



Attendance Change for Conventions Held in Vancouver in 2011

Prepared for: Tourism Vancouver

Prepared by: MNP_{LLP}
2300 – 1055 Dunsmuir Street
Vancouver, BC V7X 1J1

MNP Contact: Jessica Courtney
Economic & Statistical Consulting

Date: February 20, 2012



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EXECUTIVE SUMMARY

The purpose of this study was to examine the degree to which holding a convention in Vancouver may lead to a change in attendance. To accomplish this, the following analysis has been conducted:

1. A sample of conventions was identified. Each of these conventions was held in Vancouver in 2011, but was held elsewhere in 2010.
2. The percentage change in attendance between 2011 and 2010 was calculated for each convention in the sample.
3. The conventions were classified into groups according to known factors contributing to the reported change and the location and size of the previous convention.
4. The overall magnitude of the change in attendance was calculated for the given categories.

The major findings of the study were:

1. Conventions held in Vancouver in 2011 reported an average increase in attendance of 2.6% over the previous year.
2. Of the conventions included in the analysis, 32.7% noted that the Vancouver location contributed to the change in attendance observed. These conventions experienced an average increase in attendance equal to 4.5%, and a combined increase in the number of attending delegates equal to 7.7%.
3. Of the conventions that experienced an increase in attendance of 10% or more, 57.1% noted the Vancouver location as a contributing factor. Of the conventions reporting a decrease in attendance of 10% or more, 56.3% noted that the change was due to external factors, such as lack of funding or general economic conditions.
4. Conventions held in other parts of Canada in 2010 experienced a 5.6% decrease in attendance in Vancouver in 2011, while conventions held in the US in 2010 reported a 4.0% increase. Conventions held in other parts of the world in 2010 experienced an increase of 3.4% in attendance in Vancouver in 2011.
5. Large conventions (1,000 to 1,999 delegates in 2010) reported a 7.5% decrease in attendance in 2011, while very large conventions (2,000 or more delegates in 2010) reported a 2.2% increase. Small conventions (500 to 999 delegates in 2010) and very small conventions (less than 500 delegates in 2010) observed increases in attendance in 2011 equal to 18.0% and 14.2%, respectively.

1. INTRODUCTION

The purpose of this study was to examine the effect on attendance of relocating a convention to Vancouver. To understand the impact the following analysis was conducted:

1. A sample of conventions was identified. Each of these conventions was held in Vancouver in 2011, but was held elsewhere in 2010.
2. The percentage change in attendance between 2011 and 2010 was calculated for each convention in the sample.
3. The conventions were classified into groups according to known factors contributing to the reported change and the location and size of the previous convention.
4. The overall magnitude of the change in attendance was calculated for the given categories.

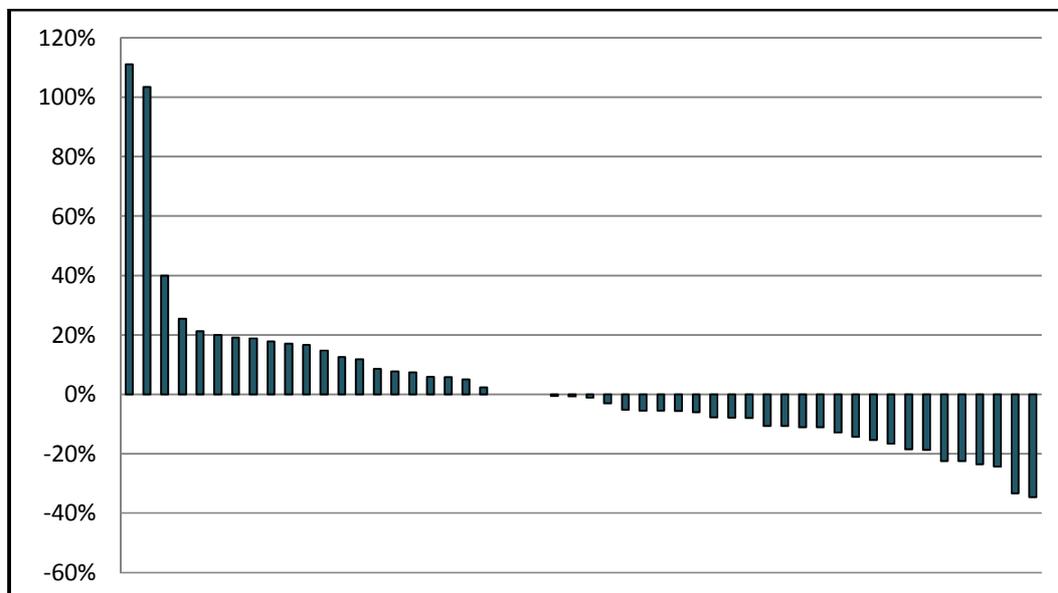
2. DATA ANALYSIS

2.1 PERCENT CHANGE FROM PREVIOUS CONVENTION

Attendance data were collected from 52 conventions held in Vancouver in 2011. The data were then used to calculate the percentage change in attendance from 2010 to 2011 for each convention.

Figure 1 displays the percentage changes for each convention arranged in order from the largest positive change to the largest negative change. Information on the conventions included in the analysis can be found in the appendix.

Figure 1: Percentage change in attendance from last convention



The reported changes in attendance for the 52 conventions in the sample ranged from +111% to -35%, with an average increase of 2.6% per convention.

In the table below, the conventions are categorized into five groups based on the size of their change in attendance, as follows:

- (i) Conventions with a substantial increase in attendance (i.e. greater than 20% increase in attendance);
- (ii) Conventions with an increase in attendance (i.e. an increase between 10% to 20%);
- (iii) Conventions whose attendance essentially did not change (i.e. smaller than 10% increase or decrease);
- (iv) Conventions with a decrease in attendance (i.e. a decrease between 10% to 20%); and,
- (v) Conventions with a substantial decrease in attendance (i.e. greater than 20% decrease in attendance).

Table 1: Attendance change by category for conventions in 2011

Attendance Change	Conventions	%
Substantial increase	6	11.5
Increase	8	15.4
No change	22	42.3
Decrease	10	19.2
Substantial decrease	6	11.5
Total	52	100.0

This table indicates that roughly 26.9% of conventions experienced an increase or substantial increase in their attendance; however, 30.8% of conventions experienced a decrease or substantial decrease. The remaining 42.3% experienced little or no change in their attendance.

2.2 ANALYSIS BY CONTRIBUTING FACTORS

A number of respondents acknowledged factors that contributed to the increase or decrease in attendance observed. For example, some conventions realized much higher attendance due to marketing activities and increased membership rates, while others realized lower levels of attendance due to lack of available funding. In other cases, Vancouver as a location was stated specifically as a factor contributing to the change in attendance.

The tables below summarize the conventions into four categories:

- (i) Vancouver as destination: respondents indicated the location of the convention as being one of the factors contributing to the change in attendance;
- (ii) Marketing/recruiting efforts: respondents indicated marketing strategy or levels of association membership as the main contributor to the change in attendance;
- (iii) External conditions: respondents indicated lack of funding, general economic conditions, or other unplanned events as the main factor contributing to the change in attendance;
- (iv) No reason provided: conventions where there was little or no feedback regarding the change in attendance over the prior year.

Table 2: Average attendance change by contributing factors for conventions in 2011

Contributing Factor	Conventions	Average % Change
Vancouver as destination	17	4.5
Marketing/recruiting efforts	3	48.6
External conditions	17	(9.1)
No reason provided	15	4.5
Total	52	2.6

Table 3: Overall attendance change by contributing factors for conventions in 2011

Contributing Factor	Conventions	2010	2011	Difference	% Change
Vancouver as destination	17	37903	40812	2909	7.7
Marketing/recruiting efforts	3	730	1278	548	75.1
External conditions	17	19624	17502	(2122)	(10.8)
No reason provided	15	28193	28561	368	1.3
Total	52	86450	88153	1703	2.0

Of the conventions included in the sample, 32.7% noted that the Vancouver location contributed to the change in attendance observed. On average, these conventions realized an increase in attendance equal to 4.5% and when combined, these conventions accounted for an increase in the total number of delegates equal to 7.7%.

Table 4 summarizes the conventions by the degree of change in attendance and factors contributing to the change.

Table 4: Attendance change by category and contributing factors

Attendance Change	Contributing Factors	Conventions
Substantial increase	Vancouver as destination	3
	Marketing/recruiting efforts	1
	External conditions	1
	No reason provided	1
Increase	Vancouver as destination	5
	Marketing/recruiting efforts	2
	External conditions	0
	No reason provided	1
No change	Vancouver as destination	4
	Marketing/recruiting efforts	0
	External conditions	7
	No reason provided	11
Decrease	Vancouver as destination	4
	Marketing/recruiting efforts	0
	External conditions	5
	No reason provided	1
Substantial decrease	Vancouver as destination	1
	Marketing/recruiting efforts	0
	External conditions	4
	No reason provided	1
Total		52

Of the conventions that experienced a substantial increase or increase in attendance, 57.1% noted Vancouver as a destination as a contributing factor. On the other hand, of the conventions that experienced a substantial decrease or decrease in attendance, 56.3% noted that the change was due to external factors, such as lack of funding or general economic conditions.

2.3 ANALYSIS BY LOCATION OF PREVIOUS CONVENTION

The conventions can be categorized according to the locations where they were held in 2010, as follows:

- (i) Canada: conventions that were held in other parts of Canada in 2010;
- (ii) US: conventions held in the US in 2010;
- (iii) Other: conventions that were held outside Canada and the US in 2010.

The results are summarized in Table 5.

Table 5: Attendance change by location of previous convention

Location	Conventions	2010	2011	Difference	% Change
Canada	17	17488	16502	(986)	(5.6)
US	21	58162	60487	2325	4.0
Other	14	10800	11164	364	3.4
Total	52	86450	88153	1703	2.0

Roughly 73% of the conventions held in Vancouver in 2011 were located in a city within Canada or the US in the previous year, while approximately 27% were held in other parts of the world. Conventions that were held in Canada in 2010 witnessed a decrease in overall attendance equal to 5.6%, while attendance for conventions previously held in the US increased overall by 4.0%. Lastly, conventions held outside Canada and the US in 2010 received an increase in attendance figures equal to 3.4%.

2.4 ANALYSIS BY SIZE OF PREVIOUS CONVENTION

The conventions can also be grouped according to size. In this section conventions fall into one of the following groups based on the number of delegates reported for their 2010 meetings:

- (i) Very large: conventions with attendance of 2,000 or more;
- (ii) Large: conventions with attendance between 1000 and 1999;
- (iii) Small: conventions with attendance between 500 and 999;
- (iv) Very small: conventions with fewer than 500 delegates.

The results are summarized in Table 6.

Table 6: Attendance change by size of previous convention

Size	Conventions	2010	2011	Difference	% Change
Very large	13	61333	62700	1367	2.2
Large	10	15618	14447	(1171)	(7.5)
Small	6	4115	4856	741	18.0
Very small	23	5384	6150	766	14.2
Total	52	86450	88153	1703	2.0

Very large conventions experienced an increase in overall attendance of 2.2%, while large conventions experienced a decrease of 7.5%. Small conventions experienced the largest overall increase equal to 18.0%; while very small conventions gained 14.2% in the total number of delegates.

3. CONCLUSIONS

The following are the key findings of the study:

1. Conventions held in Vancouver in 2011 reported an average increase in attendance of 2.6% over the previous year.
2. Of the conventions included in the analysis, 32.7% noted that the Vancouver location contributed to the change in attendance observed. These conventions experienced an average increase in attendance equal to 4.5%, and a combined increase in the number of attending delegates equal to 7.7%.
3. Of the conventions that experienced an increase in attendance of 10% or more, 57.1% noted the Vancouver location as a contributing factor. Of the conventions reporting a decrease in attendance of 10% or more, 56.3% noted that the change was due to external factors, such as lack of funding or general economic conditions.
4. Conventions held in other parts of Canada in 2010 experienced a 5.6% decrease in attendance in Vancouver in 2011, while conventions held in the US in 2010 reported a 4.0% increase. Conventions held in other parts of the world in 2010 experienced an increase of 3.4% in attendance in Vancouver in 2011.
5. Large conventions (1,000 to 1,999 delegates in 2010) reported a 7.5% decrease in attendance in 2011, while very large conventions (2,000 or more delegates in 2010) reported a 2.2% increase. Small conventions (500 to 999 delegates in 2010) and very small conventions (less than 500 delegates in 2010) observed increases in attendance in 2011 equal to 18.0% and 14.2%, respectively.

4. APPENDIX

LIST OF CONVENTIONSⁱ

Convention Name	Dates Held in Vancouver
Gay & Lesbian International Sports Assn	7/25/2011-7/31/2011
Canadian Society of Hand Therapists	04/29/2011-04/30/2011
IEEE Geoscience and Remote Sensing Society	07/24/2011-07/29/2011
Association of Commuter Transportation of Canada	10/30/2011-11/03/2011
International Biolron Society	05/23/2011-05/27/2011
American Academy of Hospice and Palliative Medicine	2/15/2011-2/18/2011
European League of Institute of Arts	12/07/2011-12/09/2011
Canadian Wind Energy Association	10/4/2011-10/7/2011
Advanced Learning Institute, Inc.	04/04/2011-04/07/2011
Research on Immigration & Integration	03/22/2011-03/26/2011
International Society for Hematology & Stem Cells	08/25/2011-08/28/2011
Arabian Horse Association	11/16/2011-11/19/2011
SIGGRAPH	8/8/2011-8/12/2011
American Comparative Literature Association	03/31/2011-04/03/2011
International Gas Turbine Institute	6/6/2011-10/6/2011
International Council for Industrial and Applied Mathematics	7/18/2011-7/22/2011
Canadian Centre on Substance Abuse	11/06/2011-11/09/2011
Pacific Coast Society Of Orthodontists	9/22/2011-9/24/2011
Canadian Labour Congress	5/9/2011-5/13/2011
Society for Clinical Trials	05/16/2011-05/18/2011
Real Property Institute of Canada	06/14/2011-06/15/2011
American Society for Parenteral & Enteral Nutrition	1/27/2011-2/2-2011
Canadian Cardiovascular Society	10/22/2011-10/26/2011
Canadian Pension & Benefits Institute	05/18/2011-05/20/2011
Society of Obstetricians & Gynaecologists of Canada	06/21/2011-06/25/2011
Gomio	12/12/2011-12/14/2011
Canadian Ophthalmological Society	06/09/2011-06/12/2011
Association for Research in Vision & Ophthalmology	09/07/2011-09/10/2011
Geneticall Modifited Crops Coexistence Conference	10/26/2011-10/28/2011
International Visual Sociology Association	07/06/2011-07/08/2011

Intel Corporation (CA)	10/28/2011-10/29/2011
Risk and Insurance Management Society	4/27/2011-5/6/2011
Canadian Union Of Public Employees	10/27/2011-11/06/2011
American Association of Physicists in Medicine	7/31/2011-8/4/2011
International Brotherhood Of Electrical Workers	9/19/2011-9/23/2011
American Society Of Colon and Rectal Surgeons	5/14/2011-5/19/2011
American College of Medical Genetics	3/16/2011-3/20/2011
International Association of Law Enforcement Planners	09/11/2011-09/16/2011
International Association for Social Science Information Service & Technology	05/30/2011-06/03/2011
International College of Cranio - Mandibular Orthopedics	10/20/2011-10/22/2011
American Society For Engineering Education	6/23/2011-6/30/2011
Association for Computing Machinery	5/7/2011-5/12/2011
International Union Against Tuberculosis & Lung Disease	02/24/2011-02/24/2011
Project Management Institute	06/06/2011-06/09/2011
Steering Committee of the IEEE International Conference on Data Mining	12/11/2011-12/14/2011
NAFSA: Association Of International Educators	5/26/2011-6/3/2011
Canadian Gaming Association	04/18/2011-04/20/2011
Canadian Agency for Drugs and Technologies in Health	04/02/2011-04/05/2011
International Consultants for Education and Fairs - ICEF UK	05/26/2011-05/28/2011
International Workshop on Campylobacter, Helicobacter & Related Organisms	08/28/2011-09/01/2011
International Confederation for Plastic Reconstructive and Aesthetic Surgery	5/22/2011-5/27/2011
World Harp Congress	07/24/2011-07/30/2011

ⁱ The analysis excludes a convention of the International Society of Nephrology which held a joint meeting with other organizations the previous year (2010).