



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

**Sector Performance
Institutions and
System Performance**



Convention Activity Survey Year to September 2014 report

Prepared Nov 2014



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

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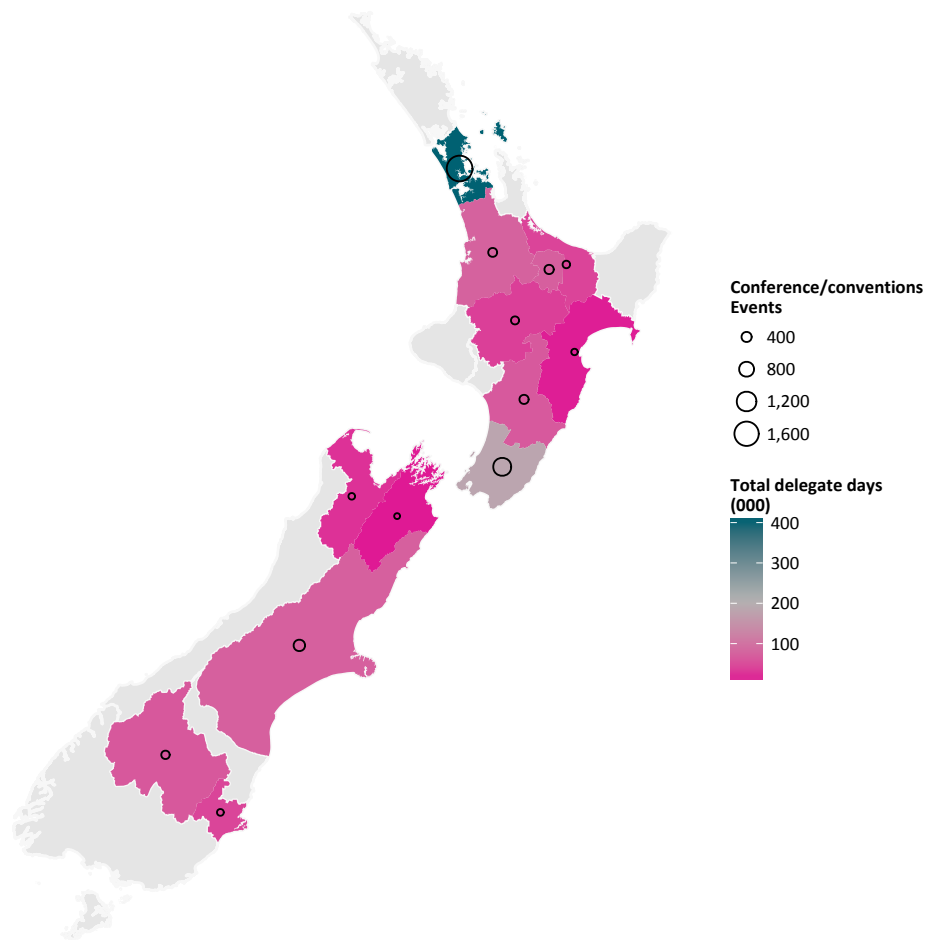
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Highlights

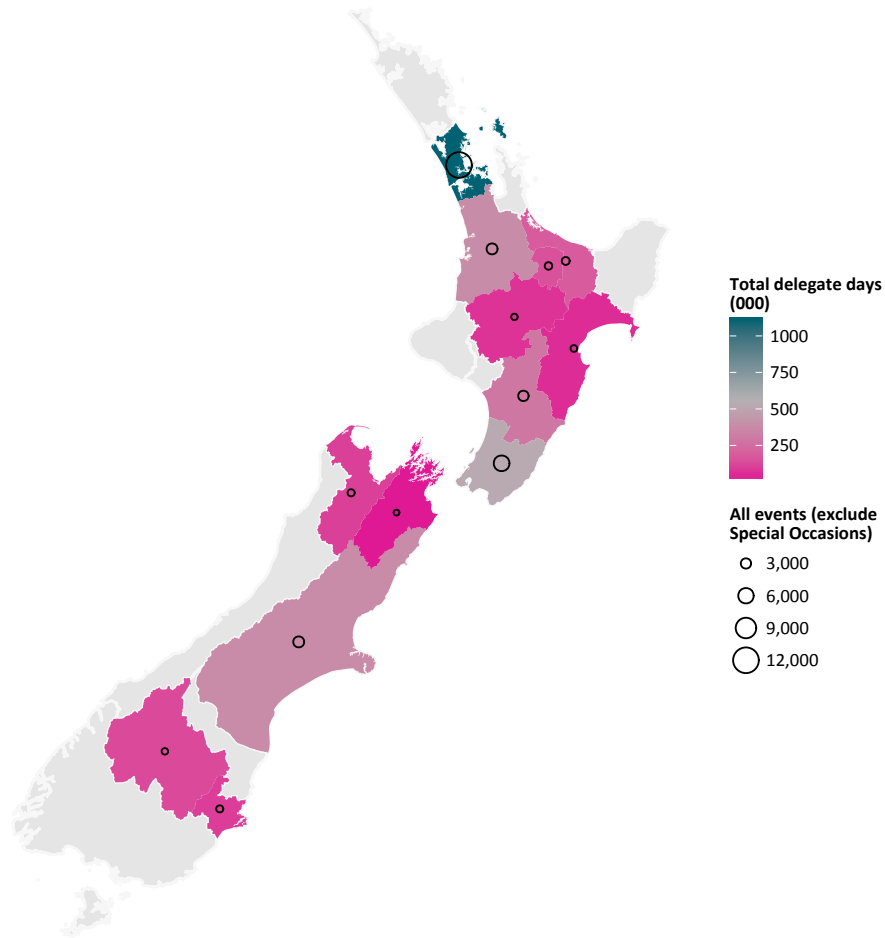
A total of 578,000 delegates attended 5,200 conferences/conventions for around 1.1 million delegate days in the year ended September 2014. This represents a notable increase compared to year ended September 2013 where 498,000 delegates, 4,900 conferences and 1 million delegate days were reported. Around 31 per cent of multi day conferences/conventions and 34 per cent of one day conferences/conventions were held in Auckland in the year ended September 2014.

Figure 1: Summary of conferences and conventions activities (year ended September 2014)



Over all events, excluding special occasions, 2.7 million delegates attended 36,400 events for around 3.5 million delegate days in the year ended September 2014. This compared to 3.1 million delegates, 36,700 events and 4 million delegate days in the year ended September 2013. 33 per cent of all events (excluding special occasions) were held in Auckland.

Figure 2: Summary of all except special events (year ended September 2014)



Overview

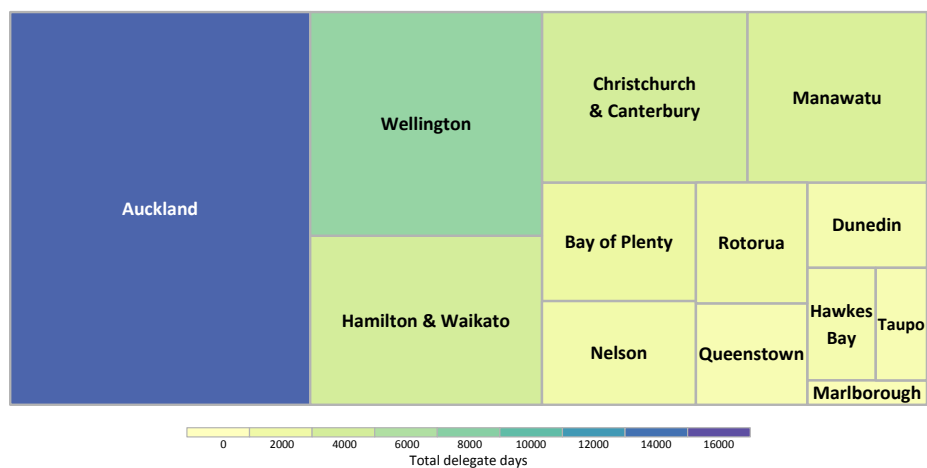
All business events by region

An estimated total of 45,000 events occurred in the 13 regions in the year ended September 2014. Table 1 shows 33 per cent of the delegate days for the year ended September 2014 were in Auckland.

Table 1: Overview of all business events (year ended September 2014)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2013 Q3
Auckland	11,578	3,079	14,656	1,404,405	1,650,911	33%	-4%
Hamilton & Waikato	3,582	595	4,179	457,952	548,937	11%	No change
Bay of Plenty	1,759	357	2,116	220,871	255,804	5%	No change
Rotorua	1,329	431	1,762	126,944	188,500	4%	No change
Taupo	599	308	908	50,640	80,744	2%	No change
Hawkes Bay	1,162	155	1,318	95,813	108,089	2%	No change
Manawatu	3,356	572	3,925	375,795	428,526	8%	-1%
Wellington	5,790	1,645	7,464	615,230	726,632	14%	2%
Marlborough	490	69	559	29,200	40,887	1%	No change
Nelson	1,384	187	1,573	164,260	223,682	4%	1%
Christchurch & Canterbury	3,385	714	4,097	436,911	490,922	10%	1%
Dunedin	1,129	269	1,398	106,240	143,097	3%	1%
Queenstown	635	431	1,068	101,343	158,248	3%	No change
Total	36,183	8,819	45,028	4,185,610	5,044,983		

Figure 3: Overview of business events by region



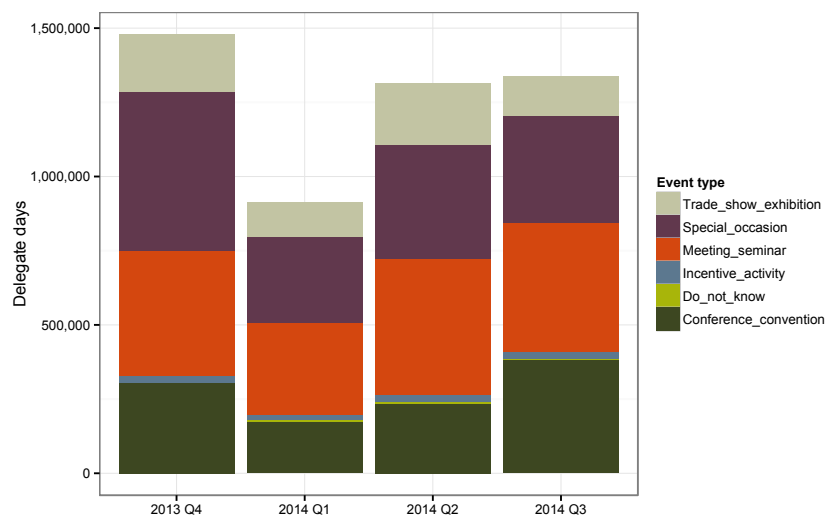
Delegate days by event type

There were about 5 million delegate days in the year ended September 2014. 32 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 December 2013 quarter and a trough in the March 2014 quarter.

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

	2013 Q4	2014 Q1	2014 Q2	2014 Q3	Total
Meeting/seminar	421,713	312,815	458,098	435,687	1,628,314
Incentive activity	22,530	15,404	25,171	25,692	88,799
Conference/Convention	304,839	174,346	233,931	382,897	1,096,014
Trade show/exhibition	192,928	116,081	207,698	133,578	650,287
Special occasion	536,166	287,151	382,020	359,208	1,564,546
Don't know	1,337	6,096	6,096	1,290	14,820
Total	1,479,515	911,896	1,313,017	1,338,354	5,042,783

Figure 4: National overview of delegate days by event type



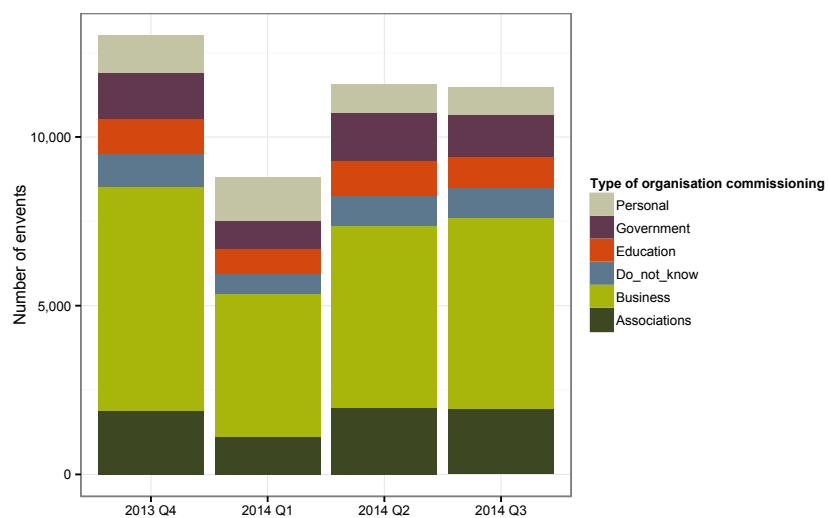
Organisations commissioning business events

Table 3 shows that most events in the year ended September 2014 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 September 2014

	2013 Q4	2014 Q1	2014 Q2	2014 Q3	Total
Associations	1,902	1,109	1,986	1,951	6,950
Business	6,617	4,245	5,384	5,641	21,889
Government	1,372	829	1,428	1,234	4,864
Education	1,013	739	1,053	943	3,749
Personal	1,107	1,299	837	807	4,051
Other/Don't know	997	580	877	884	3,339
Total	13,011	8,804	11,565	11,463	44,845

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



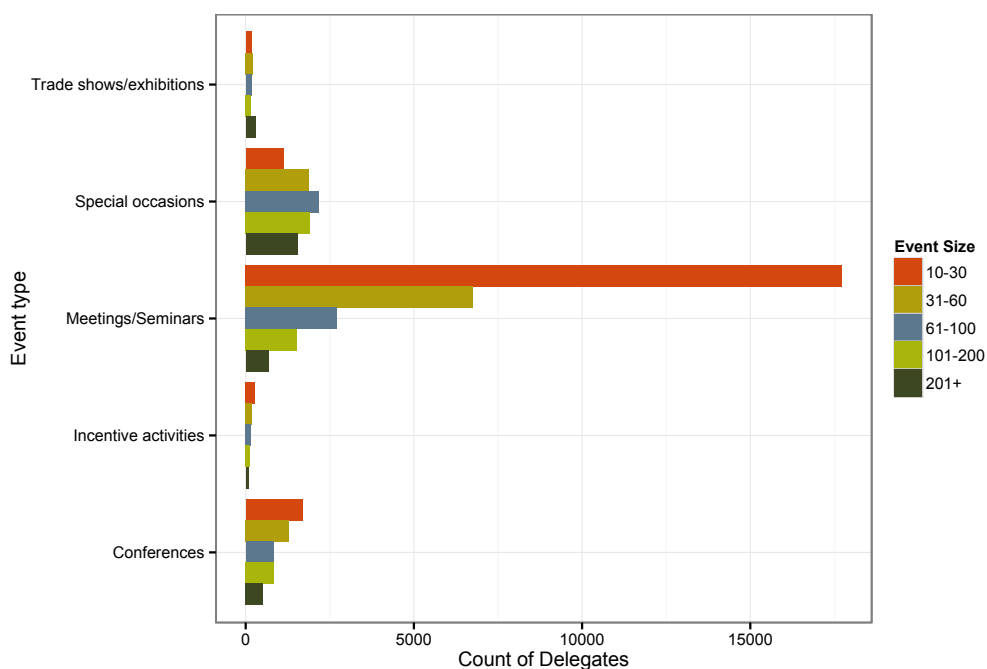
Events by size

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 September 2014 (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 23 per cent of meetings with 31-60 delegates. Smaller conferences also dominated conference/convention activity, with 33 per cent having 10-30 delegates and a further 25 per cent having 31-60 delegates.

Table 4: Number of events by event type and event size (year ended September 2014)

	10-30	31-60	61-100	101-200	201+
Conferences	1,692	1,287	831	835	512
Incentive activities	278	180	156	128	82
Meetings/Seminars	17,722	6,757	2,705	1,534	680
Special occasions	1,121	1,890	2,185	1,911	1,545
Trade shows/exhibitions	177	217	169	160	296

Figure 6: Number of events by event type and event size (year ended September 2014)

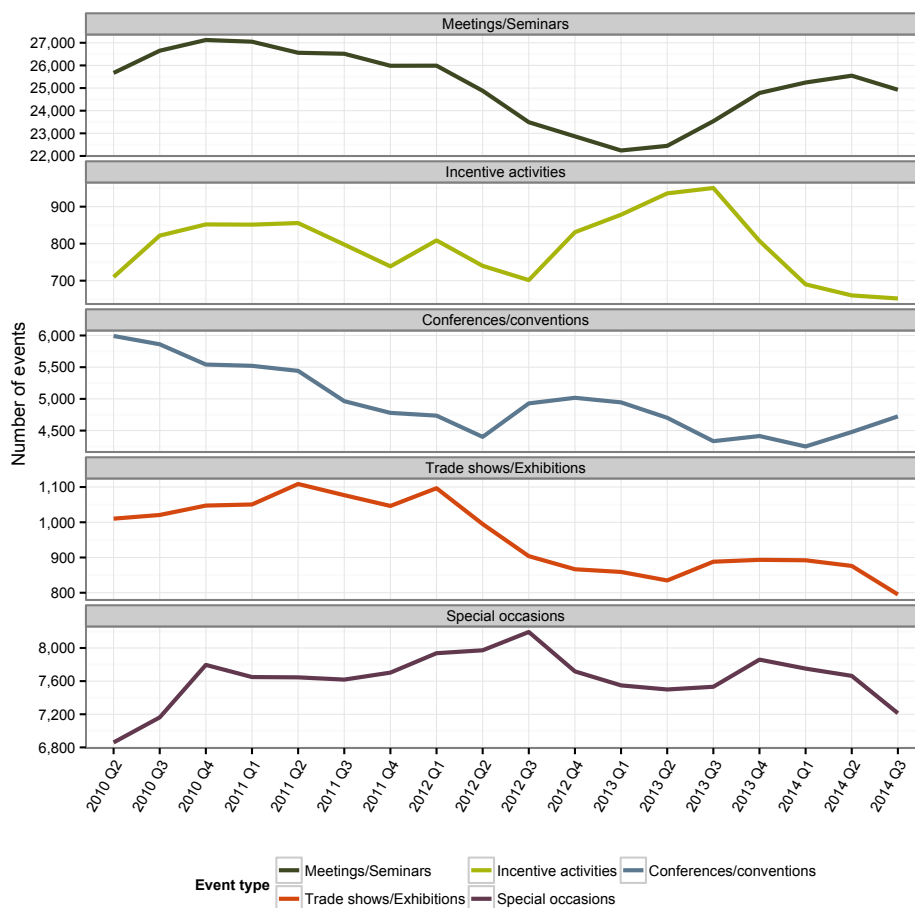


Trends in the number of events¹

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 2014.

As can be seen, the annual number of conferences/conventions increased in the year ended September 2014, while all other activities decreased. Meetings/seminars decreased for the first time since the March year end 2013, while the sharp decline in incentive activities eased in the year ended September 2013.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended September 2014). 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.

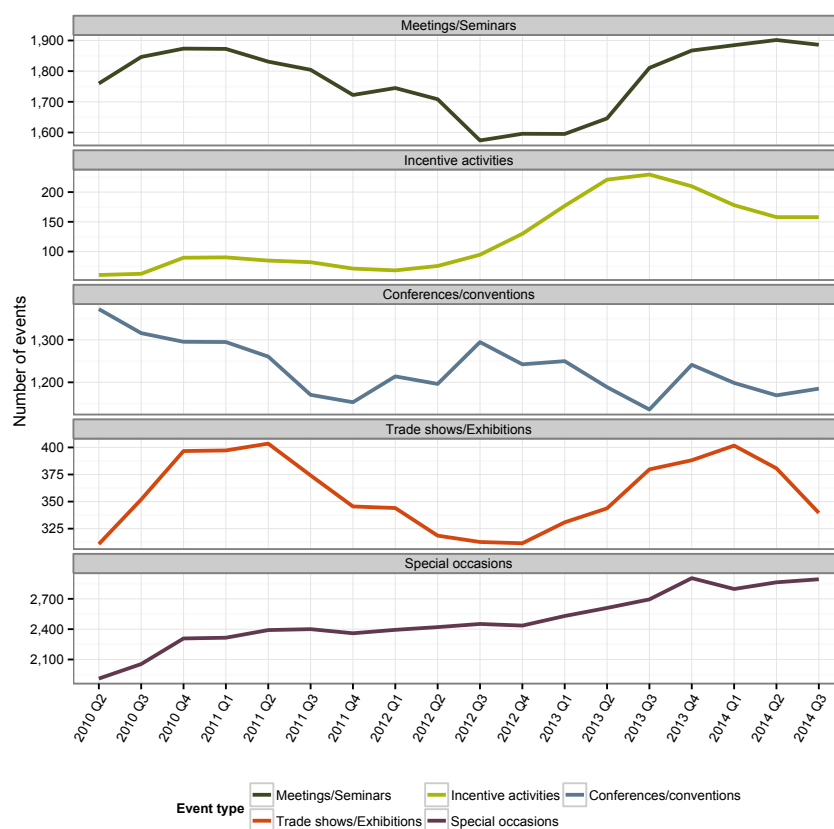
Trends in larger events (>100 delegates)²

The current year end shows a slight increase in large special occasion events, after a slight downturn in the year ending March 2014, as illustrated in Figure 8. A recovery in the number of larger conferences has stopped the declining trend since the year ending September 2012.

As for the large meetings/seminars, the latest year end is not able to continue the increasing trend, with a slight pull back from the peak in the year ending June 2014. At the same time, trade shows/exhibitions had a second consecutive year end of decline.

The number of large incentive activity events is flat, after consistent decline since the peak recorded in the year ending September 2013.

Figure 8: Number of Events with >100 delegates from year ended June 2010 to year ended September 2014 (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 summarizes more detailed information about the activities by type of event for the year ended September 2014. 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 22 per cent of the delegate days in the year ended September 2014.

■ Number of conferences/conventions and delegate days by duration

Table 5 shows that 3,139 (61 per cent) of the conferences held in the year ended September 2014 were multi day events, with 50 per cent of these multi day conference events (1,581) being two days in duration.

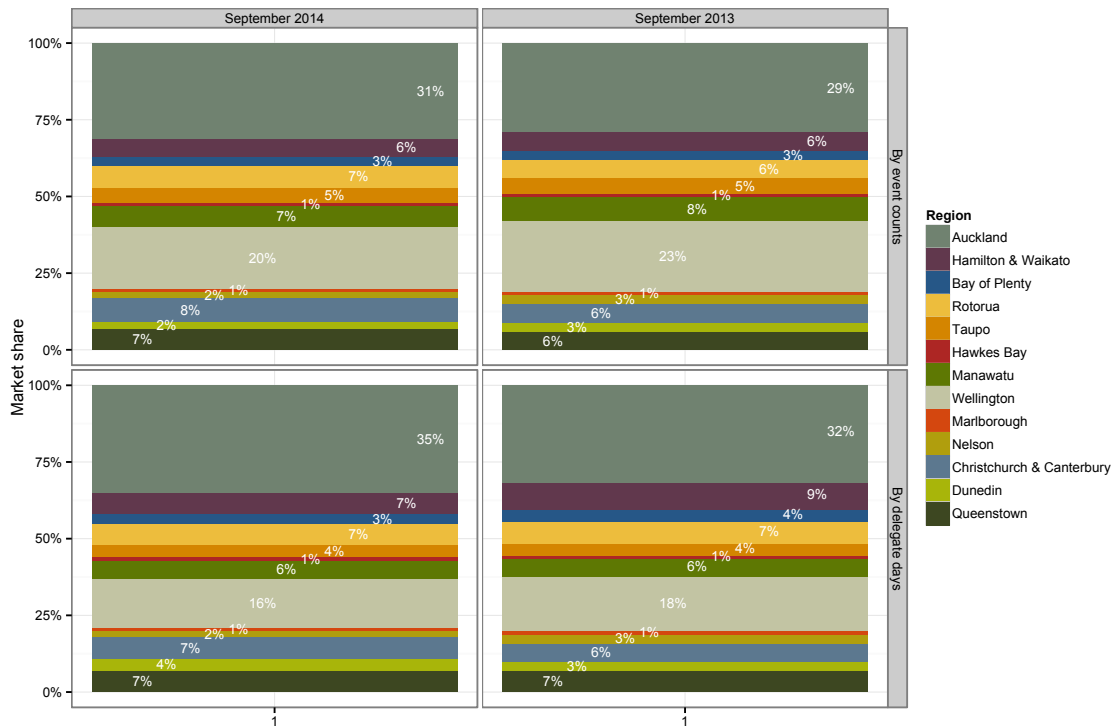
Auckland hosted the greatest proportion (31 per cent) of multi-day conferences, generating 35 per cent of the total multi-day conference delegate days. Wellington was second with 20 per cent of the multi-day conferences and 16 per cent of the multi-day conference delegate days.

Table 5: Number of conferences/conventions and delegate days

Region	Duration			Market share of multi-day events		Delegate days		Market share of multiday events by delegate days
	One day	Two days	>2 days	YE 2014 Q3	YE 2013 Q3	Single day	Multi-day	
Auckland	682	526	457	31%	29%	88,979	318,033	35%
Hamilton & Waikato	122	86	89	6%	6%	14,229	59,668	7%
Bay of Plenty	72	45	61	3%	3%	9,273	31,022	3%
Rotorua	109	118	104	7%	6%	7,638	63,583	7%
Taupo	69	75	81	5%	5%	2,506	33,254	4%
Hawkes Bay	46	22	18	1%	1%	2,771	10,815	1%
Manawatu	110	125	79	7%	8%	10,602	51,988	6%
Wellington	411	336	280	20%	23%	38,603	149,238	16%
Marlborough	18	3	17	1%	1%	1,013	10,084	1%
Nelson	37	17	49	2%	3%	2,182	21,733	2%
Christchurch & Canterbury	249	121	137	8%	6%	13,947	59,200	7%
Dunedin	43	29	44	2%	3%	3,955	37,846	4%
Queenstown	48	72	135	7%	6%	2,676	59,080	7%
Total	2,021	1,581	1,557	100%	100%	198,377	905,549	100%

³<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	477	427	276	312	211
Hamilton & Waikato	87	63	62	52	41
Bay of Plenty	34	35	41	39	25
Rotorua	104	89	46	58	33
Taupo	101	55	37	23	9
Hawkes Bay	42	16	12	11	9
Manawatu	122	71	47	43	35
Wellington	361	269	145	136	78
Marlborough	13	16	<5	<5	<5
Nelson	27	32	20	18	9
Christchurch & Canterbury	220	126	70	62	30
Dunedin	32	28	18	25	14
Queenstown	73	60	53	52	18
Total	1,692	1,287	827*	831*	511*

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

Region	201-500	500+
Auckland	149	62
Hamilton & Waikato	26	15
Wellington	61	16
Rest North Island	95	18
Christchurch & Canterbury	26	<5
Rest South Island	35	6
Total	392	117*

* 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 256,903 delegates (about 20 per cent of all multiday delegates) whose origin information was captured in the year ended September 2014, 38 per cent were reported to be from the local region, with a further 53 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 September 2014)[†]

	Local	Regional	Australian	Other International	Total
Auckland	41,984	30,398	5,149	3,107	80,639
Hamilton & Waikato	8,542	9,403	400	333	18,679
Bay of Plenty	3,446	6,956	180	176	10,758
Rotorua	3,395	15,342	1,253	655	20,645
Taupo	806	9,069	664	148	10,688
Hawkes Bay	1,375	2,231	30	28	3,663
Manawatu	9,290	6,084	331	156	15,860
Wellington	12,409	25,186	284	435	38,314
Marlborough	494	1,463	100	11	2,068
Nelson	1,656	4,160	93	559	6,467
Christchurch & Canterbury	9,977	8,976	1,017	842	20,813
Dunedin	2,881	5,070	702	1,297	9,950
Queenstown	933	12,031	4,812	583	18,359
Total	97,188	136,369	15,016	8,330	256,903

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

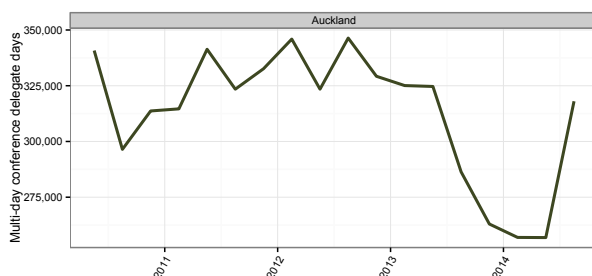
Another source of information on international conference delegate is Statistics New Zealand's international travel and migration data. For the year ended September 2014, Statistics New Zealand ⁴ reported that a total of 58,304 international visitors reported that their main reason for visiting New Zealand was to attend a convention/conference (either single or multi-day). Of these, 36,560 (63 per cent) were Australian. This was an increase of 4 per cent from the year ending September 2013, when 55,840 international visitors stated their main reason for visiting New Zealand was to attend a convention/conference, and 35,504 (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

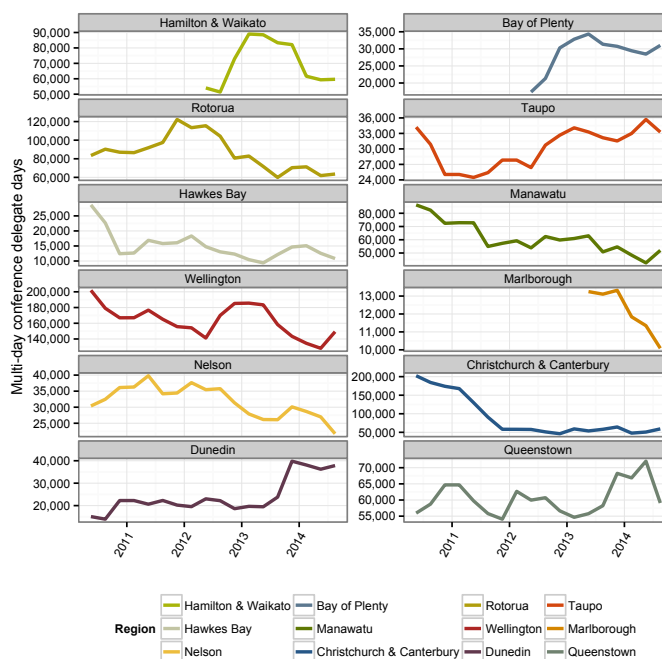
Figure 10 shows big rebound in the number of reported delegate days for multi day conferences in Auckland. The increase in delegate days is largely driven two newly reported events.

Figure 10: Auckland multi-day Conference delegate days (year ended June 2010 to year ended September 2014)



In other regions there has been reasonably marked variation in the number of delegate days for multi-day conferences (see Figure 11).

Figure 11: Comparing multi-day Conference delegate days by region (year ended June 2010 to year ended September 2014)



Meeting and seminar activities

Meetings/seminars account for 65 per cent of all events and 32 per cent of the delegate days in the year ended September 2014.

■ Number of meetings/seminars and delegate days by duration

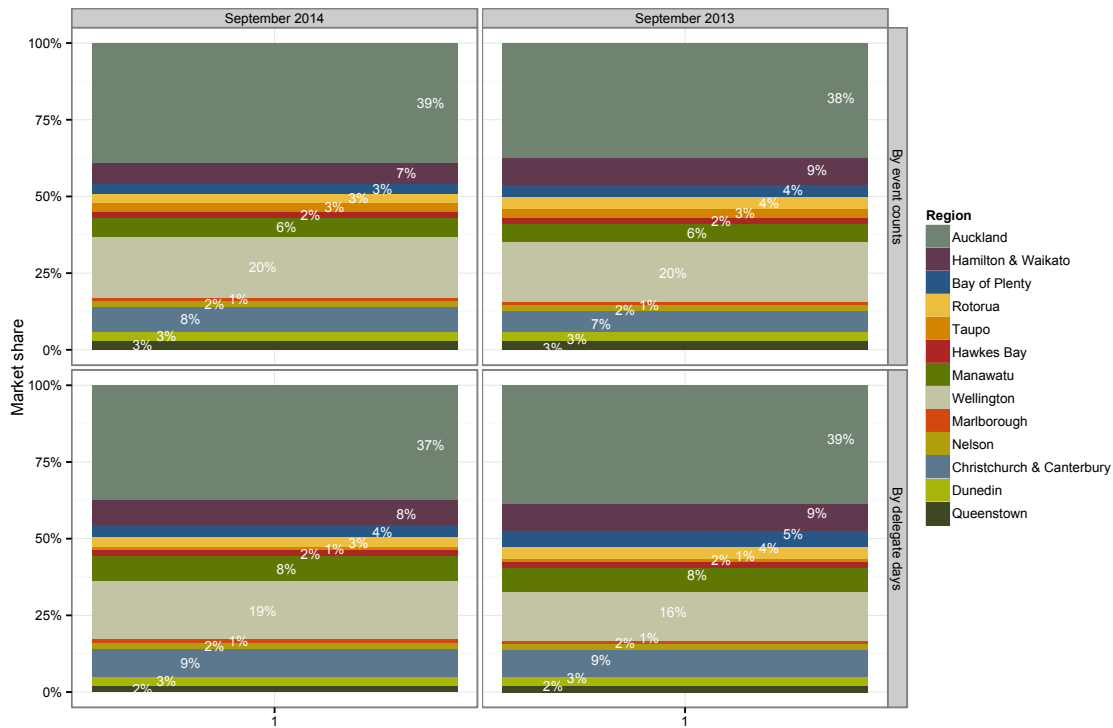
Table 9 shows that 5,065 (17 per cent) of the meetings/seminars held in the year ended September 2014 were multi day events.

Auckland hosted the greatest proportion (39 per cent) of multi-day meetings/seminars, generating 37 per cent of the total multi-day meetings/seminars delegate days. Wellington was second with 20 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 2014 Q3	YE 2013 Q3	YE 2014 Q3	
Auckland	8,111	1,981	39%	38%	606,711	37%
Hamilton & Waikato	2,518	345	7%	9%	131,844	8%
Bay of Plenty	1,073	175	3%	4%	67,347	4%
Rotorua	855	167	3%	4%	49,584	3%
Taupo	396	127	3%	3%	23,139	1%
Hawkes Bay	683	97	2%	2%	35,453	2%
Manawatu	2,305	290	6%	6%	123,901	8%
Wellington	3,964	994	20%	20%	309,010	19%
Marlborough	320	42	1%	1%	16,110	1%
Nelson	860	105	2%	2%	39,309	2%
Christchurch & Canterbury	2,287	413	8%	7%	153,954	9%
Dunedin	813	168	3%	3%	43,933	3%
Queenstown	295	156	3%	3%	28,015	2%
Total	24,486	5,065	100%	100%	1,628,314	100%

Figure 12: Market share of multi-day meeting



■ Number of meetings/conventions by event size

Table 10: Number of meetings/seminars by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	5,696	2,363	975	634	302
Hamilton & Waikato	1,759	677	241	138	50
Bay of Plenty	728	313	123	86	32
Rotorua	633	285	66	27	16
Taupo	369	104	36	15	<5
Hawkes Bay	474	174	77	38	15
Manawatu	1,598	597	226	126	57
Wellington	2,945	1,063	501	241	124
Marlborough	259	59	19	18	5
Nelson	672	213	58	23	9
Christchurch & Canterbury	1,663	590	263	130	57
Dunedin	634	219	83	43	<5
Queenstown	293	101	37	16	7
Total	17,723	6,758	2,705	1,535	674*

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

Region	201-500	500+
Auckland	238	64
Hamilton & Waikato	45	5
Wellington	74	50
Rest North Island	110	16
Christchurch & Canterbury	39	18
Rest South Island	12	7
Total	519	161

* 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 2014.

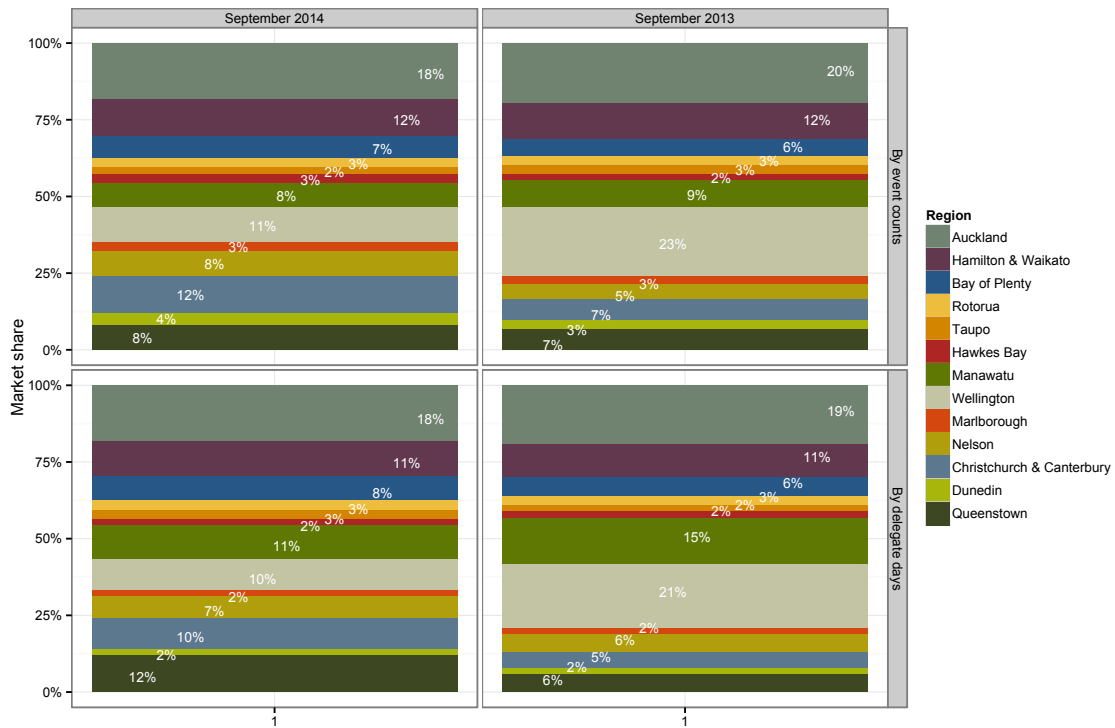
■ Number of incentives and delegate days by duration

Table 12 shows that Auckland hosted the greatest proportion (18 per cent) of incentive activities, generating 18 per cent of the total incentive activities delegate days. Hamilton & Waikato and Christchurch & Canterbury were next, accounting for 12 per cent each. Wellington was fourth with 11 per cent of the incentive activities.

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 2014 Q3	YE 2014 Q3	YE 2013 Q3	YE 2014 Q3	
Auckland	154	18%	20%	15,804	18%
Hamilton & Waikato	103	12%	12%	9,937	11%
Bay of Plenty	61	7%	6%	6,896	8%
Rotorua	22	3%	3%	2,992	3%
Taupo	17	2%	3%	2,660	3%
Hawkes Bay	22	3%	2%	2,000	2%
Manawatu	70	8%	9%	9,859	11%
Wellington	93	11%	23%	8,666	10%
Marlborough	28	3%	3%	2,176	2%
Nelson	65	8%	5%	6,222	7%
Christchurch & Canterbury	105	12%	7%	9,244	10%
Dunedin	30	4%	3%	2,108	2%
Queenstown	68	8%	7%	10,230	12%
Total	845	100%	100%	88,799	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	26	76
Hamilton & Waikato	26	18	59
Bay of Plenty	17	9	34
Rotorua	10	<5	10
Taupo	<5	<5	11
Hawkes Bay	8	<5	11
Manawatu	16	11	41
Wellington	27	19	41
Marlborough	8	12	8
Nelson	31	19	18
Christchurch & Canterbury	39	30	36
Dunedin	17	9	<5
Queenstown	34	15	19
Total	274*	170*	364*

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

Trade shows/exhibitions

Trade shows/exhibitions account for 2 per cent of all events and 13 per cent of the delegate days in the year ended September 2014.

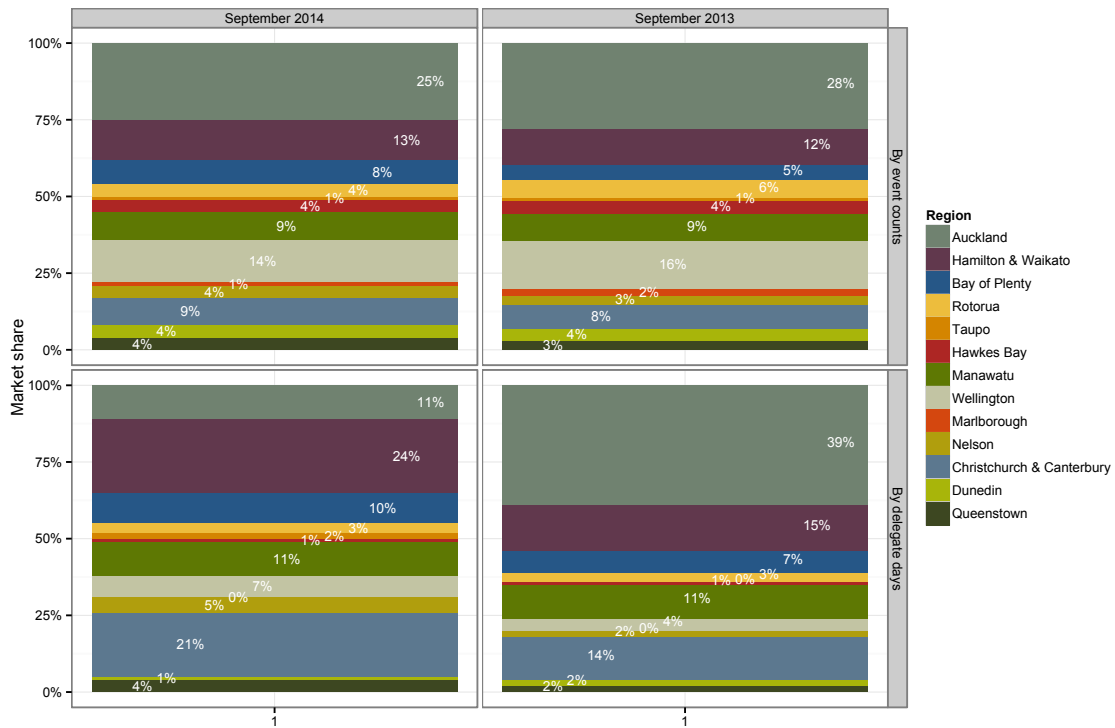
■ Number of trade show/exhibitions and delegate days by duration

Table 14 shows that Auckland hosted the greatest proportion (25 per cent) of trade shows/exhibitions, generating 11 per cent of the total trade shows/exhibition delegate days. Wellington was second with 14 per cent of the trade shows/exhibitions, followed closely by Hamilton & Waikato with 13 per cent. Market share by delegate days tells a different story, with Hamilton & Waikato leading the way with 24 per cent, followed closely by Christchurch & Canterbury with 21 percent.

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 2014 Q3	YE 2014 Q3	YE 2013 Q3	YE 2014 Q3	
Auckland	255	25%	28%	71,054	11%
Hamilton & Waikato	132	13%	12%	155,130	24%
Bay of Plenty	87	8%	5%	65,292	10%
Rotorua	37	4%	6%	19,276	3%
Taupo	14	1%	1%	10,761	2%
Hawkes Bay	40	4%	4%	6,283	1%
Manawatu	89	9%	9%	71,538	11%
Wellington	145	14%	16%	47,149	7%
Marlborough	14	1%	2%	2,315	0%
Nelson	43	4%	3%	32,566	5%
Christchurch & Canterbury	90	9%	8%	138,964	21%
Dunedin	39	4%	4%	5,621	1%
Queenstown	39	4%	3%	24,333	4%
Total	1,029	100%	100%	650,287	100%

Figure 14: Market share of trade show/exhibition activities



■ Number of incentives by event size

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

Region	10-30	31-60	61-100	101-200	201+
Auckland	42	47	48	42	69
Hamilton & Waikato	15	22	18	24	50
Bay of Plenty	22	16	11	12	27
Rotorua	<5	8	8	8	10
Taupo	<5	7	<5	<5	<5
Hawkes Bay	10	11	7	<5	9
Manawatu	13	17	14	13	32
Wellington	30	32	27	21	39
Marlborough	<5	<5	<5	<5	<5
Nelson	10	10	5	<5	13
Christchurch & Canterbury	16	18	10	13	35
Dunedin	8	14	6	8	<5
Queenstown	<5	11	9	6	8
Total	166*	213*	163*	147*	291*

* 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 19 per cent of all events and 31 per cent of the delegate days in the year ended September 2014.

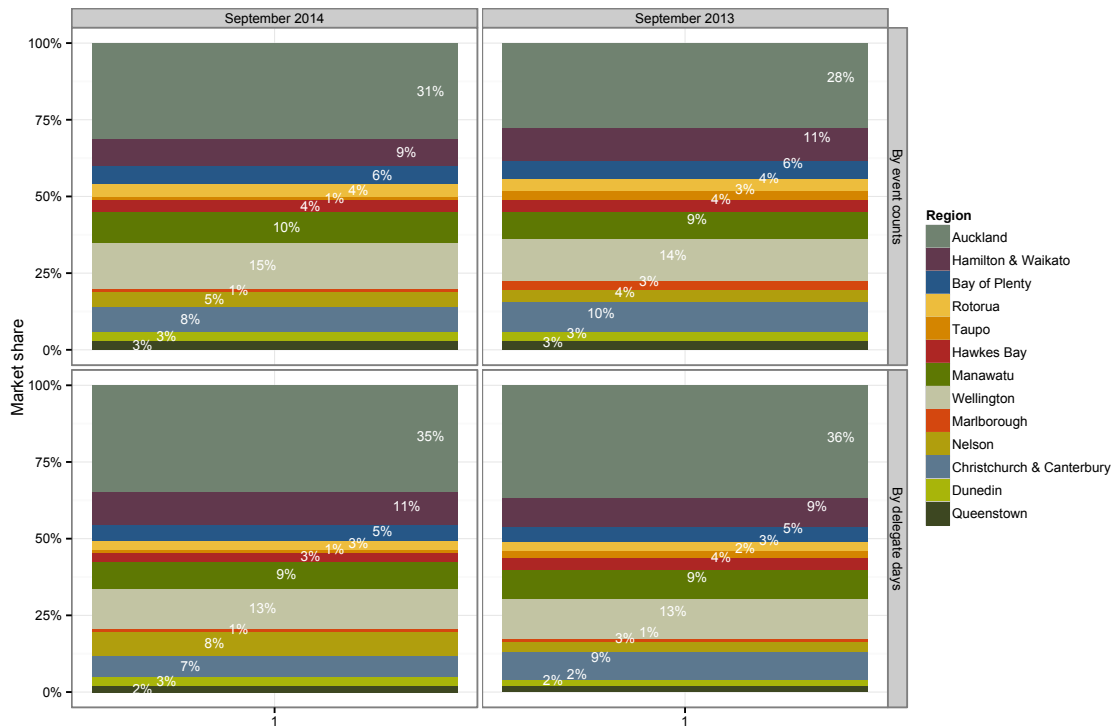
■ Number of special occasions and delegate days by duration

Table 16 shows that Auckland hosted the greatest proportion (31 per cent) of special occasions, generating 35 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. Manawatu was third with 10 per cent of the special occasions and 9 per cent of the special occasions delegate days.

Table 16: Number of special occasions and delegate days

Region	Total Special Occasions		Market share of events		Total Delegate days		Market share of by delegate days	
	YE 2014 Q3	YE 2014 Q3	YE 2014 Q3	YE 2013 Q3	YE 2014 Q3	YE 2014 Q3	YE 2014 Q3	YE 2014 Q3
Auckland	2,652	31%	28%		548,725	35%		
Hamilton & Waikato	778	9%	11%		167,238	11%		
Bay of Plenty	498	6%	6%		71,896	5%		
Rotorua	344	4%	4%		44,818	3%		
Taupo	122	1%	3%		9,304	1%		
Hawkes Bay	373	4%	4%		48,947	3%		
Manawatu	840	10%	9%		140,377	9%		
Wellington	1,315	15%	14%		202,245	13%		
Marlborough	118	1%	3%		9,912	1%		
Nelson	392	5%	4%		121,017	8%		
Christchurch & Canterbury	694	8%	10%		116,818	7%		
Dunedin	228	3%	3%		49,592	3%		
Queenstown	248	3%	3%		33,651	2%		
Total	8,607	100%	100%		1,564,546	100%		

Figure 15: Market share of special occasions activities



■ Number of incentives by event size

Table 17: Number of special occasions by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	286	513	609	637	627
Hamilton & Waikato	72	164	192	187	163
Bay of Plenty	53	120	140	106	84
Rotorua	44	99	89	63	50
Taupo	30	36	34	14	<5
Hawkes Bay	34	81	126	80	56
Manawatu	99	197	247	154	151
Wellington	165	306	383	316	166
Marlborough	45	33	17	17	6
Nelson	116	89	72	67	38
Christchurch & Canterbury	103	136	180	157	122
Dunedin	28	50	38	67	44
Queenstown	45	65	59	47	32
Total	1,122	1,891	2,186	1,911	1,540*

* 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 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 occasion, commonly known as business event activity. 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 2014 report (to be updated)

One Queenstown venue has been removed from the CAS this quarter, as they no longer met the criteria for inclusion. Historical reporting for this venue is retained in the CAS.

■ 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 2014 quarter, event activity was recorded or estimated for a total of 272 venues in the 13 regions. Of these, 138 venues with 51 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 137 and 142 venues each quarter.

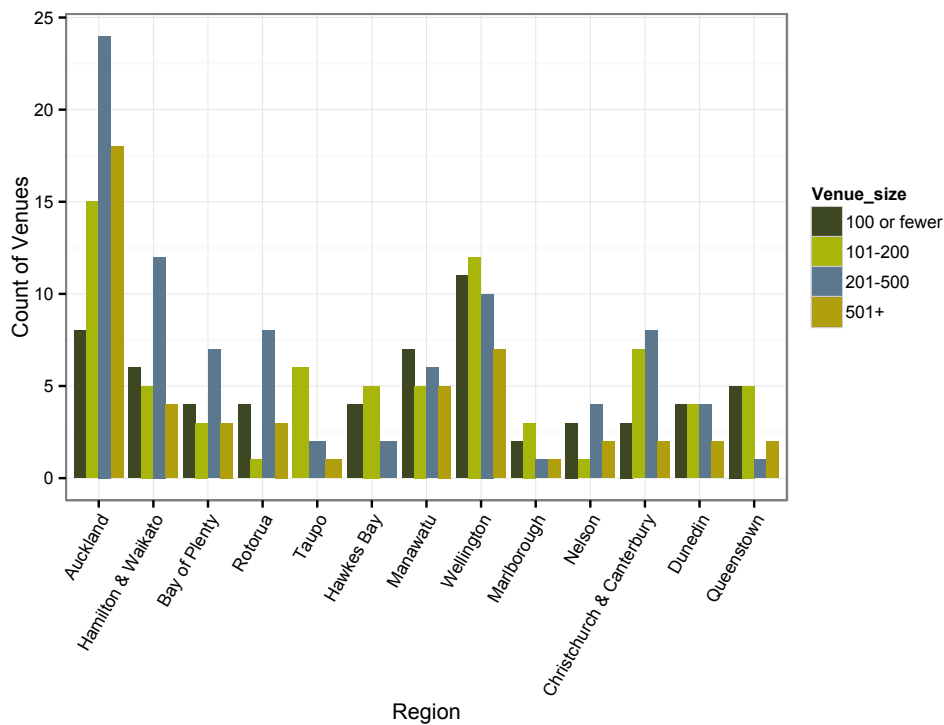
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 2014 Q2 and 2014 Q3

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2014 Q2	2014 Q3	2014 Q2	2014 Q3
Auckland	43%	42%	72%	71%
Hamilton & Waikato	52%	52%	87%	49%
Bay of Plenty	41%	29%	69%	55%
Rotorua	62%	62%	91%	89%
Taupo	56%	56%	75%	75%
Hawkes Bay	27%	27%	38%	38%
Manawatu	30%	30%	40%	40%
Wellington	56%	52%	84%	83%
Marlborough	86%	71%	97%	90%
Nelson	40%	60%	30%	81%
Christchurch & Canterbury	65%	70%	75%	77%
Dunedin	86%	86%	96%	95%
Queenstown	71%	69%	55%	79%
Total	52%	51%	74%	69%

The distribution of the venues in September 2014 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 (September 2014 quarter)



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 onwards, 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 dataset 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	<ol style="list-style-type: none"> 1. <101 2. 101-200 3. 201-400 4. 401-1000 5. 1001+
Regions	Five strata of regions: <ul style="list-style-type: none"> • Auckland, Wellington • Bay of Plenty, Hamilton & Waikato, 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	1,016	2,180	5,140	6,405	17,933	1,107	2,061	4,454	7,471	19,628
Multi-day events	7	10	15	9	8	6	8	11	11	9
Single day events	16	32	49	40	31	17	31	43	45	36
Total delegates	689	1,598	3,856	5,010	14,569	838	1,649	3,426	5,956	16,491
One day conference delegate days	31	78	223	362	361	56	90	175	510	353
Multi-day conference delegate days	192	492	1,185	1,352	3,523	264	317	873	1,422	3,357

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.