BUSINESS EVENTS

Market information about our Visitors and our Active Considerers
**Past Visitor Research**

This is information collected about those who have visited New Zealand. This is the source for the visitor snapshot infographics. It is primarily sourced from Statistics New Zealand (International Travel and Migration), and the Ministry of Business, Innovation and Employment (International Visitor Survey).

Throughout this document, any pages that refer to past visitor research will have a black background like this one.

**Active Considerer Research**

An Active Considerer is someone who is considering coming to New Zealand for their next holiday, and New Zealand is one of their top five destinations they would most like to visit. Tourism New Zealand commissions ongoing research (Kantar TNS), to understand who these people are, and what their motivations and barriers are; this research is the key information source for understanding our future visitors.

Throughout this document, any pages that refer to Active Considerer research will have a white background like this one.

**Business Events**

Business Events provide an opportunity to attract high value international visitors to New Zealand. Our Business Events arrivals have been growing steadily over the past 3 years.
BUSINESS EVENTS

The international business events sector, particularly international conferences and incentives, offers considerable opportunity to attract new high value international visitors to New Zealand.

**CONVENTION AND CONFERENCE DELEGATE SPEND IN NEW ZEALAND**

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Spend Per Night</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>$588m</td>
</tr>
<tr>
<td>2015</td>
<td>$472m</td>
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</tbody>
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**OVERVIEW OF BUSINESS EVENTS BY REGION (YE DECEMBER 2017)**

- An estimated 47,200 business events* occurred across 13 regions.
- New Zealand's key competing markets in the Asia Pacific region are:
  - China
  - Japan
  - The Republic of Korea
  - Australia
  - Thailand
  - Singapore
  - India
  - Chinese Taipei
  - Malaysia
  - Hong Kong
  - Indonesia

**ICCA WORLD WIDE RANKING**

- New Zealand improved 4 places in the latest 2016 insights.

- **12th** in Asia Pacific
- **47th** globally

**AVERAGE DELEGATE SPEND PER NIGHT**

- Roughly double that of leisure international visitors

- **$334**

**AVERAGE LENGTH OF STAY**

- 6 nights

*Both domestic and international
For the year ended December 2017, Statistics New Zealand reported that 72,000 international visitors stated that their main reason for visiting New Zealand was to attend a convention and/or conference (either single or multi-day). Of these, 41,000 were Australian.

**INTERNATIONAL CONVENTION/CONFERENCE VISITORS**

72,000
International visitors visited New Zealand primarily to attend a convention or conference

41,000
Of these visitors were Australian

**BUSINESS EVENTS ARRIVALS TO NEW ZEALAND PER AUSTRALIAN STATE**

QLD: 20%
WA: 5%
NSW: 38%
VIC: 25%
Other: 12%
With the importance of the Australian market for conferences, in 2017 we conducted our own targeted association research study to further understand the opportunities and areas we need to address. We learnt from a qualified audience of key decision makers in the conference destination choice the following:

NEW ZEALAND IS APPEALING AS A DESTINATION
More than half of event planners would consider New Zealand, and these planners account for just over half of all large events held over the past two years

FACTORS WHEN CONSIDERING NEW ZEALAND AS A BUSINESS EVENT DESTINATION
- **Accommodation**: Host all delegates, high quality, range of prices, entertain & network, venue on site
- **Venues**: High quality, range of prices, entertain & network, latest technology
- **Getting there**: Multiple daily flights, easily by air, direct flight, chartered options, inexpensive
- **Getting around**: One hour commute, public transport options, reliable public transport, chartered options

WHAT WE NEED TO ADDRESS
- Lack of awareness
- Not accessible by direct flight
- Lack of suitable venues
- Expense

SOURCE: KANTAR TNS QUANTITATIVE RESEARCH MARCH 2017