



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

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



Convention Activity Survey Year to September 2015 report

Prepared Nov 2015



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

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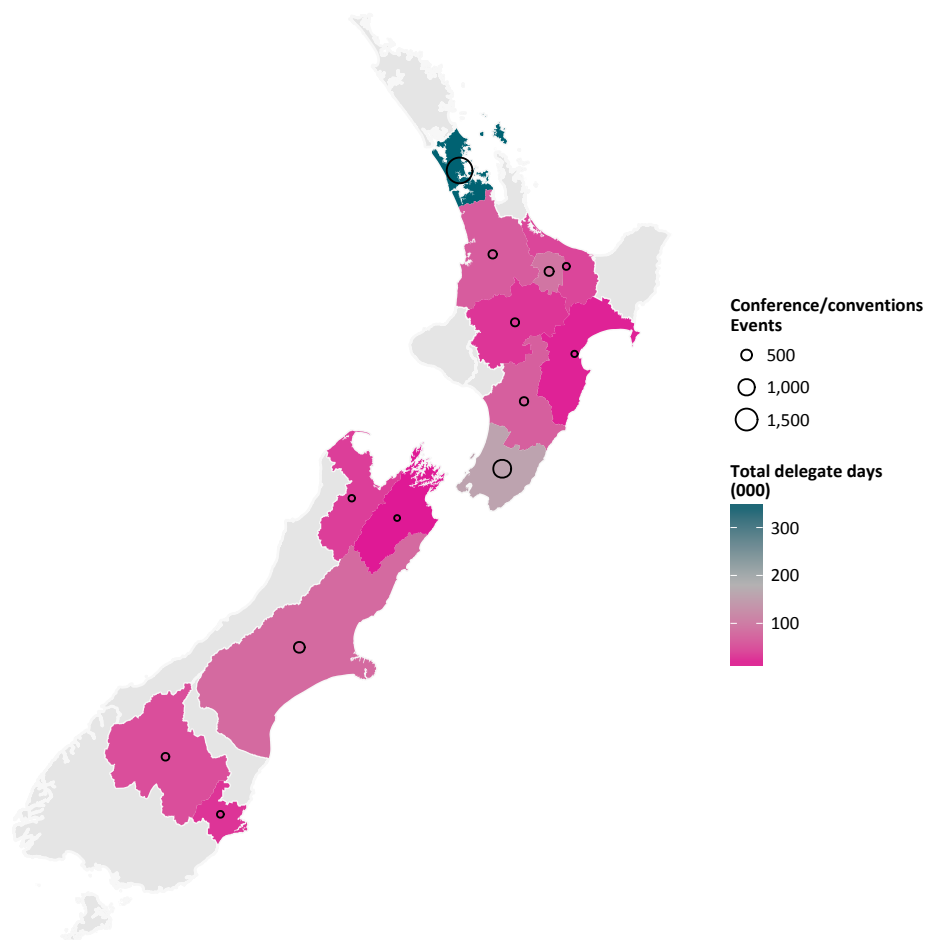
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Highlights

A total of 523,000 delegates attended 5,400 conferences/conventions in the year ended September 2015. This indicates fewer delegates attended a greater number of events compared to year ended September 2014, where 527,000 delegates attended 5,200 conferences. The number of delegate days for conferences and conventions was unchanged between the two years, at around 1.0 million days.

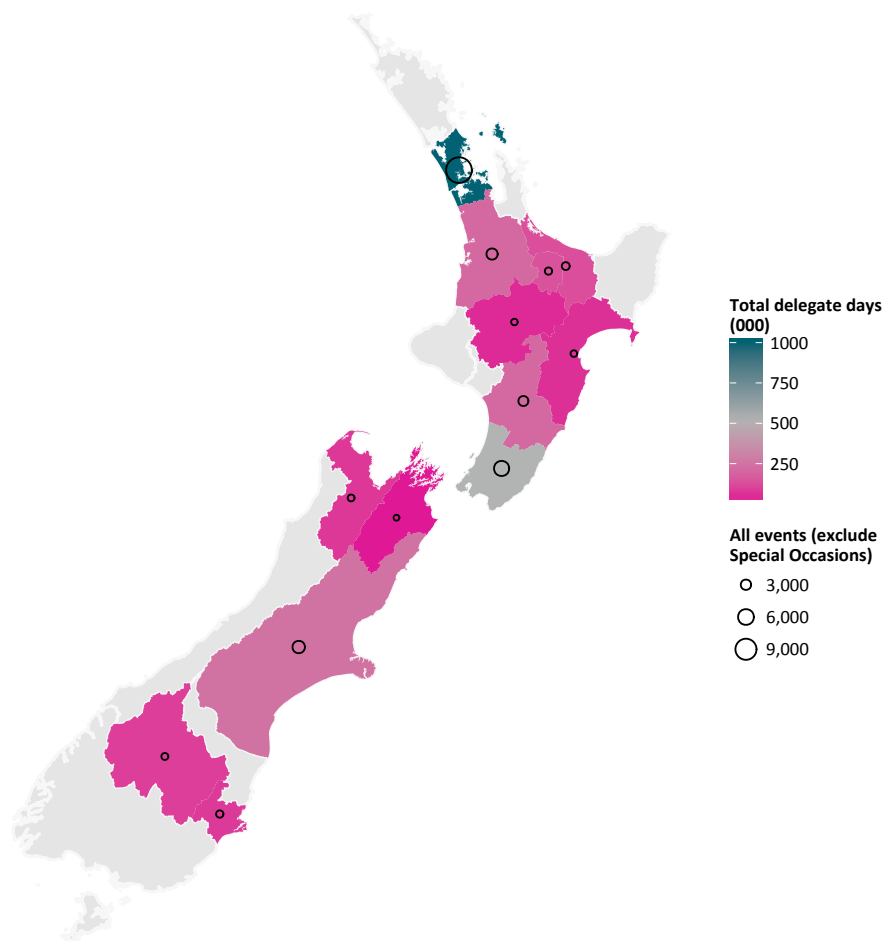
Around 31 per cent of multi day conferences/conventions and 37 per cent of one day conferences/conventions were held in Auckland in the year ended September 2015.

Figure 1: Summary of conferences and conventions activities (year ended September 2015)



Over all events, excluding special occasions, 2.1 million delegates attended 36,200 events for around 2.8 million delegate days in the year ended September 2015. This was slightly down compared to the year ended September 2014, where there were 2.1 million delegates, 36,200 events and 2.9 million delegate days. A total of 32 per cent of all events (excluding special occasions) were held in Auckland in the year ended September 2015.

Figure 2: Summary of all events except special occasions (year ended September 2015)



Overview

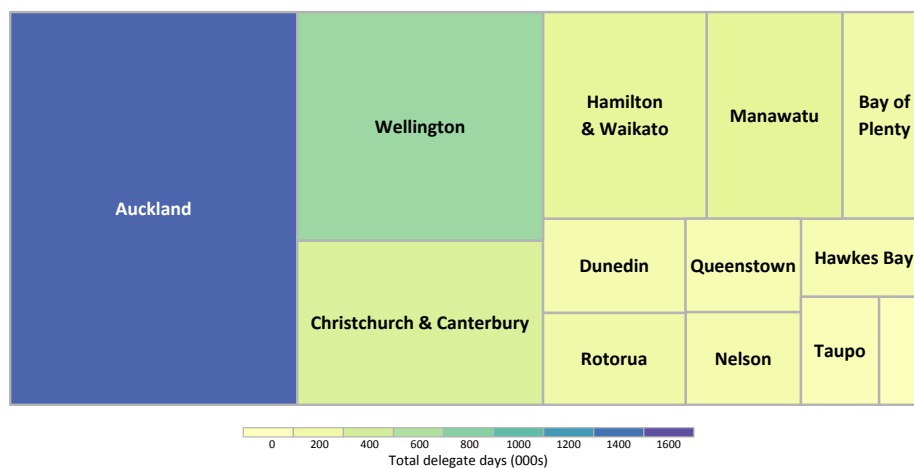
All business events by region

In this quarter, an estimated total of 44,200 events occurred in the 13 regions in the year ended September 2015. Table 1 shows 36 per cent of the delegate days for the year ended September 2015 were in Auckland.

Table 1: Overview of all business events (year ended September 2015)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2014 Q3
Auckland	10,609	3,173	13,844	1,216,266	1,480,311	36%	1%
Hamilton & Waikato	3,585	581	4,155	249,606	298,976	7%	-3%
Bay of Plenty	1,823	337	2,147	152,298	189,502	5%	No change
Rotorua	1,182	419	1,607	108,668	176,570	4%	No change
Taupo	677	353	1,035	41,246	62,502	2%	No change
Hawkes Bay	1,078	146	1,209	77,438	94,084	2%	No change
Manawatu	2,985	496	3,438	262,862	308,697	7%	-1%
Wellington	5,097	1,522	6,902	545,598	710,825	17%	1%
Marlborough	558	74	636	35,123	45,042	1%	No change
Nelson	1,127	187	1,314	92,592	116,459	3%	No change
Christchurch & Canterbury	4,080	883	4,958	339,666	382,428	9%	1%
Dunedin	1,389	324	1,650	122,559	141,792	3%	No change
Queenstown	962	457	1,323	67,641	109,738	3%	No change
Total	35,157	8,958	44,224	3,311,568	4,116,932		

Figure 3: Overview of business events by region



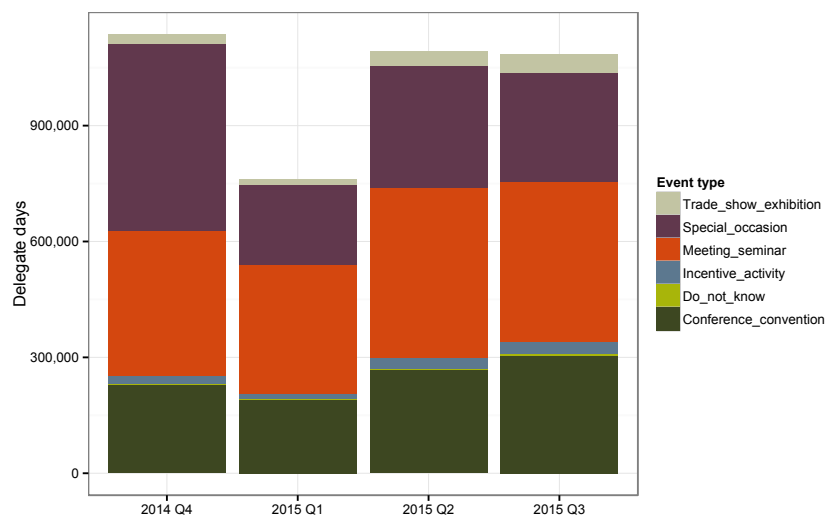
Delegate days by event type

There were about 4.1 million delegate days in the year ended September 2015. A total of 38 per cent of these were meetings/seminars. Table 2 shows the split in delegate days for different event types for the last four quarters. Over all event types combined, there was a slight decrease in the September 2015 quarter.

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

	2014 Q4	2015 Q1	2015 Q2	2015 Q3	Total
Meeting/seminar	375,709	334,100	439,734	415,328	1,564,872
Incentive activity	22,767	13,862	29,449	32,153	98,234
Conference/Convention	229,673	189,731	268,085	304,147	991,636
Trade show/exhibition	25,815	15,131	36,986	48,419	126,353
Special occasion	482,154	206,461	317,083	279,785	1,285,484
Don't know	595	2,057	1,961	4,393	9,007
Total	1,136,715	761,345	1,093,300	1,084,227	4,075,588

Figure 4: National overview of delegate days by event type



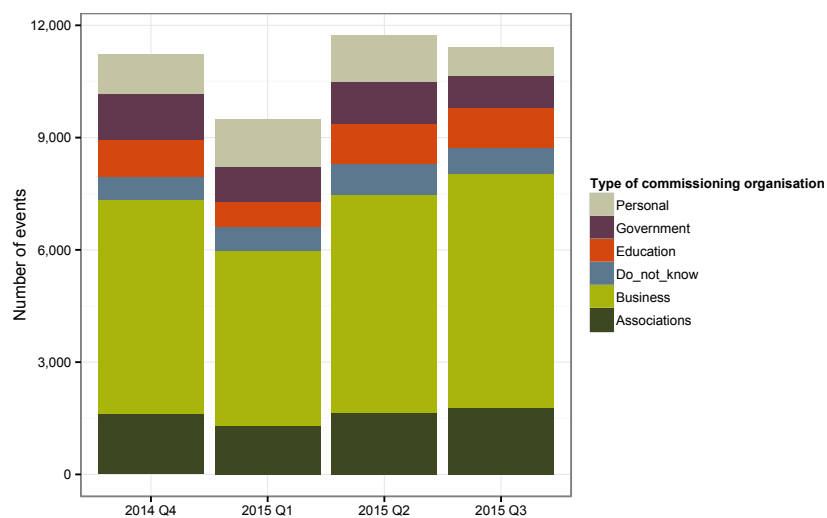
Organisations commissioning business events

Table 3 shows that most events in the year ended September 2015 were commissioned by businesses, with associations and personal entities coming a distant second and third.

Table 3: Events by type of organisation commissioning for each quarter during the year to September 2015

	2014 Q4	2015 Q1	2015 Q2	2015 Q3	Total
Associations	1,625	1,294	1,636	1,782	6,339
Business	5,702	4,694	5,821	6,248	22,467
Government	1,227	942	1,117	841	4,128
Education	976	677	1,090	1,089	3,833
Personal	1,061	1,270	1,240	758	4,331
Other/Don't know	632	622	825	687	2,767
Total	11,226	9,502	11,732	11,406	43,867

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



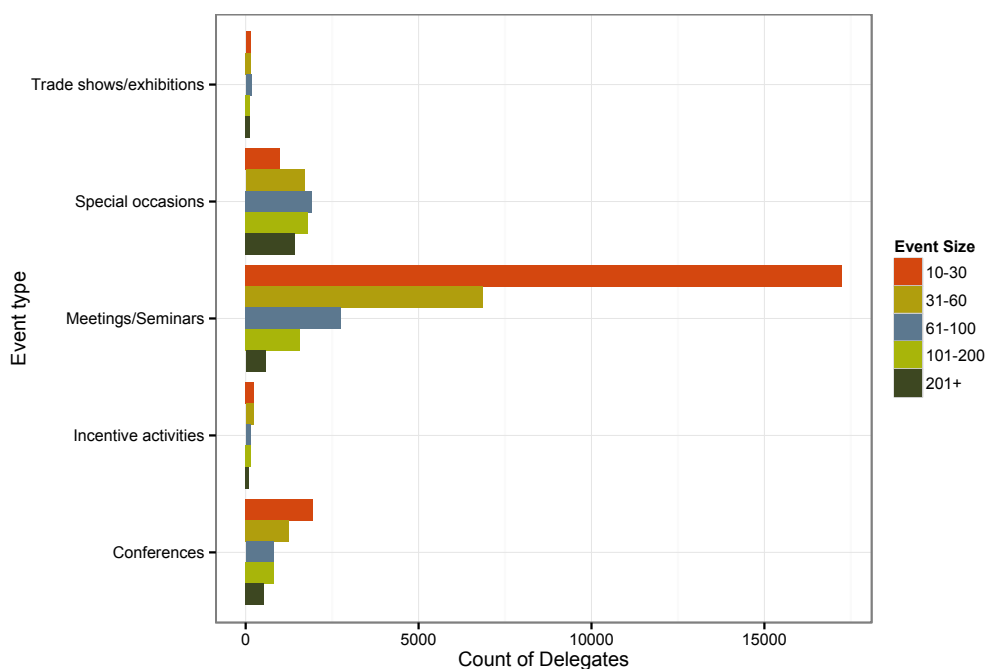
Events by size

With the exception of special occasions and trade shows/exhibitions, small events with 60 or fewer delegates dominate business event activity in the year ended September 2015 (refer Figure 6). Small meetings/seminars formed the majority (83 per cent) of all meeting/seminar events, with 59 per cent of meetings having 10-30 delegates and about 24 per cent of meetings with 31-60 delegates. Smaller conferences also dominated conference/convention activity, with 36 per cent having 10-30 delegates and a further 23 per cent having 31-60 delegates.

Table 4: Number of events by event type and event size (year ended September 2015)

	10-30	31-60	61-100	101-200	201+
Conferences	1,947	1,247	806	827	532
Incentive activities	243	230	140	147	95
Meetings/Seminars	17,241	6,860	2,756	1,577	572
Special occasions	989	1,704	1,919	1,804	1,425
Trade shows/exhibitions	134	144	167	131	123

Figure 6: Number of events by event type and event size (year ended September 2015)

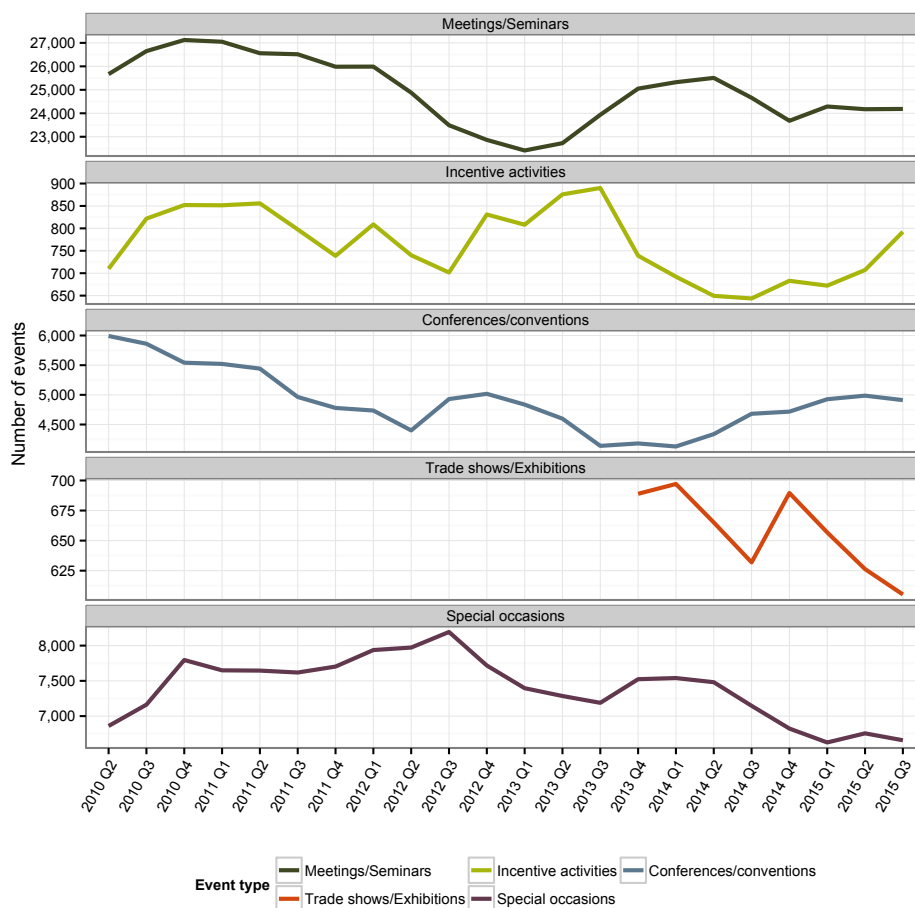


Trends in the number of events¹

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, incentive activities, conferences, trade shows/exhibitions, and special occasions) reported for each year ended quarter from June 2010 to September 2015.

As can be seen, the annual number of conferences/conventions and incentive activities in the year ended September 2015 is up 23 per cent and 5 per cent respectively, compared to the year ended September 2014. Special occasions were down 7 per cent and trade shows/exhibits were down 4 per cent when compared to September 2014.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended September 2015). Bay of Plenty, Hamilton & Waikato and Marlborough are excluded.

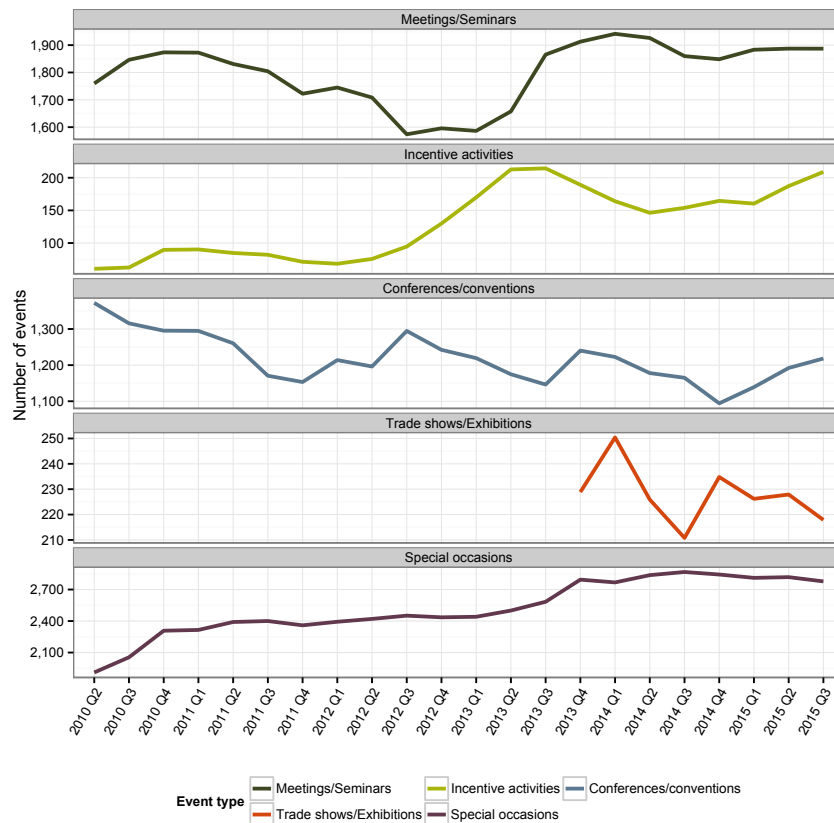


¹Note that Bay of Plenty, Hamilton & Waikato and Marlborough have been excluded, because they have not been contributing data for the whole period shown in the chart.

Trends in larger events (>100 delegates)²

The current year end shows a similar number of large meetings/seminars and conferences/conventions compared to the last reporting period, as illustrated in Figure 8. Incentive activity maintained a trend of increasing activity and special occasions showed a slight decline in activity compared to last reporting period.

Figure 8: Number of Events with >100 delegates from year ended June 2010 to year ended September 2015 (excludes Hamilton & Waikato, Bay of Plenty and Marlborough)



²Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011Q2), 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 September 2015. Further data and comparisons may be made using the excel pivot tables available from the MBIE website ³.

Conference and convention activity

Conferences/conventions account for 12 per cent of all events and 24 per cent of the delegate days in the year ended September 2015.

■ Number of conferences/conventions and delegate days by duration

Table 5 shows that 3,161 (59 per cent) of the conferences held in the year ended September 2015 were multi day events, with 52 per cent of these multi day conference events (1,647) being two days in duration.

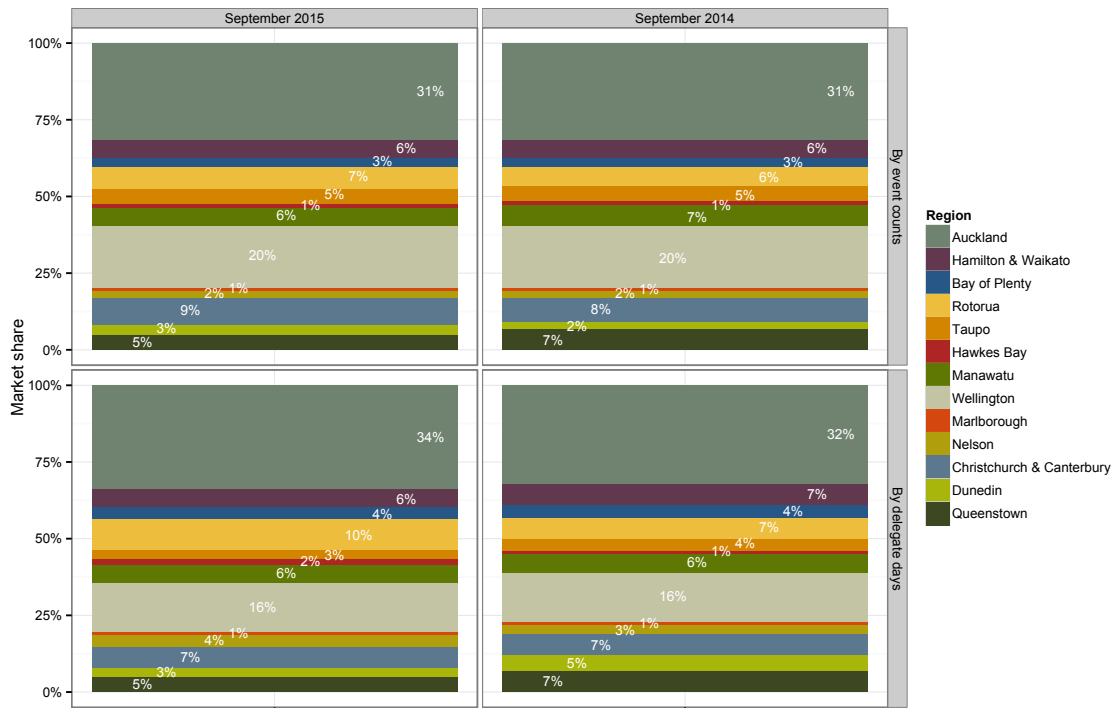
Auckland hosted the greatest proportion (31 per cent) of multi-day conferences, generating 34 per cent of the total multi-day conference delegate days. Wellington was second with 20 per cent of the multi-day conferences and 16 per cent of the multi-day conference delegate days.

Table 5: Number of conferences/conventions and delegate days

Region	Duration			Market share of multi-day events		Delegate days		Market share of multiday
	One day	Two days	>2 days	YE 2015 Q3	YE 2014 Q3	Single day	Multi-day	events by delegate days
Auckland	814	548	443	31%	31%	82,800	278,726	34%
Hamilton & Waikato	107	105	70	6%	6%	7,742	53,488	6%
Bay of Plenty	69	43	46	3%	3%	6,646	29,502	4%
Rotorua	125	93	128	7%	6%	8,242	82,774	10%
Taupo	86	85	82	5%	5%	3,411	21,493	3%
Hawkes Bay	44	20	22	1%	1%	1,784	12,954	2%
Manawatu	104	98	84	6%	7%	11,480	50,190	6%
Wellington	494	378	264	20%	20%	35,991	130,856	16%
Marlborough	19	14	17	1%	1%	1,112	10,488	1%
Nelson	34	27	48	2%	2%	2,664	29,480	4%
Christchurch & Canterbury	228	148	127	9%	8%	16,306	59,878	7%
Dunedin	39	41	58	3%	2%	2,718	21,780	3%
Queenstown	48	46	124	5%	7%	2,960	42,541	5%
Total	2,211	1,647	1,514	100%	100%	183,857	824,148	100%

³<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



■ Number of conferences/conventions by event size

Table 6: Number of conferences/conventions by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	593	414	266	291	235
Hamilton & Waikato	117	66	36	35	30
Bay of Plenty	39	32	27	42	20
Rotorua	86	97	58	70	32
Taupo	127	66	34	23	<5
Hawkes Bay	41	18	9	16	<5
Manawatu	111	62	34	40	39
Wellington	480	271	148	145	85
Marlborough	19	8	10	11	<5
Nelson	36	24	13	19	17
Christchurch & Canterbury	212	102	75	75	37
Dunedin	26	34	44	26	9
Queenstown	61	56	53	34	16
Total	1,948	1,247	806	828	521*

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

Region	201-500	500+
Auckland	180	56
Hamilton & Waikato	23	7
Wellington	66	19
Rest North Island	82	21
Christchurch & Canterbury	31	6
Rest South Island	40	<5
Total	423	108*

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

■ Mix of multi-day conference delegates by region

Of the 260,555 multi-day conference delegates (about 37 per cent of all multiday delegates) whose origin information was recorded in the year ended September 2015, 43 per cent were reported to be from the local region, with a further 50 per cent travelling to the conference from elsewhere in New Zealand. About 4 per cent of multi-day conference delegates were from Australia, and a further 3 per cent from other overseas locations. For further information on the origin on multiday 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: Mix of multi-day conference delegates by region (year ended September 2015)[†]

	Local	Regional	Australian	Other International	Total
Auckland	49,984	34,030	2,823	2,917	89,754
Hamilton & Waikato	8,881	7,220	180	929	17,210
Bay of Plenty	3,185	5,264	64	405	8,918
Rotorua	3,560	18,709	1,316	1,156	24,741
Taupo	1,354	5,984	65	60	7,464
Hawkes Bay	701	2,891	144	16	3,752
Manawatu	9,010	8,189	369	322	17,890
Wellington	17,232	21,882	604	1,010	40,728
Marlborough	1,089	1,807	52	430	3,379
Nelson	2,337	2,726	66	127	5,256
Christchurch & Canterbury	11,398	9,421	431	849	22,099
Dunedin	2,453	3,629	661	122	6,865
Queenstown	767	7,404	3,966	363	12,501
Total	111,951	129,155	10,742	8,707	260,555

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

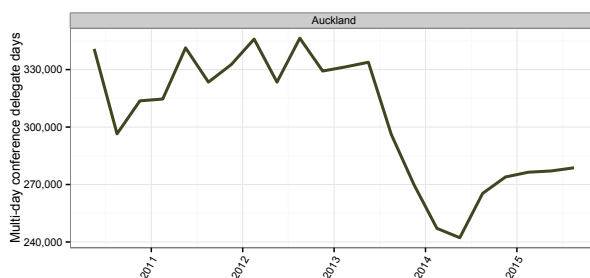
Another source of information on international conference delegates is Statistics New Zealand's international travel and migration data. For the year ended September 2015, Statistics New Zealand ⁴ reported that 57,440 international visitors stated that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day). Of these, 37,216 (65 per cent) were Australian. This was a decrease of 1 per cent from the year ended September 2014, when 57,888 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 36,640 (63 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

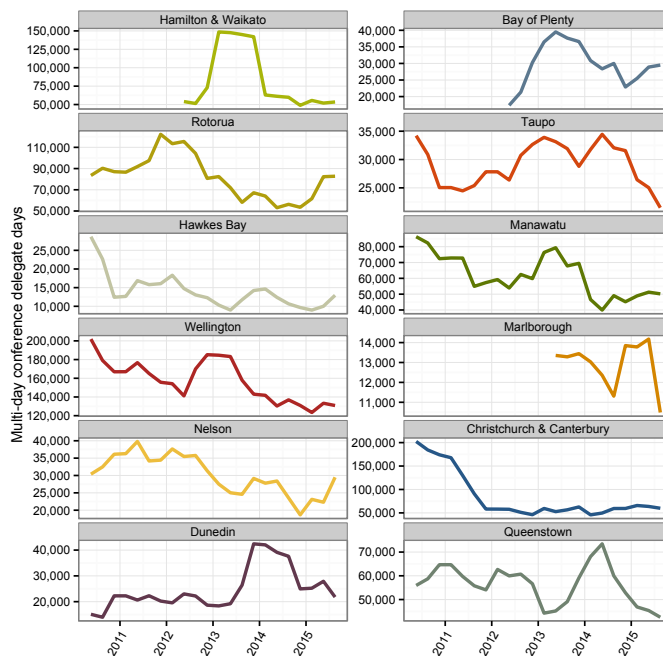
Figure 10 shows delegate days for the year ended September 2015 are up 8 per cent compared to year ended September 2014. The number of reported delegate days in Auckland has increased slightly in the September quarter compared to the the June quarter.

Figure 10: Auckland multi-day Conference delegate days (year ended June 2010 to year ended September 2015)



In the other regions there has been a mixture of results (see Figure 11) when comparing year ended September 2015 to year ended September 2014.

Figure 11: Comparing multi-day Conference delegate days by region (year ended June 2010 to year ended September 2015)



Meeting and seminar activities

Meetings/seminars account for 66 per cent of all events and 38 per cent of the delegate days in the year ended September 2015.

■ Number of meetings/seminars and delegate days by duration

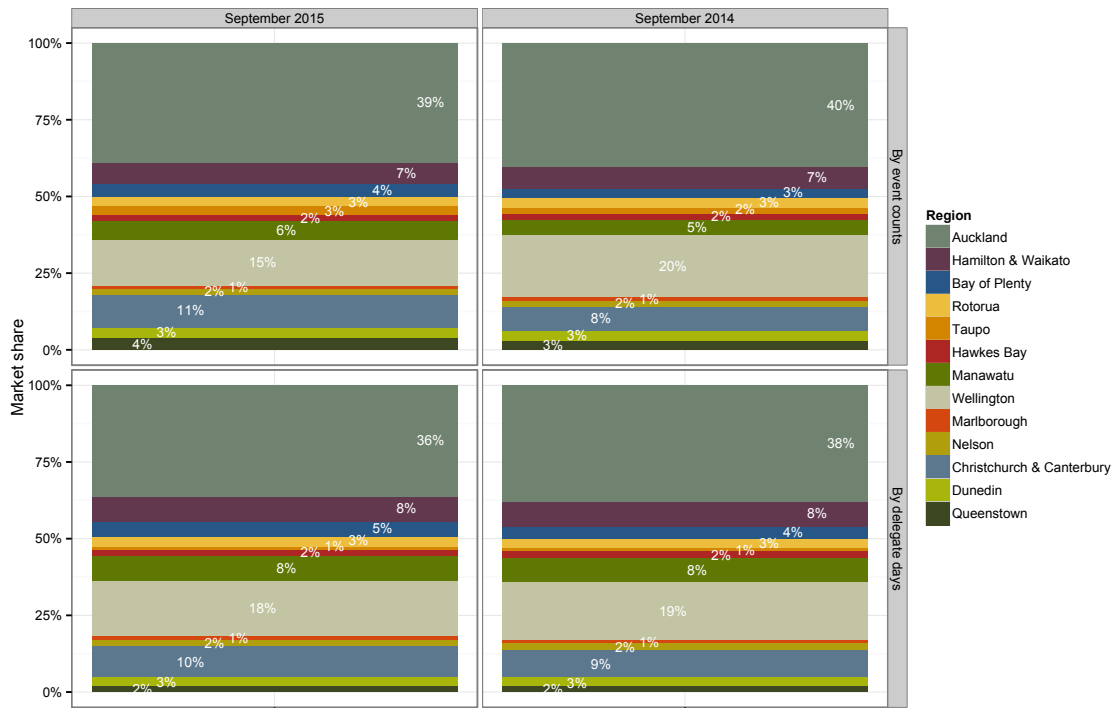
Table 9 shows that 5,091 (18 per cent) of the meetings/seminars held in the year ended September 2015 were multi day events.

Auckland hosted the greatest proportion (39 per cent) of multi-day meetings/seminars, generating 36 per cent of the total multi-day meetings/seminars delegate days. Wellington was second with 15 per cent of the multi-day meetings/seminars and 18 per cent of the multi-day meetings/seminars delegate days.

Table 9: Number of meetings/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 2015 Q3	YE 2014 Q3	YE 2015 Q3	
Auckland	7,387	1,964	39%	40%	559,628	36%
Hamilton & Waikato	2,666	379	7%	7%	130,343	8%
Bay of Plenty	1,139	206	4%	3%	74,235	5%
Rotorua	712	164	3%	3%	46,251	3%
Taupo	420	149	3%	2%	21,855	1%
Hawkes Bay	691	96	2%	2%	38,869	2%
Manawatu	2,067	281	6%	5%	120,287	8%
Wellington	3,480	787	15%	20%	289,463	18%
Marlborough	372	34	1%	1%	17,356	1%
Nelson	723	93	2%	2%	35,856	2%
Christchurch & Canterbury	2,836	553	11%	8%	155,087	10%
Dunedin	827	177	3%	3%	45,483	3%
Queenstown	416	205	4%	3%	30,154	2%
Total	23,741	5,091	100%	100%	1,564,872	100%

Figure 12: Market share of multi-day meetings



■ Number of meetings/seminars by event size

Table 10: Number of meetings/seminars by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	5,119	2,420	960	634	271
Hamilton & Waikato	1,930	689	280	130	18
Bay of Plenty	755	360	139	78	23
Rotorua	550	189	73	65	7
Taupo	415	101	43	7	<5
Hawkes Bay	497	176	74	45	10
Manawatu	1,409	550	242	115	50
Wellington	2,434	994	390	256	110
Marlborough	266	89	37	14	<5
Nelson	493	228	57	25	11
Christchurch & Canterbury	2,109	761	307	146	50
Dunedin	722	192	98	49	14
Queenstown	542	110	58	14	<5
Total	17,241	6,861	2,757	1,577	565*

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

Region	201-500	500+
Auckland	237	35
Hamilton & Waikato	16	<5
Wellington	64	46
Rest North Island	84	12
Christchurch & Canterbury	40	10
Rest South Island	25	<5
Total	466	102*

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

Incentive activities

Incentive activities account for 2 per cent of all events and 2 per cent of the delegate days in the year ended September 2015.

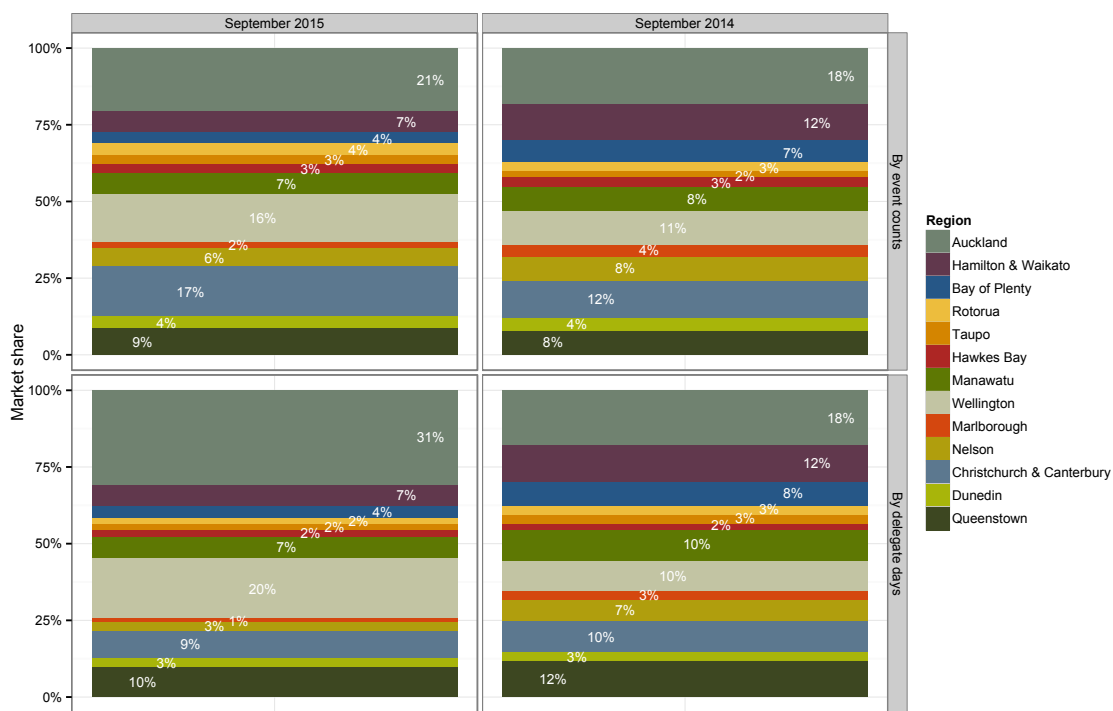
■ Number of incentives and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (21 per cent) of incentive activities, generating 31 per cent of the total incentive activities delegate days. Auckland was followed by Christchurch & Canterbury and Wellington with respective market shares of 17 and 16 per cent of incentive activity events.

Table 12: Number of incentives and delegate days

Region	Total	Market share of		Total	Market share
	incentive events	events		Delegate days	by delegate days
	YE 2015 Q3	YE 2015 Q3	YE 2014 Q3	YE 2015 Q3	
Auckland	187	21%	18%	30,184	31%
Hamilton & Waikato	65	7%	12%	6,820	7%
Bay of Plenty	33	4%	7%	3,716	4%
Rotorua	35	4%	3%	2,238	2%
Taupo	24	3%	2%	1,654	2%
Hawkes Bay	27	3%	3%	2,227	2%
Manawatu	60	7%	8%	6,911	7%
Wellington	142	16%	11%	19,704	20%
Marlborough	21	2%	4%	729	1%
Nelson	53	6%	8%	2,556	3%
Christchurch & Canterbury	150	17%	12%	9,270	9%
Dunedin	32	4%	4%	2,830	3%
Queenstown	78	9%	8%	9,391	10%
Total	912	100%	100%	98,234	100%

Figure 13: Market share of incentive activities



■ Number of incentives by event size

Table 13: Number of incentive activities by event size

Region	10-30	31-60	61+
Auckland	35	31	113
Hamilton & Waikato	15	10	38
Bay of Plenty	6	8	18
Rotorua	6	17	8
Taupo	8	9	7
Hawkes Bay	8	8	9
Manawatu	13	11	33
Wellington	20	26	66
Marlborough	12	<5	<5
Nelson	23	19	11
Christchurch & Canterbury	53	50	49
Dunedin	13	8	12
Queenstown	32	29	18
Total	244	226*	382*

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

Trade shows/exhibitions ⁵

Trade shows/exhibitions account for 2 per cent of all events and 3 per cent of the delegate days in the year ended September 2015.

■ Number of trade show/exhibitions and delegate days by duration

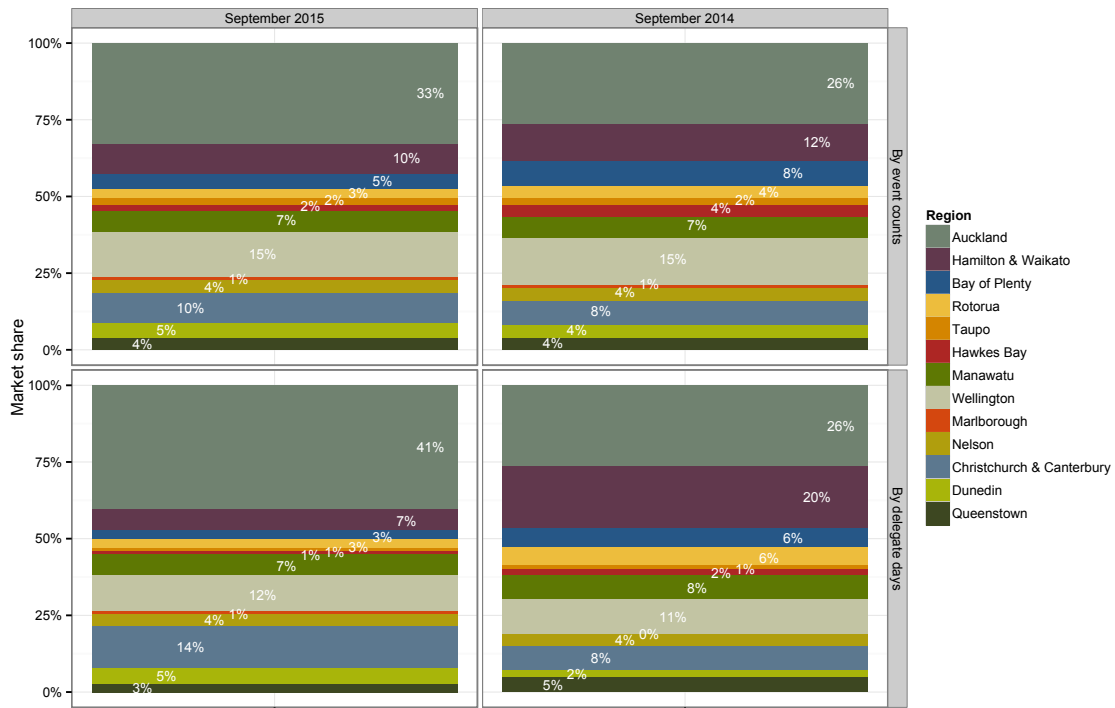
Table 14 shows that Auckland hosted the greatest proportion (33 per cent) of trade shows/exhibitions, generating 41 per cent of the total trade shows/exhibition delegate days. Wellington was second with 15 per cent of the trade shows/exhibitions, followed closely by Hamilton & Waikato and Christchurch & Canterbury with 10 per cent.

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

Region	Total	Market share of		Total	Market share of
	Tradeshows/Exhibitions	events		Delegate days	by delegate days
	YE 2015 Q3	YE 2015 Q3	YE 2014 Q3	YE 2015 Q3	
Auckland	235	33%	26%	51,250	41%
Hamilton & Waikato	70	10%	12%	9,119	7%
Bay of Plenty	34	5%	8%	4,380	3%
Rotorua	22	3%	4%	3,546	3%
Taupo	11	2%	2%	815	1%
Hawkes Bay	13	2%	4%	1,208	1%
Manawatu	51	7%	7%	8,383	7%
Wellington	108	15%	15%	15,085	12%
Marlborough	9	1%	1%	805	1%
Nelson	27	4%	4%	4,422	4%
Christchurch & Canterbury	70	10%	8%	17,723	14%
Dunedin	34	5%	4%	5,981	5%
Queenstown	28	4%	4%	3,632	3%
Total	719	100%	100%	126,353	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 show/exhibition activities



■ Number of Trade shows/exhibitions by event size

Table 15: Number of trade show/exhibitions by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	35	45	48	54	49
Hamilton & Waikato	14	17	16	12	9
Bay of Plenty	6	6	7	7	6
Rotorua	9	<5	<5	<5	<5
Taupo	6	<5	5	<5	<5
Hawkes Bay	<5	6	<5	<5	<5
Manawatu	9	11	11	8	10
Wellington	19	23	17	20	22
Marlborough	<5	<5	<5	<5	<5
Nelson	9	7	5	<5	<5
Christchurch & Canterbury	9	9	25	13	14
Dunedin	7	9	12	<5	<5
Queenstown	8	<5	13	<5	<5
Total	128*	133*	160*	115*	110*

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

Special occasions

Special occasions account for 18 per cent of all events and 32 per cent of the delegate days in the year ended September 2015.

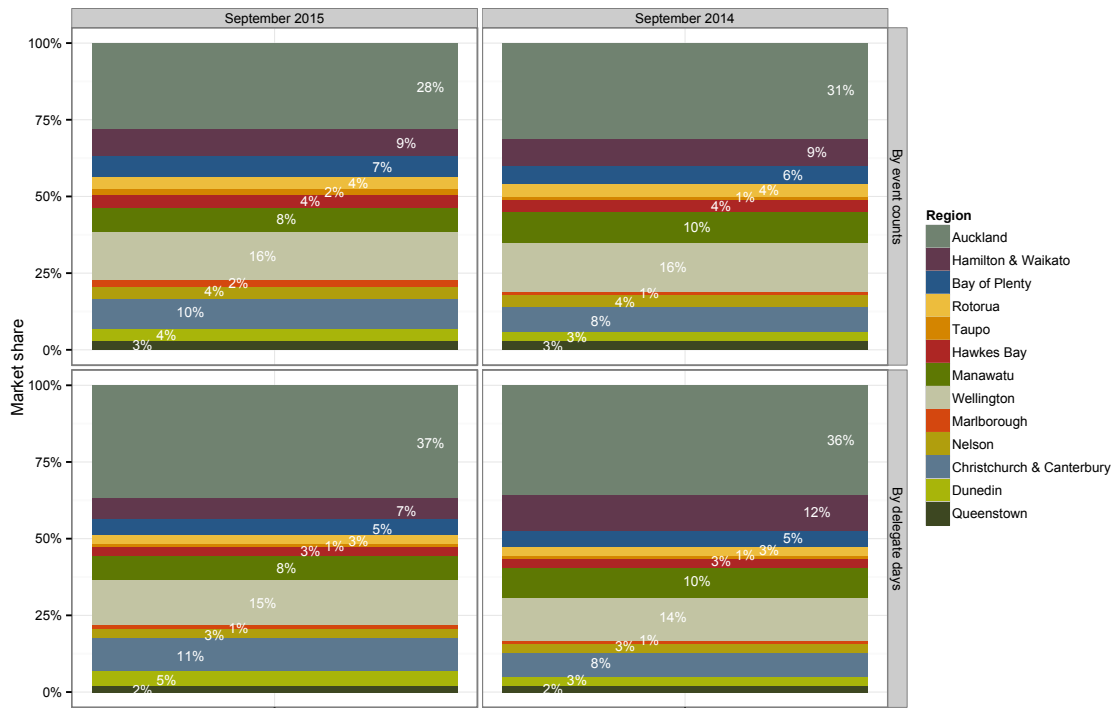
■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (28 per cent) of special occasions, generating 37 per cent of the special occasions delegate days. Wellington was second with 16 per cent of the special occasions and 15 per cent of the special occasions delegate days. Christchurch & Canterbury accounted for 10 per cent of special occasions events, while Hamilton & Waikato and Manawatu accounted for 9 and 8 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 2015 Q3	YE 2015 Q3	YE 2014 Q3	YE 2015 Q3	
Auckland	2,282	28%	31%	479,708	37%
Hamilton & Waikato	694	9%	9%	90,959	7%
Bay of Plenty	533	7%	6%	63,026	5%
Rotorua	317	4%	4%	33,896	3%
Taupo	170	2%	1%	11,643	1%
Hawkes Bay	289	4%	4%	34,040	3%
Manawatu	648	8%	10%	102,478	8%
Wellington	1,261	16%	16%	193,152	15%
Marlborough	146	2%	1%	15,177	1%
Nelson	299	4%	4%	42,384	3%
Christchurch & Canterbury	816	10%	8%	135,644	11%
Dunedin	347	4%	3%	62,339	5%
Queenstown	225	3%	3%	21,033	2%
Total	8,031	100%	100%	1,285,484	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	210	423	443	541	579
Hamilton & Waikato	91	184	196	143	99
Bay of Plenty	55	122	169	102	75
Rotorua	59	95	68	61	34
Taupo	56	43	42	20	<5
Hawkes Bay	29	67	90	63	41
Manawatu	58	139	170	149	130
Wellington	101	243	271	347	199
Marlborough	23	41	51	24	10
Nelson	64	69	81	55	36
Christchurch & Canterbury	132	162	216	168	149
Dunedin	65	64	66	94	52
Queenstown	48	52	57	37	21
Total	990	1,704	1,919	1,805	1,425*

* 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 meeting/seminar, incentive activity, conference/convention, trade show/exhibition, 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 June 2015 report (not in 2015Q2)

One Christchurch and Canterbury venue and two Dunedin venues have been added to the CAS this quarter.

■ 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/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 September 2015 quarter, event activity was recorded or estimated for a total of 274 venues in the 13 regions. Of these, 136 venues with 72 per cent of the 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 143 venues each quarter.

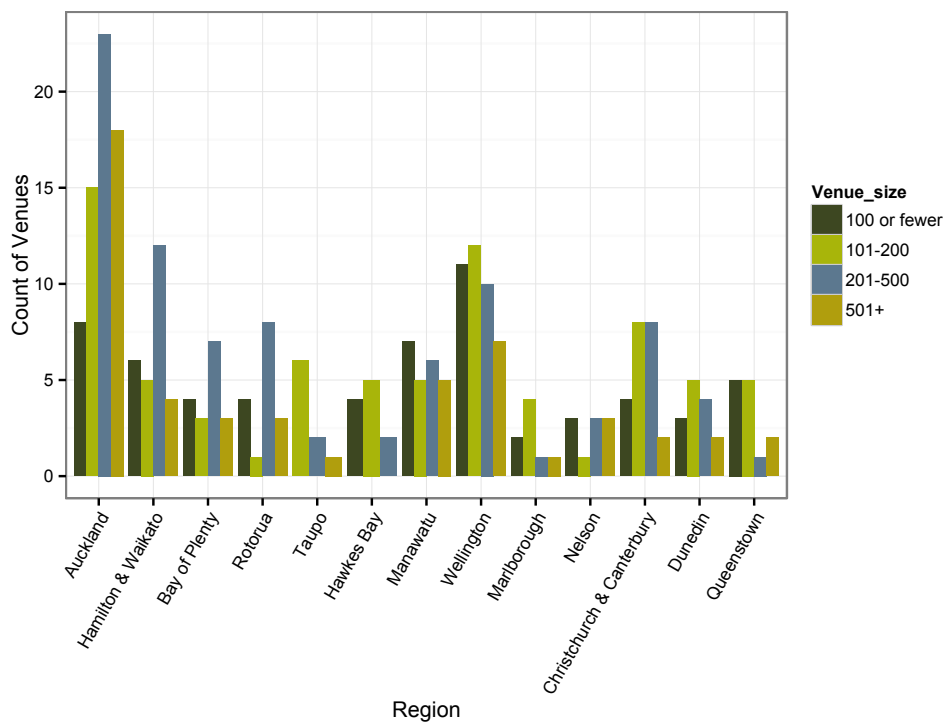
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 2015 Q2 and 2015 Q3

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2015 Q2	2015 Q3	2015 Q2	2015 Q3
Auckland	44%	41%	73%	69%
Hamilton & Waikato	56%	56%	86%	86%
Bay of Plenty	35%	29%	57%	55%
Rotorua	50%	62%	76%	89%
Taupo	56%	56%	75%	75%
Hawkes Bay	27%	27%	38%	38%
Manawatu	26%	26%	40%	40%
Wellington	48%	48%	81%	81%
Marlborough	62%	38%	78%	59%
Nelson	50%	50%	40%	40%
Christchurch & Canterbury	90%	86%	91%	90%
Dunedin	62%	79%	86%	93%
Queenstown	69%	69%	79%	79%
Total	50%	50%	73%	72%

The distribution of the venues in September 2015 quarter by size is shown in Figure 16 below. 64 venues (23 per cent) are located in Auckland.

Figure 16: Number of venues by delegate capacity and region (September 2015 quarter)



Event definitions

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

Special Occasion activities: 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/event centres • Stadiums/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	1,015	2,115	4,964	6,132	14,947	1,203	1,967	4,365	7,249	15,803
Multi-day events	6	10	14	9	7	5	8	11	11	8
Single day events	15	32	49	40	31	16	30	44	45	35
Total delegates	700	1,578	3,733	4,841	11,828	867	1,601	3,409	5,816	12,757
One day conference delegate days	36	78	218	367	354	54	83	180	538	363
Multi-day conference delegate days	181	445	1,158	1,329	3,431	244	284	888	1,405	3,342

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.