

ANALYSIS OF THE EVENTS INDUSTRY IN NEW ZEALAND



NZEA

NZ EVENTS ASSOCIATION Ngā Ahumahi
Huihuinga o Aotearoa

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Introduction

The New Zealand Events Association (“NZEA”) is a voluntary organisation formed under the Incorporated Societies Act 1908 on 12 September 2005. The Association was established as the New Zealand Association of Event Professionals (“NZAEP”) in response to industry demand for a recognised body to represent the burgeoning events industry in New Zealand.

The principle of the NZEA is to bring professionals to focus on the industry as a whole and to act as a voice for that industry and its members.

NZEA have been collecting data throughout 2023 via numerous sources, and collating the information to form the following report. This is the first year that we have collated this information, and we are looking forward to continuing this research in 2024 and beyond.

It should be noted that, although NZEA have collated the data to the best of their ability, this is not a full representation of the New Zealand events landscape.

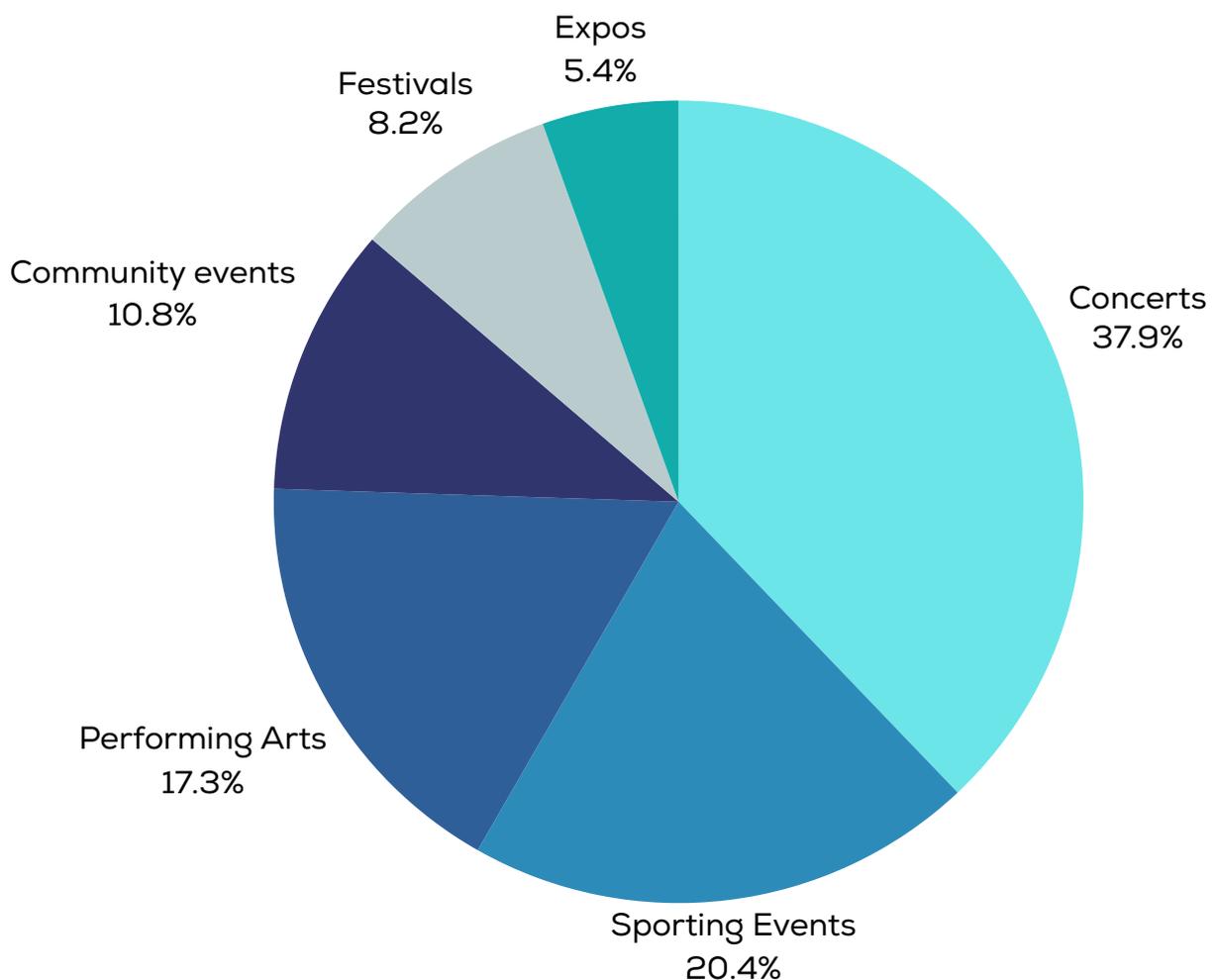


Industry snapshot

According to the data, in 2023 alone, New Zealand hosted an impressive 7,265 events, drawing a total of 10,713,427 attendees and contributing over \$696 million to the national economy. These statistics highlight the robust nature of the events industry and its significant impact on economic growth.

Concerts and sporting events account for 58% of the events that take place across New Zealand.

Number of events per category

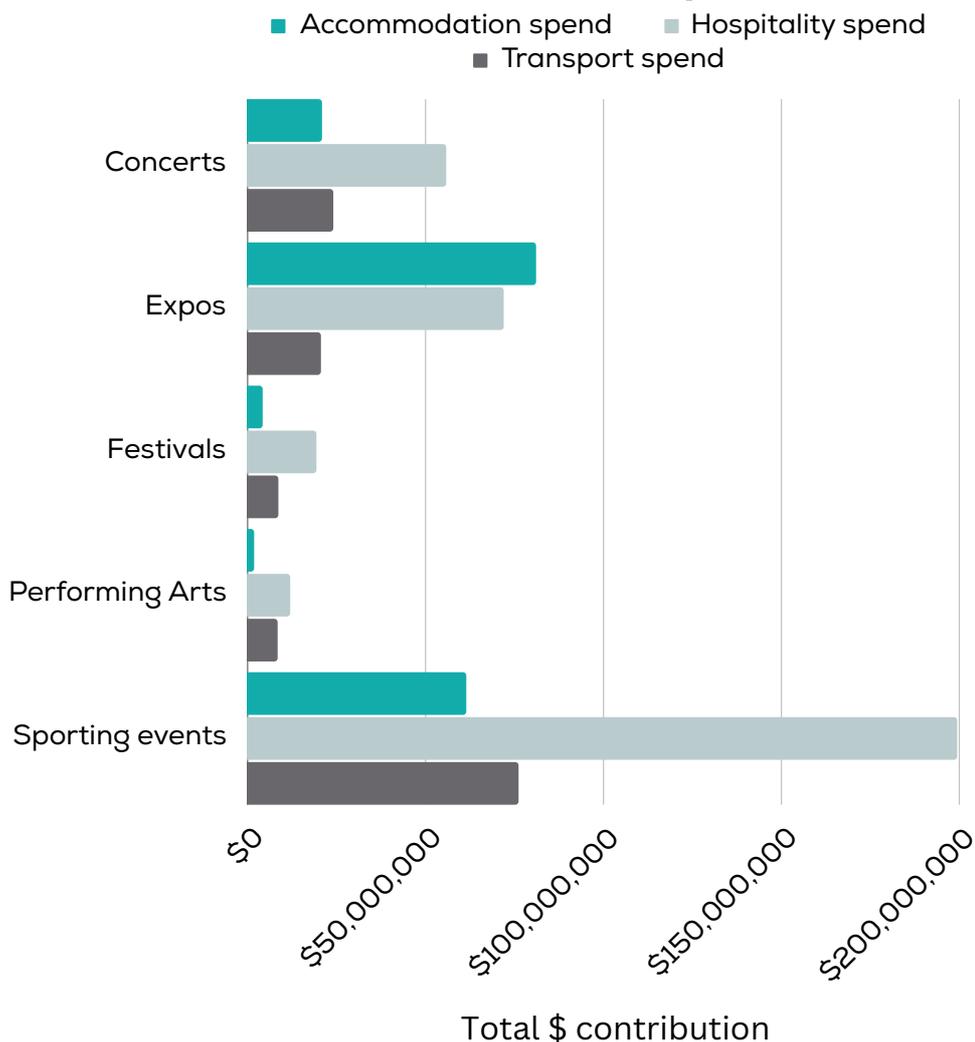


Economic contributions

Sporting events emerged as the category with the highest economic impact, contributing almost 50% of the overall contribution to the national economy. Undoubtedly, the hosting of the FIFA Women's World Cup Australia & New Zealand 2023™ tournament in 2023 significantly contributed to this success.

It should be noted that despite expos having the smallest number of events, they generated the second-highest economic impact, sitting at just over \$173 million, and the highest accommodation contributions in 2023, with an impressive \$81 million. Fielddays being the biggest single contributing event to this category.

Total Economic Contributions per event category



Community events

Community events play a pivotal role in fostering a sense of unity and connection. In 2023, 584 community events were organised across the country, serving as vibrant platforms for social interaction and collaboration.

Community events contribute significantly to the preservation and promotion of Māori culture, providing opportunities for cultural exchange and understanding among residents. These events are often free and accessible to all, which breaks down socio-economic barriers and facilitates a shared experience for individuals from various walks of life.

Beyond cultural enrichment, community events play a crucial role in enhancing the mental well-being of the population by offering a respite from the demands of daily life and creating positive environments for social engagement.

While attendance numbers are challenging to quantify due to the predominantly free nature of these events, their impact on the social fabric of New Zealand is undeniable, strengthening the bonds that tie communities together and contributing to the overall vitality of the nation.

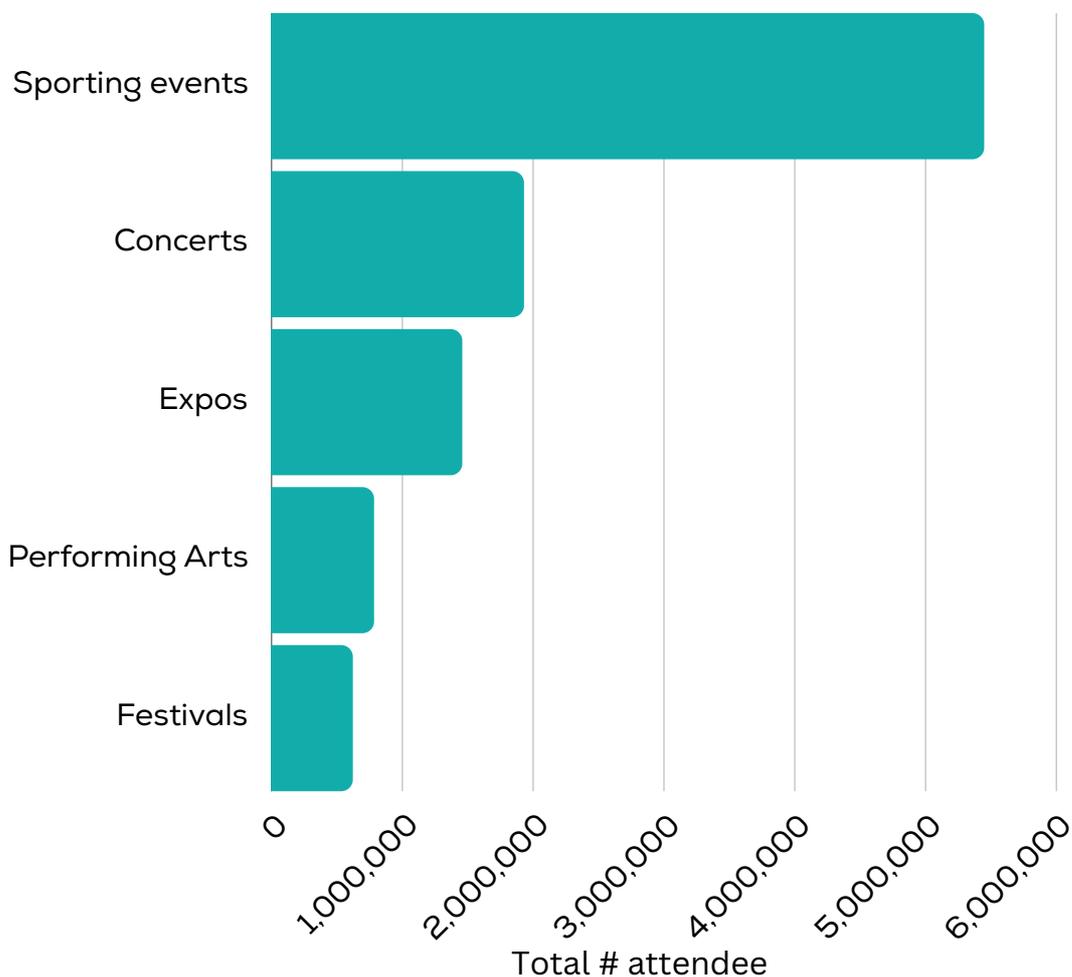


Attendee snapshot

In 2023, New Zealand hosted a diverse range of events, attracting attendees across various categories. Notable trends include a substantial turnout for sports events, with 5,488,093 attendees. Concerts and festivals also drew considerable crowds, with 1,930,255 and 621,706 attendees respectively, showcasing the popularity of entertainment and mass gatherings.

The performing arts category had a noteworthy attendance of 783,763, reflecting an appreciation for cultural and artistic performances. Expos had 1,528,612 attendees, indicating the importance expos, and highlighting the high spend from this category

Total estimated attendee per event category



In conclusion

In conclusion, the data presented by the New Zealand Events Association (NZEA) in this report for the year 2023 provides a comprehensive overview of the industry's economic impact, and the diverse range of events hosted throughout the country.

The figures reveal that New Zealand hosted a total of 7,265 events in 2023, attracting over 10 million attendees and contributing an impressive \$696 million to the national economy. Sporting events emerged as the economic powerhouse, contributing almost half of the overall economic impact, with the FIFA Women's World Cup Australia & New Zealand 2023™ making a significant contribution.

Noteworthy is the economic impact of expos, which, despite having the smallest number of events, generated the second-highest economic contribution, emphasising their significance in driving economic activity. Community events, with 584 organised across the country, were vital for social interaction, cultural exchange, and mental well-being, reflecting their role as a unifying force in New Zealand society.

The report highlights the diverse landscape of events in 2023, with each category reflecting different facets of New Zealand's cultural, social, and economic fabric, showcasing the importance of a well-rounded events industry.

As the NZEA looks forward to continuing its research in 2024 and beyond, it becomes evident that the events industry is not only a significant contributor to the economy but also a catalyst for cultural enrichment, social cohesion, and individual well-being.

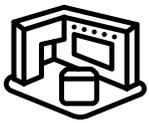
Category definitions



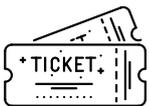
Sporting events: This includes spectator and participation sporting events. Examples include super rugby games, Oxfam Trailwalker NZ and Harold Matthews Cup.



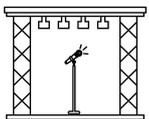
Conference: A formal meeting or forum relating to a certain topic between a group of people with shared interests. A major conference, especially an industry-related one, may last for several days and occur with regular frequency.



Expos: An industrial exhibition for communicating and trading purpose between business, or a trade fair that connects business and customers. Exhibitions are organised gatherings that showcase various products, services, or artistic creations (e.g. Fieldays, Baby Show, Armageddon, NZ Fashion Week).



Concerts: A musical performance where the primary intention of attendance is to see the musical artist or listen to music. Concerts usually last less than one day. Examples include Ed Sheeran, Fatboy Slim and The Proclaimers.



Festivals: A commonly known day or a period of time when people gather together to celebrate a specific reason; or a day or a period of time consisting of an organised series of shows and entertainment activities. Festivals typically occur on a certain frequency. Examples include BayDreams, HomeGrown, Beer & wine festivals.



Performing Arts: A show or an exhibition of creative activities for an audience. Examples include NZ Opera, Te Matatini, and stand up comedians.



Community events: This category includes a diverse range of gatherings organised by and for specific communities. These events showcase local talents, fostering community engagement, social interaction, and a sense of belonging. For example: Santa parades,

Any questions?

For any questions or media enquiries, please contact:

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