

# Attendance Change for Conventions Held in Vancouver in 2012



**Prepared for:** Tourism Vancouver

**Prepared by:** MNP <sup>LLP</sup>  
2300 – 1055 Dunsmuir Street  
Vancouver, BC V7X 1J1

**Date:** February 12, 2013



## TABLE OF CONTENTS

<b>1. Introduction .....</b>	<b>1</b>
<b>2. Data Analysis.....</b>	<b>2</b>
2.1 Percent Change from Previous Convention.....	2
2.2 Analysis by Location of Previous Convention .....	4
2.3 Analysis by Size of Previous Convention.....	5
<b>3. Conclusions.....</b>	<b>6</b>
<b>4. Appendix.....</b>	<b>7</b>
List of Conventions.....	7

## 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:

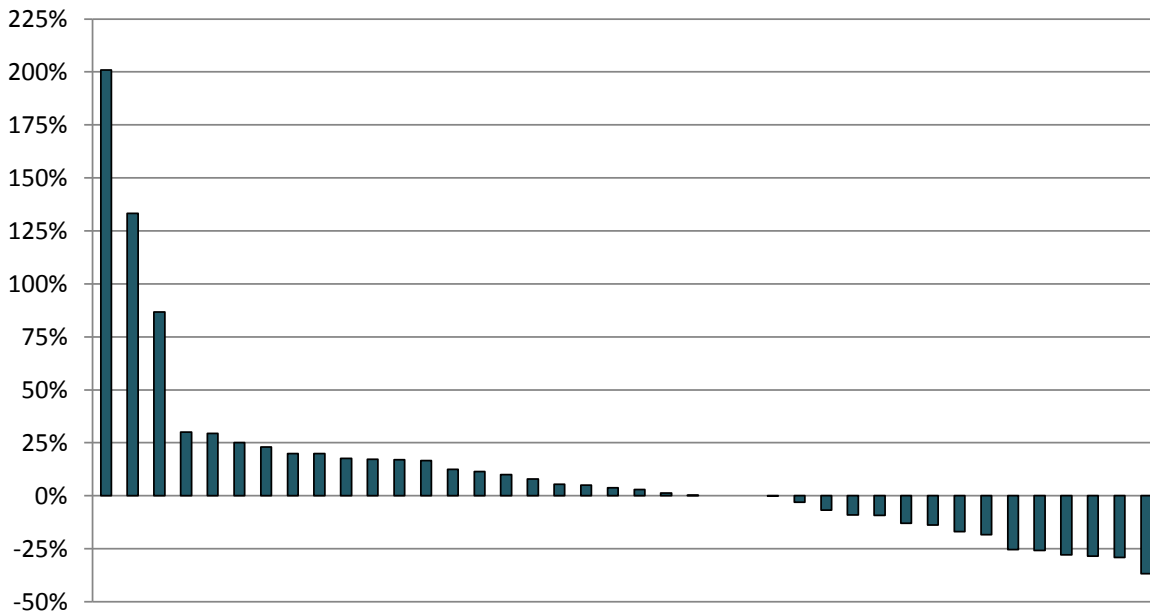
1. A sample of conventions was identified. Each of these conventions was held in Vancouver in 2012 but was held elsewhere in 2011.
2. The percentage change in attendance between 2012 and 2011 was calculated for each convention in the sample.
3. The conventions were classified into groups according to 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 40 conventions held in Vancouver in 2011. The data were then used to calculate the percentage change in attendance from 2011 to 2012 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 Previous Convention**



The reported changes in attendance for the 40 conventions in the sample ranged from +201% to -37%, with an average increase of 10.8% 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 2012**

<b>Attendance Change</b>	<b>Conventions</b>	<b>%</b>
Substantial Increase	8	20.0
Increase	8	20.0
No Change	14	35.0
Decrease	4	10.0
Substantial Decrease	6	15.0
<b>Total</b>	<b>40</b>	<b>100.0</b>

This table indicates that roughly 40.0% of conventions experienced an increase or substantial increase in their attendance; however, 25.0% of conventions experienced a decrease or substantial decrease. The remaining 35.0% experienced little or no change in their attendance.

## 2.2 ANALYSIS BY LOCATION OF PREVIOUS CONVENTION

The conventions can be categorized according to the locations where they were held in 2011, as follows:

- (i) Canada: conventions that were held in other parts of Canada in 2011;
- (ii) US: conventions held in the US in 2011;
- (iii) Other: conventions that were held outside Canada and the US in 2011.

The results are summarized in Table 2.

**Table 2: Attendance Change by Location of Previous Convention**

	Conventions	2011	2012	Difference	% Change
Canada	11	6,575	7,332	757	11.5
US	18	48,771	47,955	(816)	(1.7)
Other	11	16,958	16,090	(868)	(5.1)
<b>Total</b>	<b>40</b>	<b>72,304</b>	<b>71,377</b>	<b>(927)</b>	<b>(1.3)</b>

Of the conventions held in Vancouver in 2012, 72.5% were located in a city within Canada or the US in the previous year, while 27.5% were held in other parts of the world. Conventions that were held in Canada in 2011 witnessed an increase in overall attendance equal to 11.5%, while attendance for conventions previously held in the US decreased overall by 1.7%. Lastly, conventions held outside Canada and the US in 2011 saw the largest decrease in attendance equal to 5.1%<sup>1</sup>.

<sup>1</sup> The decrease in attendance for conventions held outside Canada or the US in 2011 was primarily attributable to the International Conference on Alzheimer's Disease, which saw a total decrease in attendance of 1500 delegates.

## 2.3 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 2012 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 3.

**Table 3: Attendance Change by Size of Previous Convention**

	Conventions	2011	2012	Difference	% Change
Very large	11	51,508	49,902	(1,606)	(3.1)
Large	7	11,138	9,875	(1,263)	(11.3)
Small	9	6,332	8,058	1,726	27.3
Very small	13	3,326	3,542	216	6.5
<b>Total</b>	<b>40</b>	<b>72,304</b>	<b>71,377</b>	<b>(927)</b>	<b>(1.3)</b>

Very large conventions experienced a slight decrease in overall attendance of 3.1%<sup>2</sup>, while large conventions experienced a decrease of 11.3%. Small conventions experienced the largest overall increase equal to 27.3%; while very small conventions gained 6.5% in the number of attendees.

<sup>2</sup> The decrease in attendance for very large conventions was primarily attributable to the International Conference on Alzheimer's Disease, which saw a total decrease in attendance of 1500 delegates.

### 3. CONCLUSIONS

The following are the key findings of the study:

1. Conventions held in Vancouver in 2012 reported an average increase in attendance of 10.8% over the previous year.
2. Conventions held in other parts of Canada in 2011 experienced an 11.5% increase in attendance in Vancouver in 2012, while conventions held in the US in 2011 reported a 1.7% decrease. Conventions held in other parts of the world in 2011 experienced a decrease of 5.1% in attendance in Vancouver in 2012.
3. Large conventions (1,000 to 1,999 delegates in 2011) reported an 11.3% decrease in attendance in 2012 and very large conventions (2,000 or more delegates in 2011) reported a 3.1% decrease. Small conventions (500 to 999 delegates in 2011) and very small conventions (less than 500 delegates in 2011) observed increases in attendance in 2012 equal to 27.3% and 6.5%, respectively.



## 4. APPENDIX

### LIST OF CONVENTIONS

Convention Name	Dates Held in Vancouver
American Association For The Advancement of Science Annual Meeting	02/16/12-02/20/12
Canadian Neuro-oncology Conference	02/09/12-02/11/12
Society for Research in Adolescence Biennial Meeting	03/06/12-03/10/12
Canadian Pest Management Association	03/08/13-03/10/13
World Model United Nations Congress	03/11/12-03/15/12
United States & Canadian Academy of Pathology, Inc Annual Meeting	03/17/12-03/23/12
International Family Therapy Association - 20th World Family Therapy Congress	03/21/12-03/24/12
3rd International Fascia Research Congress	03/27/12-03/30/12
Association of Fundraising Professionals - International Conference on Fundraising	03/31/12-04/04/12
American Educational Research Association Annual Meeting	04/12/12-04/18/12
American Roentgen Ray Society Annual Meeting	04/24/12-05/05/12
CACMID Annual Conference	05/03/12-05/05/12
American Society for Aesthetic Plastic Surgery Annual Meeting	05/03/12-05/07/12
IEEE Magnetics Society Conference	05/07/12-05/11/12
Health Level Seven International Meeting	05/13/12-05/18/12
American Society for Mass Spectrometry Annual Meeting	05/18/12-05/25/12
Canadian Assn for Enterosotomal Therapy - Transforming Wound, Ostomy and Continence Care	05/22/12-05/27/12
Subway Franchise World HQ, LLC	06/06/12-06/11/12
Canadian Nurses Association Biennial Convention	06/13/12-06/20/12
2013 Annual Conference of the Western Society of Pediatric Nephrology	06/16/13-06/17/13
Federation of Clinical Immunology Societies Annual Meeting	06/20/12-06/24/12
European Cyclists' Federation	06/26/13-06/29/13
Alzheimer's Association -International Conference on Alzheimer's Disease	07/15/12-07/20/12
World Congress of Veterinary Dermatology Association	07/24/12-07/28/12
SECO International, Llc - 2012 CE Conference Vancouver	07/24/12-07/29/12
Standing Committee of the International Congress on Animal Reproduction	07/27/12-08/04/12
World Congress of Herpetology	08/08/12-08/14/12
Cremation Association of North America 2012 Annual Conference	08/15/12-08/20/12
Coal Association of Canada 2013 Bi-Annual Conference	09/11/13-09/13/13
Royal LePage National Sales Meeting	09/16/12-09/24/12

National Society For Histotechnology Annual Symposium	09/29/12-10/04/12
International Gynecologic Cancer Society Congress	10/06/12-10/11/12
International Paralegal Management Association Annual Conference & Expo	10/10/12-10/12/12
American Congress of Rehabilitation Medicine - 2012 ACRM-ASNR Joint Educational Annual Conference	10/10/12-10/13/12
Rotary International (WA)	10/15/12-10/21/12
2012 Annual Scientific & Educational Meeting of the Canadian Association On Gerontology	10/18/12-10/20/12
Project Management Institute Global Congress	10/20/12-10/25/12
New York Life Insurance	10/21/12-10/31/12
Canadian Technical Asphalt Association 2012 Annual Conference	11/19/12-11/21/12
2012 Canadian Association of Accredited Mortgage Professionals Forum and Expo	11/25/12-11/27/13