



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

**Evidence & Insights
Branch**



Business Events Activity Survey Year to September 2018 report

(Formerly Convention Activity Survey)

Prepared Nov 2018



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

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Introduction

Business Events Activity Survey

The Business Events Activity Survey measures business events activity at qualifying venues in New Zealand.

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

The Business Events Activity Survey was originally named the Convention Activity Survey. It was renamed in the June 2018 quarter, to more accurately reflect the breadth of business events included in the survey.

Convention Bureaux

Fourteen out of the nineteen Convention Bureaux participate in the Business Events Research Programme. As such, the programme does not represent all business events activity in New Zealand, but it does cover a significant majority. 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, Queenstown and Southland.

Southland joined the programme in the March 2018 quarter, however the statistics for Southland will not be included in these reports until a full year's worth of data has been collected.

Changes in the June 2018 quarter report

In the June 2018 quarter report, information on larger events (501-1000 and 1001+) are presented for the first time.

One of the key findings of the 2017/2018 review of the Convention Research Programme was that the survey did not provide accurate estimates of incentive activity. As a result, MBIE will no longer be publishing analysis on incentives. Instead, a separate research report will be commissioned.

Highlights

All events

- The number of events decreased 5 per cent from 48,700 in the year ended September 2017 to 46,400 in the year ended September 2018.
- The number of delegates attending business events increased 4 per cent from 3.65 million in the year ended September 2017 to 3.79 million in the year ended September 2018.
- The total number of delegate days increased 11 per cent from 4.43 million in the year ended September 2017 to 4.93 million in the year ended September 2018.
- The slow down in business events activity was driven by a decline in meeting and seminar activity.

Conference and convention activity

- The number of conferences and conventions increased 5 per cent from 5,200 in the year ended September 2017 to 5,500 in the year ended September 2018.
- The number of delegates attending conferences and conventions increased 5 per cent to 570,300 in the year ended September 2018, from 544,500 in the year ended September 2017.
- The number of delegate days increased 28 per cent to 1.19 million in the year ended September 2018, from 0.93 million in the year ended September 2017.

Meeting and seminar activity

- Meetings and seminars comprised two thirds of all events, and two fifths of all delegate days.
- The number of delegates attending meetings and seminars decreased 6 per cent to 1.54 million in the year ended September 2018, from 1.64 million in the year ended September 2017.
- The number of delegate days for meetings and seminars decreased 2 per cent to 1.8 million in the year ended September 2018, from 1.85 million in the year ended September 2017.
- The number of meetings and seminars decreased 9 per cent from 33,000 in the year ended September 2017, to 29,900 in the year ended September 2018.

Trade show and exhibition activity

- Trade shows and exhibitions accounted for 2 per cent of all business events and 4 per cent of all delegate days.

Special occasion activity

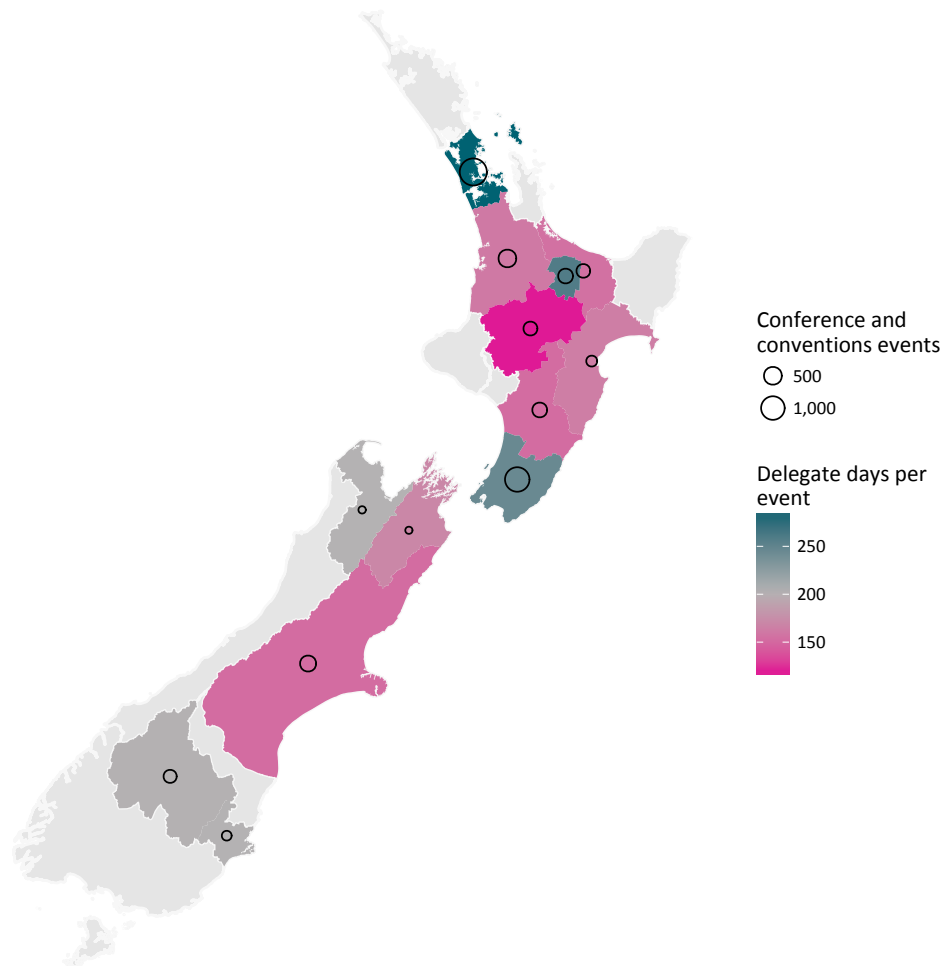
- Special occasion activity made up 27.4 per cent of all delegate days in the year ended September 2018, down 3.2 percentage points from 30.6 per cent in the previous year.

Summary of conference and convention activity

A total of 570,300 delegates attended 5,500 conferences and conventions in the year ended September 2018, generating 1.19 million delegate days. Compared to the year ended September 2017, all the conference and convention activity metrics have increased with the number of conferences and conventions up 5 per cent (from 5,200), the number of delegates up 5 per cent (from 544,500) and the number of delegate days up 28 per cent (from 0.93 million).

Around 28 per cent of multi-day conferences and conventions and 24 per cent of single-day conferences and conventions were held in Auckland in the year ended September 2018.

Figure 1: Summary of conference and convention activity (year ended September 2018)

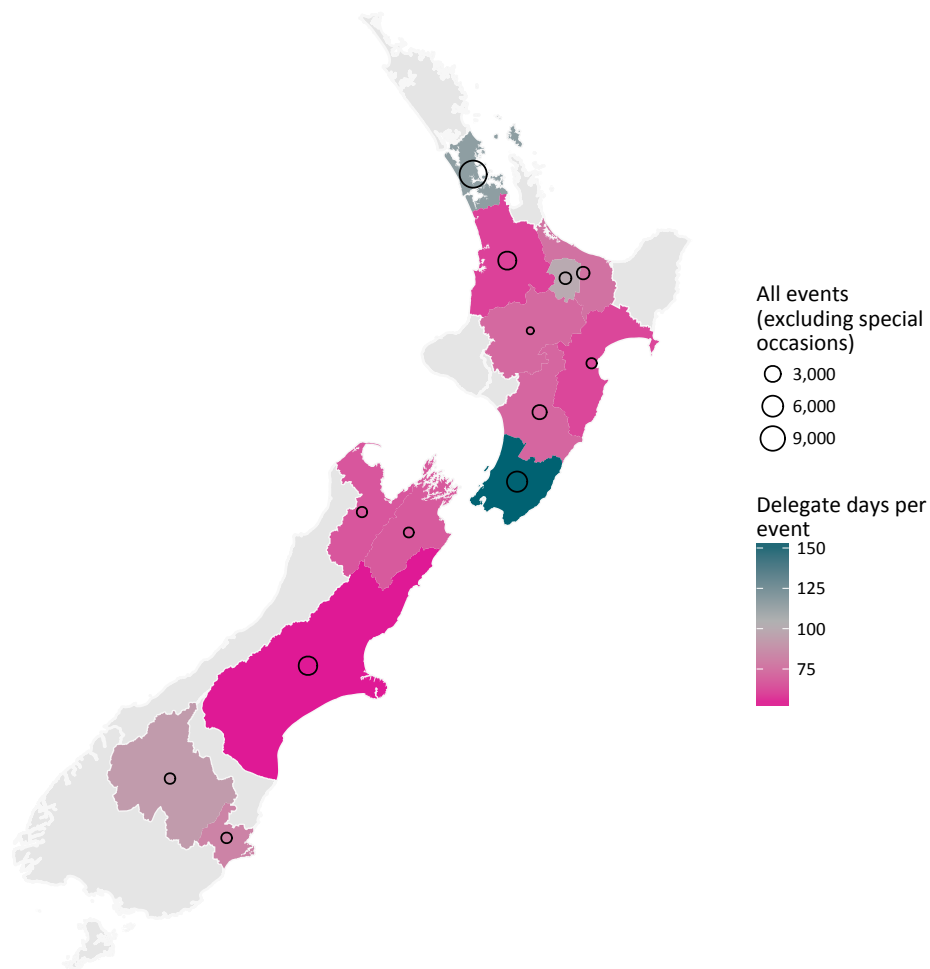


Summary of all business events excluding special occasions

For all business events (excluding special occasions), a total of 2.51 million delegates attended 37,400 events in the year ended September 2018, generating 3.58 million delegate days. While the number of events decreased by six per cent (from 39,800 in the year ended September 2017), both the number of delegates (up eight per cent from 2.32 million) and the number of delegate days (up 16 per cent from 3.08 million) have increased.

Around 31 per cent of all business events (excluding special occasions) were held in Auckland in the year ended September 2018.

Figure 2: Summary of all business events excluding special occasions (year ended September 2018)



Overview

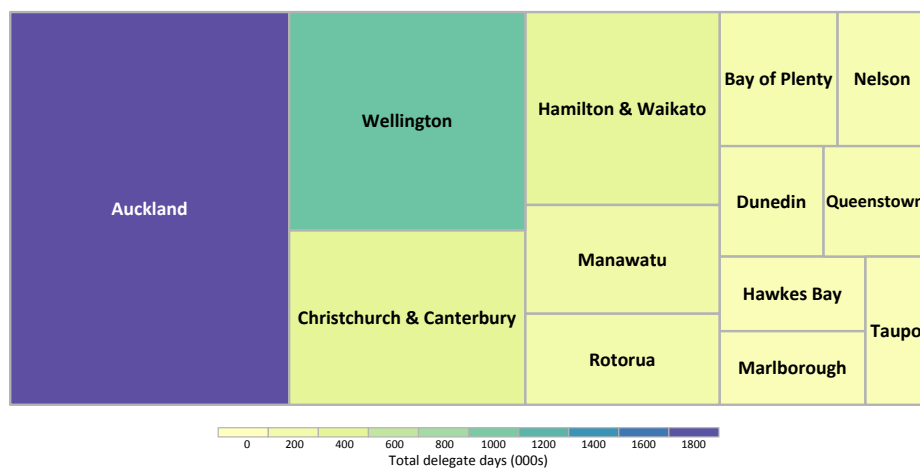
All business events by region

An estimated 46,400 business events occurred across the 13 measured regions in the year ended September 2018. Table 1 shows 37 per cent of delegate days for the year ended September 2018 were in Auckland.

Table 1: Overview of all business events (year ended September 2018)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2017 Q3
Auckland	11,034	3,366	14,123	1,415,421	1,828,842	37%	2%
Hamilton & Waikato	4,046	750	4,830	278,839	344,238	7%	-2%
Bay of Plenty	1,646	356	2,039	138,745	173,507	4%	No change
Rotorua	1,784	495	2,279	143,278	209,415	4%	No change
Taupo	739	434	1,174	48,752	75,848	2%	No change
Hawkes Bay	1,168	227	1,403	77,399	102,511	2%	No change
Manawatu	2,276	427	2,723	200,769	235,577	5%	-1%
Wellington	5,014	1,917	6,640	795,688	1,088,330	22%	1%
Marlborough	1,133	214	1,384	79,000	100,416	2%	No change
Nelson	1,330	211	1,544	96,165	115,431	2%	-1%
Christchurch & Canterbury	4,520	766	5,314	314,388	380,100	8%	No change
Dunedin	1,217	264	1,480	111,863	137,087	3%	No change
Queenstown	989	477	1,472	85,472	135,048	3%	No change
Total	36,902	9,912	46,410	3,785,785	4,926,356		

Figure 3: Overview of business events by region (year ended September 2018)



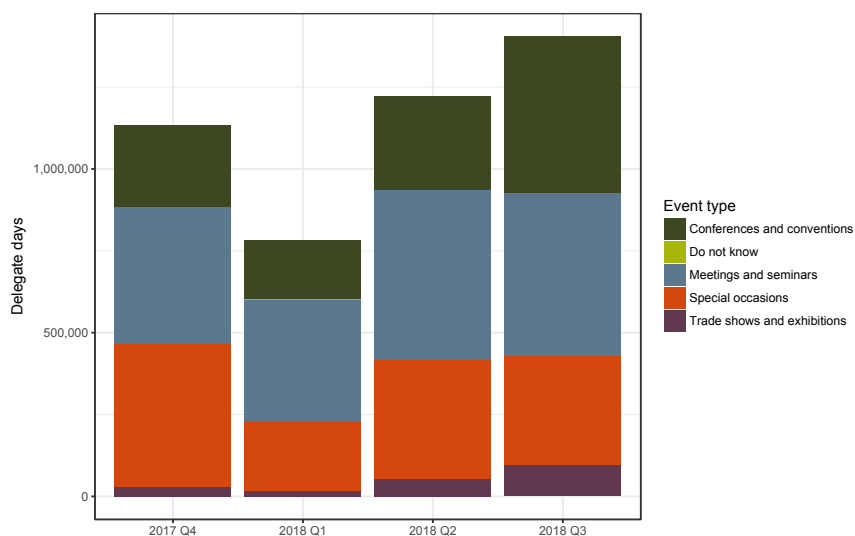
Delegate days by event type

Delegate days are the total number of days spent by delegates at business events. There were approximately 4.6 million delegate days in the year ended September 2018. A total of 39 per cent of these were meetings and seminars. Table 2 shows the split in delegate days for different event types for the last four quarters. Note that due to seasonal factors, the first quarter in each year typically has the lowest number of delegate days.

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

	2017 Q4	2018 Q1	2018 Q2	2018 Q3	Total
Meetings and seminars	415,692	370,631	516,329	500,386	1,803,040
Conferences and conventions	250,074	177,306	286,308	476,794	1,190,483
Trade shows and exhibitions	29,245	15,956	53,928	97,475	196,605
Special occasions	438,996	215,705	365,525	330,043	1,350,270
Don't know	292	862	0	203	1,358
Total	1,158,326	793,531	1,244,767	1,427,572	4,624,197

Figure 4: National overview of delegate days by event type



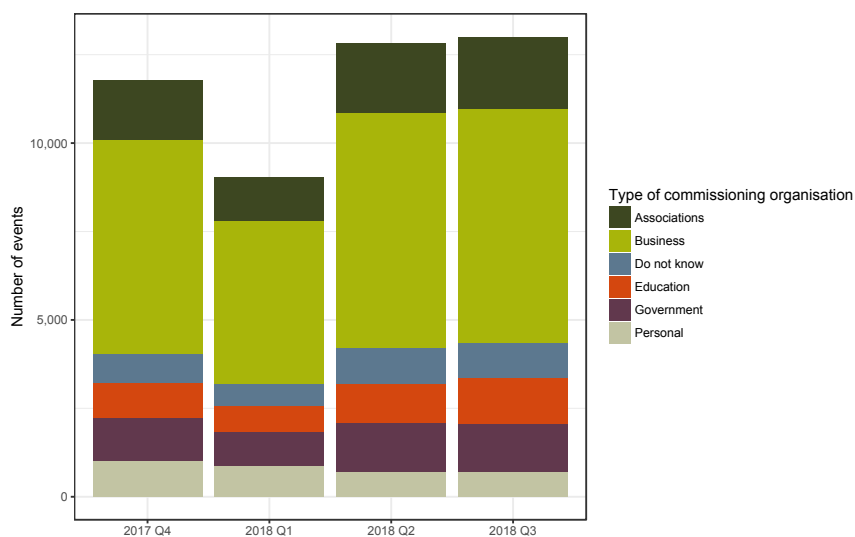
Organisations commissioning business events

Table 3 shows that around half of the business events in the year ended September 2018 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 2018

	2017 Q4	2018 Q1	2018 Q2	2018 Q3	Total
Associations	1,682	1,218	1,954	2,031	6,886
Business	6,067	4,594	6,643	6,632	23,937
Government	1,217	972	1,390	1,370	4,951
Education	992	719	1,098	1,275	4,086
Personal	1,010	876	705	709	3,301
Other/Don't know	818	633	1,021	988	3,461
Total	11,787	9,016	12,812	13,007	46,624

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



Events by size

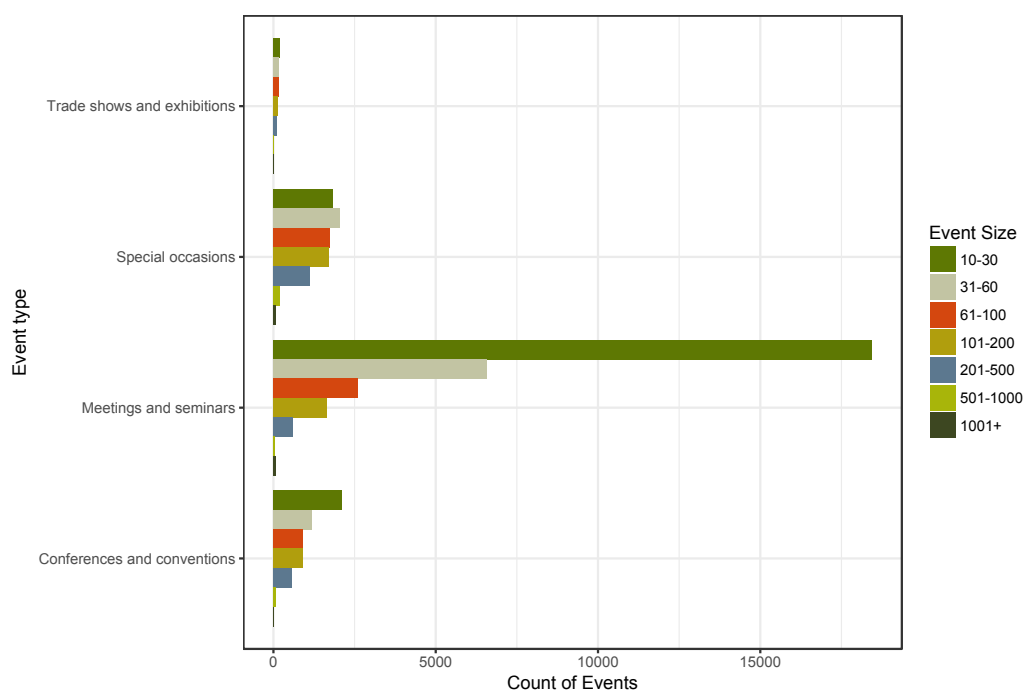
The majority of events were smaller events (those with 60 or fewer delegates) in the year ended September 2018 (refer Figure 6). Smaller meetings and seminars (with up to 60 delegates) formed the majority (83 per cent) of all meetings and seminars, with 61 per cent of meetings having 10-30 delegates and about 22 per cent of meetings with 31-60 delegates. Smaller conferences and conventions also formed a significant part of conference and conventions activity, with 36 per cent having 10-30 delegates and a further 21 per cent having 31-60 delegates.

For the first time, information on larger events (501-1000, 1001+) were presented in the year ended June 2018 report.

Table 4: Number of events by event type and event size (year ended September 2018)

	10-30	31-60	61-100	101-200	201-500	501-1000	1001+
Conferences and conventions	2,096	1,178	908	896	569	71	24
Meetings and seminars	18,438	6,578	2,603	1,651	611	54	81
Special occasions	1,833	2,056	1,735	1,714	1,114	210	76
Trade shows and exhibitions	207	173	163	150	103	23	16

Figure 6: Number of events by event type and size (year ended September 2018)



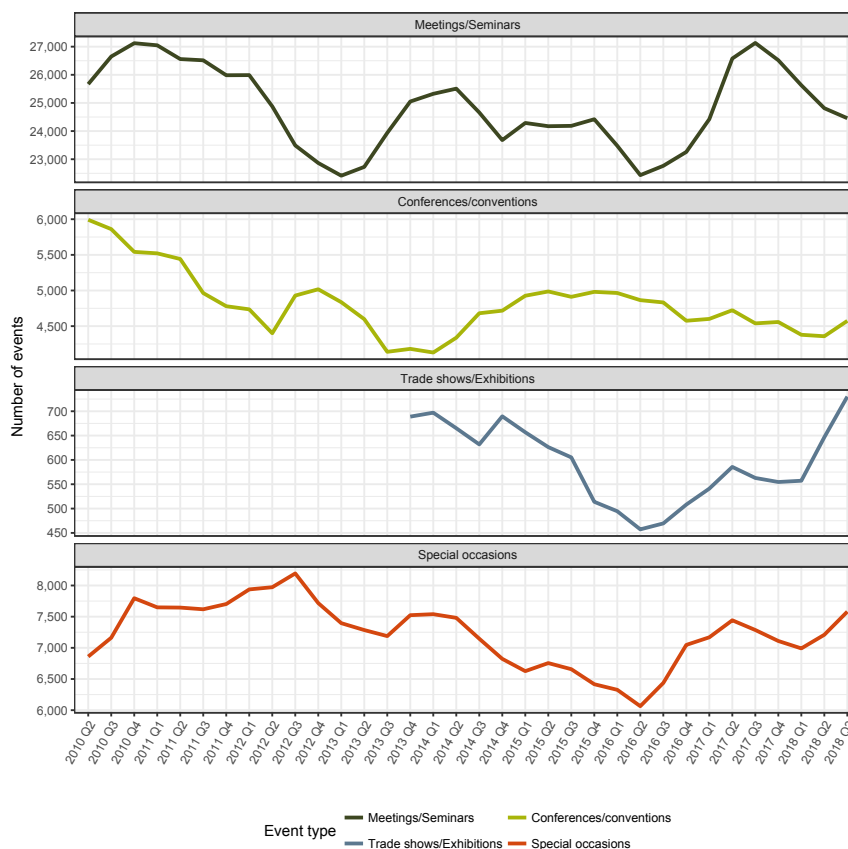
Trends in the number of events¹

Figure 7 shows the trends of the rolling annual sum of event numbers (for meetings and seminars, conferences and conventions, trade shows and exhibitions, and special occasions) reported between the year ended June 2010 and September 2018.

The number of trade shows and exhibitions were up 30 per cent, compared to the year ended September 2017. Conferences and conventions, and special occasions were also up one per cent and up four per cent respectively, however meetings and seminars were down 10 per cent.

Meetings and seminars, and conferences and conventions numbers have trended downwards in recent quarters, while trade shows and exhibitions have trended upwards.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended September 2018)



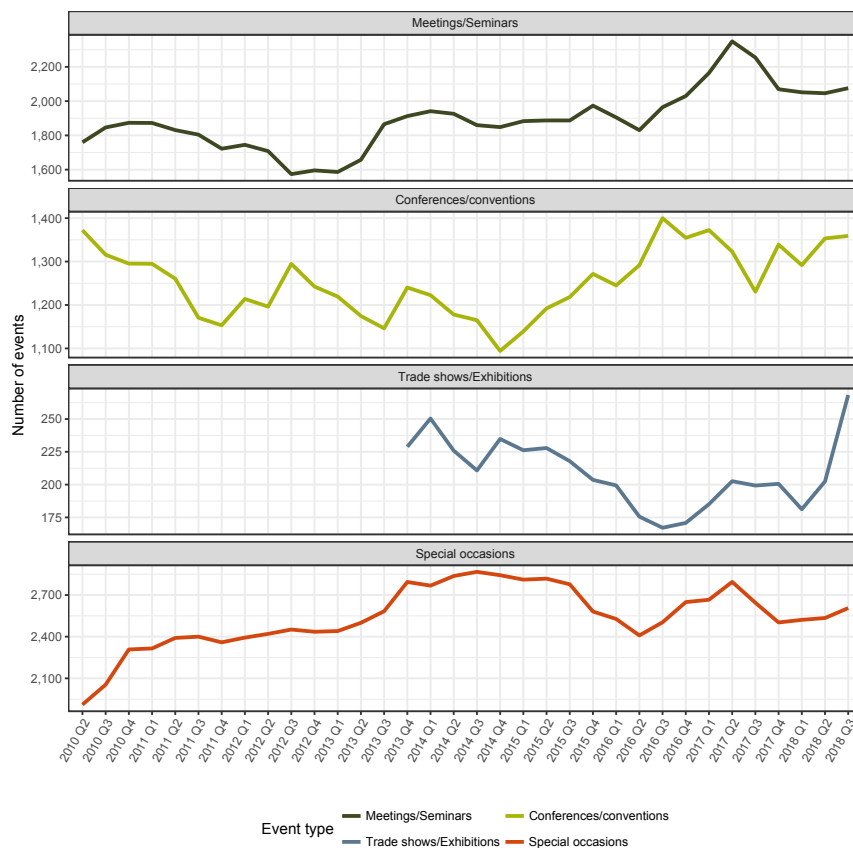
¹Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the survey in 2011 Q2), and Marlborough (joined the survey in 2012 Q2).

Trends in larger events (more than 100 delegates)²

Figure 8 shows the trends of the rolling annual sum of large event (more than 100 delegates) numbers reported between year ended June 2010 and September 2018.

Compared to the year ended September 2017, the number of the large trade shows and exhibitions were up 35 per cent, the large meetings and seminars were down eight per cent, the large special occasions were down one per cent, and the conferences and conventions were up 10 per cent in the year ended September 2018.

Figure 8: Number of business events with more than 100 delegates from year ended June 2010 to year ended September 2018



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

Activity by event type and region

This section summarises more detailed information about the activities by type of event for the year ended September 2018.³

Conference and convention activity

Conferences and conventions account for 12 per cent of all business events and 26 per cent of delegate days in the year ended September 2018.

■ Number of conferences and conventions and delegate days by duration

Table 5 shows that 3,108 (55 per cent) of the conferences and conventions held in the year ended September 2018 were multi-day events, with 52 per cent of these multi-day conferences and conventions (1,608) being two days in duration.

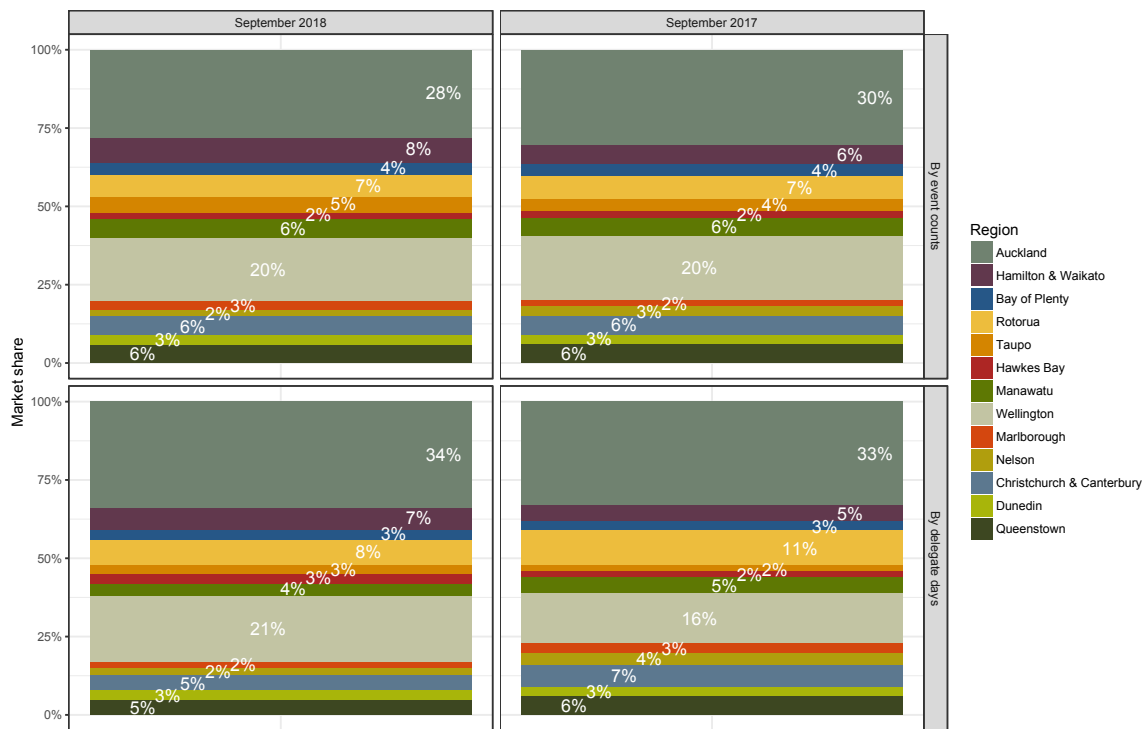
Auckland hosted the greatest proportion (28 per cent) of multi-day conferences and conventions, generating 34 per cent of total multi-day conference and convention delegate days. Wellington was second with 20 per cent of multi-day conferences and conventions and 21 per cent of multi-day conference and conventions delegate days.

Table 5: Number of conferences and conventions and delegate days

Region	Duration			Market share of multi-day events		Delegate days		Market share of multiday events by delegate days
	One day	Two days	>2 days	YE 2018 Q3	YE 2017 Q3	Single day	Multi-day	
Auckland	604	470	388	28%	30%	74,527	315,580	34%
Hamilton & Waikato	266	146	104	8%	6%	17,556	61,797	7%
Bay of Plenty	144	67	63	4%	4%	10,877	31,966	3%
Rotorua	116	68	141	7%	7%	7,160	76,997	8%
Taupo	135	66	85	5%	4%	6,136	27,903	3%
Hawkes Bay	115	38	38	2%	2%	5,584	24,567	3%
Manawatu	135	115	80	6%	6%	9,626	39,692	4%
Wellington	530	378	251	20%	20%	55,884	197,597	21%
Marlborough	56	33	50	3%	2%	3,433	20,447	2%
Nelson	70	23	46	2%	3%	6,558	21,968	2%
Christchurch & Canterbury	203	99	85	6%	6%	12,873	46,164	5%
Dunedin	79	39	49	3%	3%	6,599	26,862	3%
Queenstown	84	66	119	6%	6%	7,228	43,836	5%
Total	2,538	1,608	1,500	100%	100%	224,041	935,377	100%

³Further data and comparisons may be made using the excel pivot tables available from the MBIE website <http://www.mbie.govt.nz/info-services/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research-programme/convention-activity-survey>

Figure 9: Market share of multi-day conferences and conventions



■ Number of conferences and conventions by event size

Table 6: Number of conferences and conventions by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	444	301	243	312	242
Hamilton & Waikato	260	91	61	46	53
Bay of Plenty	109	56	40	33	36
Rotorua	100	68	70	37	47
Taupo	144	51	51	27	10
Hawkes Bay	105	27	17	15	25
Manawatu	162	64	39	33	33
Wellington	403	230	210	202	138
Marlborough	52	35	16	22	10
Nelson	52	30	12	30	14
Christchurch & Canterbury	145	105	57	56	23
Dunedin	45	44	39	24	18
Queenstown	75	76	53	60	12
Total	2,096	1,178	908	896	661

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

Region	201-500	501-1000	1000+
Auckland	199	29	15
Hamilton & Waikato	48	<5	<5
Wellington	117	21	<5
Rest North Island	146	12	<5
Christchurch & Canterbury	18	<5	<5
Rest South Island	42	<5	<5
Total	569	63*	15*

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

■ Mix of multi-day conference and convention delegates by region

Of the 192,734 multi-day conference and convention delegates (about 23 per cent of all multi-day delegates) whose origin information was recorded in the year ended September 2018, 47 per cent were reported to be from the local region, with a further 45 per cent travelling to the conference and/or convention from elsewhere in New Zealand. About five per cent of multi-day conference delegates were from Australia, and a further three per cent from other overseas locations. For further information on the origin of multi-day delegates see Table 8.

Note that the delegate origin is not a compulsory question in the survey, as this information is not always available to the venues recording the data. This means that, for some reporting venues, the delegate numbers by origin do not sum to their total number of delegates. They also do not sum for non-reporting venues where imputation is required because the imputation process is done independently for sub-categories and category totals. The end result is that the regional total delegate numbers shown in Table 8 will not always match the regional sum of delegates by origin.

Table 8: Origin of multi-day conference and convention delegates by region (year ended September 2018)[†]

	Local	Regional	Australian	Other International	Total
Auckland	22,233	11,681	3,335	3,618	40,865
Hamilton & Waikato	8,527	11,447	62	309	20,345
Bay of Plenty	5,041	4,241	24	108	9,414
Rotorua	3,077	17,331	1,293	604	22,305
Taupo	1,582	3,020	235	93	4,930
Hawkes Bay	2,611	5,288	32	30	7,961
Manawatu	5,409	6,152	35	83	11,678
Wellington	24,116	9,944	221	288	34,568
Marlborough	2,493	3,489	544	359	6,885
Nelson	1,793	1,922	221	93	4,030
Christchurch & Canterbury	9,677	3,594	305	102	13,678
Dunedin	2,122	2,104	617	295	5,139
Queenstown	1,845	5,585	3,016	489	10,934
Total	90,524	85,799	9,940	6,471	192,734

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

Another source of information on international conference and convention delegates is Statistics New Zealand's international travel and migration data. For the year ended September 2018, Statistics New Zealand reported that 56,768 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day)⁴. Of these, 30,912 (54 per cent) were Australian. For the year ended September 2017, 70,656 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 41,328 (58 per cent) were from Australia.

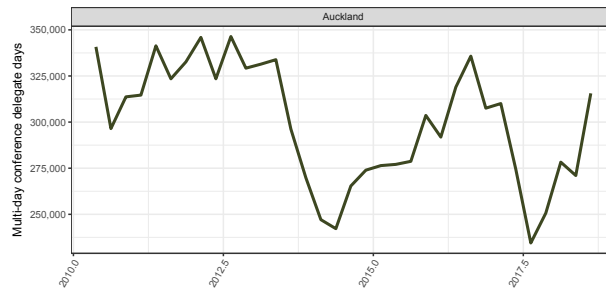
■ Trends in delegate days for multi-day conferences and conventions

The multi-day conference and convention delegate days for the year ended September 2018 were up 31 per cent compared to the year ended September 2017.

Figure 10 shows that the number of multi-day conference and convention delegate days in Auckland increased 35 per cent in the year ending September 2018 compared to the year ended September 2017.

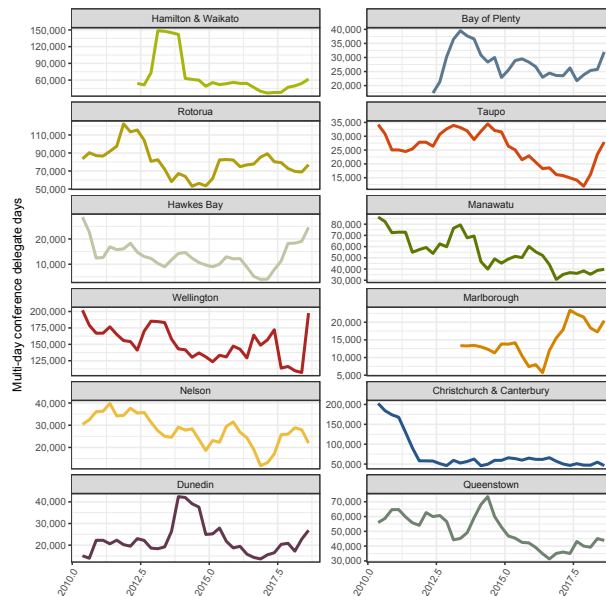
⁴Statistics New Zealand International Visitor Arrivals. Data available from http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx/.

Figure 10: Auckland multi-day conference and convention delegate days (year ended June 2010 to year ended September 2018)



In the other regions there has been a mixture of results (see Figure 11) when comparing the year ended September 2018 to the year ended September 2017.

Figure 11: Multi-day conference and convention delegate days by region (year ended June 2010 to year ended September 2018)



Meeting and seminar activity

Meetings and seminars account for 65 per cent of all business events and 39 per cent of delegate days in the year ended September 2018.

■ Number of meetings and seminars and delegate days by duration

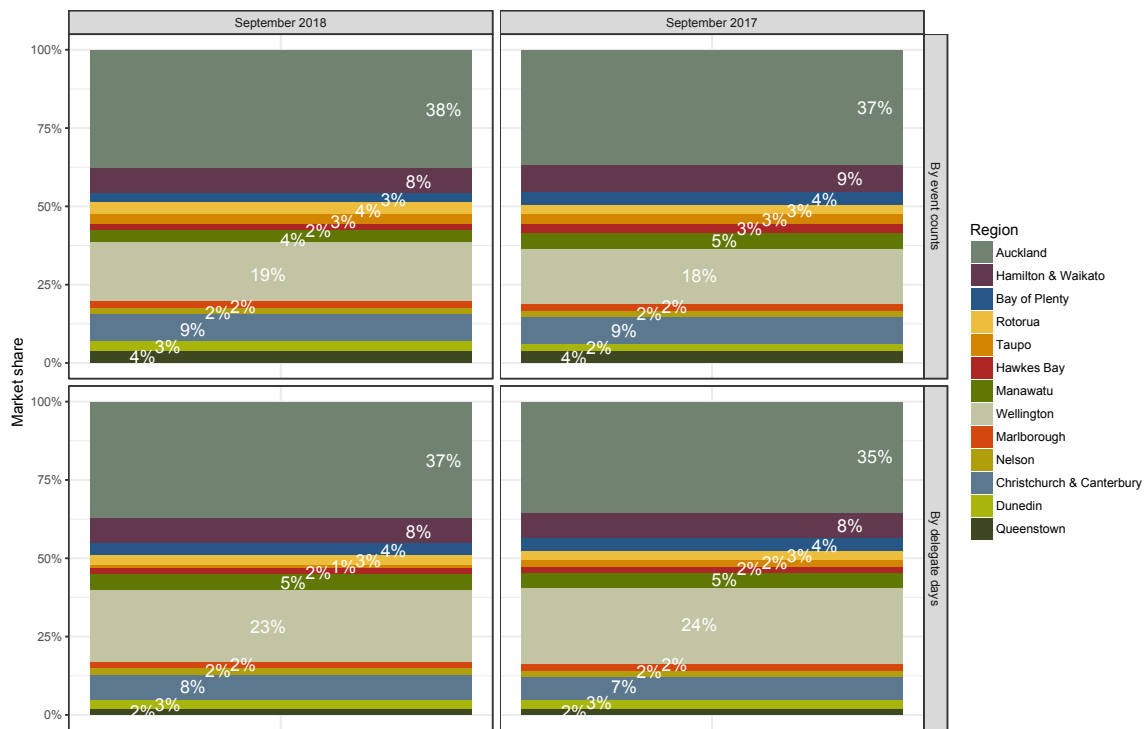
Table 9 shows that 5,960 (20 per cent) of the meetings and seminars held in the year ended September 2018 were multi-day events.

Auckland hosted the greatest proportion (38 per cent) of multi-day meetings and seminars, generating 37 per cent of total multi-day meetings and seminars delegate days. Wellington was second with 19 per cent of multi-day meetings and seminars and 23 per cent of multi-day meetings and seminars delegate days.

Table 9: Number of meetings and seminars and delegate days

Region	Duration		Market share of multi-day events		Total Delegate days	Market share by delegate days
	Single-day	Multi-day	YE 2018 Q3	YE 2017 Q3	YE 2018 Q3	
Auckland	7,594	2,270	38%	37%	675,420	37%
Hamilton & Waikato	2,953	489	8%	9%	148,652	8%
Bay of Plenty	1,129	201	3%	4%	70,198	4%
Rotorua	811	221	4%	3%	45,896	3%
Taupo	388	182	3%	3%	23,590	1%
Hawkes Bay	774	145	2%	3%	36,591	2%
Manawatu	1,604	220	4%	5%	88,658	5%
Wellington	3,182	1,116	19%	18%	408,600	23%
Marlborough	667	104	2%	2%	29,772	2%
Nelson	780	115	2%	2%	37,848	2%
Christchurch & Canterbury	3,140	514	9%	9%	149,348	8%
Dunedin	823	152	3%	2%	54,216	3%
Queenstown	481	232	4%	4%	34,251	2%
Total	24,325	5,960	100%	100%	1,803,040	100%

Figure 12: Market share of multi-day meetings and seminars



■ Number of meetings and seminars by event size

Table 10: Number of meetings and seminars by event size

Region	10-30	31-60	61-100	101-200	200+
Auckland	5,119	2,268	1,075	814	354
Hamilton & Waikato	2,194	783	227	145	38
Bay of Plenty	825	281	96	70	32
Rotorua	692	245	56	36	10
Taupo	428	100	23	14	<5
Hawkes Bay	590	186	52	34	10
Manawatu	1,044	435	139	71	48
Wellington	2,548	938	355	188	146
Marlborough	644	149	61	26	9
Nelson	623	184	82	37	8
Christchurch & Canterbury	2,640	695	284	127	38
Dunedin	560	186	112	64	47
Queenstown	531	128	42	25	<5
Total	18,439	6,578	2,604	1,652	740*

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

Region	201-500	501-1000	1000+
Auckland	313	35	8
Hamilton & Waikato	36	<5	<5
Wellington	73	8	66
Rest North Island	99	9	<5
Christchurch & Canterbury	34	<5	<5
Rest South Island	56	<5	<5
Total	612	53*	74*

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

Trade shows and exhibitions⁵

Trade shows and exhibitions account for two per cent of all business events and four per cent of delegate days in the year ended September 2018.

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

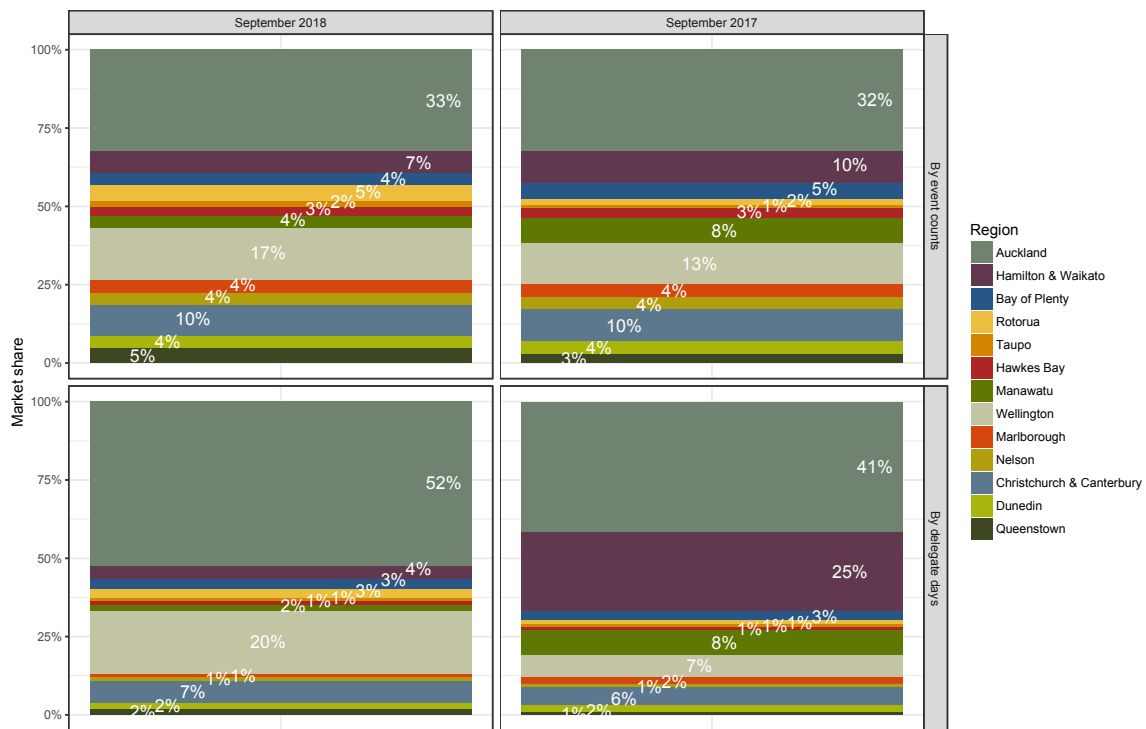
Table 12 shows that Auckland hosted the greatest proportion (33 per cent) of trade shows and exhibitions, generating 52 per cent of total trade show and exhibition delegate days. Wellington accounted for 17 per cent of trade shows and exhibitions market share, followed by Christchurch & Canterbury which hosted 10 per cent.

Table 12: Number of trade shows and exhibitions and delegate days

Region	Total	Market share of		Total	Market share
	Tradeshow/Exhibitions	events		Delegate days	by delegate days
	YE 2018 Q3	YE 2018 Q3	YE 2017 Q3	YE 2018 Q3	
Auckland	277	33%	32%	101,267	52%
Hamilton & Waikato	57	7%	10%	7,088	4%
Bay of Plenty	30	4%	5%	6,855	3%
Rotorua	39	5%	2%	6,842	3%
Taupo	14	2%	1%	1,907	1%
Hawkes Bay	22	3%	3%	2,065	1%
Manawatu	36	4%	8%	4,563	2%
Wellington	143	17%	13%	39,884	20%
Marlborough	32	4%	4%	2,416	1%
Nelson	32	4%	4%	2,478	1%
Christchurch & Canterbury	88	10%	10%	13,245	7%
Dunedin	37	4%	4%	3,851	2%
Queenstown	38	5%	3%	4,137	2%
Total	850	100%	100%	196,605	100%

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

Figure 13: Market share of trade shows and exhibitions



■ Number of trade shows and exhibitions by event size

Table 13: Number of trade shows and exhibitions by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	36	56	58	49	83
Hamilton & Waikato	20	9	8	16	5
Bay of Plenty	6	5	<5	8	6
Rotorua	11	6	7	9	<5
Taupo	<5	<5	<5	<5	<5
Hawkes Bay	7	6	<5	<5	<5
Manawatu	8	6	9	9	<5
Wellington	45	32	25	15	31
Marlborough	12	6	8	<5	<5
Nelson	14	<5	8	5	<5
Christchurch & Canterbury	22	19	14	16	14
Dunedin	9	10	8	<5	<5
Queenstown	12	10	9	7	<5
Total	203*	166*	152*	135*	139*

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

Special occasion events activity

Special occasion events are defined as a social gathering or celebration, for example a gala dinner, ball, graduation, cocktail party, birthday party, or wedding. It accounted for 20 per cent of all business events and 29 per cent of delegate days in the year ended September 2018.

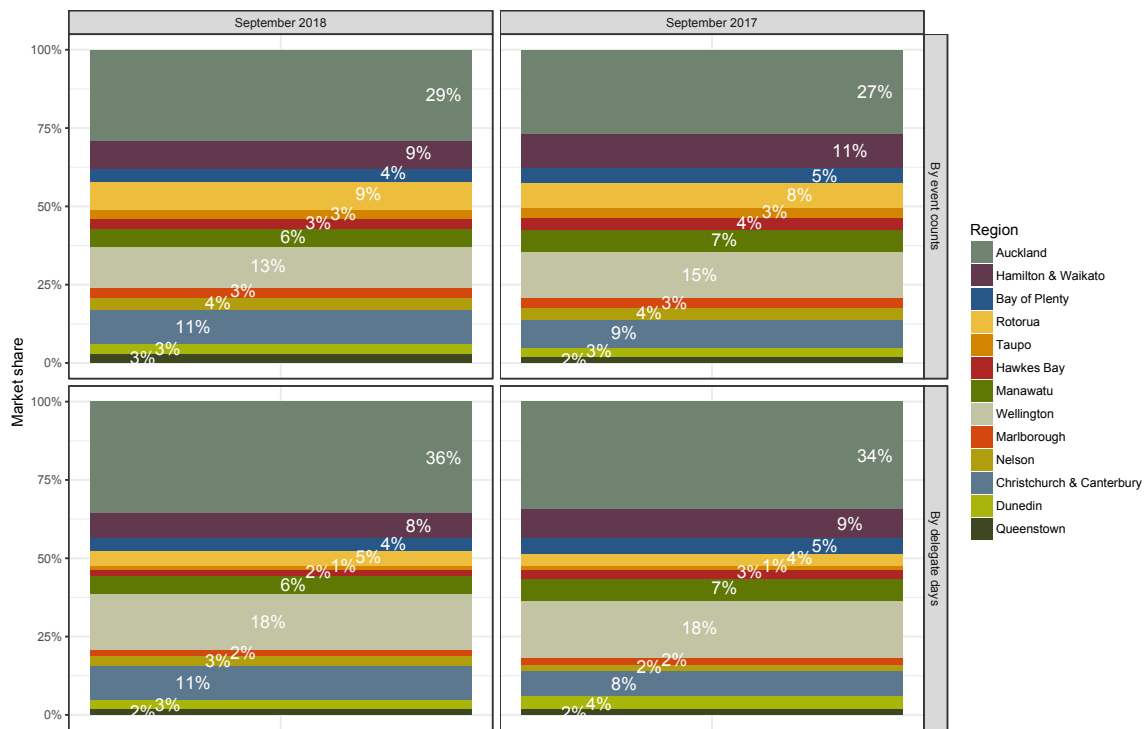
■ Number of special occasion events and delegate days by duration

Table 14 shows that Auckland hosted the greatest proportion (29 per cent) of special occasion events, generating 36 per cent of special occasion events delegate days. Wellington was second with 13 per cent of special occasion events and 18 per cent of special occasion events delegate days. Christchurch & Canterbury accounted for 11 per cent, while Hamilton & Waikato accounted for 9 per cent of special occasion events.

Table 14: Number of special occasion events and delegate days

Region	Total	Market share of		Total	Market share of
	Special Occasions	events		Delegate days	by delegate days
	YE 2018 Q3	YE 2018 Q3	YE 2017 Q3	YE 2018 Q3	
Auckland	2,580	29%	27%	484,232	36%
Hamilton & Waikato	779	9%	11%	103,145	8%
Bay of Plenty	382	4%	5%	48,827	4%
Rotorua	823	9%	8%	64,645	5%
Taupo	305	3%	3%	13,685	1%
Hawkes Bay	258	3%	4%	32,510	2%
Manawatu	532	6%	7%	80,743	6%
Wellington	1,140	13%	15%	238,942	18%
Marlborough	297	3%	3%	27,966	2%
Nelson	397	4%	4%	40,383	3%
Christchurch & Canterbury	971	11%	9%	150,626	11%
Dunedin	286	3%	3%	39,346	3%
Queenstown	284	3%	2%	25,213	2%
Total	9,039	100%	100%	1,350,270	100%

Figure 14: Market share of special occasion events



■ Number of special occasion events by event size

Table 15: Number of special occasion events by event size

Region	10-30	31-60	61-100	101-200	201+
Auckland	397	470	487	605	506
Hamilton & Waikato	155	211	157	147	133
Bay of Plenty	77	82	87	68	73
Rotorua	236	277	118	120	66
Taupo	155	74	40	23	<5
Hawkes Bay	39	62	77	52	41
Manawatu	109	117	109	100	118
Wellington	166	200	210	200	180
Marlborough	59	82	61	44	26
Nelson	90	89	104	79	31
Christchurch & Canterbury	244	276	165	150	121
Dunedin	34	44	69	78	56
Queenstown	71	72	52	50	29
Total	1,833	2,057	1,736	1,714	1,380*

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

Appendix

Business Events Activity Survey participants

■ Changes in venues since the year ended June 2018 report

An additional venue in Christchurch and Canterbury is now participating in the Business Events Activity Survey, with another from the same region being removed.

■ Qualifying Business Events Activity Survey Venues

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

- promote their venue as suitable for a range of business-related activities, especially conventions/conferences and meetings.
- have theatre-style minimum capacity of 50.
- aim or plan to host a minimum of 12 conventions and/or business related events each year.

Venues are also classified in five different types, as follows:

- **Event or Convention Centre:** Venue whose primary function is hosting conventions, conferences and other large business events.
- **Stadium or showground:** Facility usually designed for large business events, for example trade shows, exhibitions, conferences and other 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 venues in its area.

In the September 2018 quarter, event activity was recorded or estimated for a total of 304 venues in the 13 regions. Of these, 136 venues with 70 per cent of recorded capacity submitted data for at least one of the three months. At a national level, the number of venues actively contributing data to the survey has remained relatively constant over the last two years, ranging between 136 and 144 venues each quarter.

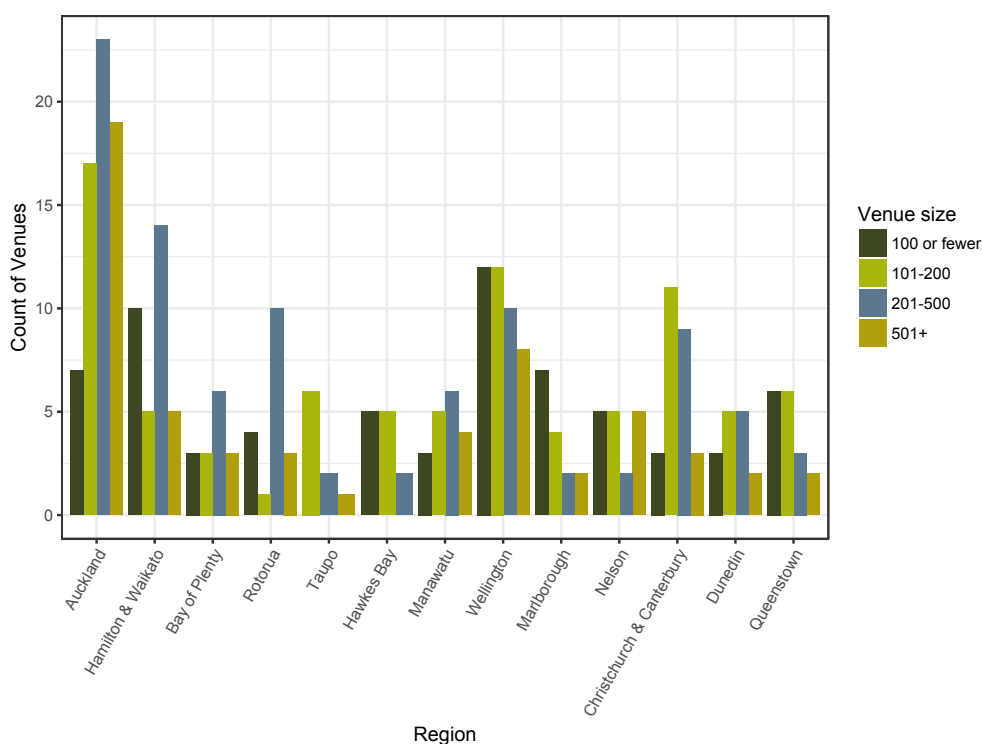
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger venues that represent a sizable 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 16: Comparing venue participation rates for 2018 Q2 and 2018 Q3

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2018 Q2	2018 Q3	2018 Q2	2018 Q3
Auckland	42%	42%	72%	64%
Hamilton & Waikato	44%	38%	81%	78%
Bay of Plenty	12%	7%	50%	50%
Rotorua	44%	39%	66%	61%
Taupo	56%	56%	75%	75%
Hawkes Bay	25%	25%	36%	36%
Manawatu	39%	44%	58%	61%
Wellington	45%	45%	76%	78%
Marlborough	27%	27%	55%	55%
Nelson	56%	47%	77%	74%
Christchurch & Canterbury	88%	77%	95%	89%
Dunedin	67%	73%	83%	85%
Queenstown	59%	53%	73%	61%
Total	47%	45%	73%	70%

The distribution of the venues in September 2018 quarter by size is shown in Figure 15 below. 66 venues (22 per cent) are located in Auckland.

Figure 15: Number of venues by delegate capacity and region (September 2018 quarter)



Event definitions

Meetings and seminars: A meeting or seminar is defined as a formal gathering of people to discuss matters of shared interest, usually within a single session.⁶

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

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

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

Special occasion: Special occasion activities are defined as a social gathering or celebration, for example a gala dinner, ball, graduation, cocktail party, birthday party, or wedding.

⁶Currently some participating venues included in the Business Events Activity Survey report “church events” under the “meetings” event category. This approach is likely to be reviewed again in a future release.

Changes to trade shows and exhibitions

At the beginning of the December 2014 quarter, the definition for the qualifying trade shows and exhibitions was changed. As the focus of the survey is on business events, events that are primarily directed at the public (i.e. consumer events) such as home shows and A&P shows are now excluded.

These consumer or public oriented events typically involve a large number of different attendees and can run for several days. Where these types of events have been included, they have a marked impact on the reported number of delegates and delegate days in this business event category and on total delegates and delegate days.

To allow for consistent comparison between the years 2013 and 2014 in the year end December 2014 report, these consumer events were removed from the data set for these years. This also allows for consistent year to year comparisons in this report and future reports.

Comparisons to reporting periods that include quarters prior to 2013 should not be made at a total level or for trade shows and exhibitions as the definition of trade shows and exhibitions is not consistent across these time periods.

Method for estimating unrecorded business events activity

This section describes the imputation methodology used to estimate business events activity for venues that are included in the survey 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. 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 the survey and supplied data, and those who have registered without data and those that have not registered the survey.

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

Table 17: 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, Hawke's Bay, Manawatu • Christchurch & Canterbury, Nelson • Dunedin, Queenstown • Rotorua, Taupo
Venue type	<ul style="list-style-type: none"> • Hotels • Convention or event centres • Stadiums or show grounds • Other

As is shown in Table 18, 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 18: Comparison of mean counts per quarter for venues reporting/not reporting

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	1,035	2,096	4,710	5,733	13,885	1,585	2,182	4,247	6,501	15,440
Multi-day events	6	10	14	8	7	5	7	11	9	8
Single day events	15	33	47	37	29	17	29	42	41	35
Total delegates	713	1,632	3,602	4,575	11,109	1,121	1,737	3,349	5,319	12,445
One day conference delegate days	32	87	221	404	346	47	85	185	560	378
Multi-day conference delegate days	206	368	1,034	1,260	3,181	273	280	820	1,274	3,365

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.

Glossary

Business events	The business events which include meetings and seminars, incentive activities, conferences and conventions, trade shows and exhibitions, and special occasions etc.
Delegates	Those people who attended the events.
Delegate days	Number of days spent in the events.
Meetings and seminars	A meeting or seminar is defined as a formal gathering of people to discuss matters of shared interest, usually within a single session.
Incentive activities	An incentive activity is defined as an activity occurring at a qualifying venue that incentivises or rewards the invited event delegates for exceptional business achievement.
Conferences and conventions	A conference or convention is described as a formal gathering of people at a qualifying venue to discuss matters of shared interest involving multiple sessions and speakers.
Trade shows and exhibitions	Trade shows and exhibitions are defined as a showcase of goods and services held for the benefit of a specific industry.
Special occasion	Special occasion activities are defined as a social gathering or celebration, for example a gala dinner, ball, graduation, cocktail party, birthday party, or wedding.