



## FACT SHEET

- CINZ MEETINGS 2017 is New Zealand's largest business tourism trade exhibition, on 31 May and 1 June at Auckland's ASB Showgrounds.
- Conventions & Incentives New Zealand (CINZ) owns and manages the event, which has been run annually since 1997.
- CINZ MEETINGS is New Zealand's leading platform for connecting influential domestic, Australian and international buyers with key regions, meeting facilities, accommodation, off-site venues and activities.
- Air New Zealand is Principal Sponsor for CINZ MEETINGS 2017, renewing its ongoing commitment to the sector and to the hosted buyer and media programmes.
- Other major sponsors include ASB Showgrounds, Peek Exhibition, Centium Software and Auckland Convention Bureau.
- This year's event will showcase 184 exhibitors from 16 regions across New Zealand to more than 600 New Zealand, Australian and international buyers. Exhibitors include venues, theming companies, hotels, AV companies, regional bureaux, attractions and activities.
- More than 200 qualified hosted buyers will attend, including over 85 hosted buyers and media from Australia, 35 from international markets, 85 hosted buyers and media from around New Zealand. As well as, more than 300 day buyers are set to attend.
- Auckland is the host city for CINZ MEETINGS 2017.
- Auckland Convention Bureau is running a one-day familiarisation tour for hosted buyers and media on 30 May, showcasing the city's diverse range of venues, attractions and service providers.
- The Luxury Collection, which debuted in 2014, returns for the fourth year with a strong presence showcasing New Zealand's luxury incentive products, venues and services.
- Tourism New Zealand and Air New Zealand are bringing 35 influential buyers and media from China, South East Asia, India and North America.
- For the first time, Air New Zealand is bringing a group of 4 hosted buyers from Argentina to attend MEETINGS.
- International buyers and media will attend CINZ MEETINGS with a full day of appointments and the MEETINGS dinner, followed by regional tours around New Zealand.
- Exhibitors and buyers will hold more than 6,000 meetings during the two days of pre-scheduled appointments and social networking events.
- CINZ MEETINGS 2016 generated over \$55 million of signed business over its two days of pre-scheduled appointments.
- Last year 98 per cent of hosted buyers said CINZ MEETINGS 2016 met or exceeded their expectations
- The MEETINGS VIP programme is in its third year, and provides an opportunity for senior business leaders to gain a comprehensive and quick overview of the Business Events sector at a nationwide level.

- The CINZ Education Hub is new to MEETINGS in 2017. It offers a lounge-style setting in the centre of the show floor for visitors to learn more about educational, training and mentoring opportunities within the business events industry.
- Social events are a key part of the networking opportunities offered at MEETINGS and are set to showcase Auckland's top venues and New Zealand's best event and entertainment talent. They include a Welcome Function at Grand Millennium on Tuesday 30 May, Mix and Mingle on Wednesday 31 May and the MEETINGS Dinner at The Langham on Thursday 1 June.
- With the support of key regional convention bureau and Air New Zealand, CINZ is offering Australian hosted buyers seven different regional tours before and after CINZ MEETINGS 2017.
  - Rotorua
  - Lake Taupo
  - Wellington
  - Marlborough
  - Christchurch and Canterbury
  - Queenstown
  - Auckland – a full day experience on Tuesday 30 May
  - Hamilton-Waikato
- CINZ will host media and VIP industry tours of the exhibition.

### **Industry data - Convention Delegate Survey (CDS) YE December 2016 (MBIE)**

International delegates stayed an average of 6 nights in New Zealand - 4.2 nights in the event region and 1.8 nights elsewhere in New Zealand),

- spending an estimated \$334 per night (Australians spent \$372 per night and other international delegates spent \$297 per night)
- this per night spend is almost double the average spend per night for all international visitors.
- on average international delegates spent \$2,009 in New Zealand.

Domestic delegates (New Zealand delegates from outside the event region)

- stayed an average of 3 nights in the event region
- spending an estimated \$504 per night.

Multi-day convention delegates spent an estimated \$588 million within New Zealand in 2016 (up from \$472m in 2015). Of this:

- Domestic delegates spent \$316 million (54 per cent of total delegate spend) on attending events outside their home region.
- Local delegates spent \$141 million (24 per cent) inside their region.
- Internationals visitors spent \$131 million (22 per cent) in New Zealand.

Multi-day conventions generated an estimated 1,005,000 visitor nights in New Zealand.

Of this:

- 88 per cent (887,000) of visitor nights were spent in the region that hosted the event (international and domestic delegates),
- Remaining 12 per cent (118,000) of visitor nights were spent in other regions (international delegates only).

A total of 1,213,389 days at events were estimated to have occurred in the 2016 calendar year (up 19 per cent on 2015).

- ICCA ranking - New Zealand rose four places in the global listings for the number of international association meetings held in 2016. It is ranked at number 12 in the Asia Pacific region and the 47 in the world, hosting 67 conferences in total.

### **Getting to New Zealand**

- New Zealand is a three-hour flight from the eastern seaboard of Australia, a direct overnight flight from the West Coast of North America and approximately 10 to 12 hour flight from most places on the Pacific Rim, including Singapore, Hong Kong, China and Japan.
- Within New Zealand an extensive network of domestic air, train and road services is available.
- New Zealand's wide variety of accommodation options includes internationally-recognised hotel brands in the central business districts, all in easy walking distance of key conference and venue facilities.

### About Conventions and Incentives New Zealand (CINZ)

- CINZ [www.conventionsnz.co.nz](http://www.conventionsnz.co.nz) is the official, membership based association of New Zealand's conference and business travel industry with more than 430 members across a broad range of sectors.
- CINZ takes a leadership role in increasing meetings, incentives, conference and events business for the benefit of its members, principal stakeholders and the New Zealand economy.
- CINZ works to actively promote the sector, providing advocacy with central government and offering assistance, information, professional development and real business opportunities to its members.

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