

The value of multi-day conferences to New Zealand in 2025

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1 Executive summary

Multi-day conferences are a strategically important component of New Zealand’s visitor economy, generating high-value visitation, supporting regional dispersal, and contributing to wider economic and productivity benefits. This study combines delegate counts from BEIA’s Business Events Data Programme (BEDP) with new primary research to estimate the economic value of multi-day conferences to New Zealand in calendar year 2025.

Around 282,000 delegates attended multi-day conferences in New Zealand in 2025 including 62,200 host region residents, 156,100 domestic visitors, and 63,700 international visitors. Domestic and international delegates were accompanied by an estimated 88,400 companions.

Table 1 Count of delegates and companions in 2025

	Host region	Domestic visitors	International visitors	TOTAL
Delegates	62,200	156,100	63,700	282,000
Companions	n/a	58,000	30,400	88,400
TOTAL	62,200	214,100	94,100	370,400

Multi-day conferences generated an estimated 1.50 million visitor nights in New Zealand, with delegates accounting for 68% and companions 32%. International visitors accounted for a slightly larger share of total visitor nights than domestic visitors, reflecting longer average stays and a higher prevalence of companion travel.

Table 2 Delegate and companion visitor nights in 2025

	Domestic visitors	International visitors	TOTAL	Share
Delegates	498,892	511,797	1,010,689	68%
Companions	194,537	291,200	485,737	32%
TOTAL	693,429	802,997	1,496,426	100%

Total expenditure in New Zealand attributable to multi-day conferences is estimated at \$925 million in 2025. This includes \$412 million in expenditure by delegates (excluding registration fees), \$80 million in expenditure by companions, and \$433 million in expenditure by event owners including spending funded by delegate registration fees, sponsorship, and exhibitor income.

Table 3 Total spend in New Zealand in 2025

	Spend (\$M)	Share
Delegates (excl. registration fees)	\$412	45%
Companions	\$80	9%
Event owners (incl. registration fees)	\$433	47%
TOTAL	\$925	100%



2 Introduction

2.1 Background

Multi-day conferences are strategically important contributors to New Zealand's economy. They generate high-value visitation, support regional dispersal, and contribute to productivity through knowledge exchange, innovation, and international connectivity. Despite their importance, there is currently no comprehensive, nationally consistent dataset that quantifies the economic value of multi-day conferences to New Zealand.

The information required to estimate this value is fragmented across multiple stakeholders, including Professional Conference Organisers (PCOs), business event venues, regional convention bureaux, and event delegates themselves. While partial data exists - such as venue-based activity metrics collected through BEIA's Business Events Data Programme - there is no integrated framework that combines event volumes, delegate composition, visitor behaviour, and expenditure into a single, population-level estimate of economic value.

MBIE has identified this gap as a material limitation in the tourism evidence base. In response, BEIA, in partnership with Fresh Info, has developed and implemented a replicable research programme to quantify the economic value of multi-day conferences to New Zealand. The approach builds on existing data infrastructure and proven evaluation methodologies, while introducing new data collection processes to address critical gaps, particularly around delegate and organiser expenditure.

2.2 Objectives

The primary objective of this project is to estimate the economic value of multi-day conferences to New Zealand to support policy, investment, and sector decision-making. Specifically, the project aims to:

- Understand the origins of multi-day conference delegates in New Zealand, including host region, domestic visitors, and international visitors.
- Estimate the domestic and international visitor activity attributable to multi-day conferences, including additional visits, visitor nights, and expenditure generated by delegates.
- Produce a national-level assessment of the economic value of multi-day conferences, supported by relevant insights that can be used by host regions.
- Establish a research framework that is repeatable and scalable, enabling future updates at regular intervals and supporting ongoing improvements to the tourism data system.

2.3 Methodology

Significant data gaps had to be addressed to estimate the economic value of multi-day conferences to New Zealand. While quarterly estimates of the number of multi-day conferences and delegates were available through BEIA's Business Events Data Programme (BEDP), there was no reliable, nationally consistent information on:

- Delegate composition by origin.
- Delegate behaviour and expenditure, including visitor activity by accompanying persons.
- Expenditure by PCOs.



The methodology was therefore designed as a research system that combined existing population-level data with new information collected through primary research. Specifically, the approach involved:

1. Using the BEDP to establish reliable population benchmarks for multi-day conferences and delegates.
2. Creating a forward register of multi-day conferences to establish a sampling frame for the research.
3. Designing and implementing a new delegate survey to capture information on delegate composition, behaviour, and expenditure.
4. Designing and implementing a new PCO survey to capture information on delegate volumes, composition, and organiser expenditure.
5. Integrating and weighting all data sources to produce population-level estimates of delegate activity, which were then used to estimate economic value.

Together, these components were integrated to estimate the economic value of multi-day conferences to New Zealand.

2.3.1 Forward register of multi-day conferences

A new forward register of multi-day conferences was established as a core piece of research infrastructure. The register was developed and maintained by BEIA with input from regional convention bureaux, PCOs, and Tourism New Zealand.

The forward register enabled BEIA to systematically identify the PCOs responsible for multi-day conferences in New Zealand and provided the sampling frame for all primary data collection. The register was used to contact relevant PCOs at the outset of the research and request their cooperation in two ways:

- **Distribution of delegate survey to conference attendees** - PCOs were asked whether they would be willing to distribute a post-event online survey to delegates attending their conferences.
- **Completion of PCO survey** - PCOs were also asked whether they would be willing to provide attendance and financial data for each of their events.

PCOs that agreed to participate in the research were contacted shortly after their event had been delivered and provided with a link to the delegate survey for distribution to attendees, along with the separate PCO survey.

2.3.2 Post-event delegate survey

A single post-event delegate survey was designed for use across all participating multi-day conferences. A link to this survey was distributed by PCOs to their delegates a few days after event delivery. Using a single, standardised survey instrument provided several advantages:

- It ensured consistency in question wording and definitions across all events;
- It enabled direct comparison of results across conferences and delegate segments;
- It reduced respondent burden by using a concise and clearly structured survey; and
- It supported efficient aggregation, weighting, analysis, and reporting of the survey data.

The post-event delegate survey was designed to address critical information gaps relating to delegate composition, behaviour, and expenditure. A copy of the survey is provided in Section 5.1.

The survey achieved a sample of 508 complete responses including 106 from delegates living in the host region, 199 from domestic visitors, and 203 from international visitors. Data quality from the delegate survey was



high, as evidenced by the absence of material outliers and close alignment with results observed in comparable event and visitor surveys.

2.3.3 Post-event PCO survey

A standardised post-event survey was designed for completion by PCOs to address key information gaps relating to delegate composition and event budgets. The survey was administered shortly after each event had been delivered and was completed once per event. A copy of the post-event PCO survey is provided in Section 5.2.

The PCO survey collected information on:

- the number of conference days (restricted to full conference days only).
- total delegates, with controls to ensure each attendee was counted once only.
- delegate composition by origin.
- event income including registration revenue, sponsorship, government funding, and total cash expenditure associated with delivering the event.

Clear guidance and validation checks were incorporated into the survey to minimise the risk of double counting, ensure internal consistency (for example, reconciliation between income and expenditure totals), and support comparability across events.

Using a single, standardised PCO survey across all participating events ensured consistency in definitions and reporting, enabled aggregation of results across conferences, and supported integration with delegate survey data and population benchmarks derived from the BEDP.

2.3.4 Population weighting

Population estimates were required for host region, domestic, and international delegates to enable weighting of the survey data. BEDP delegate volumes were adopted as the target population.

Stats NZ arrival card data were used to fix the international delegate population, and the remaining BEDP delegate population was allocated between host region and domestic delegates using proportions observed in the delegate survey sample.

The resulting allocations across host region, domestic, and international delegates were closely aligned with the unweighted origin shares observed in the survey sample, providing confidence in the weighting structure.

These population-level estimates were then used as weighting benchmarks to scale the delegate survey results to reflect both the size and composition of New Zealand's multi-day conference market.

2.3.5 Estimation of economic value

Once delegate and organiser survey results had been weighted to population, the weighted data were used to construct national estimates of delegate activity, visitor nights, and expenditure attributable to multi-day conferences.

First, weighted delegate survey responses were used to estimate average behavioural and expenditure profiles by delegate origin (host region, domestic visitor, international visitor). These profiles included conference attendance characteristics, length of stay, pre/post-conference travel behaviour, companion travel, and category-level expenditure.



Second, these weighted per-delegate profiles were applied to population-level delegate counts to estimate total delegate and companion volumes and associated visitor nights. This step enabled the translation of survey-based behavioural data into aggregate measures of visitor activity attributable to multi-day conferences.

Third, weighted expenditure profiles from the delegate survey were aggregated to estimate total delegate and companion spend in New Zealand. Expenditure was segmented by spend category and by conference-related spend versus pre/post-conference activity, allowing clear attribution of spend to conference attendance.

Fourth, organiser expenditure data from the PCO surveys were weighted and aggregated to estimate total event owner expenditure associated with delivering multi-day conferences in New Zealand. This ensured that both demand-side (delegate and companion spend) and supply-side (event owner spend) impacts were captured within the analysis.

Finally, these aggregated activity and expenditure estimates were combined to produce national-level measures of economic value across delegates, companions, and event owners.



3 National results

3.1 Delegates

Approximately 282,000 delegates attended multi-day conferences in New Zealand in calendar year 2025. The results of this research indicate that 62,200 of these delegates lived in the host region, 156,100 elsewhere in New Zealand (domestic visitors) and 63,700 overseas (international visitors).

Table 4 Count of delegates in 2025

Origin of delegate	Delegates	Share
Host region	62,200	22%
Domestic visitors	156,100	55%
International visitors	63,700	23%
TOTAL	282,000	100%

An estimated 1.01 million visitor nights were attributable to multi-day conference delegates in 2025, including 498,892 domestic visitor nights (49%) and 511,797 international visitor nights (51%). Around 66% of visitor nights were associated with 'in conference' activity and the remaining 34% were associated with pre/post conference travel. On average, international visitors had a higher propensity to engage in pre/post conference travel than domestic visitors.

Table 5 Delegate visitor nights in 2025

Measure	Domestic visitors	International visitors	TOTAL	Share
In conference	394,350	273,646	667,996	66%
Pre/post conference	104,542	238,151	342,693	34%
TOTAL	498,892	511,797	1,010,689	100%
Share	49%	51%	100%	

Domestic delegates spent an average of 3.20 nights in the **host region** per trip including 2.53 nights in conference and 0.67 additional nights pre/post conference. Domestic visitor nights spent outside the host region are beyond the scope of this research. International delegates spent an average of 8.03 nights in **New Zealand** per trip including 4.30 nights in conference and 3.74 additional nights pre/post conference. The additional international visitor nights include nights spent within and outside the host region.

Table 6 Delegate average length of stay in 2025

Measure	Domestic visitors	International visitors	TOTAL
In conference	2.53	4.30	4.28
Pre/post conference	0.67	3.74	2.20
TOTAL	3.20	8.03	4.60



3.1.1 Delegate spend

Delegates attending multi-day conferences spent an estimated \$412 million in New Zealand in 2025. This includes all delegate expenditure except registration fees paid to event owners. Registration fees are excluded from delegate expenditure in this section for two reasons:

1. To avoid double counting, as they are reported as event owner expenditure in Section 3.3; and
2. Because not all registration fee income is spent within New Zealand. Adjustments for the proportion spent offshore are incorporated in Section 3.3.

Domestic delegates were the largest contributors to spend at \$222 million, followed by international delegates at \$179 million, and delegates from the host region at \$11 million.

On a per delegate basis international visitors spent the most at \$2,816, followed by domestic delegates at \$1,421 and delegates from the host region at \$172.

On a per visitor night basis domestic delegates spent \$445 and international delegates spent \$350. Domestic spend per night is higher than international for two main reasons:

1. Domestic flights are included in these figures, and domestic visitors have a much higher propensity to purchase domestic flights than international visitors; and
2. Domestic visitors have a shorter average length of stay than international visitors so domestic visitors have less nights to spread “one-off” expenses across than international visitors.

Table 7 Spend by delegates in 2025

Measure	Host region	Domestic visitors	International visitors	TOTAL
Delegates	62,200	156,100	63,700	282,000
Visitor nights	n/a	498,892	511,797	1,010,689
Nights per visitor	n/a	3.20	8.03	4.60
Spend (\$M) ¹	\$11	\$222	\$179	\$412
Spend per delegate (\$)	\$172	\$1,421	\$2,816	\$1,461
Spend per night (\$)	n/a	\$445	\$350	n/a

3.1.2 Composition of delegate spend

Host region delegates generated approximately \$11 million in expenditure in 2025 excluding registration fees, or \$172 per delegate. Spending was concentrated in food and drink (21%), ground transport (21%), accommodation (16%), and other conference-related costs (28%).

¹ Excluding registration fees.



Table 8 Spend by host region delegates in 2025

Measure	Spend	Share
Aggregate spend (\$M)		
Ground transport	\$2.3	21%
Fuel	\$0.7	6%
Accommodation	\$1.7	16%
Food & drink	\$2.3	21%
Retail shopping	\$0.6	5%
Attractions & activities	\$0.1	1%
Other	\$3.0	28%
TOTAL	\$10.7	100%
Average spend (\$)		
Spend per delegate	\$172	n/a

Domestic delegates generated \$222 million in expenditure in 2025 excluding registration fees, making them the largest contributors to overall delegate spend. Accommodation accounted for the largest share (44%), followed by domestic air travel (22%), and food and drink (16%). Average spend per domestic delegate was \$1,421 or \$445 per visitor night.

Around 90% of spend by domestic delegates occurred within the conference period and the remaining 10% occurred pre and/or post-conference.

Table 9 Spend by domestic delegates in 2025

Measure	In conference	Pre/post conference	TOTAL	Share
Aggregate spend (\$M)				
Domestic flights	\$49	\$0	\$49	22%
Ground transport	\$13	\$2	\$15	7%
Fuel	\$6	\$1	\$7	3%
Accommodation	\$93	\$6	\$99	44%
Food & drink	\$29	\$6	\$34	16%
Retail shopping	\$7	\$5	\$12	5%
Attractions & activities	\$3	\$2	\$5	2%
Other	\$1	\$0	\$1	1%
TOTAL	\$201	\$21	\$222	100%
Share	90%	10%	100%	
Average spend (\$)				
Spend per delegate	\$1,285	\$136	\$1,421	n/a
Spend per visitor night	\$509	\$203	\$445	n/a



International delegates generated \$179 million in expenditure in 2025 excluding registration fees, making them the second largest contributors to overall delegate spend behind domestic delegates. Accommodation dominated expenditure (51%), followed by food and drink (19%), and ground transport (10%). Average spend in New Zealand per international delegate was \$2,816 or \$350 per visitor night. Around 66% of spend by international delegates occurred within the conference period and the remaining 34% occurred pre and/or post-conference.

Table 10 Spend by international delegates in 2025

Measure	In conference	Pre/post conference	TOTAL	Share
Aggregate spend (\$M)				
Domestic flights	\$5	\$1	\$6	4%
Ground transport	\$9	\$9	\$17	10%
Fuel	\$1	\$2	\$3	1%
Accommodation	\$70	\$22	\$92	51%
Food & drink	\$21	\$13	\$34	19%
Retail shopping	\$7	\$6	\$13	7%
Attractions & activities	\$4	\$7	\$12	7%
Other	\$1	\$2	\$3	2%
TOTAL	\$119	\$61	\$179	100%
Share	66%	34%	100%	
Average spend (\$)				
Spend per delegate	\$1,861	\$955	\$2,816	n/a
Spend per visitor night	\$433	\$255	\$350	n/a

3.2 Companions

The results of the delegate survey indicate that 58,000 companions travelled with domestic delegates (0.37 companions per delegate) and 30,400 companions travelled with international delegates (0.48 companions per delegate). It is estimated that companions generated around \$80 million in expenditure and 486,000 visitor nights in 2025. International companions accounted for \$55 million of this expenditure at a rate of \$1,821 per person or \$190 per visitor night, and domestic companions accounted for the remaining \$25 million at a rate of \$426 per person or \$127 per visitor night. Companion spending rates are generally lower than delegate spending rates due to cost sharing on things like accommodation, particularly during the conference period.

Table 11 Spend by companions in 2025

Measure	Host region	Domestic visitors	International visitors	TOTAL
Companions	n/a	58,000	30,400	88,485
Visitor nights	n/a	194,537	291,200	485,737
Nights per visitor	n/a	3.35	9.58	5.49
Spend (\$M)	n/a	\$25	\$55	\$80
Spend per companion (\$)	n/a	\$426	\$1,821	\$905
Spend per visitor night (\$)	n/a	\$127	\$190	\$165



3.3 Event owners

Multi-day conferences in New Zealand generated total income of around \$446 million in 2025. The largest source of income was delegate registrations (55%) followed by exhibitor fees (22%) and sponsorship (17%).

Around \$433 million (97%) of this income was spent in New Zealand, including profits accruing to domestic event owners and fees paid to domestic PCOs, and the remaining \$13 million (3%) was spent overseas.

This leakage is the primary reason delegate registration fees are included in event owner expenditure rather than delegate expenditure. This treatment ensures that only the proportion of registration fee income spent in New Zealand is captured in the analysis.

Table 12 Spend by event owners in 2025

Measure	Value (\$M)	Value per delegate (\$)	Share
Event income			
Delegates	\$247	\$874	55%
Exhibitors	\$96	\$341	22%
Sponsors	\$76	\$269	17%
Other	\$27	\$97	6%
TOTAL	\$446	\$1,582	100%
Event expenditure			
New Zealand	\$433	\$1,535	97%
Overseas	\$13	\$47	3%
TOTAL	\$446	\$1,582	100%

3.4 Summary

Around 282,000 delegates attended multi-day conferences in New Zealand in 2025 including 62,200 host region residents, 156,100 domestic visitors, and 63,700 international visitors.

Domestic delegates were accompanied by an estimated 58,000 companions (0.37 companions per delegate) and international delegates were accompanied by an estimated 30,400 companions (0.48 companions per delegate).

Table 13 Count of delegates and companions in 2025

	Host region	Domestic visitors	International visitors	TOTAL
Delegates	62,200	156,100	63,700	282,000
Companions	n/a	58,000	30,400	88,400
TOTAL	62,200	214,100	94,100	370,400

Conference delegates generated an estimated 1.01 million visitor nights in New Zealand in 2025 including 498,892 domestic visitor nights (3.20 nights per delegate) and 511,797 international visitor nights (8.03 nights per delegate). This increases to 1.50 million visitor nights when companion visitor nights are included.



Table 14 Delegate and companion visitor nights in 2025

	Domestic visitors	International visitors	TOTAL
Visitor nights			
Delegates	498,892	511,797	1,010,689
Companions	194,537	291,200	485,737
TOTAL	693,429	802,997	1,496,426
Nights per visitor			
Delegates	3.20	8.03	4.60
Companions	3.35	9.58	5.49
TOTAL	3.24	8.53	4.86

Total expenditure in New Zealand associated with multi-day conferences is estimated to be \$925 million in 2025 including:

- \$412 million by conference delegates. This excludes registration fees which are included in event owner expenditure below.
- \$80 million by companions of visiting conference delegates.
- \$433 million by event owners. This includes the proportion of delegate registration fees spent in New Zealand.

Table 15 Total spend in New Zealand in 2025

	Spend (\$M)	Share
Delegates (excl. registration fees)	\$412	45%
Companions	\$80	9%
Event owners (incl. registration fees)	\$433	47%
TOTAL	\$925	100%



4 Useful metrics

The preceding sections present delegate expenditure and event owner expenditure separately to ensure accurate attribution of spend to New Zealand, particularly where delegate registration fees are not fully spent domestically. This section brings these components together to provide consolidated estimates of delegate expenditure nationally and regionally. Additional consideration should be given to companion spend and spend by event owners that is not funded by registration fees.

4.1 Metrics for national analyses

Indicative spend per delegate values for national analyses are:

- \$999 for host region residents.
- \$2,118 for domestic visitors.
- \$3,726 for international visitors including \$2,771 while 'in conference' and \$955 pre/post conference.

Table 16 Indicative spend in New Zealand per delegate

	Host region	Domestic visitors	International visitors
Registration fees ²	\$826	\$833	\$910
Domestic flights	n/a	\$311	\$99
Ground transport	\$36	\$98	\$270
Fuel	\$11	\$46	\$41
Accommodation	\$28	\$632	\$1,445
Food & drink	\$37	\$220	\$527
Retail shopping	\$9	\$77	\$201
Attractions & activities	\$2	\$30	\$185
Other	\$49	\$8	\$47
TOTAL	\$999	\$2,253	\$3,726
In conference	\$999	\$2,118	\$2,771
Pre/post conference	n/a	\$136	\$955

Indicative spend per delegate night values for national analyses are:

- \$705 for domestic visitors, with an 'in conference' value of \$838 and a 'pre/post conference' value of \$203.
- \$464 for international visitors, with an 'in conference' value of \$645 and a 'pre/post conference' value of \$255.

² Adjusted to exclude money spent offshore by event organisers.



Table 17 Indicative spend in New Zealand per delegate night

	Domestic visitors	International visitors
Registration fees ³	\$261	\$113
Domestic flights	\$97	\$12
Ground transport	\$31	\$34
Fuel	\$14	\$5
Accommodation	\$198	\$180
Food & drink	\$69	\$66
Retail shopping	\$24	\$25
Attractions & activities	\$9	\$23
Other	\$2	\$6
TOTAL	\$705	\$464
In conference	\$838	\$645
Pre/post conference	\$203	\$255

4.2 Metrics for regional analyses

The previous section focusses on national level expenditure, which is a mix of money spent within and outside the host region. This section focusses primarily on the money that accrues to the host region and provides the best source of information for **regional** (host region) analyses.

Indicative spend per delegate values for host regions are:

- \$735 for host region residents.
- \$1,677 for domestic visitors.
- \$2,601 for international visitors.

Table 18 Indicative spend per delegate values for host regions

	Host region	Domestic visitors	International visitors
Registration fees ⁴	\$562	\$567	\$620
Ground transport	\$36	\$98	\$163
Fuel	\$11	\$46	\$17
Accommodation	\$28	\$632	\$1,177
Food & drink	\$37	\$220	\$372
Retail shopping	\$9	\$77	\$130
Attractions & activities	\$2	\$30	\$94
Other	\$49	\$8	\$28
TOTAL	\$735	\$1,677	\$2,601

³ Adjusted to exclude money spent offshore by event organisers.

⁴ Adjusted to exclude money spent outside the host region by event organisers.



Indicative length of stay values for host regions are:

- 3.20 nights for domestic delegates.
- 5.09 nights for international delegates.

Table 19 Indicative visitor night estimates for visiting delegates

	Domestic visitors	International visitors
Nights in host region	3.20	5.09
Nights elsewhere in NZ	n/a	2.95
TOTAL	3.20	8.03

Indicative spend per delegate night values for host regions are:

- \$530 for domestic visitors.
- \$515 for international visitors.

Table 20 Indicative spend per visitor night values for host regions

	Domestic visitors	International visitors
Registration fees ⁵	\$177	\$122
Ground transport	\$31	\$32
Fuel	\$14	\$3
Accommodation	\$198	\$231
Food & drink	\$69	\$73
Retail shopping	\$24	\$26
Attractions & activities	\$9	\$19
Other	\$2	\$5
TOTAL	\$525	\$511

⁵ Adjusted to exclude money spent outside the host region by event organisers.



5 Survey forms

5.1 Delegate survey

Demographics

1. What is the name of the conference you attended?

2. In which region was the conference held?
 - Northland
 - Auckland
 - Waikato
 - Bay of Plenty
 - Gisborne
 - Hawke's Bay
 - Manawatu-Whanganui
 - Taranaki
 - Wellington
 - Nelson
 - Marlborough
 - Tasman
 - West Coast
 - Canterbury
 - Otago
 - Southland

3. Where do you live?
 - In the conference region ([conference region resident](#))
 - Elsewhere in New Zealand ([domestic visitor](#))
 - Outside New Zealand ([international visitor](#))

4. Which region do you live in? ([domestic visitors only](#))
 - Northland
 - Auckland
 - Waikato
 - Bay of Plenty
 - Gisborne
 - Hawke's Bay
 - Manawatu-Whanganui
 - Taranaki



- Wellington
- Nelson
- Marlborough
- Tasman
- West Coast
- Canterbury
- Otago
- Southland

5. Which country do you live in? ([international visitors only](#))

- Australia
- United States
- Canada
- China
- Japan
- South Korea
- United Kingdom
- Germany
- Other (please specify): _____

Conference days

6. Did you spend any EXTRA days in the conference region before and/or after the conference to engage in business or leisure activities? ([domestic visitors only](#))

- Yes
- No, I only visited the conference region to attend the conference

7. Did you spend any EXTRA days in New Zealand before and/or after the conference to engage in business or leisure activities? ([international visitors only](#))

- Yes
- No, I only visited New Zealand to attend the conference

8. How many days did you spend at the conference? ([conference region residents only](#))

- One
- Two
- Three
- Four
- Five
- Six
- Seven
- More than seven (please specify)



9. How many days did you spend in the conference region on this trip? (domestic and international visitors who didn't spend any extra days engaging in business or leisure activities)

- One
- Two
- Three
- Four
- Five
- Six
- Seven
- More than seven (please specify)

10. How many days did you spend in the conference region on this trip? (domestic visitors who spent extra days in the conference region engaging in business or leisure activities)

- At the conference
- Engaging in business or leisure activities before/after the conference

11. How many days did you spend in New Zealand on this trip? (international visitors who spent extra days in New Zealand engaging in business or leisure activities)

- At the conference
- Engaging in business or leisure activities before/after the conference

Accompanying people

12. How many people travelled to the conference region with you on this trip? (domestic visitors only)

- People who attended the conference e.g. colleagues
- People who DIDN'T attend the conference e.g. partner, family

13. How many people travelled to New Zealand with you on this trip? (international visitors only)

- People who attended the conference e.g. colleagues
- People who DIDN'T attend the conference e.g. partner, family

Visitor nights

14. How many nights did you stay in the conference region on this trip? (show only to domestic and international visitors)

- None, I day tripped
- 1 night
- 2 nights
- 3 nights
- 4 nights
- 5 nights



- 6 nights
- 7 nights
- Other (please specify): _____

15. And how many nights did you spend in OTHER PARTS of New Zealand on this trip? ([show only to international visitors](#))

- None, I didn't stay overnight anywhere else in New Zealand on this trip
- 1 night
- 2 nights
- 3 nights
- 4 nights
- 5 nights
- 6 nights
- 7 nights
- Other (please specify): _____

16. What type of accommodation did you mainly use during the conference? ([show only if "None, I day tripped" is not selected in 14](#))

- PAID - Airbnb
- PAID - Hotel
- PAID - Motel
- PAID - Apartment
- PAID - Bed & breakfast
- PAID - Backpacker/hostel
- PAID - Holiday Park/campground
- PAID - Rented house/holiday home
- PAID - Other
- FREE - A property you own
- FREE - Home of a friend or relative
- FREE - Other

Visitor expenditure

The following question is about the cost to you and/or your organisation of attending the conference. We are interested in the cost of YOUR attendance only, so please try to report YOUR share of any group/shared costs. We will ask you a separate question about any pre/post conference spend below.

17. How much did you and/or your organisation spend on YOUR attendance at the conference? Please provide your best estimate if you don't know or can't remember. ([continuous sum question type](#))

- Conference fees
- International flights
- Domestic flights
- Ground transport: e.g. rental vehicles, taxis, public transport, parking
- Fuel e.g. petrol, diesel, LPG



- Accommodation
- Food & drink
- Retail shopping
- Attractions & activities
- Other

The following question is about the cost of the EXTRA days you spent in the conference region before/after the conference. We will ask you how many people this expenditure covers in the next question, so you can report on behalf of yourself or your travel party. ([show only to domestic visitors with extra days engaging in business or leisure activities](#))

18. How much money did you spend in the conference region before/after the conference? Please exclude any expenditure you've already reported above.

- Ground transport: e.g. rental vehicles, taxis, public transport, parking
- Fuel e.g. petrol, diesel, LPG
- Accommodation
- Food & drink
- Retail shopping
- Attractions & activities
- Other

The following question is about the cost of the EXTRA days you spent in New Zealand before/after the conference. We will ask you how many people this expenditure covers in the next question, so you can report on behalf of yourself or your travel party. ([show only to international visitors with extra days engaging in business or leisure activities](#))

19. How much money did you spend in New Zealand before/after the conference? Please exclude any expenditure you've already reported above.

- Domestic flights
- Ground transport: e.g. rental vehicles, taxis, public transport, parking
- Fuel e.g. petrol, diesel, LPG
- Accommodation
- Food & drink
- Retail shopping
- Attractions & activities
- Other

20. How many people did your expenditure before/after the conference mainly cover? ([show only to domestic and international visitors with extra days engaging in business or leisure activities](#))

- 1 - Just me
- 2 - Myself and one other
- 3 - Myself and two others
- 4 - Myself and three others
- 5 - Myself and four others
- Other (please specify): _____

