



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

**Evidence & Insights  
Branch**



# Business Events Activity Survey Year to June 2019 report

(Formerly Convention Activity Survey)

Prepared Aug 2019





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

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

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# Introduction

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## **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 data is not included in the report as there has not yet been two full years of data collected for comparison.

## **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.

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# Highlights

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## All events

- The number of events increased 3 per cent from 45,400 in the year ended June 2018 to 46,900 in the year ended June 2019.
- The number of delegates attending business events decreased 5 per cent from 3.66 million in the year ended June 2018 to 3.49 million in the year ended June 2019.
- The total number of delegate days increased 3 per cent from 4.52 million in the year ended June 2018 to 4.64 million in the year ended June 2019.

## Conference and convention activity

- The number of conferences and conventions increased 2 per cent from 5,200 in the year ended June 2018 to 5,300 in the year ended June 2019.
- The number of delegates attending conferences and conventions decreased 2 per cent to 548,000 in the year ended June 2019, from 558,000 in the year ended June 2018.
- The number of delegate days increased 23 per cent to 1.23 million in the year ended June 2019, from 1.0 million in the year ended June 2018.

## 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 2 per cent to 1.53 million in the year ended June 2019, from 1.55 million in the year ended June 2018.
- The number of delegate days for meetings and seminars remained static at 1.79 million, compared to the year ended June 2018.
- The number of meetings and seminars increased 3 per cent from 30,200 in the year ended June 2018, to 31,000 in the year ended June 2019.

**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**

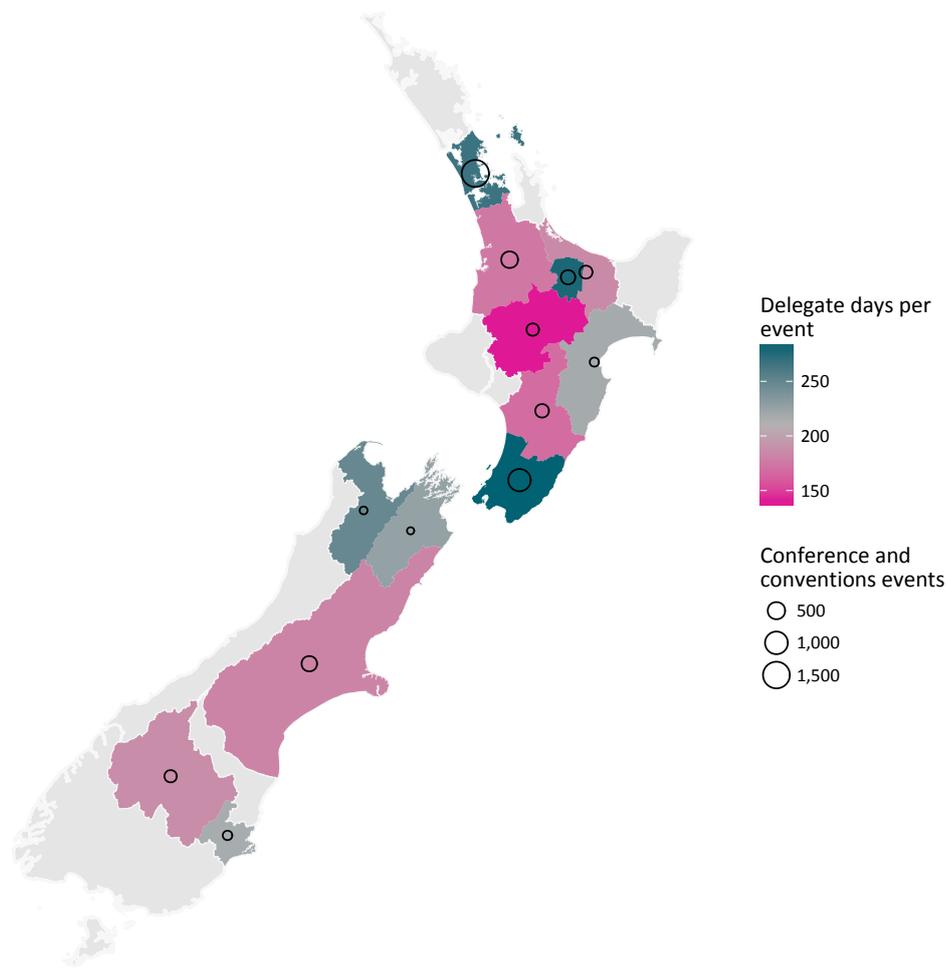
- Special occasion activity made up 26.4 per cent of all delegate days in the year ended June 2019, down 2.6 percentage points from 28.9 per cent in the previous year.

## Summary of conference and convention activity

A total of 548,000 delegates attended 5,300 conferences and conventions in the year ended June 2019, generating 1.23 million delegate days. Compared to the year ended June 2018, the number of conferences and conventions was up 2 per cent (from 5,200), the number of delegates down 2 per cent (from 558,000) and the number of delegate days up 23 per cent (from 1.0 million).

Around 32 per cent of multi-day conferences and conventions and 27 per cent of single-day conferences and conventions were held in Auckland in the year ended June 2019.

Figure 1: Summary of conference and convention activity (year ended June 2019)

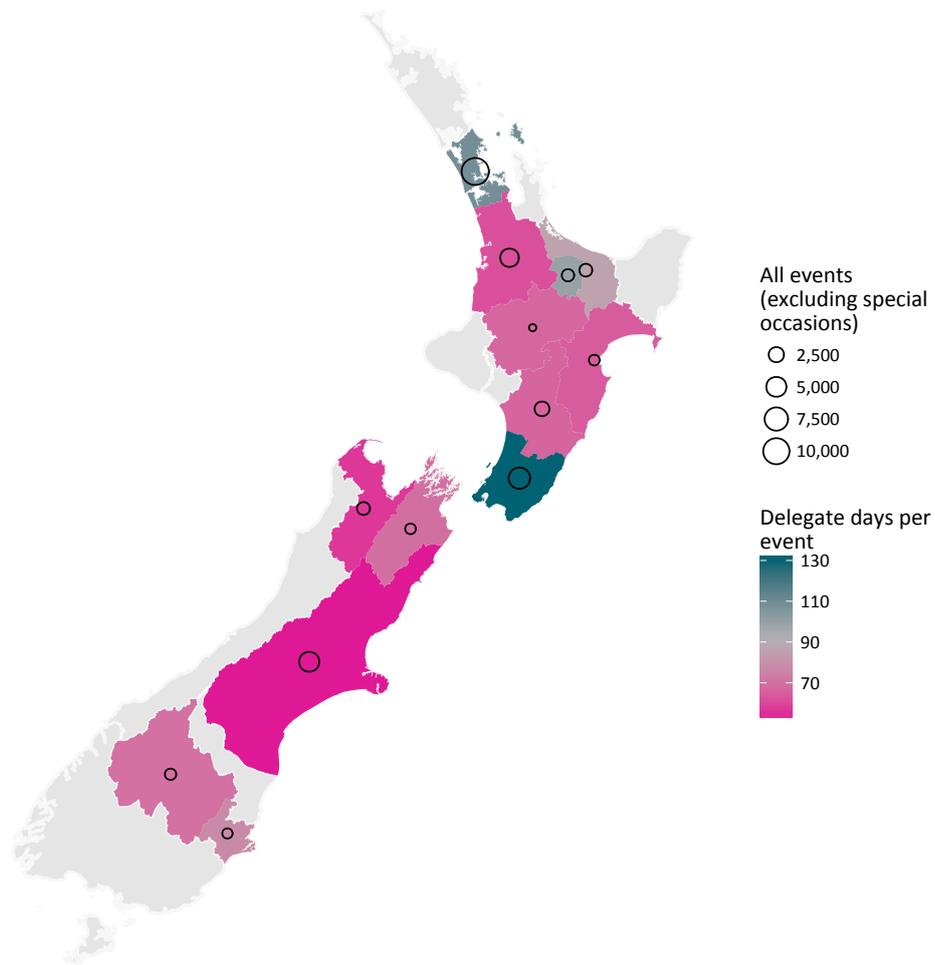


## Summary of all business events excluding special occasions

For all business events (excluding special occasions), a total of 2.31 million delegates attended 38,800 events in the year ended June 2019, generating 3.42 million delegate days. The number of events increased by six per cent (from 36,700 in the year ended June 2018). The number of delegates was down four per cent from 2.4 million, and the number of delegate days was up six per cent from 3.2 million.

Around 28 per cent of all business events (excluding special occasions) were held in Auckland in the year ended June 2019.

Figure 2: Summary of all business events excluding special occasions (year ended June 2019)



# Overview

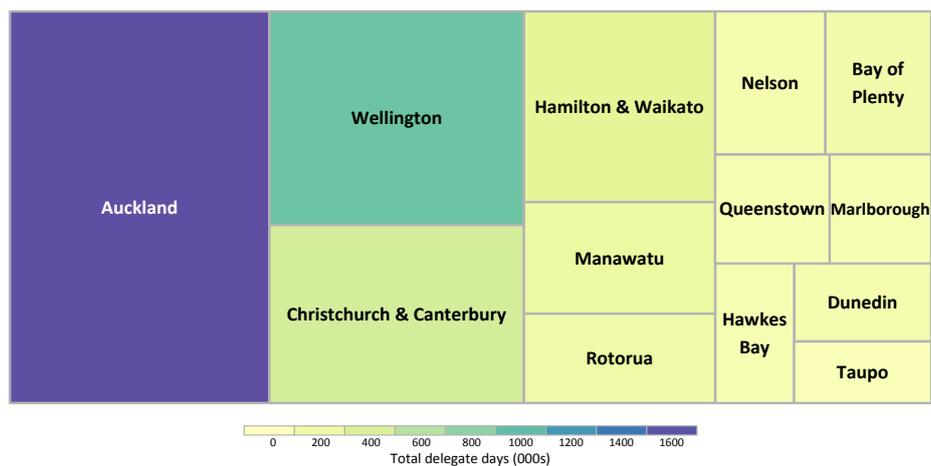
## All business events by region

An estimated 46,900 business events occurred across the 13 measured regions in the year ended June 2019. Table 1 shows 35 per cent of delegate days for the year ended June 2019 were in Auckland.

Table 1: Overview of all business events (year ended June 2019)

Region	Single day Events	Multi-day Events	Total Events	Delegates (all events)	Delegate days		
					Count	Market share	Change in market share from 2018 Q2
Auckland	10,222	2,893	13,199	1,198,518	1,611,263	35%	-2%
Hamilton & Waikato	3,988	747	4,737	279,057	346,233	7%	-1%
Bay of Plenty	1,603	366	1,972	140,840	181,707	4%	No change
Rotorua	1,703	513	2,219	137,276	207,465	4%	No change
Taupo	753	342	1,096	47,017	73,668	2%	No change
Hawkes Bay	1,208	220	1,429	77,397	106,500	2%	No change
Manawatu	2,345	425	2,771	190,051	230,110	5%	No change
Wellington	5,381	1,618	7,052	709,720	963,858	21%	1%
Marlborough	1,129	292	1,437	74,556	104,393	2%	No change
Nelson	1,732	305	2,043	107,108	137,108	3%	No change
Christchurch & Canterbury	4,970	912	5,888	352,455	426,980	9%	1%
Dunedin	1,137	253	1,388	100,557	130,500	3%	No change
Queenstown	1,130	491	1,619	75,041	120,403	3%	No change
<b>Total</b>	<b>37,306</b>	<b>9,385</b>	<b>46,856</b>	<b>3,489,599</b>	<b>4,640,193</b>		

Figure 3: Overview of business events by region (year ended June 2019)



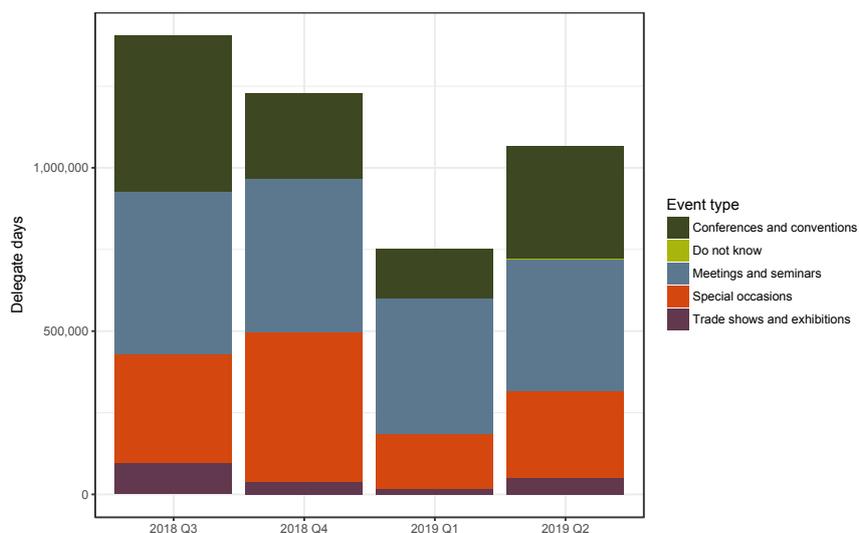
## Delegate days by event type

Delegate days are the total number of days spent by delegates at business events. There were approximately 4.5 million delegate days in the year ended June 2019. 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 June

	2018 Q3	2018 Q4	2019 Q1	2019 Q2	Total
Meetings and seminars	500,386	472,048	413,982	404,556	1,790,975
Conferences and conventions	476,794	260,469	150,505	344,515	1,232,284
Trade shows and exhibitions	97,475	38,549	17,485	49,731	203,241
Special occasions	330,043	457,404	168,468	267,444	1,223,359
Don't know	203	0	0	99	302
Total	1,427,572	1,262,732	760,692	1,085,673	4,536,671

Figure 4: National overview of delegate days by event type



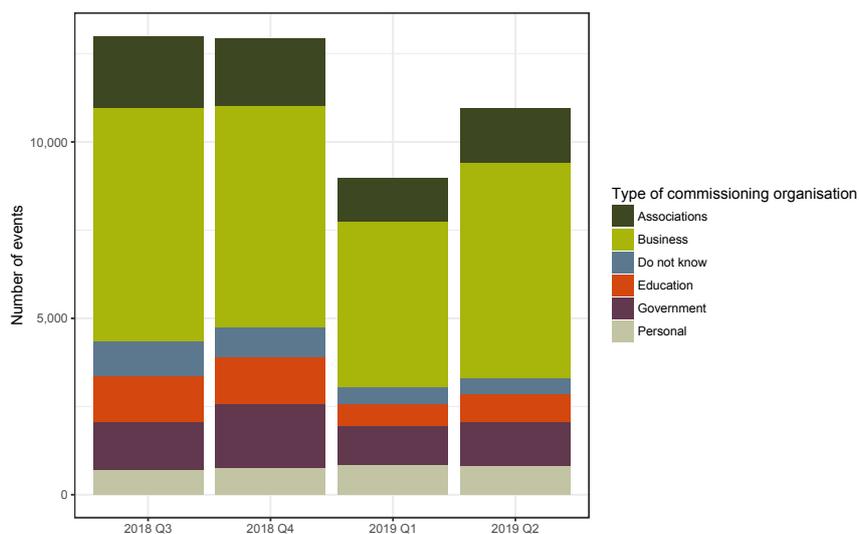
## Organisations commissioning business events

Table 3 shows that around half of the business events in the year ended June 2019 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 June 2019

	2018 Q3	2018 Q4	2019 Q1	2019 Q2	Total
Associations	2,031	1,905	1,237	1,529	6,703
Business	6,632	6,299	4,690	6,093	23,715
Government	1,370	1,811	1,110	1,263	5,554
Education	1,275	1,310	617	795	3,997
Personal	709	771	844	805	3,131
Other/Don't know	988	839	468	455	2,752
Total	13,007	12,937	8,969	10,943	45,858

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



## Events by size

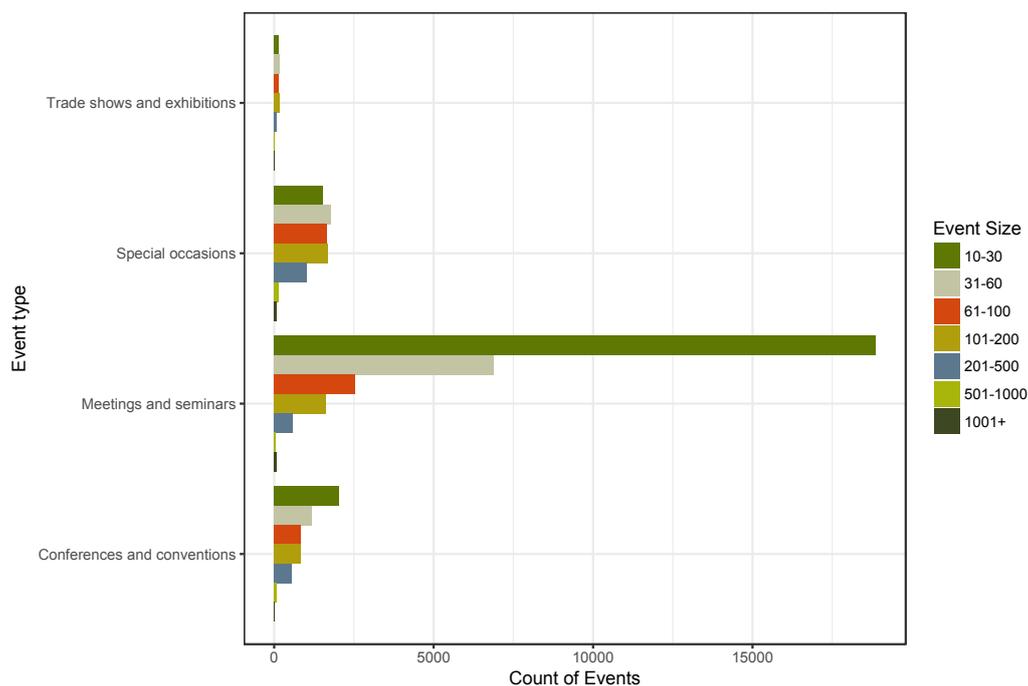
The majority of events were smaller events (those with 60 or fewer delegates) in the year ended June 2019 (refer Figure 6). Smaller meetings and seminars (with up to 60 delegates) formed the majority (84 per cent) of all meetings and seminars, with 62 per cent of meetings having 10-30 delegates and about 22 per cent of meetings with 31-60 delegates. Smaller conferences and conventions also formed a significant part of conference and conventions activity, with 37 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 June 2019)

	10-30	31-60	61-100	101-200	201-500	501-1000	1001+
Conferences and conventions	2,032	1,185	839	824	551	66	27
Meetings and seminars	18,861	6,878	2,542	1,614	586	55	87
Special occasions	1,542	1,769	1,649	1,679	1,013	157	63
Trade shows and exhibitions	153	158	129	166	92	27	16

Figure 6: Number of events by event type and size (year ended June 2019)

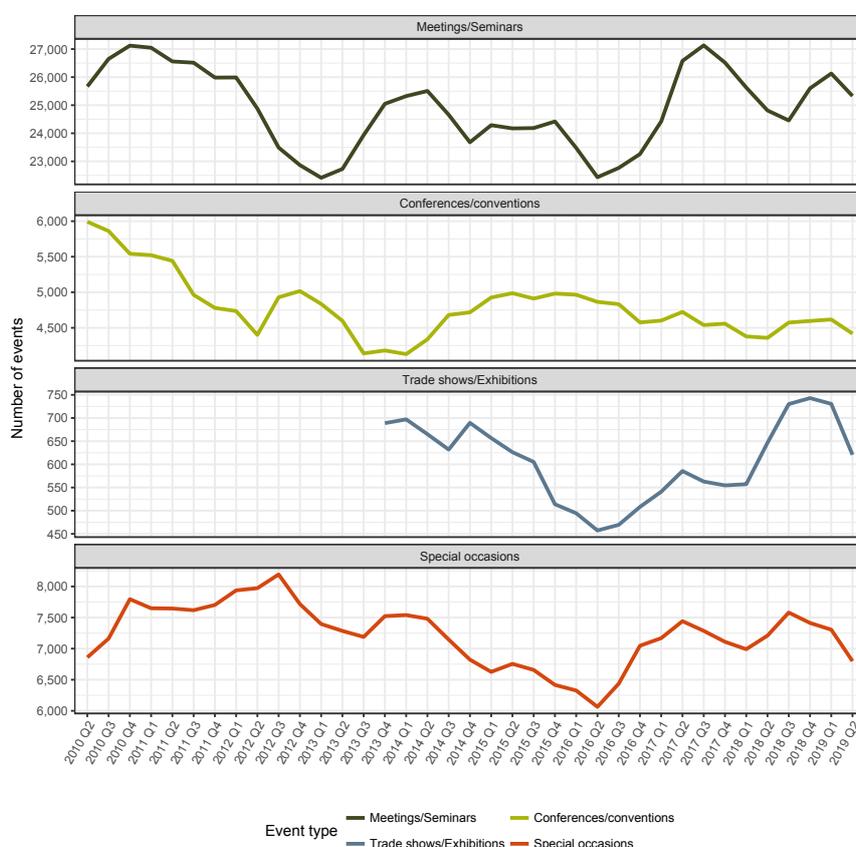


## Trends in the number of events<sup>1</sup>

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 June 2019.

The number of meetings and seminars was up two per cent, compared to the year ended June 2018. Conferences and conventions were up one per cent, trade shows and exhibitions were down four per cent and special occasions were down six per cent.

Figure 7: Trend in number of events by event type (year ended June 2010 through to year ended June 2019)



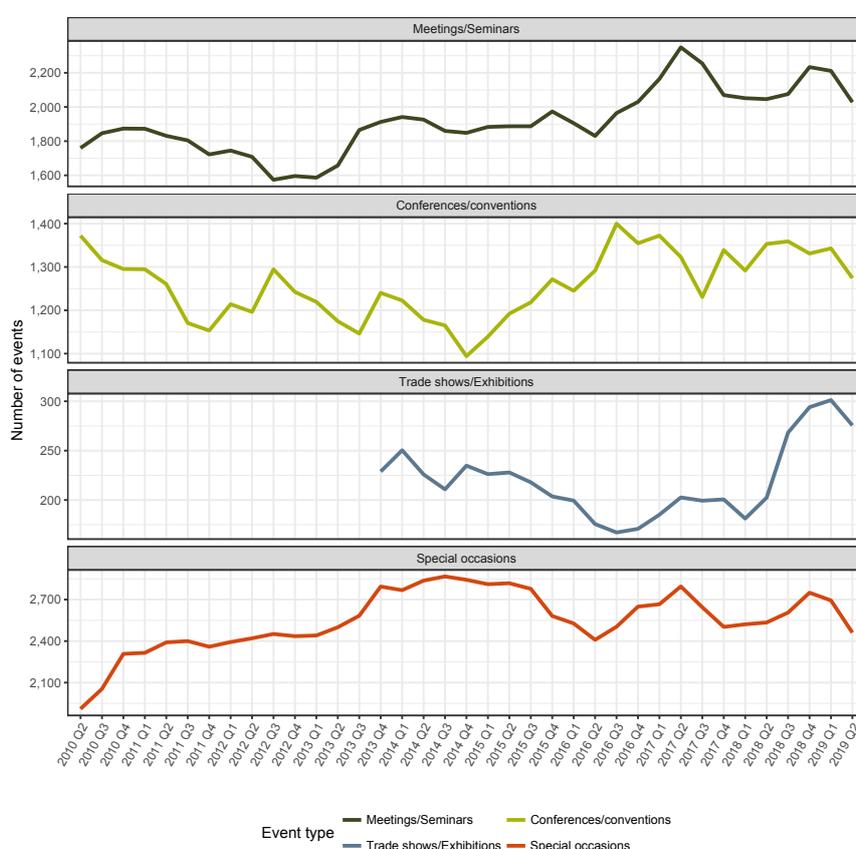
<sup>1</sup>Note that this trend analysis excludes Hamilton & Waikato and Bay of Plenty (joined the survey in 2011 Q2), and Marlborough (joined the survey in 2012 Q2).

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

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 June 2019.

Compared to the year ended June 2018, the number of the large meetings and seminars was down one per cent, the large conferences and conventions were down six per cent, the large trade shows and exhibitions were up 36 per cent and the large special occasions were down three per cent, in the year ended June 2019.

Figure 8: Number of business events with more than 100 delegates from year ended June 2010 to year ended June 2019



<sup>2</sup>Note 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 June 2019.<sup>3</sup>

## Conference and convention activity

Conferences and conventions account for 11 per cent of all business events and 27 per cent of delegate days in the year ended June 2019.

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

Table 5 shows that 3,323 (60 per cent) of the conferences and conventions held in the year ended June 2019 were multi-day events, with 55 per cent of these multi-day conferences and conventions (1,828) being two days in duration.

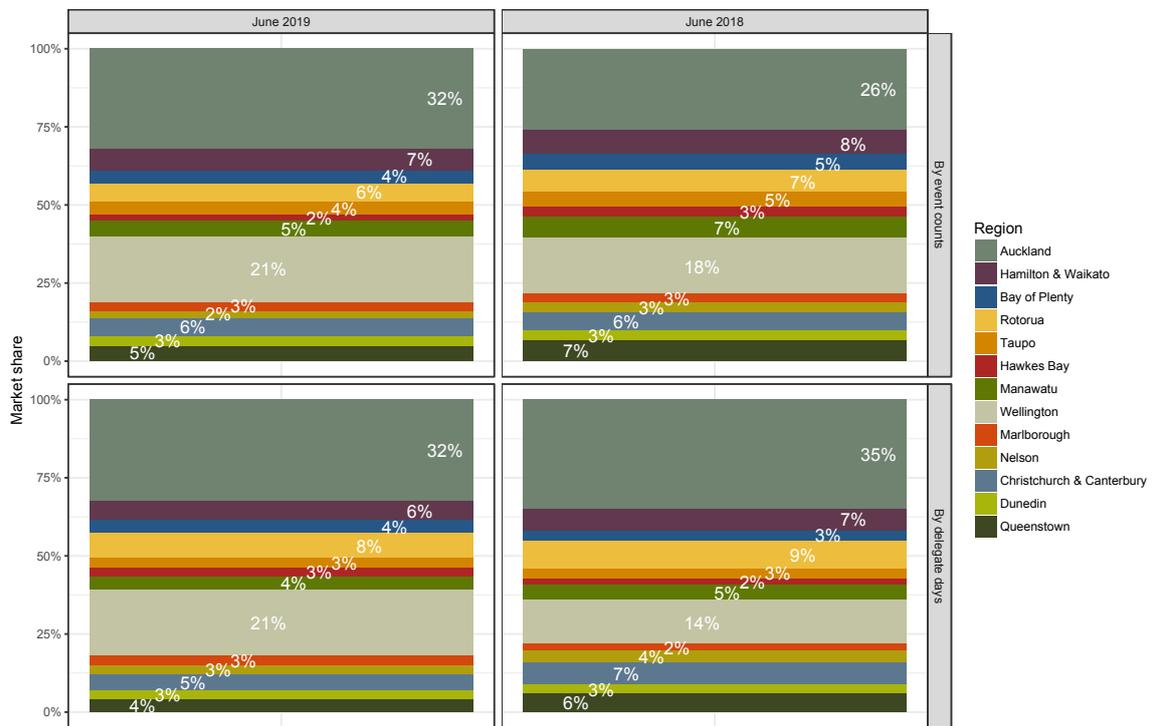
Auckland hosted the greatest proportion (32 per cent) of multi-day conferences and conventions, generating 32 per cent of total multi-day conference and convention delegate days. Wellington was second with 21 per cent of multi-day conferences and conventions and 21 per cent of multi-day conference and 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 2019 Q2	YE 2018 Q2	Single day	Multi-day	
Auckland	585	639	416	32%	26%	66,787	323,207	32%
Hamilton & Waikato	237	161	84	7%	8%	15,846	63,845	6%
Bay of Plenty	139	68	50	4%	5%	10,477	38,241	4%
Rotorua	108	71	141	6%	7%	6,141	82,699	8%
Taupo	92	64	80	4%	5%	4,342	28,693	3%
Hawkes Bay	90	31	33	2%	3%	3,491	30,053	3%
Manawatu	129	105	58	5%	7%	9,471	38,447	4%
Wellington	417	440	248	21%	18%	41,025	214,220	21%
Marlborough	40	25	62	3%	3%	3,573	29,543	3%
Nelson	53	30	53	2%	3%	5,632	30,579	3%
Christchurch & Canterbury	168	106	93	6%	6%	18,786	50,381	5%
Dunedin	70	40	50	3%	3%	5,289	29,034	3%
Queenstown	59	48	126	5%	7%	4,577	39,342	4%
Total	2,187	1,828	1,494	100%	100%	195,440	998,283	100%

<sup>3</sup>Further 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	603	311	221	309	260
Hamilton & Waikato	215	102	61	49	41
Bay of Plenty	91	58	36	42	31
Rotorua	104	65	64	45	37
Taupo	102	49	58	18	8
Hawkes Bay	77	27	11	16	24
Manawatu	137	55	33	35	29
Wellington	381	247	180	148	125
Marlborough	35	40	22	18	11
Nelson	36	37	19	28	20
Christchurch & Canterbury	129	77	75	60	29
Dunedin	62	37	16	20	20
Queenstown	59	78	42	35	8
Total	2,032	1,185	840	824	642

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

Region	201-500	501-1000	1000+
Auckland	223	30	8
Hamilton & Waikato	36	<5	<5
Wellington	105	18	5
Rest North Island	128	6	6
Christchurch & Canterbury	18	5	5
Rest South Island	40	5	<5
Total	551	65*	24*

\* 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 183,581 multi-day conference and convention delegates (about 24 per cent of all multi-day delegates) whose origin information was recorded in the year ended June 2019, 47 per cent were reported to be from the local region, with a further 42 per cent travelling to the conference and/or convention from elsewhere in New Zealand. About seven 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 June 2019)<sup>†</sup>

	Local	Regional	Australian	Other International	Total
Auckland	23,155	13,311	2,939	1,996	41,400
Hamilton & Waikato	6,409	7,681	169	187	14,447
Bay of Plenty	5,075	3,357	124	130	8,686
Rotorua	2,287	14,163	2,634	1,740	20,823
Taupo	962	4,727	357	183	6,229
Hawkes Bay	3,318	5,416	92	24	8,851
Manawatu	4,596	5,270	76	29	9,970
Wellington	21,552	6,584	588	445	29,170
Marlborough	2,572	3,854	1,393	194	8,013
Nelson	1,455	2,381	635	279	4,750
Christchurch & Canterbury	11,344	4,049	526	188	16,106
Dunedin	2,180	3,018	799	451	6,448
Queenstown	1,396	3,759	3,303	229	8,688
Total	86,300	77,572	13,633	6,076	183,581

<sup>†</sup>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 June 2019, Statistics New Zealand reported that 78,709 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day)<sup>4</sup>. Of these, 43,478 (55 per cent) were Australian. For the year ended June 2018, 74,352 international visitors stated their main reason for visiting New Zealand was to attend a convention and/or conference, and 42,192 (57 per cent) were from Australia.

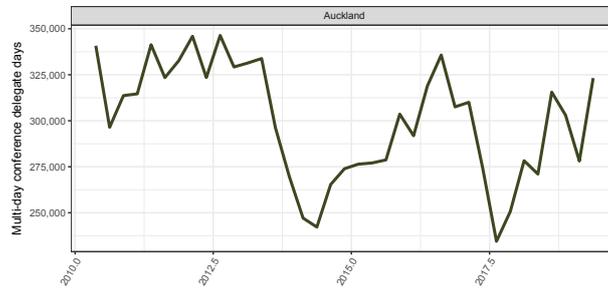
### ■ Trends in delegate days for multi-day conferences and conventions

The multi-day conference and convention delegate days for the year ended June 2019 were up 29 per cent compared to the year ended June 2018.

Figure 10 shows that the number of multi-day conference and convention delegate days in Auckland increased 19 per cent

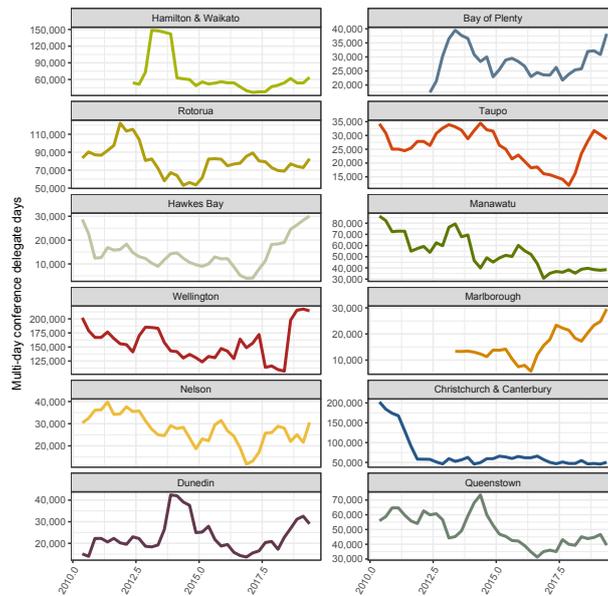
<sup>4</sup>Statistics New Zealand International Visitor Arrivals. Data available from [http://www.stats.govt.nz/browse\\_for\\_stats/population/Migration/iva.aspx/](http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx/).

Figure 10: Auckland multi-day conference and convention delegate days (year ended June 2010 to year ended June 2019)



In the other regions there has been a mixture of results (see Figure 11) when comparing the year ended June 2019 to the year ended June 2018.

Figure 11: Multi-day conference and convention delegate days by region (year ended June 2010 to year ended June 2019)



## Meeting and seminar activity

Meetings and seminars account for 67 per cent of all business events and 39 per cent of delegate days in the year ended June 2019.

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

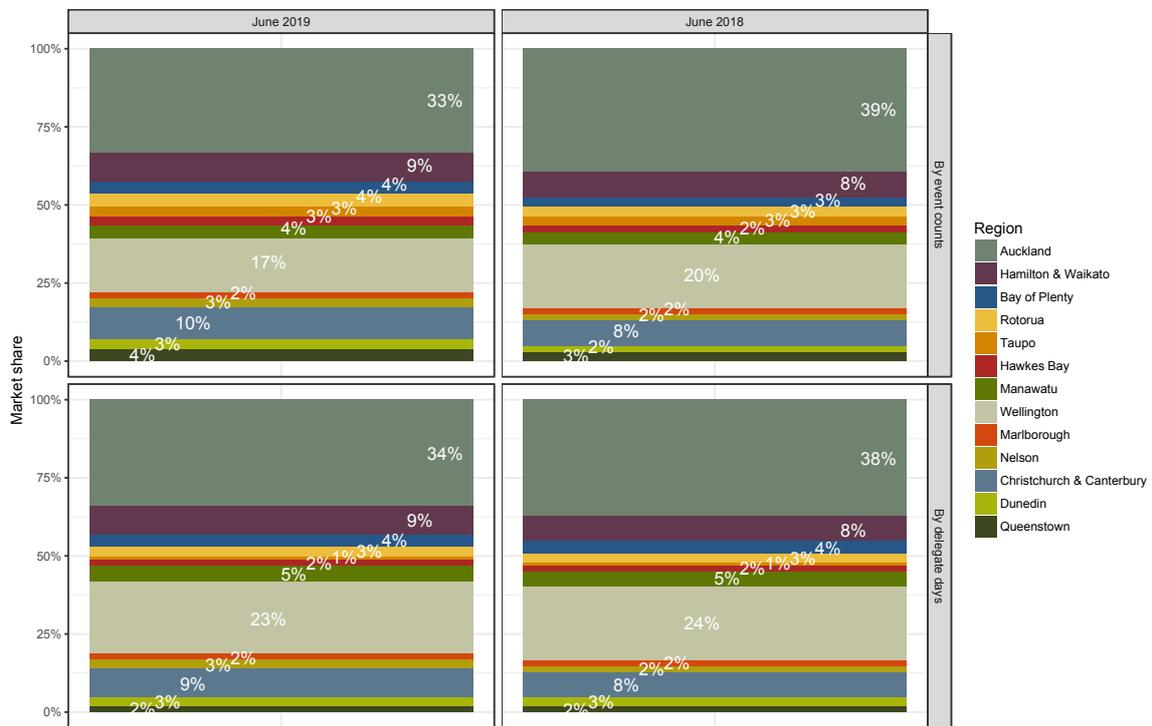
Table 9 shows that 5,604 (18 per cent) of the meetings and seminars held in the year ended June 2019 were multi-day events.

Auckland hosted the greatest proportion (33 per cent) of multi-day meetings and seminars, generating 34 per cent of total multi-day meetings and seminars delegate days. Wellington was second with 17 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 2019 Q2	YE 2018 Q2	YE 2019 Q2	
Auckland	6,948	1,841	33%	39%	616,439	34%
Hamilton & Waikato	2,996	495	9%	8%	153,720	9%
Bay of Plenty	1,120	198	4%	3%	73,424	4%
Rotorua	880	237	4%	3%	50,397	3%
Taupo	427	162	3%	3%	23,042	1%
Hawkes Bay	844	152	3%	2%	39,077	2%
Manawatu	1,703	252	4%	4%	91,790	5%
Wellington	3,455	973	17%	20%	414,748	23%
Marlborough	688	137	2%	2%	33,070	2%
Nelson	1,268	185	3%	2%	52,210	3%
Christchurch & Canterbury	3,697	584	10%	8%	162,032	9%
Dunedin	714	142	3%	2%	45,199	3%
Queenstown	578	246	4%	3%	35,827	2%
Total	25,317	5,604	100%	100%	1,790,975	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	4,596	1,994	907	696	370
Hamilton & Waikato	2,143	828	253	124	50
Bay of Plenty	784	316	107	76	34
Rotorua	730	268	75	41	12
Taupo	456	88	28	13	<5
Hawkes Bay	639	202	60	37	8
Manawatu	1,086	502	157	80	31
Wellington	2,568	984	374	261	149
Marlborough	652	171	61	26	8
Nelson	1,035	284	89	35	11
Christchurch & Canterbury	3,079	870	275	151	30
Dunedin	492	188	110	49	23
Queenstown	601	185	48	26	<5
Total	18,861	6,878	2,543	1,614	726*

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

Region	201-500	501-1000	1000+
Auckland	327	31	12
Hamilton & Waikato	45	<5	<5
Wellington	70	8	71
Rest North Island	82	11	<5
Christchurch & Canterbury	27	<5	<5
Rest South Island	35	<5	<5
Total	587	50*	83*

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

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

Trade shows and exhibitions account for two per cent of all business events and four per cent of delegate days in the year ended June 2019.

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

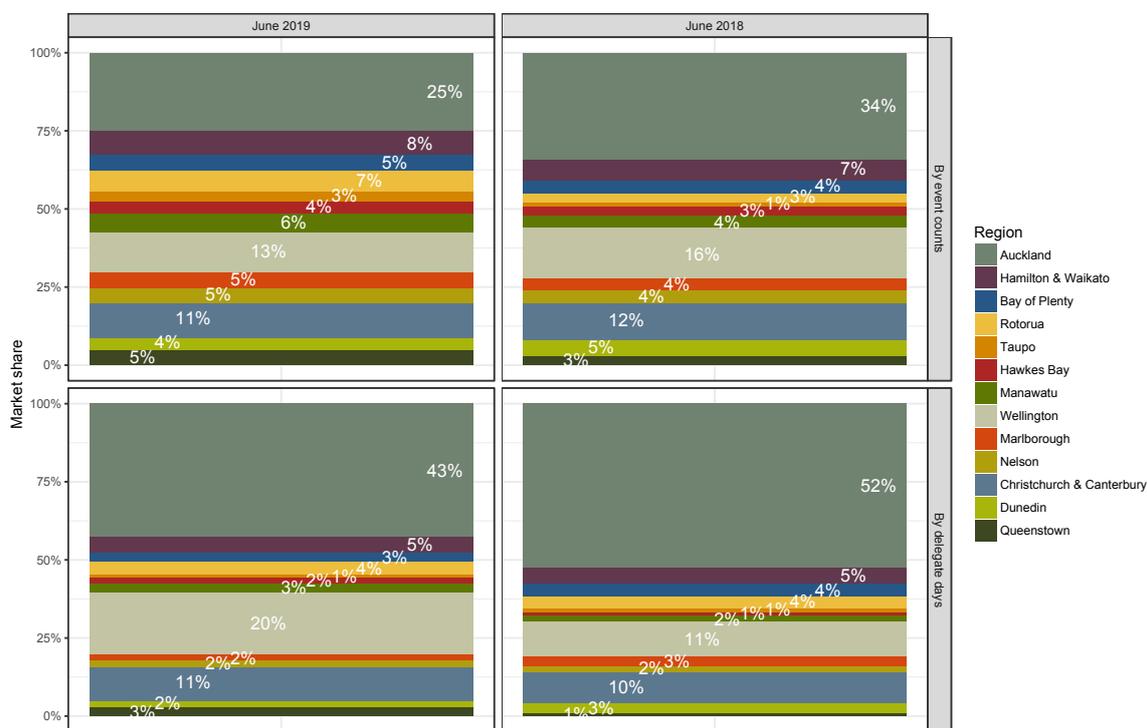
Table 12 shows that Auckland hosted the greatest proportion (25 per cent) of trade shows and exhibitions, generating 43 per cent of total trade show and exhibition delegate days. Wellington accounted for 13 per cent of trade shows and exhibitions market share, followed by Christchurch & Canterbury which hosted 11 per cent.

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

Region	Total		Market share of		Total	Market share
	Tradeshow/Exhibitions		events			
	YE 2019 Q2	YE 2019 Q2	YE 2019 Q2	YE 2018 Q2	YE 2019 Q2	
Auckland	187	25%	34%		86,592	43%
Hamilton & Waikato	59	8%	7%		10,067	5%
Bay of Plenty	34	5%	4%		6,712	3%
Rotorua	50	7%	3%		7,814	4%
Taupo	21	3%	1%		1,828	1%
Hawkes Bay	30	4%	3%		3,114	2%
Manawatu	45	6%	4%		6,367	3%
Wellington	97	13%	16%		40,979	20%
Marlborough	35	5%	4%		3,525	2%
Nelson	34	5%	4%		3,262	2%
Christchurch & Canterbury	83	11%	12%		21,909	11%
Dunedin	32	4%	5%		4,893	2%
Queenstown	38	5%	3%		6,175	3%
Total	749	100%	100%		203,242	100%

<sup>5</sup>See 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	16	40	32	41	63
Hamilton & Waikato	12	14	12	14	<5
Bay of Plenty	5	6	7	10	5
Rotorua	16	10	5	14	6
Taupo	9	5	<5	<5	<5
Hawkes Bay	6	8	6	7	<5
Manawatu	8	7	12	14	<5
Wellington	31	16	18	17	27
Marlborough	10	12	5	<5	<5
Nelson	12	6	7	6	<5
Christchurch & Canterbury	12	13	12	20	28
Dunedin	9	10	<5	5	<5
Queenstown	8	11	6	12	<5
Total	154	159	123*	159*	129*

\* 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 18 per cent of all business events and 27 per cent of delegate days in the year ended June 2019.

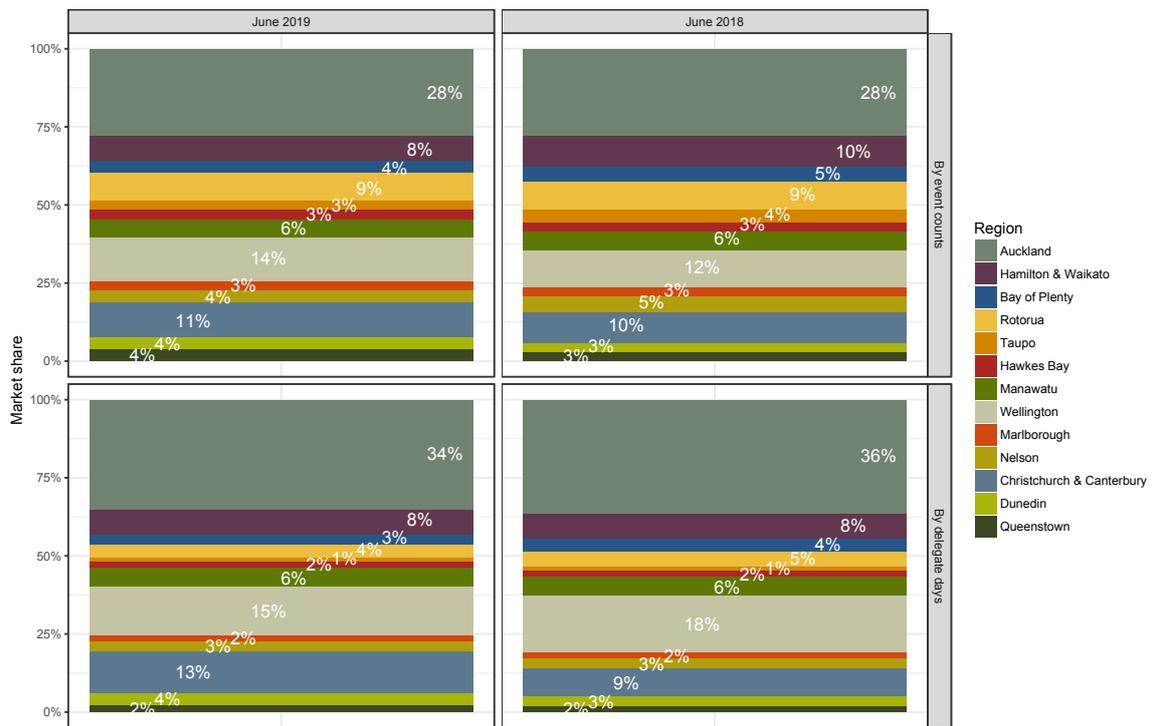
### ■ Number of special occasion events and delegate days by duration

Table 14 shows that Auckland hosted the greatest proportion (28 per cent) of special occasion events, generating 34 per cent of special occasion events delegate days. Wellington was second with 14 per cent of special occasion events and 15 per cent of special occasion events delegate days. Christchurch & Canterbury accounted for 11 per cent, while Hamilton & Waikato accounted for 8 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 2019 Q2	YE 2019 Q2	YE 2018 Q2	YE 2019 Q2	
Auckland	2,256	28%	28%	420,061	34%
Hamilton & Waikato	671	8%	10%	98,471	8%
Bay of Plenty	310	4%	5%	39,528	3%
Rotorua	684	9%	9%	54,830	4%
Taupo	220	3%	4%	15,080	1%
Hawkes Bay	237	3%	3%	30,304	2%
Manawatu	478	6%	6%	78,728	6%
Wellington	1,086	14%	12%	184,979	15%
Marlborough	265	3%	3%	23,414	2%
Nelson	345	4%	5%	41,411	3%
Christchurch & Canterbury	890	11%	10%	162,073	13%
Dunedin	282	4%	3%	44,875	4%
Queenstown	315	4%	3%	29,599	2%
Total	8,045	100%	100%	1,223,359	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	368	387	427	509	481
Hamilton & Waikato	132	152	138	144	120
Bay of Plenty	52	65	69	72	53
Rotorua	165	242	133	108	35
Taupo	89	67	39	28	<5
Hawkes Bay	33	50	71	50	41
Manawatu	75	97	103	100	116
Wellington	134	185	228	278	162
Marlborough	59	82	51	43	16
Nelson	97	82	80	60	24
Christchurch & Canterbury	243	223	155	138	112
Dunedin	29	49	80	80	45
Queenstown	67	89	75	70	20
Total	1,543	1,770	1,650	1,680	1,224*

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

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# Appendix

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## Business Events Activity Survey participants

### ■ 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 June 2019 quarter, event activity was recorded or estimated for a total of 309 venues in the 13 regions. Of these, 116 venues with 63 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 116 and 144 venues each quarter.

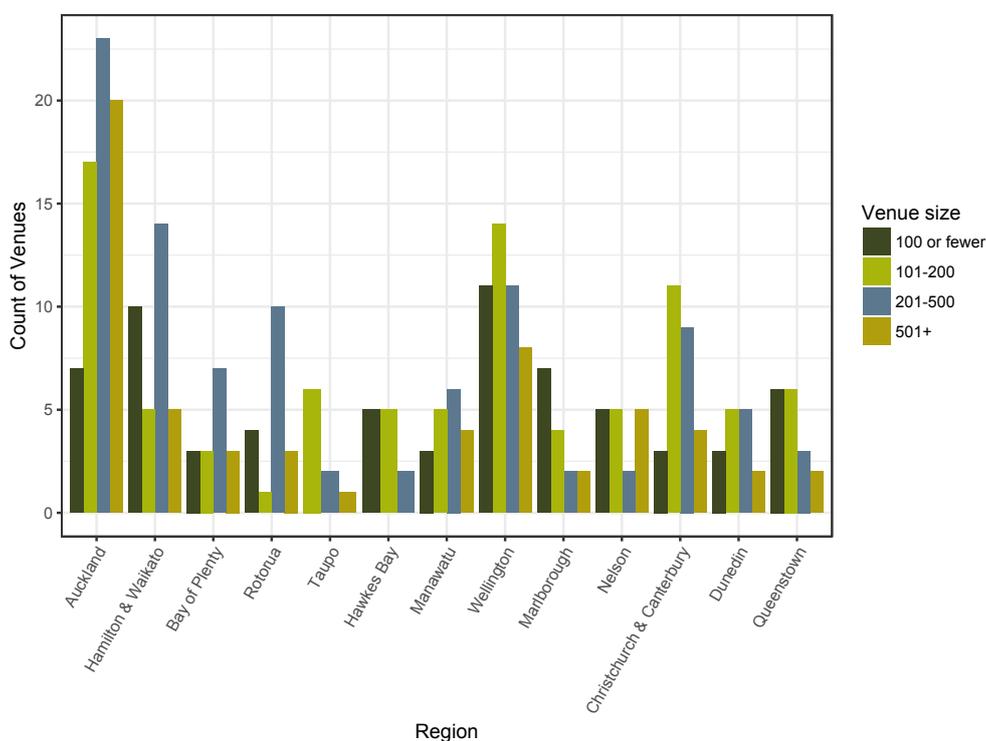
However, at a regional level, the number of venues (and the capacity of these venues) submitting data as a proportion of venues (and the capacity of these venues) can be more variable from quarter to quarter, due to shifting patterns of response and non-response. This is particularly true for larger 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 2019 Q1 and 2019 Q2

Region	Venues submitting as % of those identified in region		Capacity of venues submitting as % of capacity in region	
	2019 Q1	2019 Q2	2019 Q1	2019 Q2
Auckland	42%	40%	68%	69%
Hamilton & Waikato	38%	35%	77%	74%
Bay of Plenty	12%	6%	51%	48%
Rotorua	44%	39%	76%	65%
Taupo	56%	56%	75%	75%
Hawkes Bay	25%	25%	36%	36%
Manawatu	33%	28%	56%	49%
Wellington	55%	41%	84%	69%
Marlborough	27%	20%	55%	54%
Nelson	35%	18%	70%	18%
Christchurch & Canterbury	74%	70%	88%	87%
Dunedin	60%	53%	42%	34%
Queenstown	47%	29%	51%	29%
Total	44%	38%	70%	63%

The distribution of the venues in June 2019 quarter by size is shown in Figure 15 below. 67 venues (22 per cent) are located in Auckland.

Figure 15: Number of venues by delegate capacity and region (June 2019 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.<sup>6</sup>

**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.

<sup>6</sup>Currently 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)
<b>Capacity</b>	1. <101
	2. 101-200
	3. 201-400
	4. 401-1000
	5. 1001+
<b>Regions</b>	<b>Five strata of regions:</b>
	• Auckland, Wellington
	• Bay of Plenty, Hamilton & Waikato, Hawke's Bay, Manawatu
	• Christchurch & Canterbury, Nelson
	• Dunedin, Queenstown
<b>Venue type</b>	• Rotorua, Taupo
	• 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	1,034	2,071	4,692	5,616	13,493	1,574	2,098	4,218	6,354	15,263
Multi-day events	6	9	14	8	7	5	7	11	9	8
Single day events	15	33	47	37	29	17	28	42	40	34
Total delegates	706	1,618	3,591	4,483	10,833	1,118	1,675	3,309	5,188	12,299
One day conference delegate days	31	87	217	395	348	46	84	181	541	371
Multi-day conference delegate days	208	361	1,018	1,244	3,074	267	274	823	1,277	3,336

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.