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CINZ

New Zealand Conference Industry Overview

- **Conference market estimated to be worth \$1 billion**
- **Domestic conference activity represents 80% by volume**
- **Corporate meetings account for 76% of activity**
- **Australia biggest source market of overseas delegates**
- **New Zealand attracts around 42,000 international delegates - 60% from Australia**
- **Busiest months June through September**
- **Auckland holds around 30% of all conferences**
- **Rotorua and Taupo most popular regional destinations**
- **International conference delegates spend \$442 per day**
- **International conferences represent total output of \$355 million to GDP**
- **Most conference spending direct to supplier – distribution costs minimal**
- **Two main markets - Corporate and Association**

Corporate Market Characteristics

- **Three quarters of all meetings are corporate**
- **Smaller numbers average around 25**
- **Shorter in duration - 2.7 days**
- **Uses more upmarket venues**
- **Easier to market to**
- **Easier to deal with e.g. one account**
- **Auckland the key market**
- **Spend more on activities/f&b on per capita basis**
- **Destinational choice not influenced by politics**
- **Will go back to the same venue regularly**
- **Level of national activity influenced by business conditions**
- **Tend to book direct, not through a PCO**

Association Market Characteristics

- **Fewer meetings but larger numbers - 110**
- **Longer in duration - 3.1 days**
- **Tend to use convention centres, larger facilities, therefore...**
- **...Delegates need spread of accommodation**
- **Can be difficult to deal with e.g. delegates pay own bill**
- **Auckland and Wellington key markets**
- **More likely to engage in pre- and post- activity**
- **Often limited to main centres because of lack of venues**
- **Rotate nationally where membership is located**
- **Political influences involved in destination choice**
- **Avoid same destination for up to five years**
- **Not overtly influenced by business or economic climate**
- **More likely to use a PCO**

Current Market Update

- **Domestic market buoyant because of strong economy**
- **Evidence of increased conference spending on activities, entertainment and f&b**
- **Shorter lead times, particularly in corporate sector**
- **Significant growth ex-Australia**
- **Increased levels of investment; particularly in Auckland e.g. Sky City Convention Centre, Aotea Centre upgrade**
- **Safety and security more important, particularly for international conferences**
- **Strong \$NZ could lead to problems both inbound and outbound**
- **Airline environment**
- **Demand for more specialised facilities and services**
- **Shortage of skilled hospitality staff**

How CINZ can help Northland

- **Highlights region to meeting planners database through different channels**
 - **Develop presence in “EasyFinder” distribution channel**
 - **Marketing to associations thru Conference Assistance Programme**
 - **Familiarisation visits**
 - **“Meetings Exhibition” as a sales platform**
 - **CINZ Planner which highlights the region**
 - **Best conference website – established linkages with www.newzealand.com and regional website**
- **Advocate in encouraging infrastructural development**
- **Professional development and market intelligence for local operators**