932	387,227	220,998	1,013,184
Trade shows and exhibitions	12,185	30,383	44,084	42,849	129,501
Special occasions	181,563	287,544	318,223	544,534	1,331,867
Don't know	619	597	0	0	1,217
Total	709,196	1,012,995	1,287,613	1,275,574	4,285,379

Figure 4: National overview of delegate days by event type



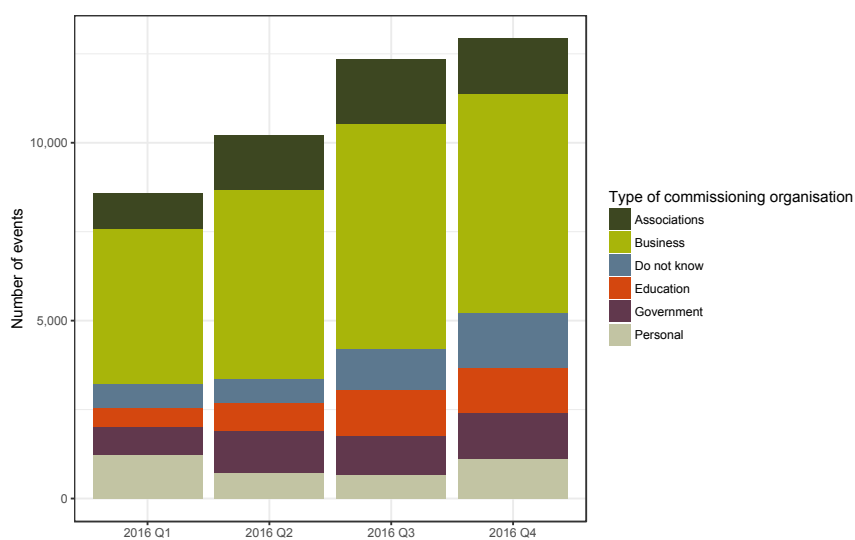
Organisations commissioning business events

Table 3 shows that most events in the year ended December 2016 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 2016

	2016 Q1	2016 Q2	2016 Q3	2016 Q4	Total
Associations	999	1,539	1,803	1,570	5,912
Business	4,346	5,302	6,332	6,150	22,131
Government	800	1,193	1,088	1,311	4,393
Education	515	770	1,315	1,258	3,861
Personal	1,230	718	669	1,105	3,723
Other/Don't know	679	687	1,127	1,533	4,027
Total	8,572	10,211	12,336	12,930	44,050

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



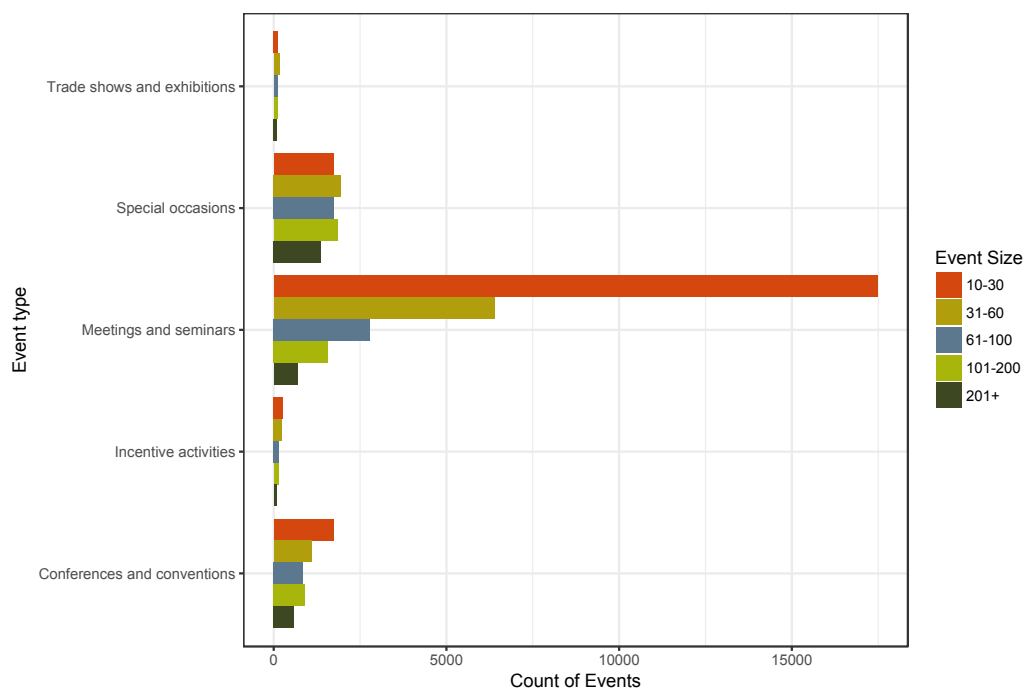
Events by size

With the exception of special occasions and trade shows and exhibitions, small events (those with 60 or fewer delegates) dominate business event activity in the year ended December 2016 (refer Figure 6). Small meetings and seminars formed the majority (83 per cent) of all meetings and seminars, with 60 per cent of meetings having 10-30 delegates and about 22 per cent of meetings with 31-60 delegates. Smaller conferences and conventions also dominated conference and conventions activity, with 34 per cent having 10-30 delegates and a further 21 per cent having 31-60 delegates.

Table 4: Number of events by event type and event size (year ended December 2016)

	10-30	31-60	61-100	101-200	201+
Conferences and conventions	1,735	1,091	849	908	582
Incentive activities	266	242	153	138	78
Meetings and seminars	17,484	6,386	2,779	1,577	685
Special occasions	1,734	1,944	1,744	1,842	1,370
Trade shows and exhibitions	130	163	114	114	97

Figure 6: Number of events by event type and size (year ended December 2016)

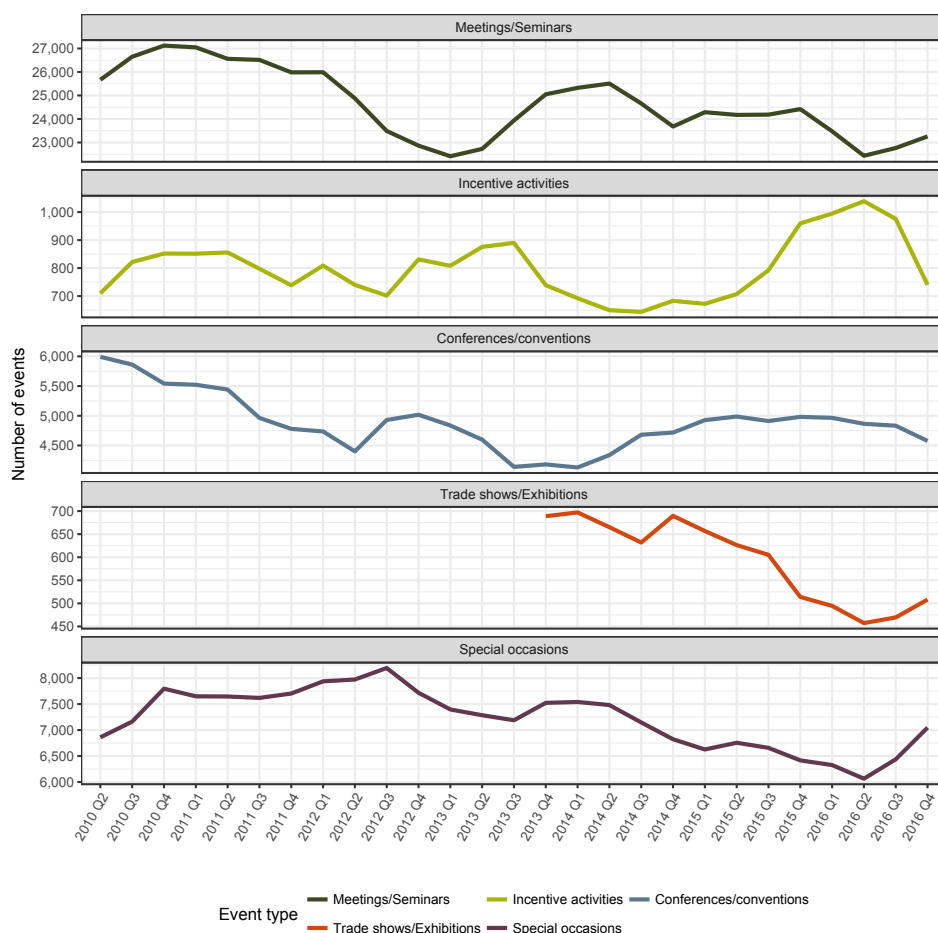


Trends in the number of events¹

Since the June 2010 quarter, it has been possible to construct rolling annual totals for different variables. Figure 7 shows the variation or trend for the number of events (meetings and seminars, incentive activities, conferences and conventions, trade shows and exhibitions, and special occasions) reported for each year ended quarter from June 2010 to December 2016.

The annual number of conferences and conventions and incentive activities in the year ended December 2016 is down eight per cent and down 23 per cent respectively, compared to the year ended December 2015. Special occasions were up 10 per cent and trade shows and exhibitions were down 1 per cent when compared to the year ended December 2015.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended December 2016)



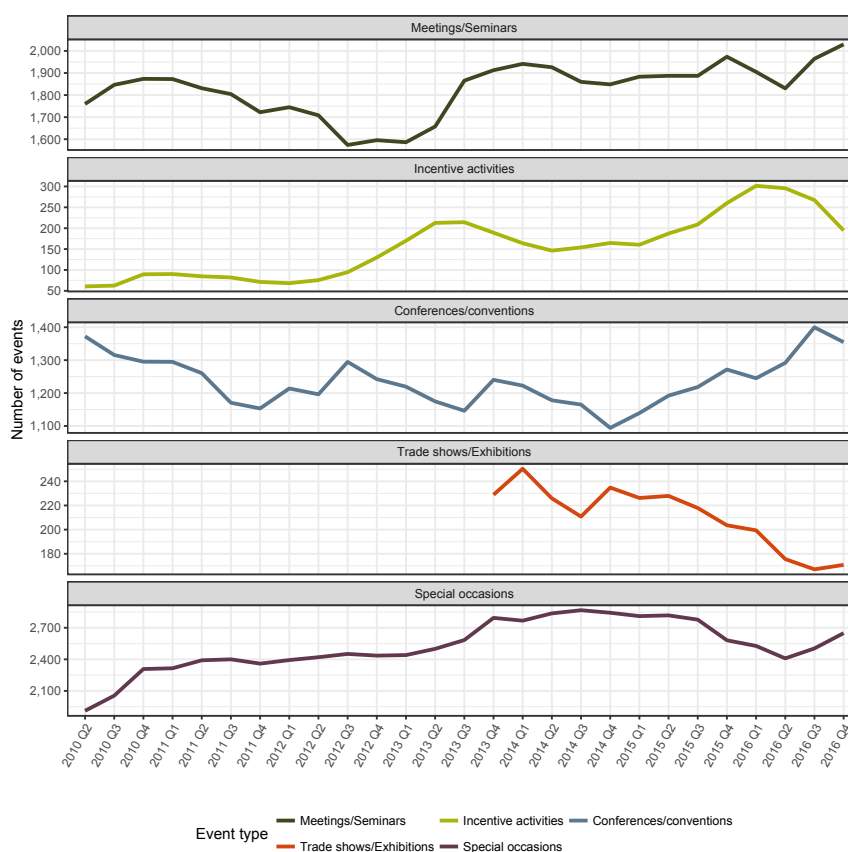
¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011 Q2), and Marlborough (joined the CAS in 2012 Q2).

Trends in larger events (more than 100 delegates)²

There has been a strong decline in the number of large incentive activities in year ended December 2016 (down 25 per cent) compared to the year ended December 2015, with tradeshows also down 16 per cent. The number of large conference and convention events was up seven per cent, the number of large meetings and seminars up three per cent, and the number of special occasion events was also up three per cent, all year ending December 2016 compared with December 2015.

Figure 8 shows the number of large incentive activities, and conferences and conventions seem to have reached a peak during 2016 and have started to fall. In contrast, the number of large meetings and seminars, trade shows and exhibitions, and special occasions all seem to have reached a low and are starting to rise.

Figure 8: Number of events with more than 100 delegates from year ended June 2010 to year ended December 2016



²Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011 Q2), and Marlborough (joined the CAS 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 2016.³

Conference and convention activity

Conferences and conventions account for 12 per cent of all events and 24 per cent of delegate days in the year ended December 2016.

■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 2,841 (55 per cent) of the conferences and conventions held in the year ended December 2016 were multi-day events, with 52 per cent of these multi-day conferences and conventions (1,479) being two days in duration.

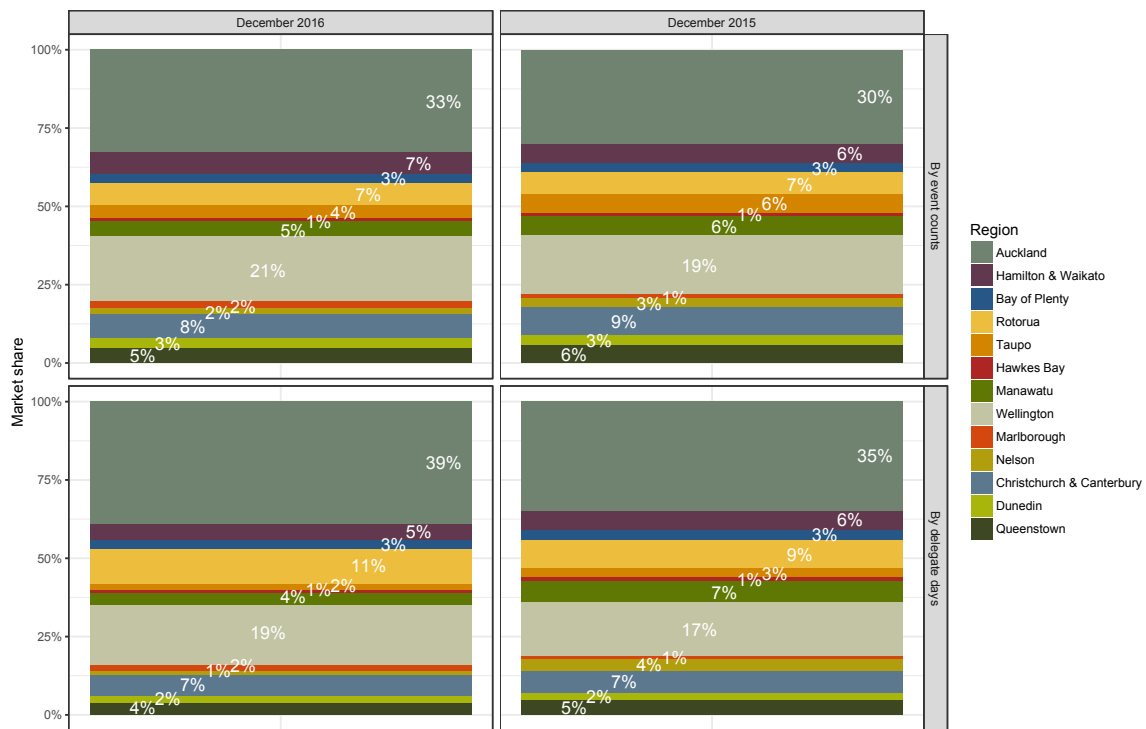
Auckland hosted the greatest proportion (33 per cent) of multi-day conferences and conventions, generating 39 per cent of total multi-day conference and convention delegate days. Wellington was second with 21 per cent of multi-day conferences and conventions and 19 per cent of multi-day conference and 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 2016 Q4	YE 2015 Q4	Single day	Multi-day	
Auckland	767	521	413	33%	30%	79,416	307,552	39%
Hamilton & Waikato	160	102	93	7%	6%	11,107	39,841	5%
Bay of Plenty	70	39	46	3%	3%	8,748	23,596	3%
Rotorua	128	74	127	7%	7%	8,962	85,462	11%
Taupo	102	75	48	4%	6%	3,526	16,138	2%
Hawkes Bay	31	19	20	1%	1%	1,740	3,993	1%
Manawatu	79	75	56	5%	6%	7,918	30,746	4%
Wellington	558	333	259	21%	19%	49,792	148,711	19%
Marlborough	16	25	31	2%	1%	1,662	15,543	2%
Nelson	49	20	31	2%	3%	3,706	11,757	1%
Christchurch & Canterbury	274	117	99	8%	9%	18,937	57,166	7%
Dunedin	47	32	47	3%	3%	3,810	13,643	2%
Queenstown	78	48	93	5%	6%	5,395	35,044	4%
Total	2,359	1,479	1,362	100%	100%	204,718	789,191	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	456	341	285	361	251
Hamilton & Waikato	154	93	52	36	26
Bay of Plenty	33	34	29	36	23
Rotorua	104	61	66	49	45
Taupo	138	37	29	18	<5
Hawkes Bay	39	14	8	9	<5
Manawatu	76	42	33	36	21
Wellington	362	246	184	211	125
Marlborough	26	12	8	10	6
Nelson	36	19	19	17	9
Christchurch & Canterbury	207	112	69	57	41
Dunedin	33	23	23	35	13
Queenstown	71	56	45	34	17
Total	1,735	1,091	849	909	577*

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

Region	201-500	500+
Auckland	204	47
Hamilton & Waikato	22	<5
Wellington	110	15
Rest North Island	85	16
Christchurch & Canterbury	34	7
Rest South Island	37	<5
Total	491	85*

* 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 211,605 multi-day conference and convention delegates (about 27 per cent of all multi-day delegates) whose origin information was recorded in the year ended December 2016, 42 per cent were reported to be from the local region, with a further 52 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 on multi-day delegates see Table 8.

Note that the delegate origin is no longer 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 2016)†

	Local	Regional	Australian	Other International	Total
Auckland	36,325	25,303	4,328	936	66,892
Hamilton & Waikato	7,478	5,069	101	363	13,010
Bay of Plenty	2,853	4,159	32	169	7,212
Rotorua	3,709	21,493	889	145	26,237
Taupo	868	5,042	120	148	6,178
Hawkes Bay	297	527	13	4	842
Manawatu	4,458	3,586	94	50	8,188
Wellington	12,682	22,103	158	317	35,260
Marlborough	1,806	2,105	325	69	4,305
Nelson	868	1,439	53	42	2,402
Christchurch & Canterbury	12,893	10,327	622	513	24,355
Dunedin	3,310	1,312	208	105	4,934
Queenstown	759	7,741	2,853	437	11,789
Total	88,305	110,207	9,795	3,298	211,605

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

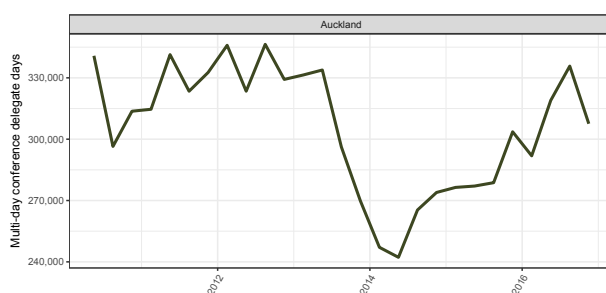
Another source of information on international conference and convention delegates is Statistics New Zealand's international travel and migration data. For the year ended December 2016, Statistics New Zealand reported that 65,824 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day)⁴. Of these, 39,232 (60 per cent) were Australian. For the year ended December 2015, 62,864 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 40,160 (64 per cent) were from Australia.

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

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

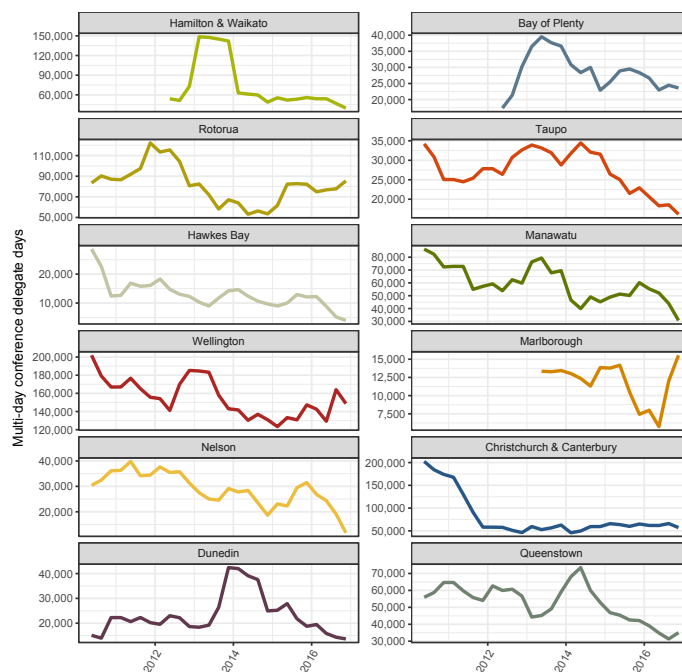
Figure 10 shows that multi-day conference and convention delegate days for the year ended December 2016 are down 10 per cent compared to the previous year. The number of reported multi-day conference and convention delegate days in Auckland has increased one per cent in the December quarter compared to the the September quarter.

Figure 10: Auckland multi-day conference and convention delegate days (year ended June 2010 to year ended December 2016)



In the other regions there has been a mixture of results (see Figure 11) when comparing the year ended December 2016 to the year ended December 2015.

Figure 11: Multi-day conference and convention delegate days by region (year ended June 2010 to year ended December 2016)



Meeting and seminar activity

Meetings and seminars account for 65 per cent of all events and 40 per cent of delegate days in the year ended December 2016.

■ Number of meetings and seminars and delegate days by duration

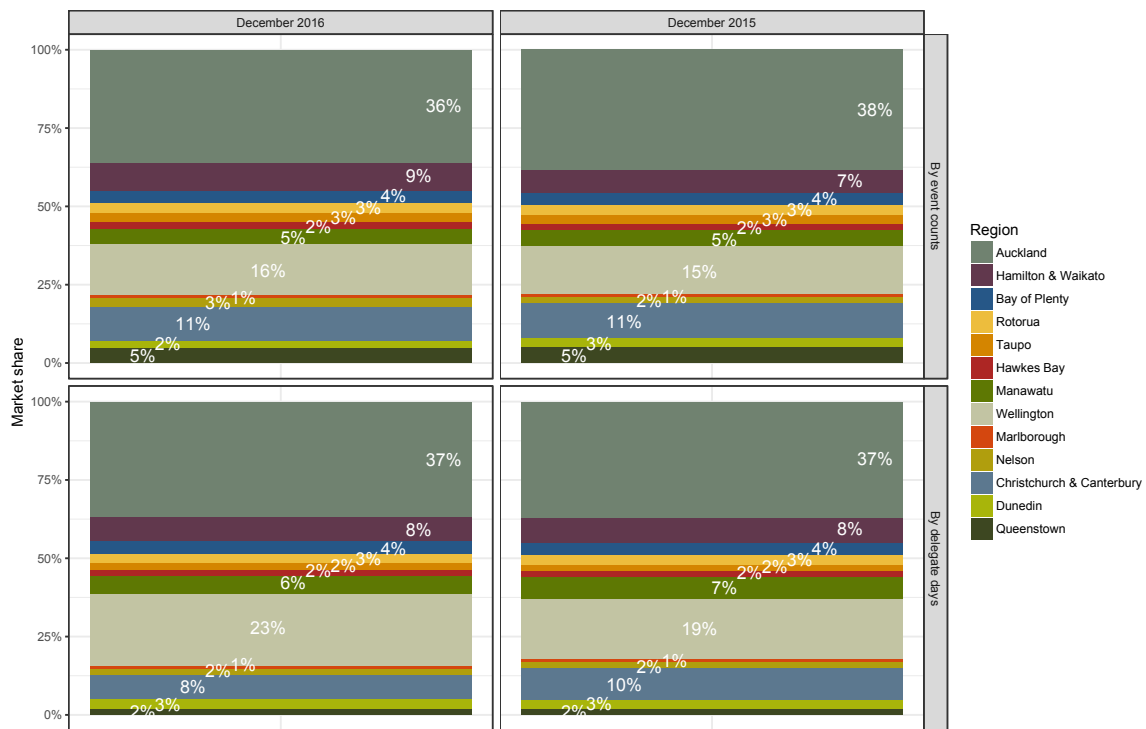
Table 9 shows that 5,095 (18 per cent) of the meetings and seminars held in the year ended December 2016 were multi-day events.

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 16 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	Market share by delegate days
	Single-day	Multi-day	YE 2016 Q4	YE 2015 Q4	YE 2016 Q4	
Auckland	7,346	1,822	36%	38%	627,552	37%
Hamilton & Waikato	3,001	435	9%	7%	136,658	8%
Bay of Plenty	1,114	219	4%	4%	63,964	4%
Rotorua	768	171	3%	3%	48,168	3%
Taupo	562	169	3%	3%	26,172	2%
Hawkes Bay	652	106	2%	2%	31,101	2%
Manawatu	1,785	269	5%	5%	97,807	6%
Wellington	3,396	807	16%	15%	388,549	23%
Marlborough	370	53	1%	1%	18,792	1%
Nelson	759	138	3%	2%	38,940	2%
Christchurch & Canterbury	2,654	536	11%	11%	141,880	8%
Dunedin	693	120	2%	3%	44,094	3%
Queenstown	613	250	5%	5%	36,001	2%
Total	23,713	5,095	100%	100%	1,699,677	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	4,968	2,167	1,090	706	365
Hamilton & Waikato	2,308	752	243	99	27
Bay of Plenty	812	308	118	65	24
Rotorua	589	225	83	36	6
Taupo	555	115	44	19	<5
Hawkes Bay	498	150	70	23	8
Manawatu	1,287	459	177	88	37
Wellington	2,482	792	447	352	135
Marlborough	288	94	22	14	<5
Nelson	573	223	70	20	10
Christchurch & Canterbury	2,011	757	280	114	28
Dunedin	481	185	80	30	38
Queenstown	631	160	56	12	<5
Total	17,485	6,386	2,780	1,577	679*

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

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

Region	201-500	500+
Auckland	307	58
Hamilton & Waikato	26	<5
Wellington	79	57
Rest North Island	66	14
Christchurch & Canterbury	24	<5
Rest South Island	49	<5
Total	551	128*

Incentive activities

Incentive activities account for two per cent of all events and three per cent of delegate days in the year ended December 2016.

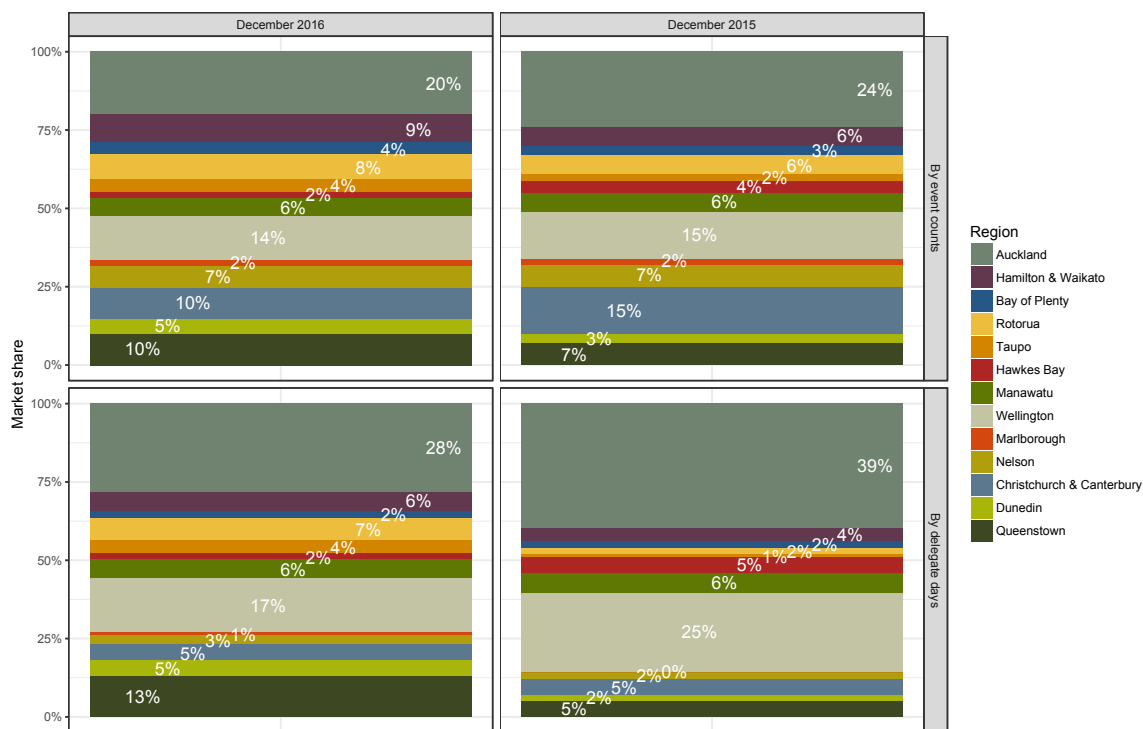
■ Number of incentive activities and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (20 per cent) of incentive activities, generating 28 per cent of total incentive activities delegate days. Auckland was followed by Wellington and Queenstown.

Table 12: Number of incentive activities and delegate days

Region	Total incentive events	Market share of events		Total Delegate days	Market share by delegate days
	YE 2016 Q4	YE 2016 Q4	YE 2015 Q4	YE 2016 Q4	
Auckland	175	20%	24%	30,758	28%
Hamilton & Waikato	81	9%	6%	6,756	6%
Bay of Plenty	31	4%	3%	2,650	2%
Rotorua	65	8%	6%	8,041	7%
Taupo	34	4%	2%	4,317	4%
Hawkes Bay	18	2%	4%	2,679	2%
Manawatu	51	6%	6%	6,328	6%
Wellington	117	14%	15%	18,899	17%
Marlborough	18	2%	2%	1,049	1%
Nelson	61	7%	7%	3,474	3%
Christchurch & Canterbury	86	10%	15%	5,525	5%
Dunedin	39	5%	3%	4,962	5%
Queenstown	89	10%	7%	14,488	13%
Total	871	100%	100%	109,930	100%

Figure 13: Market share of incentive activities



■ Number of incentive activities by event size

Table 13: Number of incentive activities by event size

Region	10-30	31-60	61+
Auckland	41	40	108
Hamilton & Waikato	28	24	27
Bay of Plenty	11	10	12
Rotorua	15	23	26
Taupo	12	11	12
Hawkes Bay	6	6	7
Manawatu	15	14	22
Wellington	37	31	54
Marlborough	7	<5	<5
Nelson	28	16	17
Christchurch & Canterbury	24	28	33
Dunedin	14	6	20
Queenstown	29	33	28
Total	267	240*	366*

* 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 one per cent of all events and three per cent of delegate days in the year ended December 2016.

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

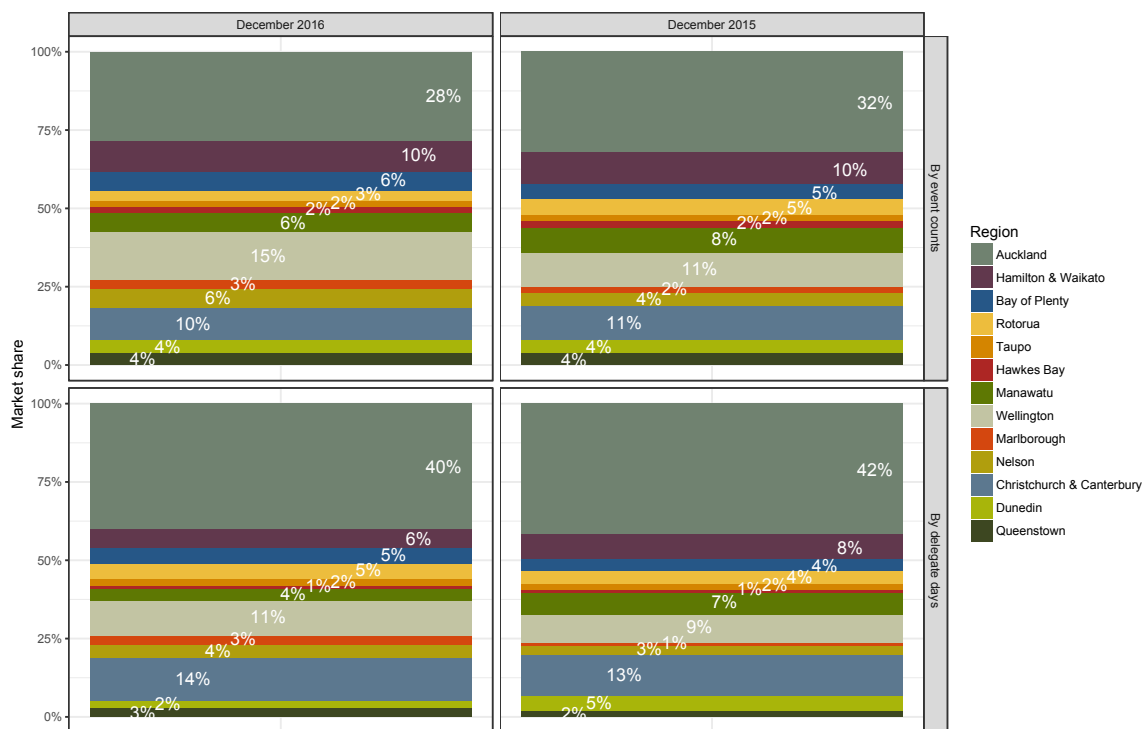
Table 14 shows that Auckland hosted the greatest proportion (28 per cent) of trade shows and exhibitions, generating 40 per cent of total trade show and exhibition delegate days. Wellington accounted for 15 per cent of trade shows and exhibitions, followed by Hamilton & Waikato and Christchurch & Canterbury with 10 per cent.

Table 14: Number of trade shows and exhibitions and delegate days

Region	Total Tradeshow/Exhibitions		Market share of events		Total Delegate days	Market share of by delegate days
	YE 2016 Q4	YE 2016 Q4	YE 2016 Q4	YE 2015 Q4	YE 2016 Q4	
Auckland	174	28%	32%		51,863	40%
Hamilton & Waikato	64	10%	10%		7,457	6%
Bay of Plenty	34	6%	5%		5,937	5%
Rotorua	21	3%	5%		7,004	5%
Taupo	11	2%	2%		2,410	2%
Hawkes Bay	14	2%	2%		1,159	1%
Manawatu	40	6%	8%		5,345	4%
Wellington	92	15%	11%		14,011	11%
Marlborough	18	3%	2%		4,109	3%
Nelson	38	6%	4%		5,279	4%
Christchurch & Canterbury	65	10%	11%		18,251	14%
Dunedin	26	4%	4%		2,756	2%
Queenstown	23	4%	4%		3,914	3%
Total	626	100%	100%		129,501	100%

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

Figure 14: Market share of trade shows and exhibitions



■ Number of trade shows and exhibitions by event size

Table 15: Number of trade shows and exhibitions by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	19	34	38	42	40
Hamilton & Waikato	19	16	10	8	12
Bay of Plenty	5	9	5	9	9
Rotorua	8	6	<5	<5	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	6	<5	<5	<5	<5
Manawatu	11	13	7	<5	7
Wellington	12	22	24	16	11
Marlborough	<5	8	<5	<5	<5
Nelson	13	10	9	<5	<5
Christchurch & Canterbury	17	23	<5	13	7
Dunedin	5	7	5	7	<5
Queenstown	7	8	<5	5	<5
Total	123*	157*	99*	100*	86*

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

Special occasion activity

Special occasions account for 20 per cent of all events and 31 per cent of delegate days in the year ended December 2016.

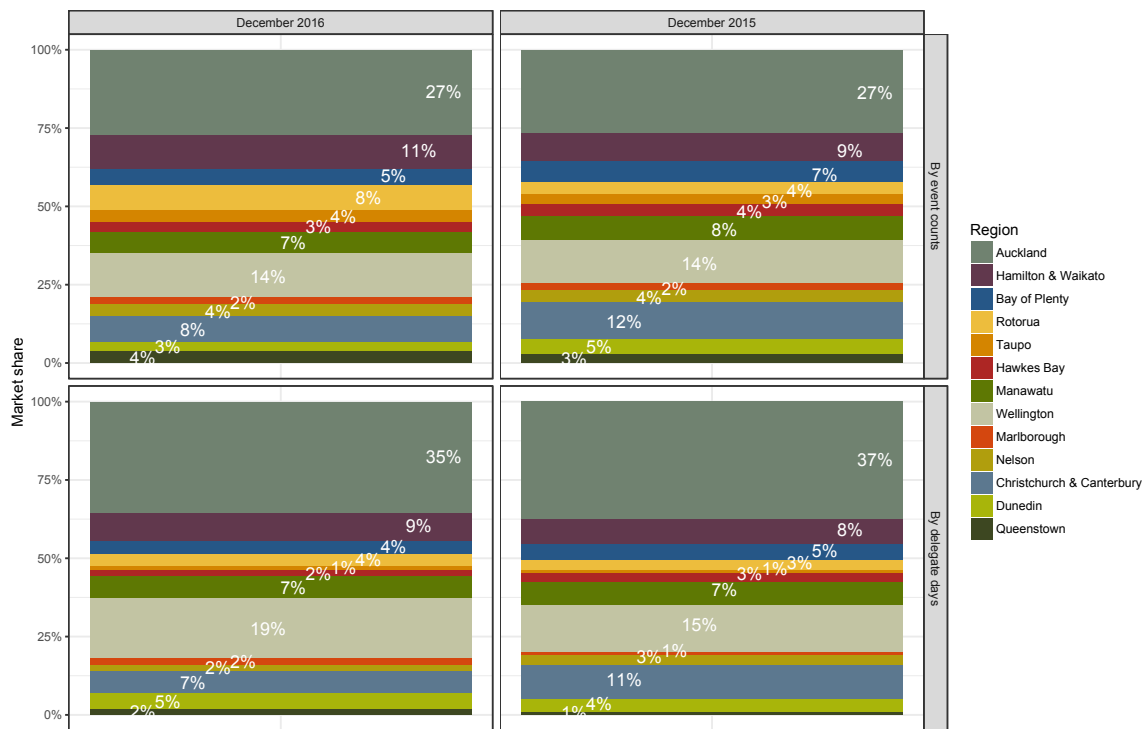
■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (27 per cent) of special occasions, generating 35 per cent of special occasions delegate days. Wellington was second with 14 per cent of special occasions and 19 per cent of special occasions delegate days. Hamilton & Waikato accounted for 11 per cent of special occasions events, while Christchurch & Canterbury and Rotorua accounted for eight and seven per cent of special occasions events, respectively.

Table 16: Number of special occasions and delegate days

Region	Total	Market share of		Total	Market share of
	Special Occasions	events		Delegate days	by delegate days
	YE 2016 Q4	YE 2016 Q4	YE 2015 Q4	YE 2016 Q4	
Auckland	2,309	27%	27%	470,520	35%
Hamilton & Waikato	943	11%	9%	115,043	9%
Bay of Plenty	450	5%	7%	59,888	4%
Rotorua	717	8%	4%	50,595	4%
Taupo	329	4%	3%	18,361	1%
Hawkes Bay	263	3%	4%	29,561	2%
Manawatu	617	7%	8%	93,247	7%
Wellington	1,238	14%	14%	257,057	19%
Marlborough	186	2%	2%	20,487	2%
Nelson	311	4%	4%	31,448	2%
Christchurch & Canterbury	659	8%	12%	96,421	7%
Dunedin	296	3%	5%	62,748	5%
Queenstown	303	4%	3%	26,485	2%
Total	8,627	100%	100%	1,331,867	100%

Figure 15: Market share of special occasions activities



■ Number of special occasions by event size

Table 17: Number of special occasions by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	297	437	484	543	551
Hamilton & Waikato	210	218	191	218	113
Bay of Plenty	61	87	111	115	72
Rotorua	269	192	117	104	34
Taupo	164	91	42	25	6
Hawkes Bay	41	64	77	60	24
Manawatu	135	145	118	126	94
Wellington	165	262	224	327	268
Marlborough	46	51	42	31	14
Nelson	80	84	76	46	25
Christchurch & Canterbury	123	201	132	117	87
Dunedin	42	43	69	85	58
Queenstown	99	69	60	47	25
Total	1,734	1,945	1,745	1,842	1,371

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

Appendix

Convention Activity Survey

The Convention Activity Survey (CAS) measures business event activity at qualifying venues in New Zealand.

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

CAS participants

■ Convention Bureaux

Thirteen out of the nineteen Convention Bureaux participate in the Convention Research Programme (CRP). As such, the CRP is not a national programme but covers a significant majority of conference/convention activity in New Zealand. The participating Convention Bureaux are Auckland, Hamilton and Waikato, Bay of Plenty, Rotorua, Taupo, Hawke's Bay, Manawatu, Wellington, Marlborough, Nelson, Christchurch and Canterbury, Dunedin and Queenstown.

■ Changes in venues since the year ended September 2016 report

This quarter two venues have been removed, one in Wellington and one in Hamilton & Waikato. This was offset by the addition of eight venues in Marlborough that have become eligible.

■ Qualifying CAS Venues

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

- promote their venue as suitable for a range of business-related 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 events, for example trade shows, exhibitions, conferences and other business events.
- **Hotel:** An establishment that provides accommodation and has onsite conference and other function facilities such as meeting rooms.
- **Other Accommodation (Motel, Motor Lodge etc.):** Other primarily accommodation establishments with conference facilities not classed as a hotel.
- **Other Venues:** Other establishments that provide conference and function facilities but not accommodation, for example restaurants, vineyards, and theatres.

The delegate capacity for a venue is defined as the largest number of 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 CAS venues in its area.

In the December 2016 quarter, event activity was recorded or estimated for a total of 290 venues in the 13 regions. Of these, 140 venues with 72 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 CAS has remained relatively constant over the last two years, ranging between 131 and 142 venues each quarter.

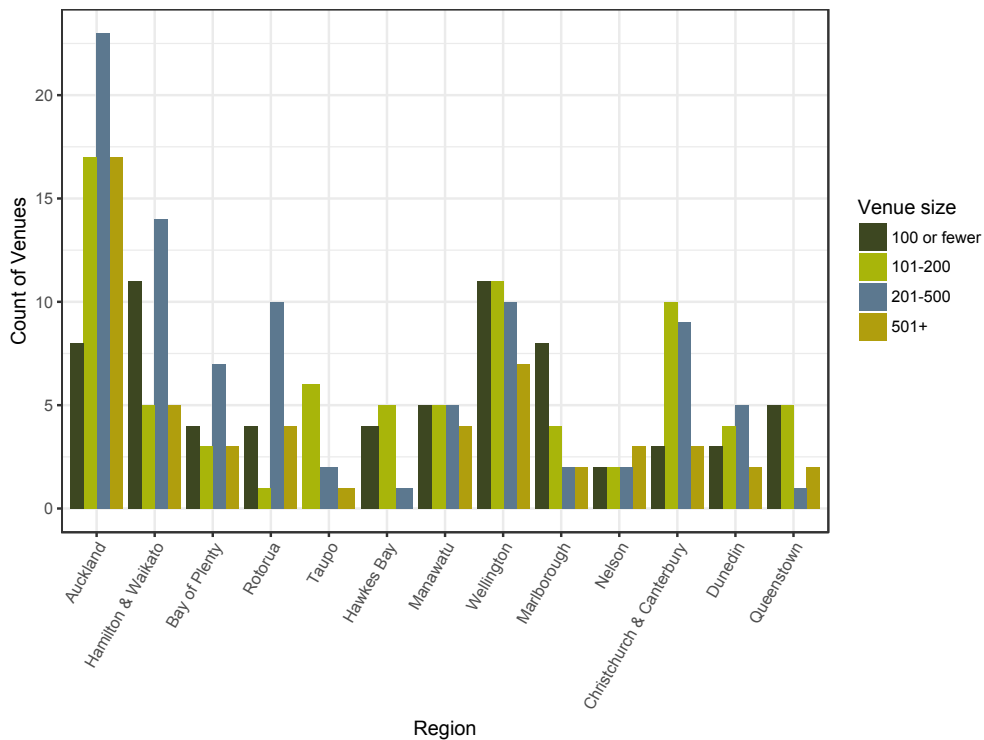
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger venues that represent a sizeable 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 18: Comparing venue participation rates for 2016 Q3 and 2016 Q4

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2016 Q3	2016 Q4	2016 Q3	2016 Q4
Auckland	37%	42%	65%	66%
Hamilton & Waikato	44%	49%	81%	82%
Bay of Plenty	29%	29%	55%	55%
Rotorua	53%	47%	72%	69%
Taupo	56%	56%	75%	75%
Hawkes Bay	20%	20%	20%	20%
Manawatu	32%	37%	46%	55%
Wellington	45%	44%	81%	80%
Marlborough	50%	31%	84%	62%
Nelson	56%	56%	59%	59%
Christchurch & Canterbury	92%	88%	96%	93%
Dunedin	79%	86%	94%	96%
Queenstown	62%	54%	75%	59%
Total	48%	48%	73%	72%

The distribution of the venues in December 2016 quarter by size is shown in Figure 16 below. 65 venues (22 per cent) are located in Auckland.

Figure 16: Number of venues by delegate capacity and region (December 2016 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.

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

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

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.

Changes to trade shows and exhibitions

At the beginning of the December 2014 quarter, the definition for CAS 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 event activity

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

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 CAS and supplied data, and those who have registered without data and those that have not CAS registered.

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 19. Regions were combined into five strata in order to create a sufficient pool of 'nearest neighbours'.

Table 19: Nearest neighbour criteria for estimation of missing venue data

Feature	Population (across all Bureaux)
Capacity	1. <101
	2. 101-200
	3. 201-400
	4. 401-1000
	5. 1001+
Regions	Five strata of regions:
	<ul style="list-style-type: none"> • Auckland, Wellington • Bay of Plenty, Hamilton & Waikato, Hawkes 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 20, 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 20: Comparison of mean counts per quarter for venues reporting/not reporting for the CAS

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	1,051	2,136	4,784	6,004	14,524	1,390	2,056	4,276	6,948	15,499
Multi-day events	6	10	14	9	7	5	8	11	10	8
Single day events	15	33	48	39	31	17	29	43	44	35
Total delegates	727	1,640	3,631	4,775	11,589	986	1,709	3,363	5,663	12,497
One day conference delegate days	34	82	216	388	351	49	83	183	551	366
Multi-day conference delegate days	203	396	1,092	1,307	3,365	273	261	852	1,329	3,314

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.