

BUSINESS EVENTS

Market information about our
Visitors and our Active Considerers



Viaduct Events Centre,
Auckland



PAST VISITORS

HISTORIC VIEW

TOTAL ARRIVALS
YE SEPTEMBER 2017



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.

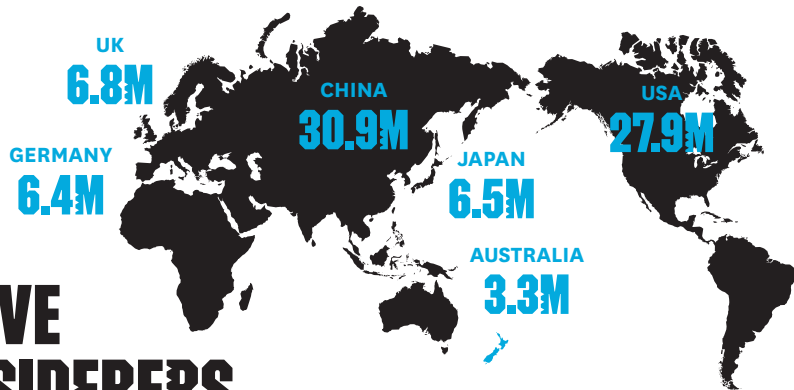


BUSINESS EVENTS

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.

ACTIVE CONSIDERERS

FUTURE VIEW



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.

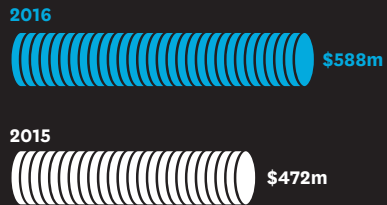


BUSINESS EVENTS



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



AVERAGE DELEGATE SPEND PER NIGHT



ROUGHLY DOUBLE THAT OF LEISURE INTERNATIONAL VISITORS

AVERAGE LENGTH OF STAY



ICCA WORLD WIDE RANKING

NEW ZEALAND IMPROVED

4 PLACES

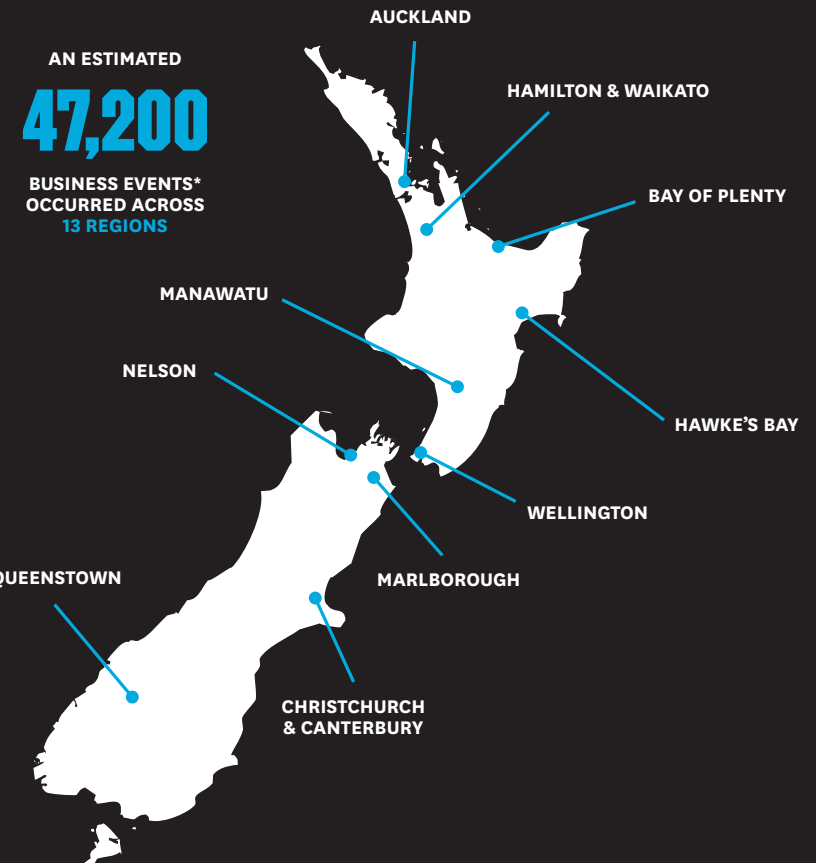
IN THE LATEST 2016 INSIGHTS



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

OVERVIEW OF BUSINESS EVENTS BY REGION (YE DECEMBER 2017)



*BOTH DOMESTIC AND INTERNATIONAL

BUSINESS EVENTS



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.

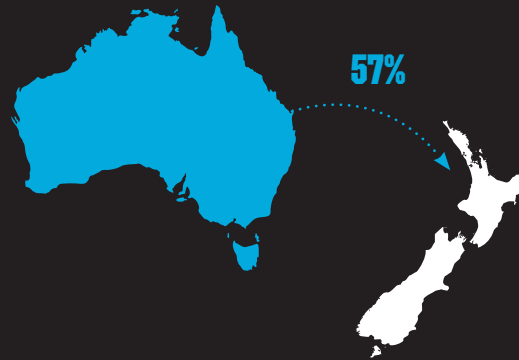
INTERNATIONAL CONVENTION/CONFERENCE VISITORS

72,000

INTERNATIONAL VISITORS VISITED NEW ZEALAND PRIMARILY TO ATTEND A CONVENTION OR CONFERENCE

41,000

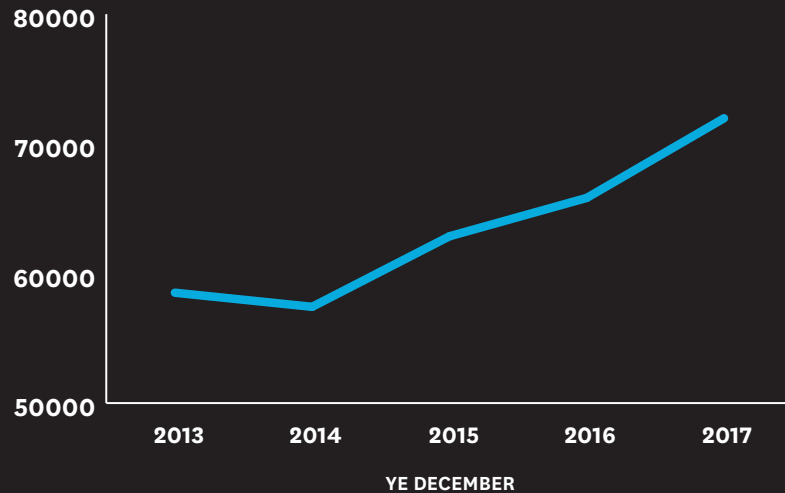
OF THESE VISITORS WERE AUSTRALIAN



BUSINESS EVENTS ARRIVALS TO NEW ZEALAND PER AUSTRALIAN STATE



BUSINESS EVENT ARRIVALS YE DECEMBER 2017



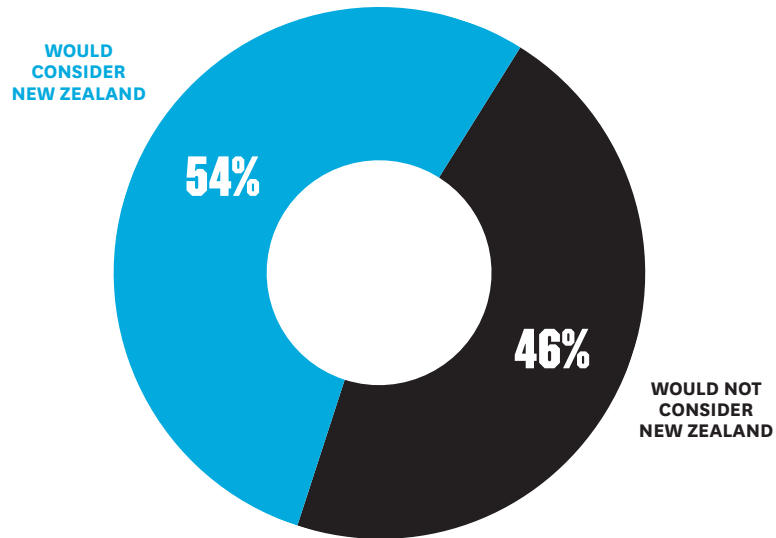
BUSINESS EVENTS



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



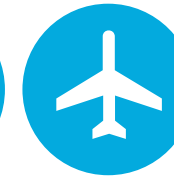
Accommodation

- 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

100% PURE
NEW ZEALAND
newzealand.com