



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

**Sector Performance  
Institutions and  
System Performance**



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# Convention Activity Survey Year to March 2015 report

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Prepared May 2015

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

## Ministry of Business, Innovation and Employment (MBIE)

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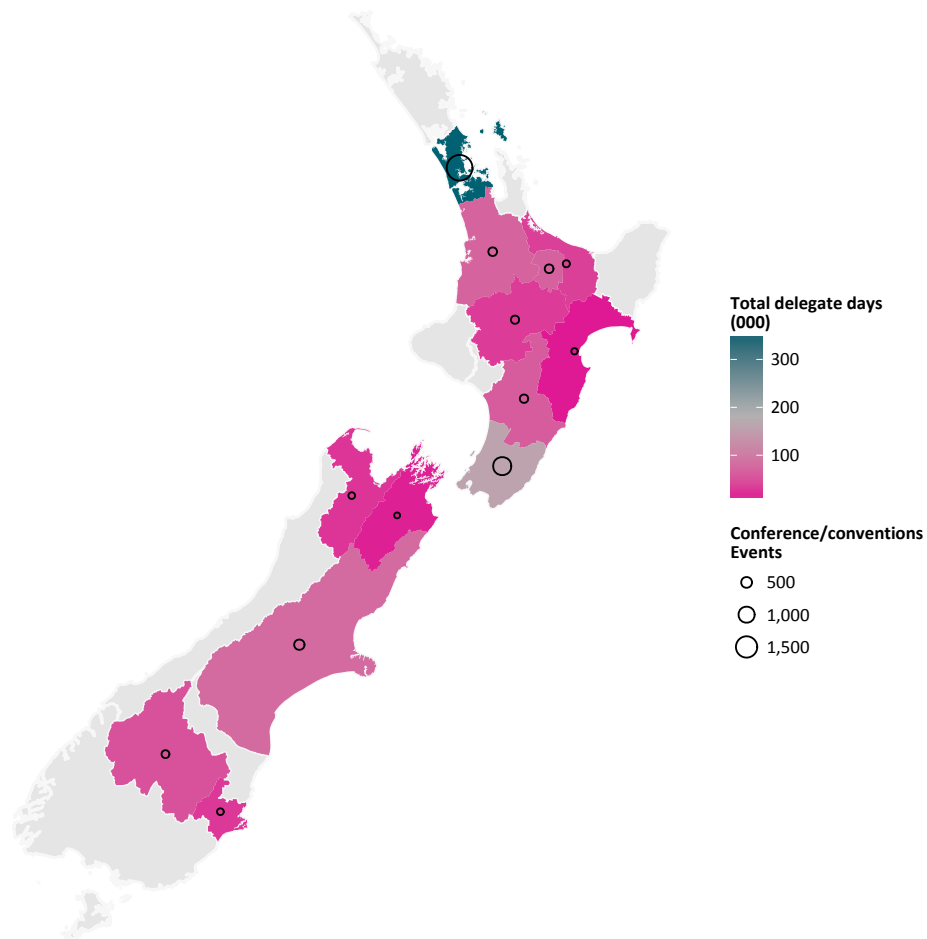
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# Highlights

A total of 521,000 delegates attended 5,400 conferences/conventions in the year ended March 2015. This is a higher level of activity compared to year ended March 2014 where 503,000 delegates attended 4,700 conferences. The number of delegate days was unchanged between the two years, at around 1 million days.

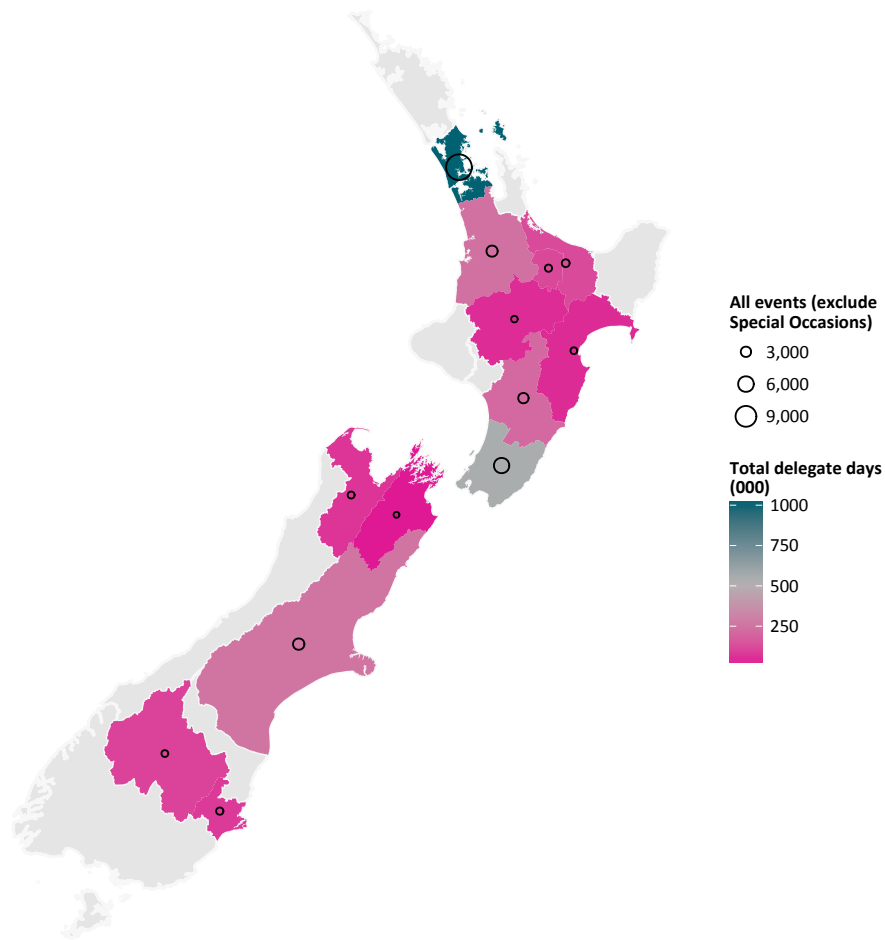
Around 34 per cent of multi day conferences/conventions and 35 per cent of one day conferences/conventions were held in Auckland in the year ended March 2015.

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



Over all events, excluding special occasions, 2.1 million delegates attended 35,800 events for around 2.9 million delegate days in the year ended March 2015. This was slightly down compared to the year ended March 2014, where there were 2.2 million delegates, 37,200 events and 2.9 million delegate days. 33 per cent of all events (excluding special occasions) were held in Auckland.

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



# Overview

For the December 2014 quarter, the definition of CAS qualifying trade shows and exhibitions was changed to exclude consumer events that are primarily directed at the public, such as home shows and A&P shows. To allow for consistent comparisons within the year end December 2014 CAS report and in the associated excel file, these consumer events were been removed from the data set for the 2013 and 2014 calendar years. These revisions also allow consistent year to year comparisons in future reports including this report. Comparisons to reports published prior to Year end December 2014 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.

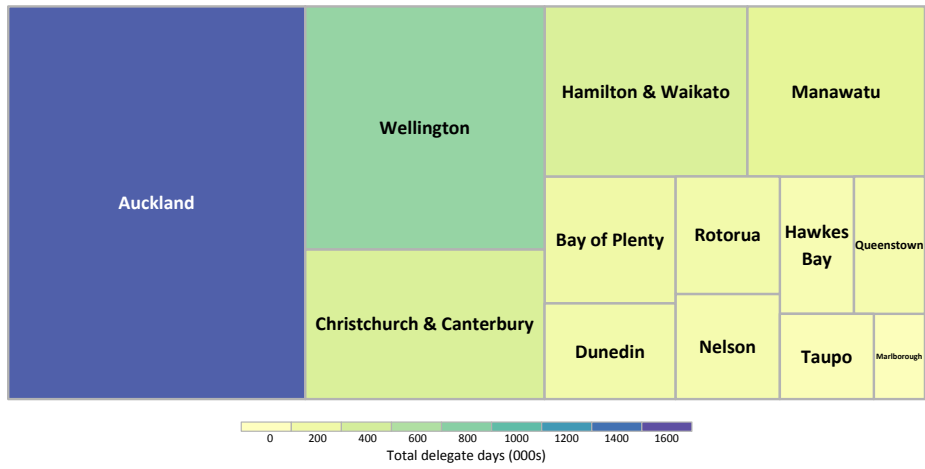
## All business events by region

An estimated total of 43,800 events occurred in the 13 regions in the year ended March 2015. Table 1 shows 35 per cent of the delegate days for the year ended March 2015 were in Auckland.

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

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2014 Q1
Auckland	10,891	3,296	14,193	1,229,959	1,498,518	35%	-1%
Hamilton & Waikato	3,591	584	4,197	307,162	386,144	9%	No change
Bay of Plenty	1,713	299	2,025	148,170	184,161	4%	-1%
Rotorua	1,106	379	1,489	97,772	150,309	4%	-1%
Taupo	642	329	975	42,448	65,213	2%	No change
Hawkes Bay	1,066	140	1,239	79,715	94,137	2%	-1%
Manawatu	3,108	514	3,672	270,621	326,482	8%	No change
Wellington	5,417	1,645	7,072	597,785	727,669	17%	2%
Marlborough	465	67	530	28,452	41,565	1%	No change
Nelson	1,166	173	1,333	96,703	121,559	3%	No change
Christchurch & Canterbury	3,673	696	4,361	331,041	384,563	9%	1%
Dunedin	1,221	304	1,526	117,019	144,714	3%	No change
Queenstown	753	432	1,185	79,029	126,178	3%	No change
<b>Total</b>	<b>34,819</b>	<b>8,865</b>	<b>43,801</b>	<b>3,425,882</b>	<b>4,251,218</b>		

Figure 3: Overview of business events by region



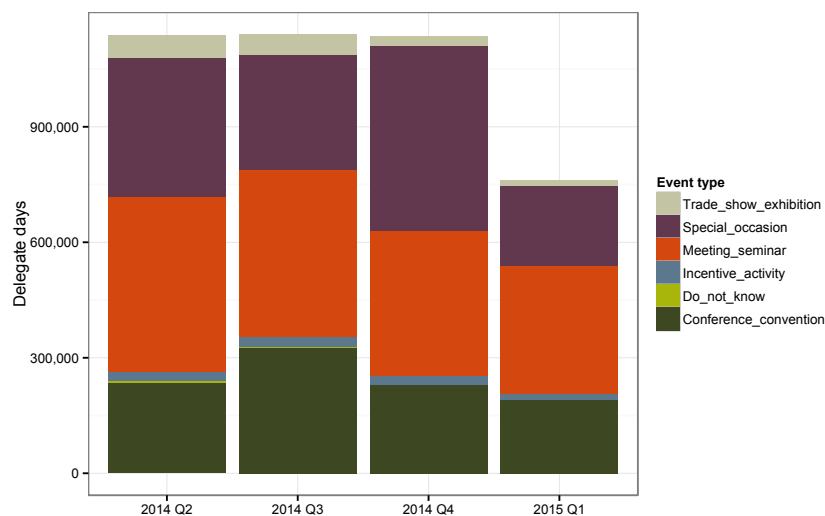
## Delegate days by event type

There were about 4.2 million delegate days in the year ended March 2015. 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 peak in the September 2014 quarter and a trough in the March 2014 quarter.

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

	2014 Q2	2014 Q3	2014 Q4	2015 Q1	Total
Meeting/seminar	454,804	435,110	375,709	334,100	1,599,725
Incentive activity	24,075	24,959	22,767	13,862	85,665
Conference/Convention	235,927	327,311	229,673	189,731	982,644
Trade show/exhibition	59,358	53,725	25,815	15,131	154,031
Special occasion	361,874	298,043	482,154	206,461	1,348,533
Don't know	3,469	1,290	595	2,057	7,411
Total	1,139,508	1,140,441	1,136,715	761,345	4,178,010

Figure 4: National overview of delegate days by event type





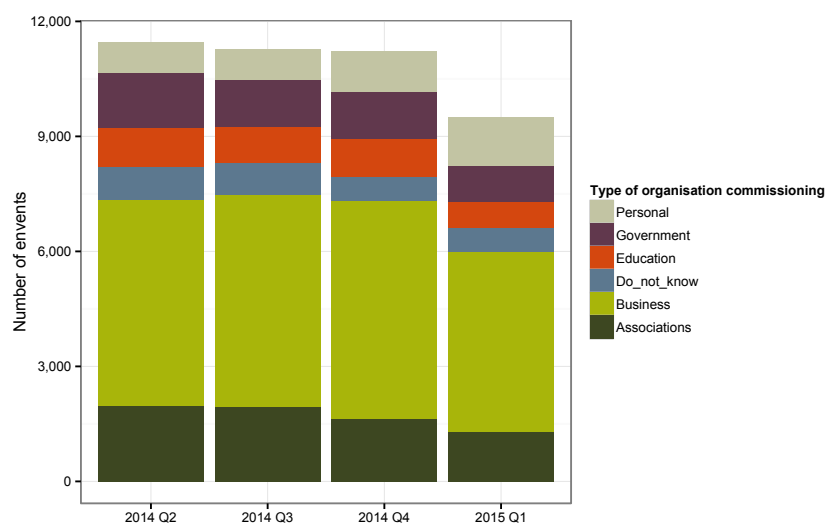
## Organisations commissioning business events

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

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

	2014 Q2	2014 Q3	2014 Q4	2015 Q1	Total
Associations	1,976	1,949	1,625	1,294	6,845
Business	5,365	5,538	5,702	4,694	21,301
Government	1,419	1,226	1,227	942	4,816
Education	1,033	935	976	677	3,622
Personal	795	794	1,061	1,270	3,922
Other/Don't know	861	823	632	622	2,939
Total	11,453	11,267	11,226	9,502	43,449

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



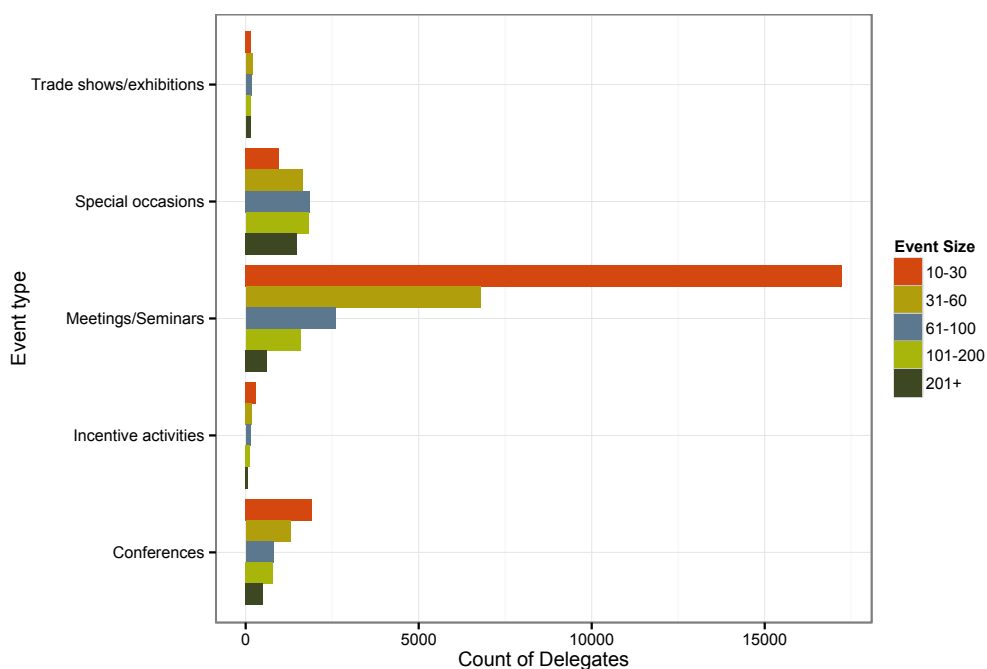
## Events by size

With the exception of special occasions and trade shows/exhibitions, small events with 60 delegates or fewer dominate business event activity in the year ended March 2015 (refer Figure 6). Small meetings/seminars formed the majority (83 per cent) of all meeting/seminar events, with 60 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 24 per cent having 31-60 delegates.

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

	10-30	31-60	61-100	101-200	201+
Conferences	1,913	1,295	802	790	495
Incentive activities	297	177	136	133	75
Meetings/Seminars	17,230	6,787	2,599	1,584	608
Special occasions	966	1,660	1,865	1,813	1,488
Trade shows/exhibitions	146	200	166	142	140

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

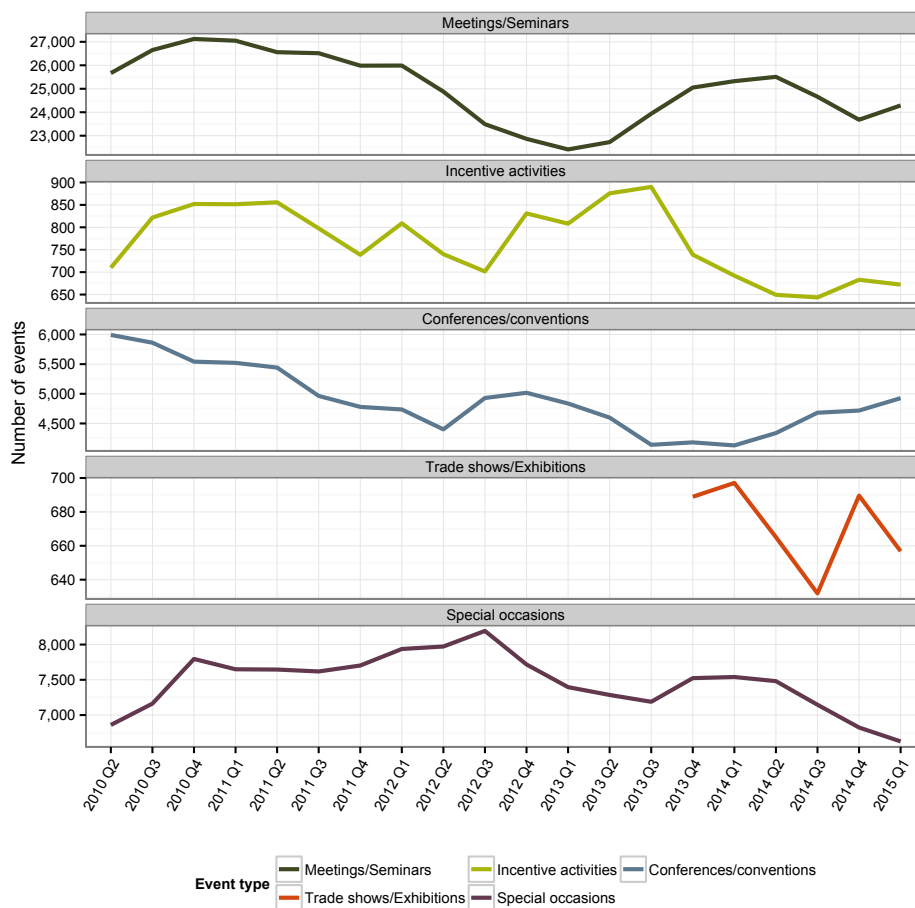


## Trends in the number of events<sup>1</sup>

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 March 2015.

As can be seen, the annual number of conferences/conventions in the year ended March 2015 is up compared to the year ended December 2014 and has grown over the last five quarters. Meetings/seminars were also up in the year ended March 2015 compared to the December year end, while the other activities decreased.

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

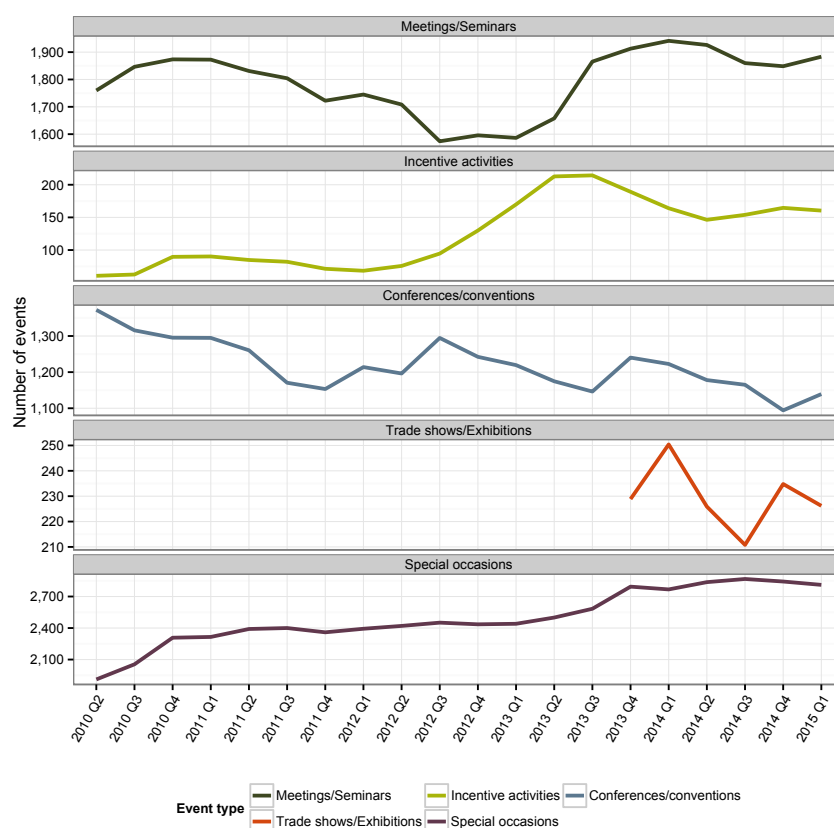


<sup>1</sup>Note that Bay of Plenty, Hamilton & Waikato and Marlborough have been excluded because they have not been contributing data for the whole period shown in the chart.

## Trends in larger events (>100 delegates)<sup>2</sup>

The current year end shows a slight increase in large meetings/seminars and conferences/conventions compared to the last reporting period, as illustrated in Figure 8. Incentive activity and special occasions have remained a similar level compared to last reporting period, while large Trade show/exhibitions declined this reporting period.

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



<sup>2</sup>Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the CAS in 2011Q2), and Marlborough (joined the CAS in 2012 Q2).

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## Changes to trade shows and exhibitions

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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.

## Activity by event type and region

This section summarizes more detailed information about the activities by type of event for the year ended March 2015. Further data and comparisons may be made using the excel pivot tables available from the MBIE website <sup>3</sup>.

### 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 March 2015.

#### ■ Number of conferences/conventions and delegate days by duration

Table 5 shows that 3,084 (58 per cent) of the conferences held in the year ended March 2015 were multi day events, with 53 per cent of these multi day conference events (1,634) being two days in duration.

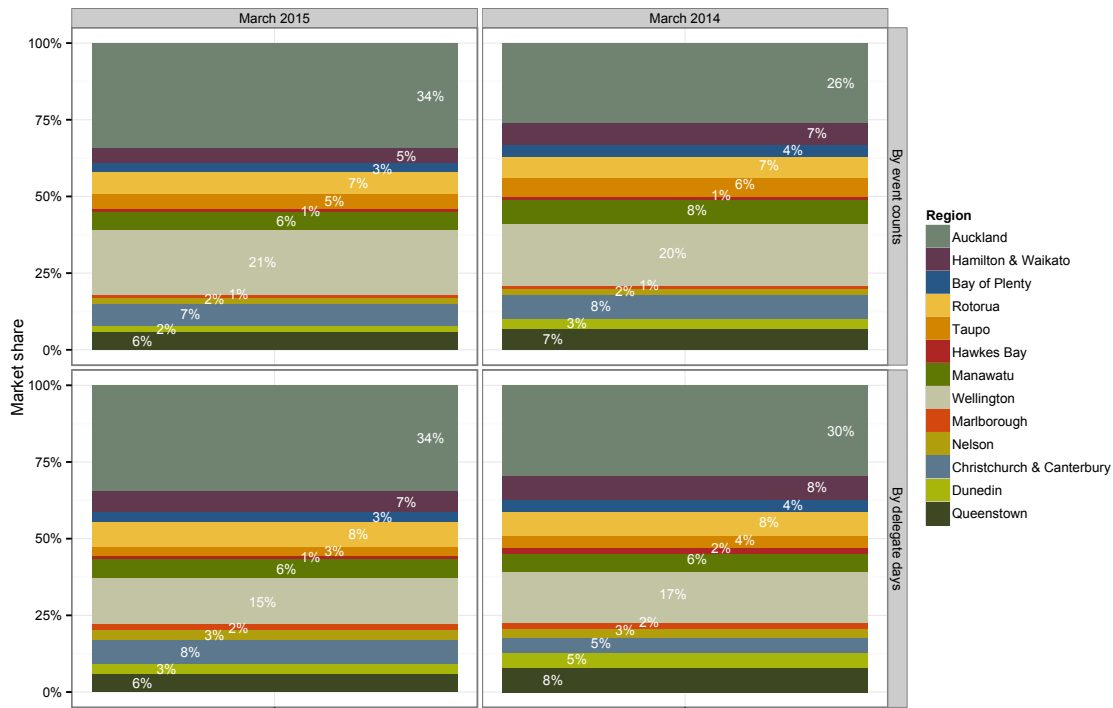
Auckland hosted the greatest proportion (34 per cent) of multi-day conferences, generating 34 per cent of the total multi-day conference delegate days. Wellington was second with 21 per cent of the multi-day conferences and 15 per cent of the multi-day conference delegate days.

Table 5: Number of conferences/conventions and delegate days

Region	Duration			Market share of multi-day events		Delegate days		Market share of multiday events by delegate days
	One day	Two days	>2 days	YE 2015 Q1	YE 2014 Q1	Single day	Multi-day	
Auckland	779	597	460	34%	26%	80,296	276,415	34%
Hamilton & Waikato	131	93	71	5%	7%	12,948	55,568	7%
Bay of Plenty	71	38	43	3%	4%	7,612	25,491	3%
Rotorua	100	112	92	7%	7%	6,320	61,617	8%
Taupo	93	81	81	5%	6%	3,402	26,435	3%
Hawkes Bay	40	15	18	1%	1%	2,489	8,981	1%
Manawatu	98	98	81	6%	8%	11,275	48,900	6%
Wellington	527	376	257	21%	20%	39,019	123,422	15%
Marlborough	11	5	16	1%	1%	366	13,780	2%
Nelson	39	23	47	2%	2%	2,601	23,126	3%
Christchurch & Canterbury	226	103	127	7%	8%	13,154	65,778	8%
Dunedin	41	33	42	2%	3%	2,700	25,216	3%
Queenstown	53	59	114	6%	7%	3,267	46,869	6%
Total	2,209	1,634	1,450	100%	100%	185,447	801,598	100%

<sup>3</sup><http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research/convention-activity-survey>

Figure 9: Market share of multi-day conference



■ 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	623	460	274	297	213
Hamilton & Waikato	97	61	55	54	30
Bay of Plenty	37	26	32	37	18
Rotorua	96	73	44	58	32
Taupo	127	66	32	22	8
Hawkes Bay	30	17	11	13	5
Manawatu	97	63	39	42	34
Wellington	489	299	149	119	77
Marlborough	10	9	5	<5	<5
Nelson	34	33	16	16	10
Christchurch & Canterbury	185	106	65	65	35
Dunedin	24	27	32	20	11
Queenstown	63	56	48	44	16
Total	1,913	1,296	803	787*	491*

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

Region	201-500	500+
Auckland	157	57
Hamilton & Waikato	19	11
Wellington	60	17
Rest North Island	87	14
Christchurch & Canterbury	31	<5
Rest South Island	36	<5
Total	389	100*

\* 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 249,505 delegates (about 35 per cent of all multiday delegates) whose origin information was captured in the year ended March 2015, 41 per cent were reported to be from the local region, with a further 52 per cent travelling to the conference from elsewhere in New Zealand. 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 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 March 2015)<sup>†</sup>

	Local	Regional	Australian	Other International	Total
Auckland	43,267	32,739	4,897	3,241	84,143
Hamilton & Waikato	10,529	6,372	334	456	17,691
Bay of Plenty	2,553	5,581	52	166	8,352
Rotorua	3,272	17,262	803	150	21,487
Taupo	779	8,097	102	33	9,011
Hawkes Bay	980	1,926	120	7	3,034
Manawatu	8,694	5,855	314	175	15,038
Wellington	12,891	22,728	427	713	36,760
Marlborough	741	1,706	87	401	2,933
Nelson	1,896	3,353	75	156	5,480
Christchurch & Canterbury	12,632	7,828	761	757	21,978
Dunedin	2,349	5,376	542	101	8,367
Queenstown	832	9,775	4,124	500	15,231
Total	101,414	128,597	12,638	6,855	249,505

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

Another source of information on international conference delegate is Statistics New Zealand's international travel and migration data. For the year ended March 2015, Statistics New Zealand<sup>4</sup> 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 March 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.

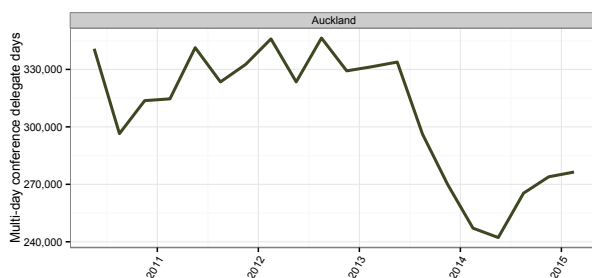
<sup>4</sup>Statistics New Zealand International Visitor Arrivals. Data available from [http://www.stats.govt.nz/browse\\_for\\_stats/population/Migration/iva.aspx/](http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx/).



## ■ Trends in delegate days for multi-day conferences

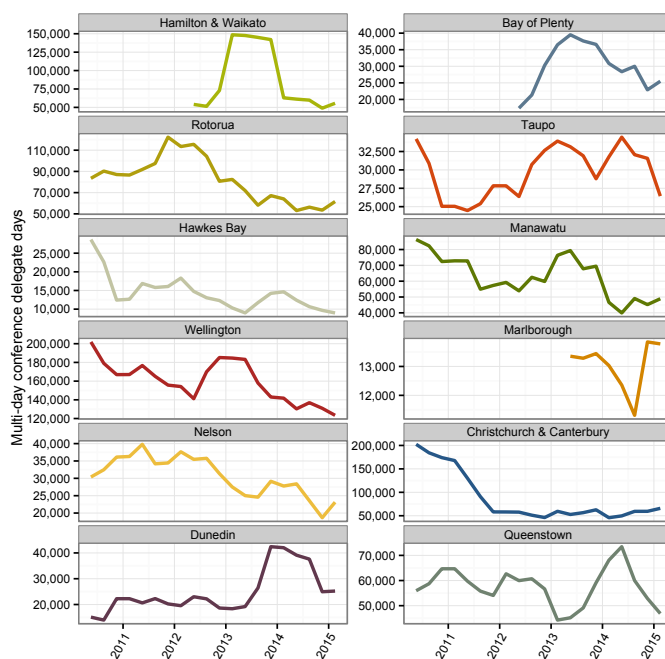
Figure 10 shows the number of reported delegate days in Auckland has continued to increase in the March quarter.

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



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

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

### ■ Number of meetings/seminars and delegate days by duration

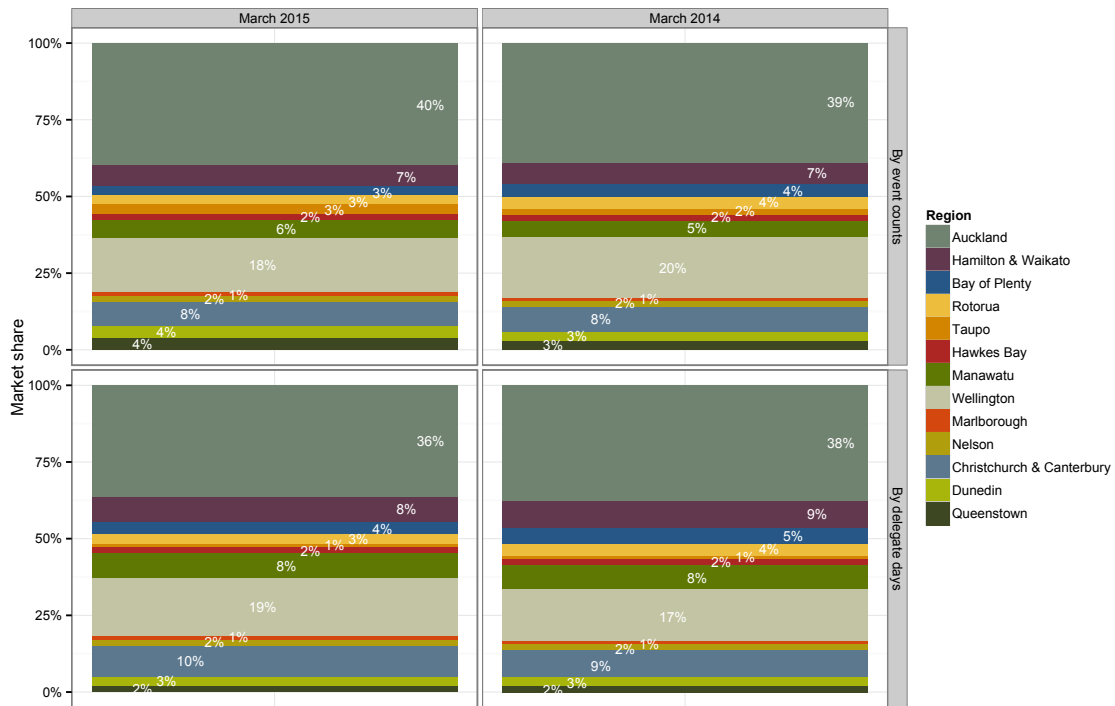
Table 9 shows that 5,144 (18 per cent) of the meetings/seminars held in the year ended March 2015 were multi day events.

Auckland hosted the greatest proportion (40 per cent) of multi-day meetings/seminars, generating 36 per cent of the total multi-day meetings/seminars delegate days. Wellington was second with 18 per cent of the multi-day meetings/seminars and 19 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 Q1	YE 2014 Q1	YE 2015 Q1	
Auckland	7,634	2,072	40%	39%	577,659	36%
Hamilton & Waikato	2,590	361	7%	7%	135,494	8%
Bay of Plenty	1,069	162	3%	4%	67,861	4%
Rotorua	689	139	3%	4%	41,506	3%
Taupo	393	140	3%	2%	20,393	1%
Hawkes Bay	703	95	2%	2%	37,529	2%
Manawatu	2,223	291	6%	5%	122,051	8%
Wellington	3,573	934	18%	20%	302,533	19%
Marlborough	325	42	1%	1%	16,483	1%
Nelson	746	90	2%	2%	35,251	2%
Christchurch & Canterbury	2,497	424	8%	8%	163,032	10%
Dunedin	861	192	4%	3%	47,499	3%
Queenstown	426	197	4%	3%	32,427	2%
Total	23,736	5,143	100%	100%	1,599,725	100%

Figure 12: Market share of multi-day meeting



■ 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	5,422	2,413	947	629	275
Hamilton & Waikato	1,824	707	236	141	37
Bay of Plenty	718	326	114	89	23
Rotorua	516	204	57	46	10
Taupo	379	100	42	13	<5
Hawkes Bay	493	181	73	48	10
Manawatu	1,551	593	210	140	44
Wellington	2,627	1,020	408	226	125
Marlborough	260	63	26	16	<5
Nelson	559	192	54	23	9
Christchurch & Canterbury	1,761	654	282	149	62
Dunedin	690	216	97	47	<5
Queenstown	430	120	54	18	<5
Total	17,230	6,788	2,600	1,585	595*

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

Region	201-500	500+
Auckland	243	32
Hamilton & Waikato	32	<5
Wellington	73	52
Rest North Island	82	10
Christchurch & Canterbury	42	20
Rest South Island	10	7
Total	482	122*

\* 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 March 2015.

### ■ Number of incentives and delegate days by duration

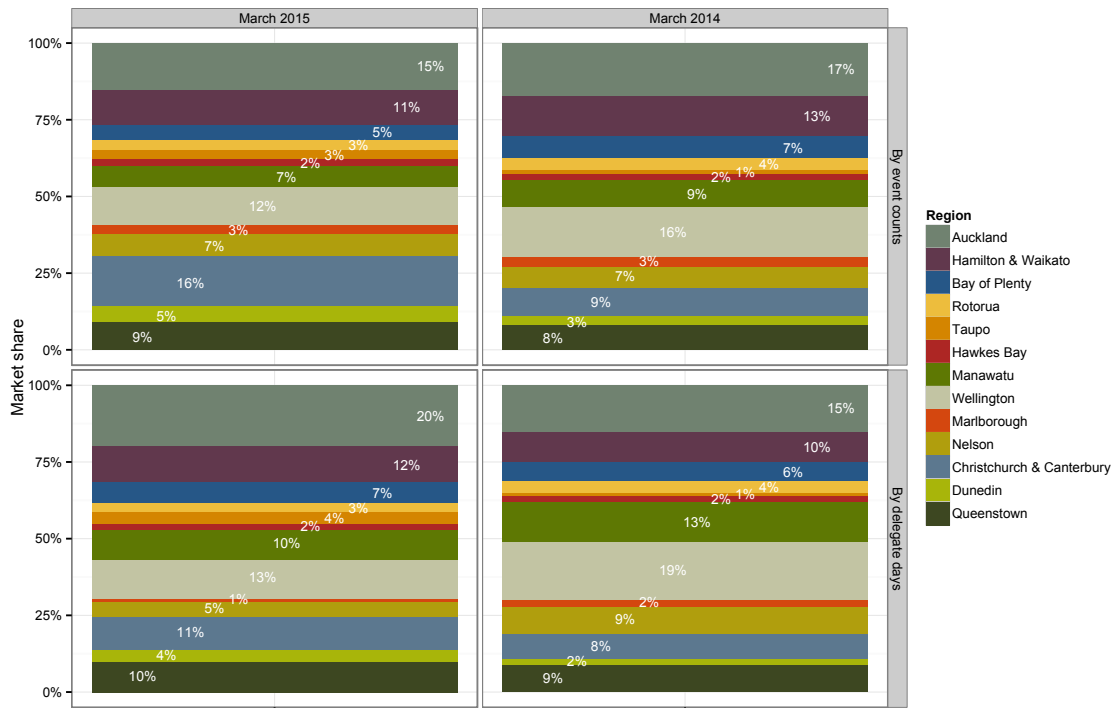
Table 12 shows that Auckland hosted the greatest proportion (15 per cent) of incentive activities, generating 20 per cent of the total incentive activities delegate days. Auckland was followed by Christchurch & Canterbury, Hamilton & Waikato and Wellington with respective market shares of 16, 11, and 12 per cent.

Table 12 shows that Christchurch & Canterbury hosted the greatest proportion (16 per cent) of incentive activities, generating 11 per cent of the total incentive activities delegate days. Christchurch & Canterbury was followed by Auckland, Wellington and Hamilton & Waikato with respective market shares of 15, 12, and 11 per cent.

Table 12: Number of incentives and delegate days

Region	Total incentive events	Market share of events		Total Delegate days	Market share by delegate days
	YE 2015 Q1	YE 2015 Q1	YE 2014 Q1	YE 2015 Q1	
Auckland	126	15%	17%	17,311	20%
Hamilton & Waikato	95	11%	13%	10,019	12%
Bay of Plenty	45	5%	7%	5,663	7%
Rotorua	27	3%	4%	2,579	3%
Taupo	27	3%	1%	3,023	4%
Hawkes Bay	17	2%	2%	1,366	2%
Manawatu	59	7%	9%	8,164	10%
Wellington	99	12%	16%	11,005	13%
Marlborough	28	3%	3%	1,044	1%
Nelson	61	7%	7%	3,898	5%
Christchurch & Canterbury	138	16%	9%	9,828	11%
Dunedin	42	5%	3%	3,068	4%
Queenstown	72	9%	8%	8,692	10%
Total	841	100%	100%	85,665	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	41	14	68
Hamilton & Waikato	22	20	52
Bay of Plenty	12	8	24
Rotorua	7	7	10
Taupo	9	6	13
Hawkes Bay	8	<5	6
Manawatu	15	8	33
Wellington	34	11	45
Marlborough	16	7	<5
Nelson	34	17	13
Christchurch & Canterbury	51	39	49
Dunedin	19	12	12
Queenstown	30	26	16
Total	298	176*	342*

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

## Trade shows/exhibitions <sup>5</sup>

Trade shows/exhibitions account for 2 per cent of all events and 4 per cent of the delegate days in the year ended March 2015.

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

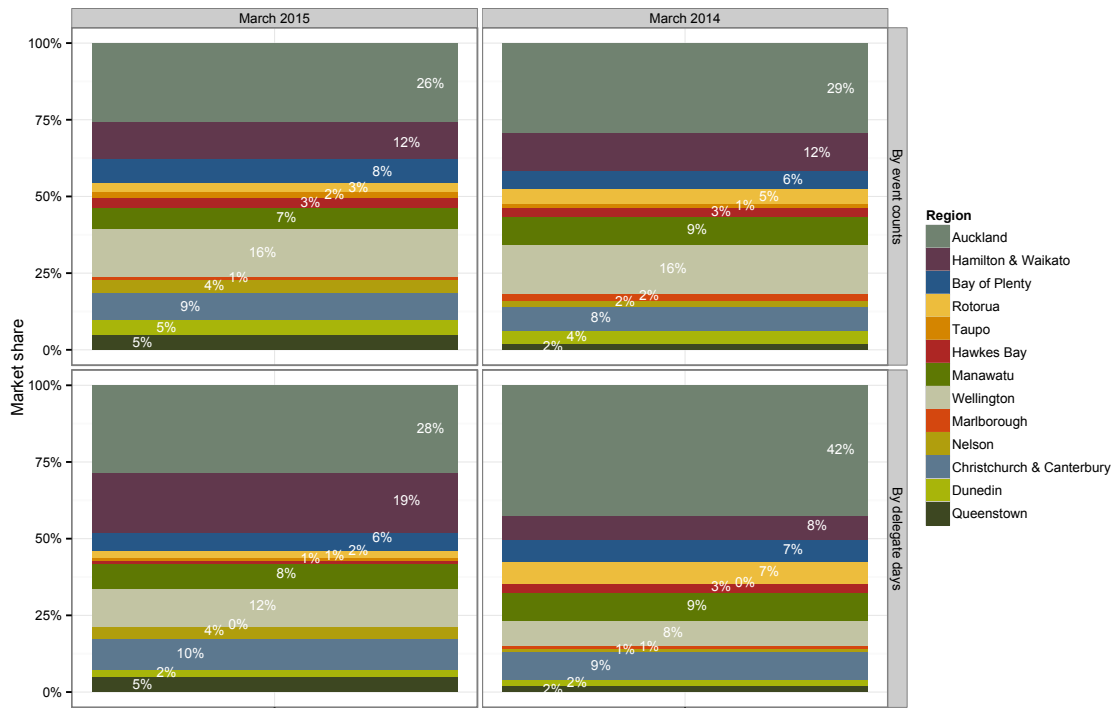
Table 14 shows that Auckland hosted the greatest proportion (26 per cent) of trade shows/exhibitions, generating 28 per cent of the total trade shows/exhibition delegate days. Wellington was second with 16 per cent of the trade shows/exhibitions, followed closely by Hamilton & Waikato with 12 per cent. Market share by delegate days sees Hamilton & Waikato increase its market share to 19 per cent, while Wellington's market share drops to 12 per cent.

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

Region	Total	Market share of		Total	Market share of
	Tradeshow/Exhibitions	events		Delegate days	by delegate days
	YE 2015 Q1	YE 2015 Q1	YE 2014 Q1	YE 2015 Q1	
Auckland	216	26%	29%	42,811	28%
Hamilton & Waikato	95	12%	12%	29,096	19%
Bay of Plenty	62	8%	6%	8,780	6%
Rotorua	22	3%	5%	3,728	2%
Taupo	16	2%	1%	1,415	1%
Hawkes Bay	24	3%	3%	2,199	1%
Manawatu	55	7%	9%	12,712	8%
Wellington	130	16%	16%	18,983	12%
Marlborough	6	1%	2%	305	0%
Nelson	34	4%	2%	6,203	4%
Christchurch & Canterbury	74	9%	8%	16,121	10%
Dunedin	38	5%	4%	3,700	2%
Queenstown	42	5%	2%	7,972	5%
Total	821	100%	100%	154,031	100%

<sup>5</sup>See 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	28	49	43	39	43
Hamilton & Waikato	16	22	16	17	21
Bay of Plenty	19	14	10	8	10
Rotorua	<5	6	6	5	<5
Taupo	<5	7	<5	<5	<5
Hawkes Bay	6	7	<5	<5	<5
Manawatu	9	9	12	13	13
Wellington	22	33	17	27	25
Marlborough	<5	<5	<5	<5	<5
Nelson	9	11	7	<5	<5
Christchurch & Canterbury	13	15	20	12	14
Dunedin	8	13	9	8	<5
Queenstown	<5	11	18	6	<5
Total	131*	197*	157*	134*	127*

\* 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 March 2015.

### ■ Number of special occasions and delegate days by duration

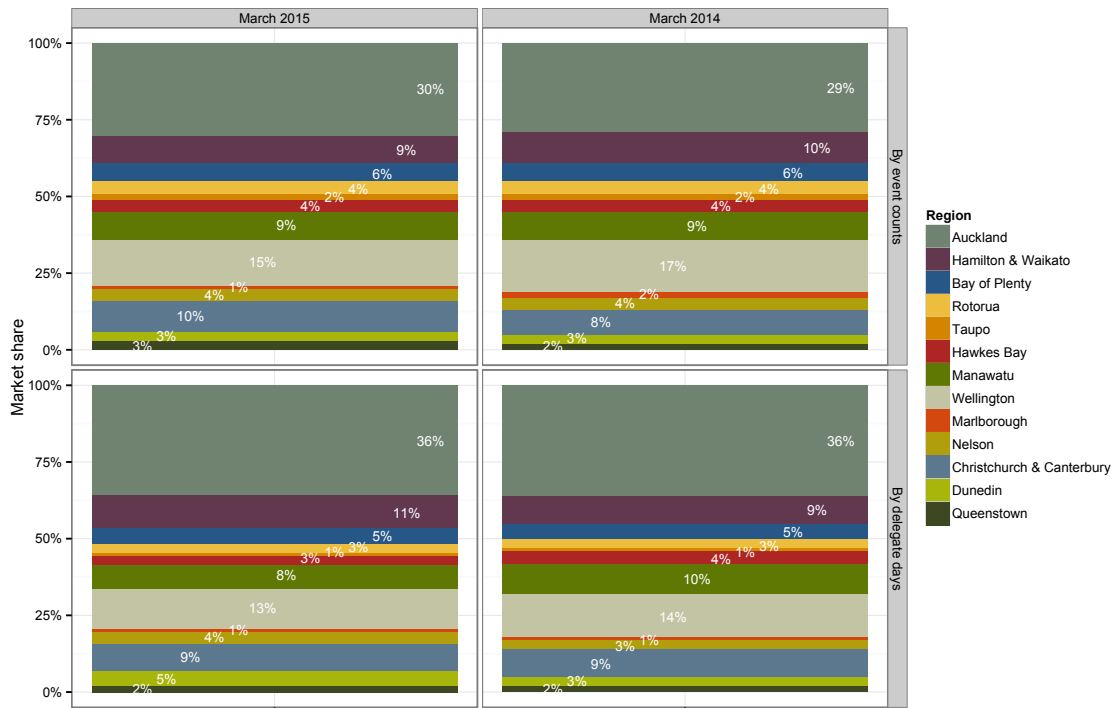
Table 16 shows that Auckland hosted the greatest proportion (30 per cent) of special occasions, generating 36 per cent of the special occasions delegate days. Wellington was second with 15 per cent of the special occasions and 13 per cent of the special occasions delegate days. Christchurch & Canterbury accounted for 10 per cent of special occasions events, while Hamilton & Waikato and Manawatu each accounted for nine per cent per cent of special occasions events.

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 Q1	YE 2015 Q1	YE 2014 Q1	YE 2015 Q1	
Auckland	2,402	30%	29%	488,154	36%
Hamilton & Waikato	745	9%	10%	142,923	11%
Bay of Plenty	487	6%	6%	62,743	5%
Rotorua	301	4%	4%	34,584	3%
Taupo	138	2%	2%	9,296	1%
Hawkes Bay	299	4%	4%	39,273	3%
Manawatu	686	9%	9%	114,307	8%
Wellington	1,227	15%	17%	177,872	13%
Marlborough	105	1%	2%	10,781	1%
Nelson	294	4%	4%	51,224	4%
Christchurch & Canterbury	784	10%	8%	127,207	9%
Dunedin	273	3%	3%	62,754	5%
Queenstown	217	3%	2%	27,410	2%
Total	7,964	100%	100%	1,348,533	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	250	436	463	578	620
Hamilton & Waikato	83	177	200	160	130
Bay of Plenty	58	112	137	105	71
Rotorua	47	76	77	66	35
Taupo	37	40	44	14	<5
Hawkes Bay	31	69	85	76	44
Manawatu	74	152	179	154	139
Wellington	108	233	265	306	180
Marlborough	20	31	29	19	6
Nelson	65	70	70	50	44
Christchurch & Canterbury	119	152	203	178	137
Dunedin	37	57	53	72	55
Queenstown	38	55	62	37	26
Total	967	1,661	1,866	1,813	1,487*

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

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# Appendix

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## 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.

### ■ 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 March 2015 quarter, event activity was recorded or estimated for a total of 273 venues in the 13 regions. Of these, 131 venues with 67 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 144 venues each quarter.

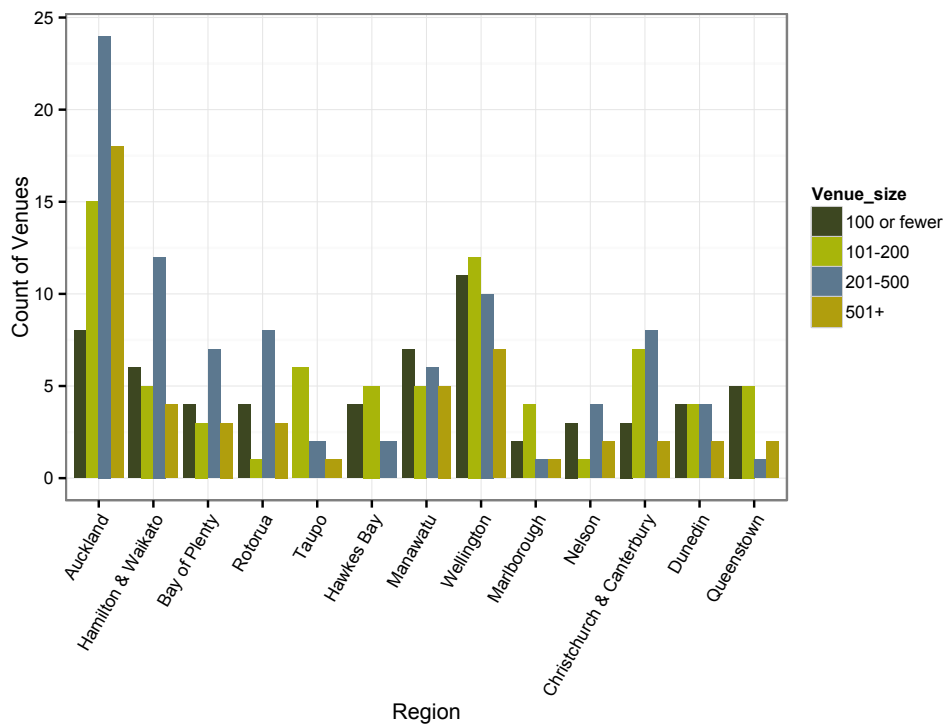
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger venues that represent a 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 2014 Q4 and 2015 Q1

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2014 Q4	2015 Q1	2014 Q4	2015 Q1
Auckland	40%	40%	70%	70%
Hamilton & Waikato	52%	48%	88%	49%
Bay of Plenty	35%	35%	57%	57%
Rotorua	56%	56%	88%	85%
Taupo	56%	56%	75%	75%
Hawkes Bay	27%	27%	38%	38%
Manawatu	30%	26%	40%	40%
Wellington	55%	52%	84%	83%
Marlborough	75%	50%	88%	73%
Nelson	50%	50%	34%	34%
Christchurch & Canterbury	85%	75%	90%	88%
Dunedin	86%	71%	89%	84%
Queenstown	69%	62%	79%	74%
Total	52%	48%	74%	67%

The distribution of the venues in March 2015 quarter by size is shown in Figure 16 below. 65 venues ( 24 per cent) are located in Auckland.

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

## 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)
<b>Capacity</b>	1. <101
	2. 101-200
	3. 201-400
	4. 401-1000
	5. 1001+
<b>Regions</b>	<b>Five strata of regions:</b>
	• Auckland, Wellington
	• Bay of Plenty, Hamilton & Waikato, Hawkes Bay, Manawatu
	• Christchurch & Canterbury, Nelson
	• Dunedin, Queenstown
<b>Venue type</b>	• Rotorua, Taupo
	• 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	991	2,124	4,954	6,141	15,197	1,129	2,026	4,320	7,227	16,111
Multi-day events	6	10	14	9	7	5	8	11	11	8
Single day events	16	32	48	40	31	17	30	43	45	36
Total delegates	677	1,572	3,708	4,814	12,018	847	1,642	3,342	5,737	12,984
One day conference delegate days	31	77	218	353	354	52	87	176	509	362
Multi-day conference delegate days	178	459	1,162	1,324	3,469	228	295	862	1,416	3,373

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.