



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

**SECTOR
PERFORMANCE**



Convention Delegate Survey Report

Year to December 2013

Key results

The key results of the Convention Delegate Survey for persons who attended multi-day conferences/conventions in New Zealand in the year ending December 2013 are outlined below.

- International delegates spent an average of 6.7 nights in New Zealand (4.6 nights in the event region and 2.1 nights elsewhere in New Zealand), spending an estimated \$343 per night. This per night spend is more than double the average spend per night for all international visitors.
- Domestic delegates (New Zealand delegates from outside the event region) spent an average 3.0 nights in the event region, spending an estimated \$521 per night.
- On average, each international delegate spent \$2,307 in New Zealand. The average spend per international visitor was \$2,760, this is difference is not unexpected as international delegates only spend 6.7 nights in New Zealand while the average for all visitors is 19.2 nights. Spend per domestic delegate was \$1,595 while spend per local delegate was \$803.
- Multi-day convention delegates spent an estimated \$478 million within New Zealand. Domestic delegates spent \$247 million (52 per cent) on attending events outside their home region, local delegates spent \$98 million (20 per cent) inside their region and international visitors spent \$133 million (28 per cent) in New Zealand.
- Multi-day conventions generated an estimated 858,000 visitor nights in New Zealand. 86 per cent (737,000) of visitor nights were spent in the region that hosted the event (international and domestic delegates), and the remaining 14 per cent (121,000) were spent in other regions (international delegates only).

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Introduction

The Convention Research Programme (CRP) is a partnership between the Ministry of Business Innovation and Employment (MBIE) and regional Convention Bureaux to measure Business Event¹ activity in New Zealand. The CRP administers two Business Event surveys: the Convention Delegate Survey (CDS) and the Convention Activity Survey (CAS).

The CDS measures the spend of delegates attending multi-day conference/conventions in New Zealand (single day conference/conventions are excluded). The CDS collects profile and expenditure information from a sample of local, domestic and international delegates through an online survey completed after the conference/convention. Because it weights the sample responses to a national population weighing total, regional measures of delegate spend cannot be derived.

For the year ended December 2013 a total of 3,107 local, domestic and international convention/conference delegates from 114 events across New Zealand completed the CDS. These results were weighted to a total estimated population of 332,417 delegates, split across the following delegate origin categories²:

- Local – 119,870
- Domestic – 155,043
- Australian – 37,398
- Other international – 20,106

The CAS measures the number and type of Business Events occurring in New Zealand and provides regional summaries for participating regions. Further information on the CAS can be found on the Ministry's website.³

The CRP regional Convention Bureaux members are located in: Auckland, Rotorua, Hawke's Bay, Taupo, Manawatu, Wellington, Nelson, Christchurch & Canterbury, Dunedin, Queenstown, Hamilton & Waikato, Bay of Plenty and Marlborough.

Section 1 of this report expands on the results presented in the Key results. Section 2 compares the current results with previous estimates and other studies. Section 3 examines the changing pattern of international visitors to New Zealand whose main purpose of visit was to attend a conference or convention.

¹ Business events cover meetings, incentives, conferences, conventions and exhibitions.

² The population totals for New Zealand delegates are taken from the CAS for the year ended December 2013, while the international totals represent the number of short term arrivals to New Zealand with a reported main purpose of visit being to attend a conference/convention for the corresponding period.

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

CDS redevelopment

Between the last published CDS report in August 2012 and this current report for the year ended December 2013, significant redevelopment to the main tourism-related surveys, including the CDS, have occurred. The redevelopments have altered the definitions of delegate spend; the method for estimating total delegate spend, and the statistical weights used to estimate total population estimates for delegate spend.

The redevelopments have aligned CDS's measures with the International Visitors Survey (IVS): the main tourism-related expenditure data source. **However, the extent of the changes has created a statistical discontinuity between the current CDS and the previously published CDS reports.**

Key changes between current and prior CDS reports

The CDS was redeveloped to address definitional and methodological issues and align its report measures to the IVS to enable the direct comparisons between those two international tourism spend data sources.

Redefining what is convention-related delegate spend has been the most significant CDS change. Prior to its redesign, CDS included all expenditure "caused by" the multi-day conference/convention event. For example, delegate spend associated with a non-conference-attending travel-partner was included within the conference delegate spend estimates if paid for by the delegate survey respondent. The re-designed CDS now estimates per-conference delegate spend only, and is consistent with IVS measures of visitor spend.

The previous methodology collected delegate spend information by categories of spend, building up a total spend measure from the sum of the individual spend categories. The CDS now follows the same top-down spending approach used in the IVS where a global total spend measure is sought from the CDS respondents. Moving to the collection of a global total spend within the IVS was found to improve the accuracy of visitor spend estimates, and increase the value of total overseas visitor spend. Visitors could identify their total spend easier than recalling how they allocated their total spend over different spend categories.

Previously, CDS imputed the value of a spend category if a respondent had left its value blank. Consequently, measured delegate spend could be higher than reported delegate spend due to imputed category spend. Under the new methodology, no imputation to the survey responses is undertaken.

Finally, the weighting process for international delegates has been expanded to take into account visitor length of stay and provide a finer breakdown of non-Australian international delegates following the IVS method. The new weighting approach provides improved population spend estimates for all delegates attending conventions.

The narrower definition of spend, the discontinuation of imputation and changes to the population weightings have resulted in the CDS reporting an average spend per international delegate that is less than previously reported.

CDS data was not collected from July 2012 to December 2012, resulting in the need to move the reporting period from a June year end to a December year end.

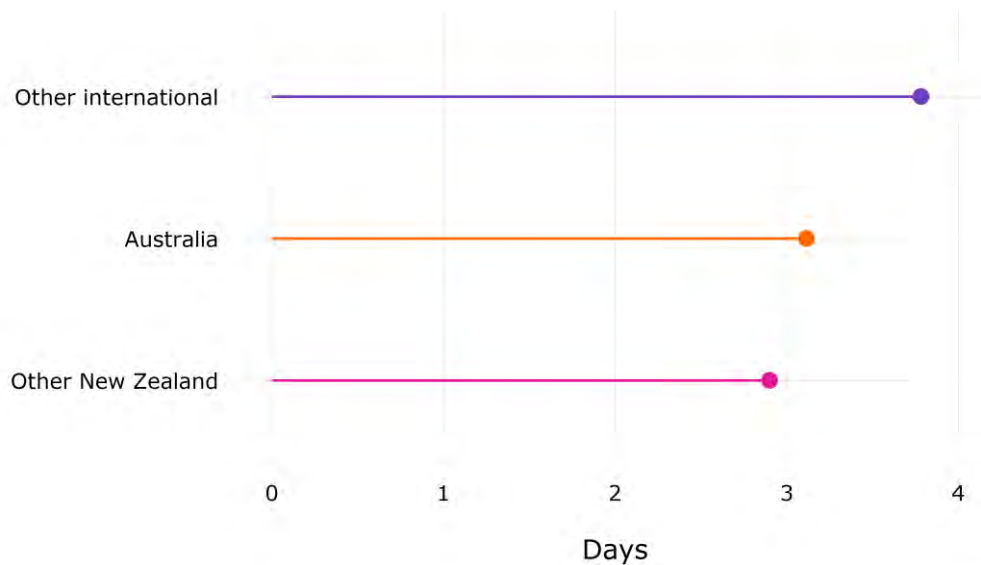
Section 1: Survey results year end December 2013

A total estimated population of 332,417 delegates attended New Zealand conventions and conferences (57,504 international delegates and 274,913 domestic and local delegates) for the year ending December 2013⁴.

Delegate event days and nights

A total of 946,596 event days was estimated to have occurred in the 2013 calendar year⁵. Eighty per cent of the event days involved New Zealand delegates, with the remaining 20 percent of days associated with international attendees. Figure 1 provides a breakdown of average delegate days by origin.

Figure 1: Average event days by origin



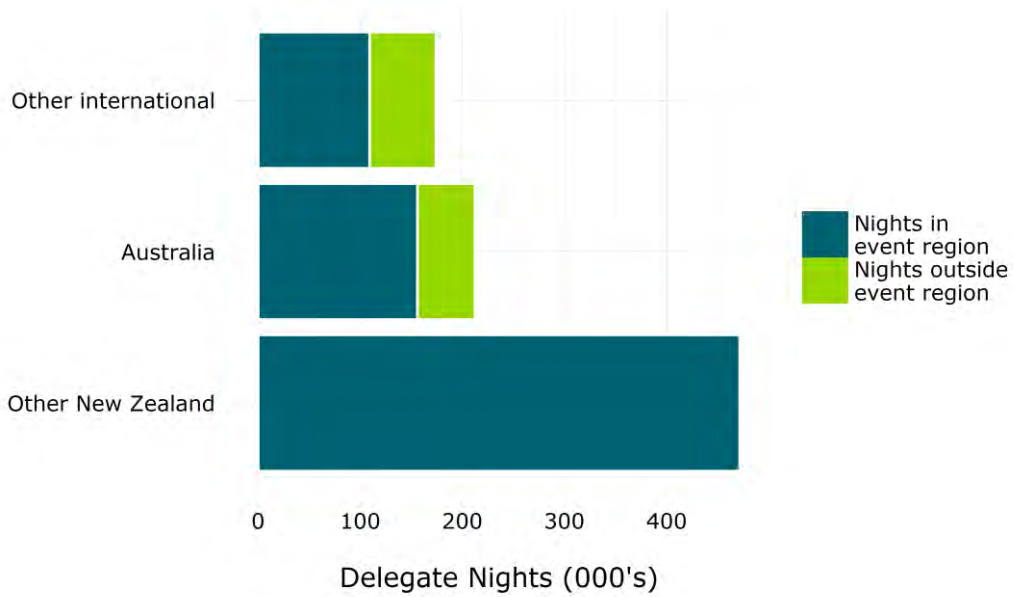
Conventions and conferences generated around 858,000 visitor nights in New Zealand of which 45 percent were generated by overseas delegates⁶. Around 86 per cent of these nights were spent in the region that hosted the event. The remaining 14 per cent were spent outside the event region. Australian visitors spent 27 per cent of their nights outside the event region; for other international visitors this figure was 37 per cent (Figure 2).

⁴ The CDS estimate is slightly lower than that provided in the CAS (342,767), with the difference due to the different approach to estimating the international delegate component.

⁵ The CDS estimate is higher than that provided in the CAS (918,723) due to different approach to estimating the delegate event days.

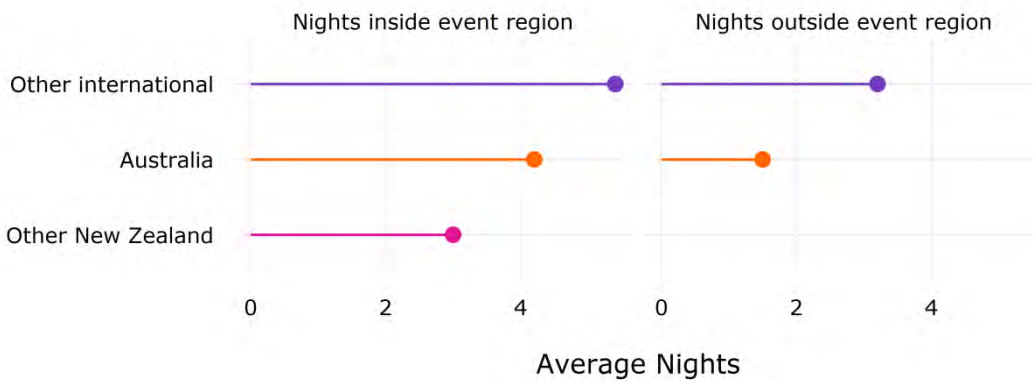
⁶ Local delegates have been excluded from the calculation of visitor nights as they attended conferences/conventions in the region that they live.

Figure 2: Nights inside and outside event region by delegate origin



Domestic delegates each spent on average 3.0 nights in the event region. Australian delegates spent an average of 4.2 nights in the event region, and another 1.5 nights elsewhere within New Zealand. Non-Australian international delegates spent an average of 5.4 nights in the event region and another 3.2 nights elsewhere in New Zealand (Figure 3).

Figure 3: Average delegate nights inside and outside event region

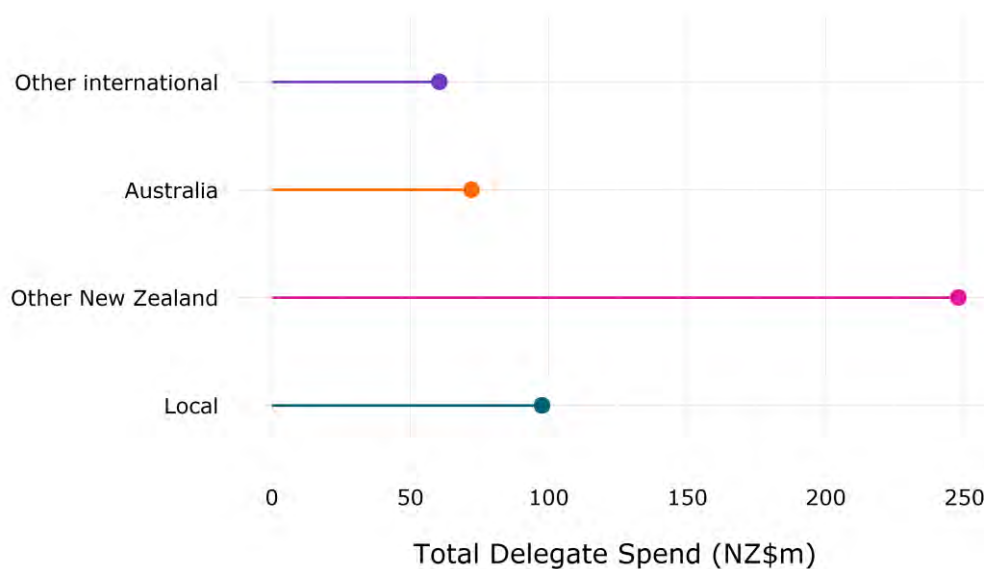


On average delegates spent more nights in the event region than the number of days that they attend the event. A total of 93,505 additional nights are generated in the event region compared to the number of days at the events. International delegates stay, on average, 1.6 more nights in the event region than days attending the event.

Delegate spend

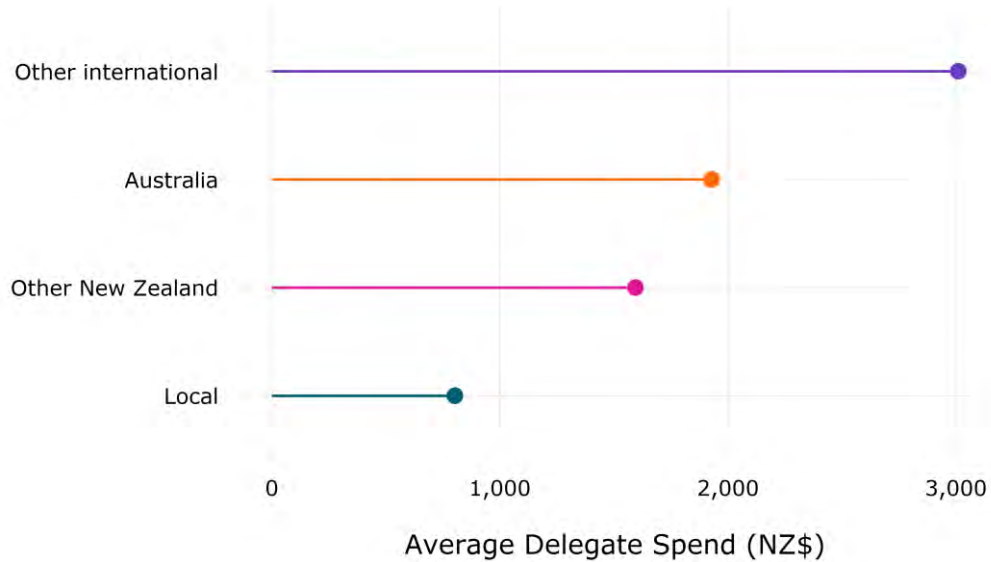
Convention/conference delegates spent an estimated \$478 million in the New Zealand economy. Domestic delegates accounted for \$248 million (52 per cent of the total amount), local delegates spent \$98 million (20 per cent) and international visitors spent a total of \$133 million (28 per cent). Of the international spend; \$72 million was generated from Australian visitors and \$61 million from other international visitors (Figure 4).

Figure 4: Total delegate spend by origin



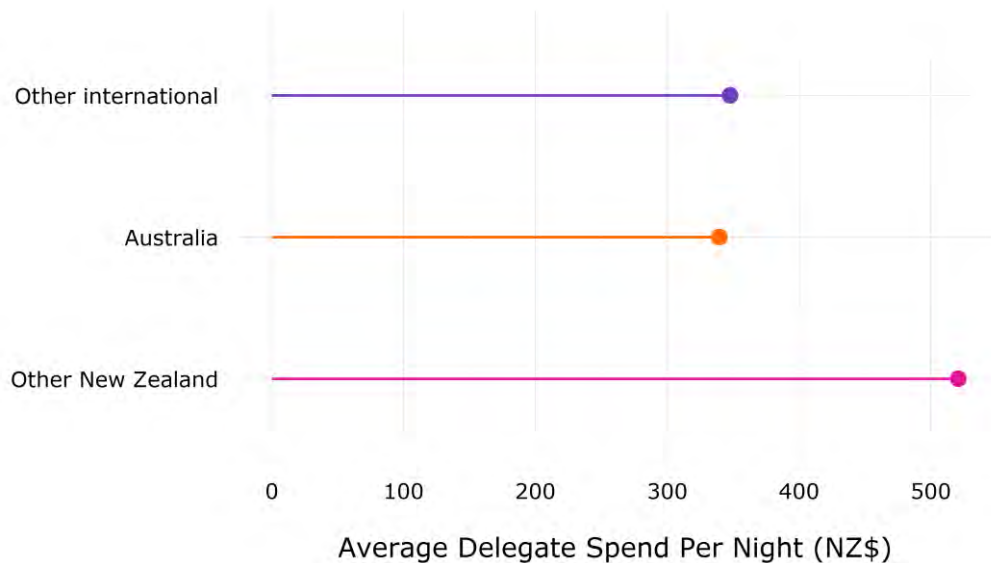
On average each international delegate spent a total of \$2,307 in New Zealand (\$1,929 by Australians and \$3,011 by other international delegates). Spend per domestic delegate was \$1,595 while spend per local delegate was \$803 (Figure 5).

Figure 5: Average delegate spend by origin



When spend is expressed on a per night basis international delegates spend less on average than other New Zealand delegates. This reversal in the level of spend is due to the greater number of nights international delegates stay in New Zealand (6.7 nights) compared to the number of nights other New Zealand delegates stay in the event region (3.0 nights). On average, domestic delegates spent \$497 per night in the event region, Australians spent \$325 per night in New Zealand and other international delegates spent \$336 per night in New Zealand (Figure 6). The average for all delegates who spent time away from home to attend conferences was \$422 per person per night.

Figure 6: Average per night spend by origin



Section 2: Comparison to previous studies

A number of New Zealand studies have examined delegate spending, including the earlier CDS reports. While CDS's redevelopment means delegate spend estimates in this report cannot be directly compared with earlier spend measures published from the earlier survey, other dimensions of the surveys can be compared.

Acknowledging the limitation in comparing the results between the reporting periods, the annual level of domestic and local delegate activity for the year ending December 2013 is higher across CDS measures than results published under the previous CDS methodology for the year ending June 2012 (Table 1). Domestic delegate average night stayed is essentially unchanged between the two CDS publications.

International delegate measures, in contrast to those for New Zealand delegates, are lower for the year ending December 2013 compared to those published for the year ending June 2012 under the previous methodology (Table 1). **The spend decreases may reflect definitional and methodological changes driven by the survey redesign, or real changes in spend activity from overseas delegates.** The preceding factors make comparisons between the current results for overseas delegates and those reported in June 2012 ambiguous.

Table 1: Comparison of CDS year ending June 2012 to year ending December 2013

	YE June 2012	YE December 2013
Respondents	3,137	3,107
Total Spend		
• Local	70 million	98 million
• Domestic	176 million	248 million
• International	194 million	133 million (or 156 million ⁷)
Average spend		
• Local	734	803
• Domestic	1,545	1,595
• International	3,094	2,307 (or 2,718*)
Per night spend		
• Domestic	482	521
• International	365	343 (or 404*)
Delegate days		
• Domestic	364,644	471,556
• International	424,298	386,475
Average Nights		
• Domestic	3.2	3.0
• International	8.5	6.7

* Including some accompanying visitor expenditure (see footnote 7).

The previous CDS reports measured average international spend decreasing by seven per cent per annum between the 2010 to 2012 reporting years. A lower average spend in this report for the year ending December 2013 may reflect the continuation in a declining international

⁷ Delegates now have the option of reporting spend relating just to themselves or for all their travel party. Where delegates have reported travel party spend this value has been used instead of spend on a per person basis to generate alternative expenditure estimates that more closely align with the previous CDS estimates. These alternative estimates are reported alongside the actual estimates for international expenditure. The current questionnaire is contained in appendix 2, while the 2012 questionnaire is in appendix 3.

spend trend evidenced from the previous releases. The most comparable figure from the latest CDS (\$2,718) is nine per cent down on that reported in 2012 (\$3,094), however as mentioned previously direct comparisons between the current and previous CDS publications is not advisable given the changes made to the survey's design.

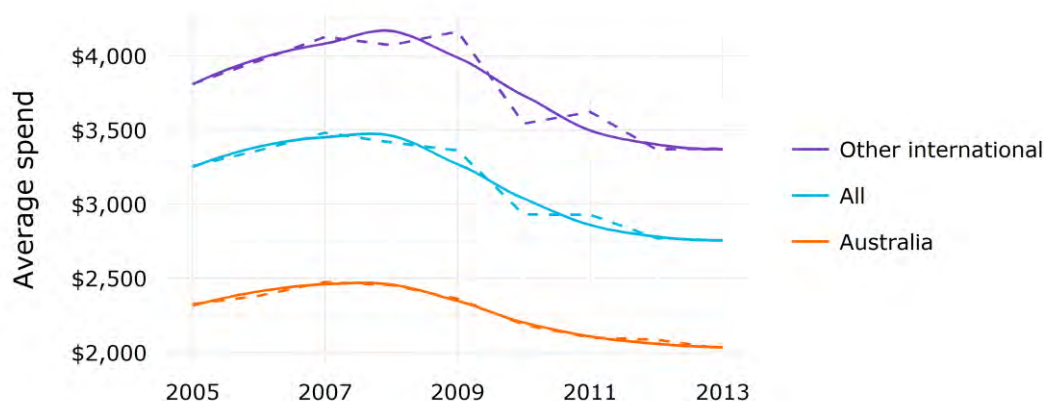
Other studies looking at delegate expenditure

Ernst and Young's Convention Expenditure Survey (Ernst & Young, 1995) estimated spend by international convention delegates, excluding air fares and accompanying persons at \$1,487 per visit. In 2005 this had been extrapolated by Horwath (Horwath Asia Pacific Limited, 2006) to reach an estimated spend per delegate excluding air fares and accompanying persons of \$2,340, which is close to the latest CDS estimate (see Table 2). Note that from 2005 to now, the average spend per person of all visitors reported in the IVS has actually gone down by more than 10% (Figure 7).

Table 2: Comparison of international delegate expenditure

	1995 Ernst & Young	2005 (Horwath)	YE Jun 2010 CDS	YE Jun 2011 CDS	YE Jun 2012 CDS	YE Dec 2013 CDS
Includes some spend for accompany travellers:			\$3,569	\$3,335	\$3,094	\$2,718
Only delegate's spend:	\$1,487	\$2,340				\$2,307

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



Comparing the average international delegate spend of \$2,307 from the CDS to international visitor spend from the IVS, holiday visitors spend more on average (\$3,230), while business visitors spend less (\$2,000). The overall average spend reported from the IVS is \$2,760 for the year ending December 2013.

Reporting a delegate per-person-per-night spend measure is an alternative metric often used in cost benefit analysis for convention centres. Table 3 provides the estimated international spend per-delegate-per-night derived from the different convention-specific data sources.

Table 3: Comparison of per night delegate expenditure

Study (Ministry of Tourism / MED / MBIE unless otherwise specified)	Estimated spend per international delegate night
Ernst and Young (1995) (Ernst & Young, 1995)	\$360
Horwath (2005) – during convention (Horwath Asia Pacific Limited, 2006)	\$502
Horwath (2005) – pre/post-convention (Horwath Asia Pacific Limited, 2006)	\$190
CDS year ending June 2010 (includes some accompanying)	\$365
CDS year ending June 2011 (includes some accompanying)	\$447
CDS year ending June 2012 (includes some accompanying)	\$424
Horwath (2012) – during convention (Horwath Asia Pacific Limited, 2012)	\$525
Horwath (2012) – pre/post-convention (Horwath Asia Pacific Limited, 2012)	\$325
CDS year ending December 2013	\$343

When compared to other visitors to New Zealand, international delegates have a noticeable higher spend per night. Table 4 compares estimates of average spend per night from the IVS to the current CDS estimate. Delegates tend to stay for shorter periods in New Zealand (contributing to the lower average spend), but spend more per night than other visitors.

Table 4: Comparison of per night delegate expenditure to IVS estimates

Source of spend (YE December 2013)	Average spend per night
IVS – all visitors	\$168
IVS – business visitors	\$201
IVS – holiday visitors	\$269
CDS – international delegates	\$343

Section 3: International travel

Statistics New Zealand's International Travel and Migration (ITM)⁸ data can also be used to report on changes to the international component of conferences and conventions. The number of overseas arrivals to New Zealand for convention/conference purposes increased 72 per cent per annum between 2000 and 2005. In 2013 arrivals were down five percent from the peak in 2007 of almost 62,000.

Beneath the overall change we can see that the two markets reported in the CDS (Australia and other internationals) have behaved quite differently since 2007 (Figure 8). From 2007 the mix includes a greater proportion of Australian convention/conference visitors to New Zealand as the number of other international visitors has declined.

Comparing the year ended December 2013 to the previous year; arrivals from Australia were up 20 per cent while other arrivals were only up five per cent. Overall, convention/conference arrivals for were up 7,136 or 14 per cent.

Figure 8: International conventions and conferences arrivals



Source: Statistics New Zealand, International Travel and Migration

As the proportion of Australian delegates increases, the overall average expenditure of international delegates will decrease. This decrease is due to Australian visitors spending less on average than other international delegates. The decline in reported average international spend is likely to partly reflect this change.

⁸ The ITM is a monthly release providing information on the number of overseas visitors, New Zealand resident travellers, and permanent and long-term migrants entering or leaving New Zealand. Further information can be found on the Statistics New Zealand website: http://www.stats.govt.nz/browse_for_stats/population/Migration/international-travel-and-migration-info-releases.aspx.

Length of stay

The ITM data can also provide us with information on the length of stay of conference visitors (Figure 9). Over the last 10 years the length of stay of Australian visitors trended downwards slightly, while for other international visitors it has fluctuated largely between nine and ten days.

Figure 9: International conventions and conferences average length of stay of visitors



Source: Statistics New Zealand, International Travel and Migration

Comparing length of stay from the ITM data to that reported in the June 2012 CDS report and to the current results shows that the overall difference is higher in the earlier report (Table 5). This was one of the reasons for including length of stay in the new CDS weighting process.

Table 5: Comparison of length of stay between CDS reports and ITM data

	YE June 2012	YE December 2013
ITM		
All	7.2	7.1
Australia	NA	5.7
Other	NA	9.6
CDS		
All	8.5	6.7
Australia	NA	5.7
Other	NA	8.7

Incorporating length of stay into the weighting process for the CDS is likely to have resulted in more accurate spend estimates than previously reported as those who stay longer, and potentially spend more, receive a weight that represents their population rather than the average.

Section 4: Survey method

The CDS draws its respondents from people attending *multi-day* conferences and/or conventions in the 13 participating regions. A sample of 2,500 participants is required each year, and the Ministry expects that a mix of conference size, duration and locations will be included in the sample. All 13 regions should be represented.

For the year ended December 2013 a total of 3,107 local, domestic and international convention/conference delegates from 114 events across New Zealand were surveyed through an online survey. These results were weighted to the following population totals:

- Local – 119,870
- Domestic – 155,043
- Australian – 37,398
- Other international – 20,106

The international responses are weighted to the population of international visitors whose main purpose of visiting New Zealand was to attend a convention/conference, obtained from the ITM statistics published by Statistics New Zealand. New Zealand delegates have been weighted to the population of New Zealand multi-day conference delegates recorded in the CAS.

The ITM data was used for international delegates instead of the CAS multi-day conference data to infer the total number of Australian and other international conference delegates, including for single-day conferences, so we can derive the total expenditure including those visitors. The CAS report for the year ended December 2013 is the source of the data used to weight the number of New Zealand delegates.

The weighting has been undertaken using the rake weights function in SPSS. It has been conducted in two parts: one for New Zealand respondents and one for international respondents. The weighting for international respondents is done in three dimensions: country/country group, combined length of stay and country code, and length of stay. New Zealand respondents were weighted using a single dimension. They were weighted to the CAS multi-day conference delegate numbers for the calendar year 2013.

The outlier checks for spend have been conducted for total spend by country/country group, per person spend and per night spend. As the weighting process does not take into account the distribution of delegates across New Zealand the CDS cannot provide information on spend per region.

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

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

Glossary and acronyms

Business Event	Refers to meetings, incentives, conferences and exhibitions.
CAS	Convention Activity Survey
CDS	Convention Delegate Survey
CRP	Convention Research Programme (Comprises the Convention Delegate Survey and the Convention Activity Survey).
Delegate	Those people who attended the conference and includes registered delegates, exhibitors, speakers and presenters
Delegate nights	Number of nights spent in the event region for domestic visitors. For international visitors delegate nights include all nights spent in New Zealand.
Domestic delegate	A New Zealand resident that travels more than 40 km one way to attend an event
Event days	Number of days attended at the conference/convention.
ITM	International Travel and Migration data reported by Statistics New Zealand
IVS	International Visitor Survey. The IVS measures the travel patterns and expenditure of international visitors to New Zealand. Data includes expenditure, places visited, activities/attractions, accommodation and transport.
Local delegate	A New Zealand resident that travels less than 40 km one way to attend an event
Per person spend	Total spend divided by the number of people in each person's party.
SPSS	Statistical Package for the Social Sciences – a software package used for statistical analysis.

Appendix 1: CDS year ending December 2013 tables

Table 6: Visitor nights

	Local	Domestic	Australian	Other International	Total
In the event region	N.A.	471,556	155,947	109,107	736,610
Outside the event region	N.A.	-	56,396	65,025	121,421
Total	N.A.	471,556	212,343	174,132	858,031

Table 7: Visitor nights per delegate

	Local	Domestic	Australian	Other International	
In the event region		N.A.	3.0	4.2	5.4
Outside the event region		N.A.	N.A.	1.5	3.3
Total		N.A.	3.0	5.7	8.7

Table 8: Delegates and delegate-days at event

	Local	Domestic	Australia	Other international	Total
Delegates	119,870	155,043	37,398	20,106	332,417
Days at event	303,491	450,536	116,526	76,044	946,596
Average days at event	2.5	2.9	3.1	3.8	2.8

Table 9: Visitor expenditure

	Local	Domestic	Australian	Other International	Total
Total delegate spend	\$97,547,559	\$234,260,457	\$69,000,464	\$58,430,340	\$459,238,819
Per cent share	21%	51%	15%	13%	100%
Spend per delegate	\$803	\$1,508	\$1,845	\$2,906	\$1,373
Spend per delegate per night	N.A.	\$497	\$325	\$336	\$422

Appendix 2: CDS Questionnaire (current)

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

Welcome to the Convention Delegate Survey!

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

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

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

You can find our privacy policy [here – link to Malatest privacy policy]. If you have any questions please email... or call NZ toll-free....

Click here to begin the survey.

1. Did you attend the [year] [conference/convention] in [city]?
 - a. Yes → **go to 2.**
 - b. No → **Exit to thank you page.**

Conference/convention based on answers in registration.

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

Radio buttons, pick multiple. Free text box for other

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

Numerical box, number of days, maximum 10

4. Where did you last live for 12 months or more?

- a. New Zealand → **go to 15**
- b. Other country (please specify) → **go to 5**

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

5. How many nights did you stay in total in [city] where the conference/convention was held?

- a. Number of nights

Numeral box, maximum 30

6. How many nights did you stay in New Zealand in total, including the time spent at the conference/convention?

- a. Number of nights

Numeral box, maximum 30

7. Please mark one response to show your main reason for going to New Zealand on this visit.

- a. Holiday/Vacation
- b. Visiting Friends/relatives
- c. Business
- d. Education
- e. Conference/Convention
- f. Other

Radio buttons, select one, free text box for other

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

8. Was your visit to New Zealand:

- a. Alone → **Go to 11**
- b. With other people

Radio buttons, select one

9. Would it be easier for you to tell us about:
- What the visit to New Zealand cost **just for yourself** → *go to 11*
 - What the visit cost **for you and another person / people** → *go to 10*

Radio buttons, select one

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

Numerical boxes for each option, limit 10

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

Radio buttons, select one

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

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

13. Cost of [your visit to NZ / the visit to NZ by you and those you are answering for – based on answer to question 10]

Please **include**: -

- [What you spent yourself / what you and those you are answering for – based on answer to question 10] spent on the visit to NZ

- The cost of any registration fees paid for the conference/convention

AND

- anything that others paid towards the cost of that visit

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

Please do **NOT** include: -

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

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

More

If you need another row, press this button

Total should be auto-populated based on row entries

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

Total should be auto-populated based on row entries

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

Free text box

Qs for Regional visitors to the conference/convention

15. Where in New Zealand do you currently live?

- a. The same region as the conference/convention I attended → **go to 24**
- b. Another region (please specify)

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

16. How many nights did you spend in total in [city] where the event was held?

- a. Number of nights

Numeral box

17. Please mark one response to show your main reason for this visit to [city].

- a. Holiday/Vacation
- b. Visiting Friends/relatives
- c. Business
- d. Education
- e. Conference/Convention
- f. Other (specify)

Radio buttons, select one. Free text box for Other

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

18. Was your visit to [city]:

- a. Alone? → **Go to 21**
- b. With other people?

Radio buttons, select one

19. Would it be easier for you to tell us about:

- a. What the visit to [city] cost **just for yourself** → **go to 21**
- b. What the visit cost **for you and another person / people** → **go to 20**

Radio buttons, select one

20. Please show the number of people whose cost you will be answering questions about:

- a. Number aged 15+ **including yourself**
- b. Number aged **less than 15**

Numeral box for both

21. We want to find out about the cost for this visit to [city], including any domestic airfares and conference/convention registration costs. Which of these would be easier for you to do?

- a. Put the total in on the bottom row of the table below and then leave the rest blank

OR

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

Radio buttons, select one

22. Cost of [your visit to [city] / the visit to [city] by you and those you are answering for]

Include: -

- [What you spent yourself / what you and those you are answering for] spent on the visit to [city] Domestic airfares
- Conference/convention registration fees

AND

- anything that others paid towards the cost of that visit

Remember to include anything paid for by a business or employer

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

More

If you need another row, press this button

Total should be auto-populated based on row entries

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

Total should be auto-populated based on row entries

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

Free text box

Qs for Local residents attending the conference/convention

24. We want to find out about the cost for of your attendance at the conference/convention, including any registration costs. Which of these would be easier for you to do?

- a. Put the total in on the bottom row of the table below and then
- b. Leave the rest blank

OR

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

25. Cost of attendance at the conference/convention

Include: -

- Conference/convention registration fees

AND

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

Remember to include anything paid for by a business or employer

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

More

If you need another row, press this button

Total should be auto-populated based on row entries

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

Total should be auto-populated based on row entries

26. Do you have any comments?

Free text box

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

Appendix 3: CDS Questionnaire (2012)

Convention Delegate Survey 2012

The Convention Delegate Survey is a research programme funded by the Ministry of Business, Innovation & Employment, CINZ and Regional Convention Bureaux in New Zealand. It should take around 5 minutes to complete.

Please answer the questions below for the most recent conference/convention you attended in New Zealand.

Those who complete the survey will go into a monthly draw. Two lucky winners may choose either a NZ\$50 Westfield voucher or a US\$50 Amazon voucher.

Congratulations to N Lever and C Barnett, both of Auckland, who were the lucky winners for June.

For further information about this survey and privacy policies, please contact [Covec Limited](#).

Thank you for your participation.

General

1) What was the name of the event you attended?*

2) What was the name of the professional organisation hosting the event?

3) Did you participate as a:*

Registered delegate

Exhibitor

Presenter

Other (please specify)

4) When was the event held?

Month:*

January

March

May

February

April

June

- | | | |
|---------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> July | <input type="checkbox"/> September | <input type="checkbox"/> November |
| <input type="checkbox"/> August | <input type="checkbox"/> October | <input type="checkbox"/> December |
| Year:* | | |
| <input type="checkbox"/> 2011 | <input type="checkbox"/> 2012 | <input type="checkbox"/> 2013 |

General

5) What was the total duration of the event?

6) How many days did you personally attend the event?*

7) Where was the event held?*

If the event was held over multiple regions, please indicate which region you spent the most time in.

- | | | |
|--|---|---------------------------------------|
| <input type="checkbox"/> Auckland | <input type="checkbox"/> Taupo | <input type="checkbox"/> Nelson |
| <input type="checkbox"/> Hamilton | <input type="checkbox"/> Hawke's Bay | <input type="checkbox"/> Christchurch |
| <input type="checkbox"/> Tauranga | <input type="checkbox"/> Palmerston North | <input type="checkbox"/> Queenstown |
| <input type="checkbox"/> Rotorua | <input type="checkbox"/> Wellington | <input type="checkbox"/> Dunedin |
| <input type="checkbox"/> Other (please specify): _____ | | |

8) Which country do you normally live in?*

- | | | |
|--------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> NEW ZEALAND | <input type="checkbox"/> Austria | <input type="checkbox"/> Benin |
| <input type="checkbox"/> Afghanistan | <input type="checkbox"/> Azerbaijan | <input type="checkbox"/> Bhutan |
| <input type="checkbox"/> Albania | <input type="checkbox"/> Bahamas | <input type="checkbox"/> Bolivia |
| <input type="checkbox"/> Algeria | <input type="checkbox"/> Bahrain | <input type="checkbox"/> Bosnia |
| <input type="checkbox"/> Andorra | <input type="checkbox"/> Bangladesh | <input type="checkbox"/> Botswana |
| <input type="checkbox"/> Angola | <input type="checkbox"/> Barbados | <input type="checkbox"/> Brazil |
| <input type="checkbox"/> Antigua | <input type="checkbox"/> Barbuda | <input type="checkbox"/> Brunei Darussalam |
| <input type="checkbox"/> Argentina | <input type="checkbox"/> Belarus | <input type="checkbox"/> Bulgaria |
| <input type="checkbox"/> Armenia | <input type="checkbox"/> Belgium | <input type="checkbox"/> Burkina Faso |
| <input type="checkbox"/> Australia | <input type="checkbox"/> Belize | <input type="checkbox"/> Burundi |

- | | | |
|---|--|---|
| <input type="checkbox"/> Cambodia | <input type="checkbox"/> Gabon | <input type="checkbox"/> Kuwait |
| <input type="checkbox"/> Cameroon | <input type="checkbox"/> Gambia | <input type="checkbox"/> Kyrgyzstan |
| <input type="checkbox"/> Canada | <input type="checkbox"/> Georgia | <input type="checkbox"/> Lao |
| <input type="checkbox"/> Cape Verde | <input type="checkbox"/> Germany | <input type="checkbox"/> Latvia |
| <input type="checkbox"/> Central African Republic | <input type="checkbox"/> Ghana | <input type="checkbox"/> Lebanon |
| <input type="checkbox"/> Chad | <input type="checkbox"/> Greece | <input type="checkbox"/> Lesotho |
| <input type="checkbox"/> Chile | <input type="checkbox"/> Grenada | <input type="checkbox"/> Liberia |
| <input type="checkbox"/> China | <input type="checkbox"/> Guatemala | <input type="checkbox"/> Libyan Arab Jamahiriya |
| <input type="checkbox"/> Colombia | <input type="checkbox"/> Guinea | <input type="checkbox"/> Liechtenstein |
| <input type="checkbox"/> Comoros | <input type="checkbox"/> Guinea-Bissau | <input type="checkbox"/> Lithuania |
| <input type="checkbox"/> Congo (Brazzaville) | <input type="checkbox"/> Guyana | <input type="checkbox"/> Luxembourg |
| <input type="checkbox"/> Congo (Kinshasa) | <input type="checkbox"/> Haiti | <input type="checkbox"/> Macedonia |
| <input type="checkbox"/> Costa Rica | <input type="checkbox"/> Herzegovina | <input type="checkbox"/> Madagascar |
| <input type="checkbox"/> Cote d'Ivoire | <input type="checkbox"/> Honduras | <input type="checkbox"/> Malawi |
| <input type="checkbox"/> Croatia | <input type="checkbox"/> Hungary | <input type="checkbox"/> Malaysia |
| <input type="checkbox"/> Cuba | <input type="checkbox"/> Iceland | <input type="checkbox"/> Maldives |
| <input type="checkbox"/> Cyprus | <input type="checkbox"/> India | <input type="checkbox"/> Mali |
| <input type="checkbox"/> Czech Republic | <input type="checkbox"/> Indonesia | <input type="checkbox"/> Malta |
| <input type="checkbox"/> Denmark | <input type="checkbox"/> Iran | <input type="checkbox"/> Marshall Islands |
| <input type="checkbox"/> Djibouti | <input type="checkbox"/> Iraq | <input type="checkbox"/> Mauritania |
| <input type="checkbox"/> Dominica | <input type="checkbox"/> Ireland | <input type="checkbox"/> Mauritius |
| <input type="checkbox"/> Dominican Republic | <input type="checkbox"/> Israel | <input type="checkbox"/> Mexico |
| <input type="checkbox"/> Ecuador | <input type="checkbox"/> Italy | <input type="checkbox"/> Micronesia |
| <input type="checkbox"/> Egypt | <input type="checkbox"/> Jamaica | <input type="checkbox"/> Moldova |
| <input type="checkbox"/> El Salvador | <input type="checkbox"/> Japan | <input type="checkbox"/> Monaco |
| <input type="checkbox"/> Equatorial Guinea | <input type="checkbox"/> Jordan | <input type="checkbox"/> Mongolia |
| <input type="checkbox"/> Eritrea | <input type="checkbox"/> Kazakhstan | <input type="checkbox"/> Montenegro |
| <input type="checkbox"/> Estonia | <input type="checkbox"/> Kenya | <input type="checkbox"/> Morocco |
| <input type="checkbox"/> Ethiopia | <input type="checkbox"/> Kiribati | <input type="checkbox"/> Mozambique |
| <input type="checkbox"/> Fiji | <input type="checkbox"/> North Korea | <input type="checkbox"/> Myanmar |
| <input type="checkbox"/> Finland | <input type="checkbox"/> South Korea | <input type="checkbox"/> Namibia |
| <input type="checkbox"/> France | <input type="checkbox"/> Kosovo | <input type="checkbox"/> Nauru |

- | | | |
|--|---|--|
| <input type="checkbox"/> Nepal | <input type="checkbox"/> Saint Vincent and the Grenadines | <input type="checkbox"/> Taiwan |
| <input type="checkbox"/> Netherlands | <input type="checkbox"/> Samoa | <input type="checkbox"/> Thailand |
| <input type="checkbox"/> New Zealand | <input type="checkbox"/> San Marino | <input type="checkbox"/> Tibet |
| <input type="checkbox"/> Nicaragua | <input type="checkbox"/> Sao Tome and Principe | <input type="checkbox"/> Timor-Leste |
| <input type="checkbox"/> Niger | <input type="checkbox"/> Saudi Arabia | <input type="checkbox"/> Tobago |
| <input type="checkbox"/> Nigeria | <input type="checkbox"/> Senegal | <input type="checkbox"/> Togo |
| <input type="checkbox"/> Northern Ireland | <input type="checkbox"/> Serbia | <input type="checkbox"/> Tonga |
| <input type="checkbox"/> Norway | <input type="checkbox"/> Seychelles | <input type="checkbox"/> Trinidad |
| <input type="checkbox"/> Oman | <input type="checkbox"/> Sierra Leone | <input type="checkbox"/> Tunisia |
| <input type="checkbox"/> Pakistan | <input type="checkbox"/> Singapore | <input type="checkbox"/> Turkey |
| <input type="checkbox"/> Palau | <input type="checkbox"/> Slovakia | <input type="checkbox"/> Turkmenistan |
| <input type="checkbox"/> Palestine | <input type="checkbox"/> Slovenia | <input type="checkbox"/> Tuvalu |
| <input type="checkbox"/> Panama | <input type="checkbox"/> Solomon Islands | <input type="checkbox"/> Uganda |
| <input type="checkbox"/> Papua New Guinea | <input type="checkbox"/> Somalia | <input type="checkbox"/> Ukraine |
| <input type="checkbox"/> Paraguay | <input type="checkbox"/> South Africa | <input type="checkbox"/> United Arab Emirates |
| <input type="checkbox"/> Peru | <input type="checkbox"/> Spain | <input type="checkbox"/> United Kingdom of Great Britain |
| <input type="checkbox"/> Philippines | <input type="checkbox"/> Sri Lanka | <input type="checkbox"/> United States of America |
| <input type="checkbox"/> Poland | <input type="checkbox"/> Sudan | <input type="checkbox"/> Uruguay |
| <input type="checkbox"/> Portugal | <input type="checkbox"/> Suriname | <input type="checkbox"/> Uzbekistan |
| <input type="checkbox"/> Qatar | <input type="checkbox"/> Swaziland | <input type="checkbox"/> Vanuatu |
| <input type="checkbox"/> Romania | <input type="checkbox"/> Sweden | <input type="checkbox"/> Venezuela |
| <input type="checkbox"/> Russian Federation | <input type="checkbox"/> Switzerland | <input type="checkbox"/> Vietnam |
| <input type="checkbox"/> Rwanda | <input type="checkbox"/> Syrian Arab Republic | <input type="checkbox"/> Yemen |
| <input type="checkbox"/> Saint Kitts and Nevis | <input type="checkbox"/> Tajikistan | <input type="checkbox"/> Zambia |
| <input type="checkbox"/> Saint Lucia | <input type="checkbox"/> Tanzania | <input type="checkbox"/> Zimbabwe |

International delegates

9) Was this event the main reason for visiting New Zealand?*

Yes

No

10) How many nights did you spend in [question("value"), id="13"]?*

11) How many nights did you spend elsewhere in New Zealand on this trip?*

12) Did any family or friends not attending the event travel to be with you on this trip?*

Yes

No

How many family or friends?*

New Zealand delegates

13) Which region do you normally live in?*

Northland

Hawke's Bay

West Coast

Auckland

Manawatu-Wanganui

Canterbury

Waikato

Wellington

Otago

Bay of Plenty

Marlborough

Southland

Gisborne

Nelson

Taranaki

Tasman

14) Did you travel more than 40km one way to attend the event?*

Yes

No

Domestic delegates

15) Was this event the main reason for visiting [question("value"), id="13"]?*

Yes

No

16) During this trip did you spend any nights away from home?*

Yes

No

Nights spent away from home:*

	Number
In [question("value"), id="13"]	—
Elsewhere in New Zealand	—

17) Did any family or friends not attending the event travel to be with you on this trip?*

Yes

No

How many family or friends?*

Domestic delegates

18) How much money was spent on your event registration fee (incl. GST)?*

NZ\$: _____

Don't know

19) Were any of the following items paid for on your behalf by a business/organisation during this trip?*

Domestic flights

Transport, Parking & Fuel purchased in [question("value"), id="13"] (e.g. train, bus, taxi, ferry, rental vehicle...)

Transport, Parking & Fuel purchased elsewhere in New Zealand

Accommodation in [question("value"), id="13"]

- Food & Beverage in [question("value"), id="13"]
- Entertainment & Activities in [question("value"), id="13"]
- Shopping in [question("value"), id="13"]
- Other spend in [question("value"), id="13"]
- Any spend elsewhere in New Zealand, other than transport
- None of the above items were paid for on my behalf

What item was the 'other spend' in [question("value"), id="13"]?

Domestic delegates

How much was spent on the following items on your behalf?

If you don't know, please leave blank

	NZ\$ amount
--	------------------------

20) Did you personally spend money on any of the following items during this trip?*

- Domestic flights
- Transport, Parking & Fuel purchased in [question("value"), id="13"] (e.g. train, bus, taxi, ferry, rental vehicle...)
- Transport, Parking & Fuel purchased elsewhere in New Zealand
- Accommodation in [question("value"), id="13"]
- Food & Beverage in [question("value"), id="13"]
- Entertainment & Activities in [question("value"), id="13"]
- Shopping in [question("value"), id="13"]
- Other spend in [question("value"), id="13"]
- Any spend elsewhere in New Zealand, other than transport
- None of the above items were paid for personally

What item was the 'other spend' in [question("value"), id="13"]?

Domestic delegates

How much did you personally spend on the following items?

If you can't remember, please leave blank

	NZ\$ amount
--	------------------------

Local delegates

21) How much money was spent on your event registration fee (incl. GST)?*

() NZ\$: _____

() Don't know

22) Were any of the following items paid for on your behalf by a business/organisation?*

- Accommodation in [question("value"), id="13"]
- Food & Beverage in [question("value"), id="13"]
- Entertainment & Activities in [question("value"), id="13"]
- Transport, Parking & Fuel in [question("value"), id="13"]
- Shopping in [question("value"), id="13"]
- Other spend in [question("value"), id="13"]
- None of the above items were paid for on my behalf

What was the 'other spend' in [question("value"), id="13"]?

Local delegates

How much money was spent on the following items on your behalf?

If you don't know, please leave blank

	NZ\$ amount
--	------------------------

23) Did you personally spend money on any of the following items?*

- Accommodation in [question("value"), id="13"]
- Food & Beverage in [question("value"), id="13"]
- Entertainment & Activities in [question("value"), id="13"]
- Transport, Parking & Fuel in [question("value"), id="13"]
- Shopping in [question("value"), id="13"]
- Other spend in [question("value"), id="13"]
- None of the above items were paid for personally

What item was the 'other spend' in [question("value"), id="13"]?

Local delegates

How much did you personally spend on the following items?

If you can't remember, please leave blank

NZ\$ amount

International delegates

24) How much money was spent on your event registration fee (incl. GST)?*

- Don't know
- NZ\$: _____

25) How much money was spent on your international airfare to New Zealand?

Currency*

- NZD EUR KRW
- AUD CAD HKD
- USD JPY SGD
- GBP CNY

Amount: _____

Business/First Class?

Yes

No

Airline

Air New Zealand

Other airline

26) Did your international airfare include any domestic flights?

Yes

No

27) Were any of the following items paid for on your behalf by a business/organisation?*

Domestic flights not included in your international airfare

Transport, Parking & Fuel purchased in [question("value"), id="13"] (e.g. train, bus, taxi, ferry, rental vehicle...)

Transport, Parking & Fuel purchased elsewhere in New Zealand

Accommodation in [question("value"), id="13"]

Food & Beverage in [question("value"), id="13"]

Entertainment & Activities in [question("value"), id="13"]

Shopping in [question("value"), id="13"]

Other spend in [question("value"), id="13"]

Any spend elsewhere in New Zealand, other than transport

None of the above items were paid for on my behalf

What item was the 'other spend' in [question("value"), id="13"]?

International delegates

How much was spent on the following items on your behalf?

If you don't know, please leave blank

Currency:*

NZD

AUD

USD

	Amount:
--	----------------

General

29) If you are one of the two monthly winners, which voucher would you prefer?*

NZ\$50 Westfield voucher

US\$50 Amazon voucher

30) What is your email address?

We will only use your email address to notify you if you win a voucher

31) Do you have any further comments to make about the event?

Thank You!

Thank you for completing the Convention Delegate Survey. Your response is very important to us.

If you have any further comments, please email... at Covec.
