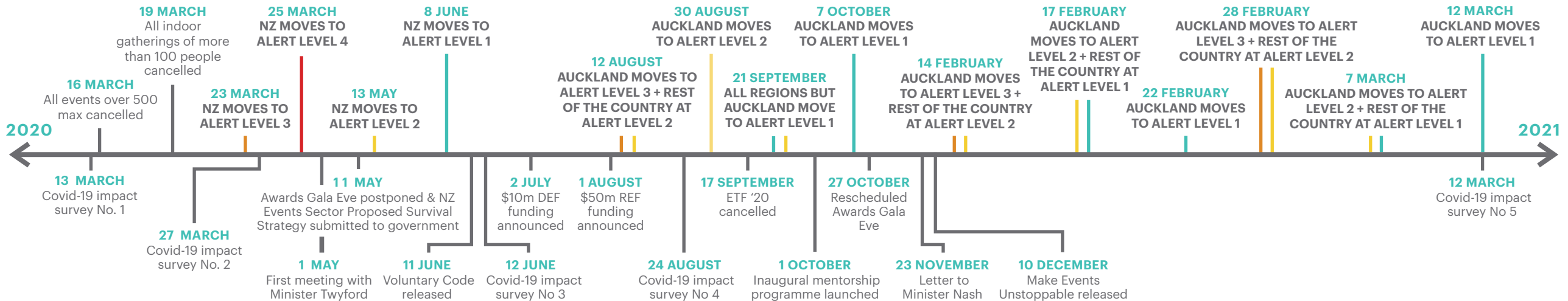


# 2020-21 NZEA YEAR IN REVIEW

NEW ZEALAND  
EVENTS  
ASSOCIATION



**MEMBERS**  
**1,038**  
(Dec'20)

**MEMBERSHIP SATISFACTION**  
**98%**  
(Dec'20)

**REFERRAL RATE**  
**97%**  
(Dec'20)

**NETWORK REACH**  
**1,744**  
Subscribers

**WEBSITE VISITORS**  
**13,585**

**MEDIA ENGAGEMENT**  
**46**  
(Print, Radio & TV features)

**SOCIAL MEDIA PLATFORMS**  
**4,301**  
Followers

**COVID UPDATES**  
**37**

**SEMINARS & WEBINARS**  
**10**

**NETWORKING EVENTS**  
**5**

**MENTORSHIP PARTICIPANTS**  
**64**

ESTIMATED VALUE OF THE EVENTS SECTOR: \$1 BILLION+

EVENTS GENERATE 1/3 OF DOMESTIC TRAVEL

## MEMBERS BY REGION (Dec'20)

Auckland 51% | Wellington 13% | Canterbury 7% | Bay of Plenty 6% | Otago 5% | Waikato 4% | Manawatu/W 3% | Hawke's Bay 3% | Taranaki 2% | International 2% | Northland 1% | Southland 1% | Marlborough & Nelson/Tas 1% | Others 1% | **Total 1,038**