

Prepared for: Tourism Vancouver

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### 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.

225% 200% 175% 150% 100% 75% 50% 25% 0% -25% -50%

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

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

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)
Total	40	72,304	71,377	(927)	(1.3)

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>&</sup>lt;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
Total	40	72,304	71,377	(927)	(1.3)

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>&</sup>lt;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.
- 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**

American Association For The Advancement of Science Annual Meeting  Canadian Neuro-oncology Conference  Society for Research in Adolescence Biennial Meeting  O3/06/12-03/10/12  Canadian Pest Management Association  World Model United Nations Congress  O3/11/12-03/15/12  United States & Canadian Academy of Pathology, Inc Annual Meeting  International Family Therapy Association - 20th World Family Therapy Congress  3rd International Fascia Research Congress  O3/27/12-03/24/12  Association of Fundraising Professionals - International Conference on Fundraising American Educational Research Association Annual Meeting  American Roentgen Ray Society Annual Meeting  O4/12/12-04/18/12  American Society for Aesthetic Plastic Surgery Annual Meeting  IEEE Magnetics Society Conference  O5/03/12-05/05/12  American Society for Mass Spectrometry Annual Meeting  O5/03/12-05/12/12  American Society for Mass Spectrometry Annual Meeting  O5/13/12-05/11/12  Health Level Seven International Meeting  O5/13/12-05/12/12  Canadian Assn for Entersotomal Therapy - Transforming  Wound, Ostomy and Continence Care  Subway Franchise World HQ, LLC  Canadian Nurses Association Biennial Convention  O6/06/12-06/11/12  Canadian Nurses Association Biennial Convention  O6/06/12-06/24/12  O6/06/13-06/29/13  Alzheimer's Association - International Conference on Alzheimer's Disease  World Congress of Veterinary Dermatology Association  O7/24/12-07/29/12  SECO International, Lic - 2012 CE Conference Vancouver  O7/24/12-07/29/12  SECO International, Lic - 2012 CE Conference Vancouver  O8/08/12-08/04/12  Coral Association of North America 2012 Annual  Conference  O9/11/13-09/13/13  Royal LePage National Sales Meeting  O9/16/12-09/24/12	Convention Name	Dates Held in Vancouver
Annual Meeting         02/16/12-02/12/11           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 Professionals - International Meeting         03/31/12-04/04/12           American Educational Research Association Annual Meeting         04/12/12-04/18/12           American Roentgen Ray Society Annual Meeting         04/12/12-04/18/12           American Roentgen Ray Society Annual Meeting         05/03/12-05/05/12           American Society for Aesthetic Plastic Surgery Annual Meeting         05/03/12-05/07/12           Health Level Seven International Meeting         05/03/12-05/07/12           Health Level Seven International Meeting         05/13/12-05/18/12           Canadian Assn for Entersotomal Therapy - Transforming         05/22/12-05/27/12           Wound, Ostomy and Continence Care         06/06/1		Dates Heid in Vancouver
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 03/27/12-03/24/12 International Fascia Research Congress 03/27/12-03/30/12 Association of Fundraising Professionals - International Conference on Fundraising Professionals - International O3/31/12-04/04/12 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 05/03/12-05/05/12 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 05/13/12-05/18/12 American Society for Mass Spectrometry Annual Meeting 05/18/12-05/25/12 Canadian Assn for Entersotomal Therapy - Transforming 05/12/12-05/25/12 Canadian Nurses Association Biennial Convention 06/13/12-06/20/12 2013 Annual Conference of the Western Society of Pediatric Nephrology 06/16/13-06/20/12 2013 Annual Conference of the Western Society of Pediatric Nephrology 06/26/13-06/29/13 Alzheimer's Association -International Conference on 07/15/12-07/20/12 Standing Committee of the International Conference on 07/24/12-07/29/12 Standing Committee of the International Conference Vancouver 07/24/12-08/04/12 SECO International, Lic - 2012 CE Conference Vancouver 07/24/12-08/04/12 Cremation Association of North America 2012 Annual Conference 09/11/13-09/13/13		02/16/12-02/20/12
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 03/27/12-03/24/12 Therapy Congress 03/27/12-03/30/12 Association of Fundraising Professionals - International 03/31/12-04/04/12 Conference on Fundraising Professionals - International 03/31/12-04/04/12 American Educational Research Association Annual Meeting 04/12/12-04/18/12 American Roentgen Ray Society Annual Meeting 04/12/12-05/05/12 CACMID Annual Conference 05/03/12-05/05/12 American Society for Aesthetic Plastic Surgery Annual Meeting 05/03/12-05/05/12 Health Level Seven International Meeting 05/13/12-05/18/12 American Society for Mass Spectrometry Annual Meeting 05/13/12-05/25/12 Canadian Assn for Entersotomal Therapy - Transforming 05/13/12-05/25/12 Canadian Assn for Entersotomal Therapy - Transforming Wound, Ostomy and Continence Care 05/03/12-05/27/12 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 Pederation 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 Association International Conference on 07/24/12-07/29/12 SECO International, Llc - 2012 CE Conference Vancouver 07/24/12-07/29/12 Standing Committee of the International Congress on Animal Reproduction 07/24/12-08/04/12 Cremation Association of North America 2012 Annual 08/15/12-08/20/12 Conference 08/15/12-08/20/12 Coal Association of Canada 2013 Bi-Annual Conference 09/11/13-09/13/13	Canadian Neuro-oncology Conference	02/09/12-02/11/12
World Model United Nations Congress United States & Canadian Academy of Pathology, Inc Annual Meeting International Family Therapy Association - 20th World Family Therapy Congress 3rd International Fascia Research Congress 3rd International Meeting 3rd International Research Association Annual Meeting 4rd 24/12-04/04/12 4rd 2-05/05/12 4rd 2-05/05/12 4rd 2-05/03/12-05/05/12 4rd 2-05/03/12-05/05/12 4rd 2-05/03/12-05/05/12 4rd 2-05/03/12-05/05/12 4rd 2-05/03/12-05/05/12 4rd 2-05/05/12 4rd 2-05/05/	Society for Research in Adolescence Biennial Meeting	03/06/12-03/10/12
United States & Canadian Academy of Pathology, Inc Annual Meeting International Family Therapy Association - 20th World Family Therapy Congress 3/21/12-03/24/12 Association of Fundraising Professionals - International Conference on Fundraising American Educational Research Association Annual Meeting American Roentgen Ray Society Annual Meeting American Roentgen Ray Society Annual Meeting American Society for Aesthetic Plastic Surgery Annual Meeting IEEE Magnetics Society Conference O5/03/12-05/05/12 BEEE Magnetics Society Conference O5/07/12-05/11/12 Health Level Seven International Meeting O5/13/12-05/25/12 American Society for Mass Spectrometry Annual Meeting O5/13/12-05/25/12 American Society for Mass Spectrometry Annual Meeting O5/13/12-05/25/12 Canadian Assn for Entersotomal Therapy - Transforming Wound, Ostomy and Continence Care Subway Franchise World HQ, LLC Canadian Nurses Association Biennial Convention O6/13/12-06/20/12 2013 Annual Conference of the Western Society of Pediatric Nephrology Federation of Clinical Immunology Societies Annual Meeting O6/20/12-06/24/12 European Cyclists' Federation Alzheimer's Association -International Conference on Alzheimer's Disease World Congress of Veterinary Dermatology Association O7/24/12-07/29/12 SECO International, Lic - 2012 CE Conference Vancouver Standing Committee of the International Congress on Animal Reproduction World Congress of Herpetology Cremation Association of North America 2012 Annual Conference Coal Association of Canada 2013 Bi-Annual Conference O9/11/1/13-09/13/13	Canadian Pest Management Association	03/08/13-03/10/13
International Family Therapy Association - 20th World Family	World Model United Nations Congress	03/11/12-03/15/12
Therapy Congress  3rd International Fascia Research Congress  3rd International Fascia Research Congress  Association of Fundraising Professionals - International Conference on Fundraising Professionals - International Conference on Fundraising  American Educational Research Association Annual Meeting  American Roentgen Ray Society Annual Meeting  CACMID Annual Conference  American Society for Aesthetic Plastic Surgery Annual Meeting  IEEE Magnetics Society Conference  D5/03/12-05/05/12  Health Level Seven International Meeting  D5/13/12-05/11/12  Health Level Seven International Meeting  American Society for Mass Spectrometry Annual Meeting  D5/13/12-05/18/12  American Society for Mass Spectrometry Annual Meeting  Canadian Assn for Entersotomal Therapy - Transforming Wound, Ostomy and Continence Care  Subway Franchise World HQ, LLC  Canadian Nurses Association Biennial Convention  D6/06/12-06/11/12  Canadian Nurses Association Biennial Convention  D6/13/12-06/20/12  European Cyclists' Federation  Alzheimer's Association -International Conference on Alzheimer's Disease  World Congress of Veterinary Dermatology Association  D7/15/12-07/20/12  SECO International, Llc - 2012 CE Conference Vancouver  Standing Committee of the International Congress on Animal Reproduction  World Congress of Herpetology  Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  09/11/13-09/13/13		03/17/12-03/23/12
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Meeting   US/03/12-05/07/12   IEEE Magnetics Society Conference   US/07/12-05/11/12   Health Level Seven International Meeting   US/13/12-05/18/12   OS/13/12-05/18/12   American Society for Mass Spectrometry Annual Meeting   US/18/12-05/25/12   Canadian Assn for Entersotomal Therapy - Transforming   US/22/12-05/27/12   Wound, Ostomy and Continence Care   US/22/12-05/27/12   US/27/12   US/27/	CACMID Annual Conference	05/03/12-05/05/12
Health Level Seven International Meeting  American Society for Mass Spectrometry Annual Meeting  Canadian Assn for Entersotomal Therapy - Transforming Wound, Ostomy and Continence Care  Subway Franchise World HQ, LLC  Canadian Nurses Association Biennial Convention  Canadian Nurses Association Biennial Convention  O6/13/12-06/20/12  2013 Annual Conference of the Western Society of Pediatric Nephrology  Federation of Clinical Immunology Societies Annual Meeting  European Cyclists' Federation  Alzheimer's Association -International Conference on Alzheimer's Disease  World Congress of Veterinary Dermatology Association  O7/24/12-07/28/12  SECO International, Llc - 2012 CE Conference Vancouver  Standing Committee of the International Congress on Animal Reproduction  World Congress of Herpetology  Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  09/11/13-09/13/13		05/03/12-05/07/12
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Canadian Assn for Entersotomal Therapy - Transforming Wound, Ostomy and Continence Care  Subway Franchise World HQ, LLC Canadian Nurses Association Biennial Convention  06/13/12-06/20/12  2013 Annual Conference of the Western Society of Pediatric Nephrology  Federation of Clinical Immunology Societies Annual Meeting  06/20/12-06/24/12  European Cyclists' Federation  Alzheimer's Association -International Conference on Alzheimer's Disease  World Congress of Veterinary Dermatology Association  SECO International, Llc - 2012 CE Conference Vancouver  Standing Committee of the International Congress on Animal Reproduction  World Congress of Herpetology  Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  09/11/13-09/13/13	Health Level Seven International Meeting	05/13/12-05/18/12
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2013 Annual Conference of the Western Society of Pediatric Nephrology  Federation of Clinical Immunology Societies Annual Meeting  European Cyclists' Federation  Alzheimer's Association -International Conference on Alzheimer's Disease  World Congress of Veterinary Dermatology Association  SECO International, LIc - 2012 CE Conference Vancouver  Standing Committee of the International Congress on Animal Reproduction  World Congress of Herpetology  Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  06/20/12-06/24/12  06/20/12-06/24/12  07/15/12-07/20/12  07/24/12-07/28/12  07/24/12-07/29/12  08/08/12-08/14/12  08/15/12-08/20/12	Subway Franchise World HQ, LLC	06/06/12-06/11/12
Nephrology Federation of Clinical Immunology Societies Annual Meeting  European Cyclists' Federation O6/26/13-06/29/13  Alzheimer's Association -International Conference on Alzheimer's Disease World Congress of Veterinary Dermatology Association O7/24/12-07/28/12  SECO International, LIc - 2012 CE Conference Vancouver O7/24/12-07/29/12  Standing Committee of the International Congress on Animal Reproduction World Congress of Herpetology Cremation Association of North America 2012 Annual Conference Coal Association of Canada 2013 Bi-Annual Conference 09/11/13-09/13/13	Canadian Nurses Association Biennial Convention	06/13/12-06/20/12
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		06/16/13-06/17/13
Alzheimer's Association -International Conference on Alzheimer's Disease  World Congress of Veterinary Dermatology Association  SECO International, Llc - 2012 CE Conference Vancouver  Standing Committee of the International Congress on Animal Reproduction  World Congress of Herpetology  Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  07/15/12-07/20/12  07/24/12-07/29/12  07/27/12-08/04/12  08/08/12-08/14/12  08/15/12-08/20/12	Federation of Clinical Immunology Societies Annual Meeting	06/20/12-06/24/12
Alzheimer's Disease  World Congress of Veterinary Dermatology Association  SECO International, Llc - 2012 CE Conference Vancouver  Standing Committee of the International Congress on Animal Reproduction  World Congress of Herpetology  Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  07/24/12-07/29/12  07/27/12-08/04/12  08/08/12-08/14/12  08/15/12-08/20/12	European Cyclists' Federation	06/26/13-06/29/13
SECO International, Llc - 2012 CE Conference Vancouver  Standing Committee of the International Congress on Animal Reproduction  World Congress of Herpetology  Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  07/24/12-07/29/12  07/27/12-08/04/12  08/08/12-08/14/12  08/15/12-08/20/12		07/15/12-07/20/12
Standing Committee of the International Congress on Animal Reproduction  World Congress of Herpetology  Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  07/27/12-08/04/12  08/08/12-08/14/12  08/15/12-08/20/12	World Congress of Veterinary Dermatology Association	07/24/12-07/28/12
Reproduction  World Congress of Herpetology  Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  07/2/112-08/04/12  08/08/12-08/14/12  08/15/12-08/20/12	SECO International, Llc - 2012 CE Conference Vancouver	07/24/12-07/29/12
Cremation Association of North America 2012 Annual Conference  Coal Association of Canada 2013 Bi-Annual Conference  08/15/12-08/20/12  09/11/13-09/13/13		07/27/12-08/04/12
Conference 08/15/12-08/20/12  Coal Association of Canada 2013 Bi-Annual Conference 09/11/13-09/13/13	World Congress of Herpetology	08/08/12-08/14/12
		08/15/12-08/20/12
Royal LePage National Sales Meeting 09/16/12-09/24/12	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