

# Attendance Change for Conventions Held in Vancouver in 2013



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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 2013 but was held elsewhere in 2012.
2. The percentage change in attendance between 2013 and 2012 was calculated for each convention in the sample. The conventions were then classified into groups according to the location and size of the previous convention and the overall change in attendance was calculated for each of the given categories.
3. The average change in attendance was calculated for conventions held in Vancouver during the past five years (2009 through 2013). The results were reported by location of previous convention.

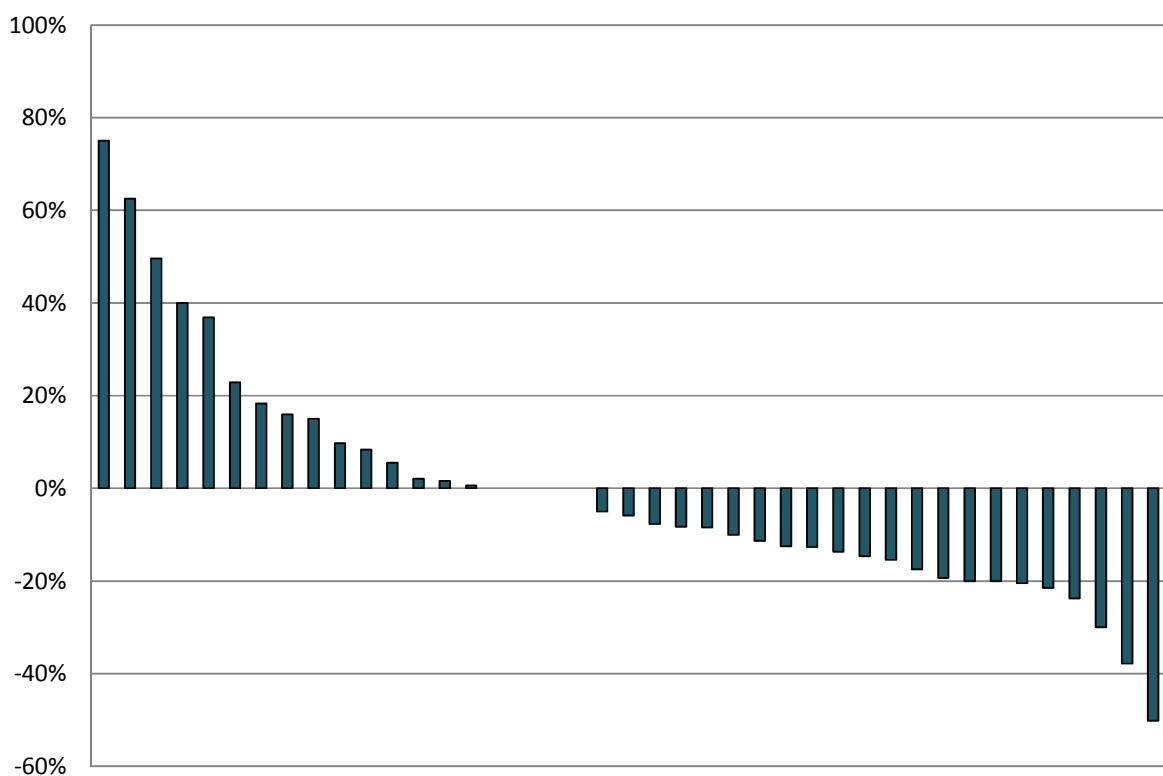


## 2. DATA ANALYSIS

### 2.1 PERCENT CHANGE FROM PREVIOUS CONVENTION

Attendance data were collected from 42 conventions held in Vancouver in 2013. The data were then used to calculate the percentage change in attendance from 2012 to 2013 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 42 conventions in the sample ranged from +75% to -50%. On average, there was a slight decrease in attendance from the previous year of less than one percent (a 0.8% decrease).

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 2013**

Attendance Change	Conventions	%
Substantial Increase	6	14.3
Increase	3	7.1
No Change	16	38.1
Decrease	9	21.4
Substantial Decrease	8	19.0
<b>Total</b>	<b>42</b>	<b>100.0</b>

This table indicates that 21.4% of conventions experienced an increase or substantial increase in their attendance, while 40.5% of conventions experienced a decrease or substantial decrease. The remaining 38.1% 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 2012, as follows:

- (i) Canada: conventions that were held in other parts of Canada in 2012;
- (ii) US: conventions held in the US in 2012;
- (iii) Other: conventions that were held outside Canada and the US in 2012.

The results are summarized in Table 2.

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

	Conventions	2012	2013	Difference	% Change
Canada	14	11,621	10,828	(793)	(6.8)
US	17	41,430	37,580	(3850)	(9.3)
Other	11	14,721	11,987	(2734)	(18.6)
<b>Total</b>	<b>42</b>	<b>67,772</b>	<b>60,395</b>	<b>(7,377)</b>	<b>(10.9)</b>

Of the conventions held in Vancouver in 2013, the majority (73.8%) were located in a city within Canada or the US in the previous year, while roughly one-fourth (26.2%) were held in other parts of the world. Conventions that were held in Canada in 2012 witnessed an overall decrease in attendance equal to 6.5%, while attendance for conventions previously held in the US decreased overall by 9.3%. Lastly, conventions held outside Canada and the US in 2012 saw the largest decrease in attendance equal to 18.6%.

## 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	2012	2013	Difference	% Change
Very large	14	53,145	45,693	(7,452)	(14.0)
Large	4	4,832	4,772	(60)	(1.2)
Small	7	5,242	5,264	22	0.4
Very small	17	4,553	4,666	113	2.5
<b>Total</b>	<b>42</b>	<b>67,772</b>	<b>60,395</b>	<b>(7,377)</b>	<b>(10.9)</b>

Very large conventions experienced the largest decrease in overall attendance of 14.0%, while large conventions experienced a decrease of only 1.2%. Small conventions experienced a slight increase in attendance equal to 0.4%, while very small conventions gained 2.5% in the number of attendees.

## 2.4 FIVE YEAR HISTORICAL AVERAGE

The 2013 conventions can also be grouped with data collected from previous years. In this section we report on the historical five year average change for all conventions held in Vancouver between 2009 and 2013 that were held elsewhere the previous year.

The results are summarized in Table 4 and are reported by location of previous convention.

**Table 4: Five Year Average Change in Attendance by Location of Previous Convention**

	Conventions	Average % Change
Canada	65	13.5
US	60	(1.2)
Other	80	4.5
<b>Total</b>	<b>205</b>	<b>5.1</b>

Over the five year period of analysis, conventions that were held in Vancouver experienced an average increase in attendance over the previous year equal to 5.1%. Of these conventions, those that were held in Canada the previous year saw the largest average increase in attendance equal to 13.5%, while conventions previously held in the US experienced an average decrease of 1.2%. Lastly, conventions held in Vancouver during this period and held outside Canada or the US the previous year saw an average increase in attendance of 4.5%.



### 3. CONCLUSIONS

The following are the key findings of the study:

1. Conventions held in Vancouver in 2013 reported, on average, roughly no change in attendance over the previous year (a 0.8% decrease).
2. Conventions held in other parts of Canada in 2012 experienced a 6.8% decrease in attendance in Vancouver in 2013, while conventions held in the US in 2012 reported a 9.3% decrease. Conventions held in other parts of the world in 2012 experienced a decrease of 18.6% in attendance in Vancouver in 2013.
3. Large conventions (1,000 to 1,999 delegates in 2012) reported a 1.2% decrease in attendance in 2013 and very large conventions (2,000 or more delegates in 2012) reported a 14.0% decrease. Small conventions (500 to 999 delegates in 2012) and very small conventions (less than 500 delegates in 2012) observed increases in attendance in 2013 equal to 0.4% and 2.5%, respectively.
4. Between 2009 and 2013, conventions that were held in Vancouver experienced an average increase in attendance over the previous year equal to 5.1%. Of these conventions, those that were held in a city within Canada the previous year saw an average increase in attendance equal to 13.5%, while conventions previously held in the US experienced an average decrease of 1.2%. Conventions held in Vancouver during this period and held outside Canada or the US the previous year saw an average increase in attendance of 4.5%.

## 4. APPENDIX

### LIST OF 2013 CONVENTIONS

Convention Name	Dates Held in Vancouver
Polycom Inc. 2013 Sales & Partner Conference	02/04/13-02/07/13
Spine Arthroplasty Society / Intl Society for the Advancement of Spine Surgery	04/03/13-04/05/13
North American YMCA Development Organization - 2013 Annual Conference on YMCA Philanthropy	04/10/13-04/13/13
Professional Photographers of Canada - 2013 Canadian Imaging Conference & Tradeshow	04/13/13-04/18/13
AXA Equitable - 2013 National Leaders Forum & Retirement Group Benefits	04/13/13-04/18/13
International Wood Products 2013 Annual Meeting	04/17/13-04/19/13
Opera America 2013 Annual Meeting	05/02/13-05/07/13
International Air Transport Association (IATA) - 2013 IGHC Annual Meeting	05/05/13-05/08/13
Society for Information Display - 2013 Display Week	05/21/13-05/24/13
IEEE Signal Processing Society - 2013 ICASSP International Conference on Acoustics, Speech and Signal Processing	05/26/13-05/31/13
Federation of Canadian Municipalities - 2013 Annual Conference & Municipal Expo	05/31/13-06/03/13
Canada Green Building Council 2013 National Conference & Expo	06/03/13-06/06/13
Canadian Payroll Association 2013 Annual Conference	06/03/13-06/07/13
Association of American Medical Colleges 2013 Annual Meeting	06/05/13-06/07/13
Society of Nuclear Medicine and Molecular Imaging 2013 Annual Meeting	06/08/13-06/12/13
Cardiovascular Research Foundation 2013 Annual Meeting	06/12/13-06/15/13
Canadian Hydrogen & Fuel Cell Association - 2013 Hydrogen & Fuel Cells Conference	06/16/13-06/19/13
Cruise Lines International Association - 2013 Cruise3Sixty	06/19/13-06/23/13
Social Investment Organization - 2013 Canadian Responsible Investment Conference	06/17/13-06/19/13
Kiwanis International 2013 International Convention	06/27/13-06/30/13
Al-Anon Family Groups 2013 International Convention	07/05/13-07/07/13
RTC Events Management - 2013 RTC North America	07/11/13-07/13/13
World Glaucoma Association - 2013 World Glaucoma Congress	07/17/13-07/20/13

IEEE Power and Energy Society, 2013 PES General Meeting	07/21/13-07/26/13
International Society of Air Safety Investigators - 2013 Annual Seminar	08/19/13-08/22/13
Heating, Refrigeration, & Air Conditioning Institute of Canada 2013 Annual Meeting	08/21/13-08/24/13
Unity Technologies - 2013 Unite	08/27/13-08/30/13
Insulator News Market & Report - 2013 INMR World Congress	09/08/13-09/11/13
Societe Internationale d'Urologie - 2013 SIU Congress	09/08/13-09/12/13
Canadian Academy of Restorative Dentistry and Prosthodontics Annual Scientific Meeting	09/25/13-09/28/13
Nature's Sunshine - 2013 Health Conference	09/25/13-09/28/13
Canadian Academy of Pediatric Dentistry 2013 Annual Meeting	09/27/13-09/28/13
American Academy of Otolaryngology - Head & Neck Surgery Foundation Annual Expo	09/29/13-10/02/13
International Association of Movers 2013 Annual Meeting	10/07/13-10/10/13
2013 International Railway Safety Conference	10/06/13-10/11/13
Air Canada Pilots Association - 2013 International Winter Operations Conference	10/09/13-10/10/13
2013 GSMA North America	10/13/13-10/17/13
IEEE Communications Society - 2013 IEEE International Conference on Smart Grid Communications	10/21/13-10/24/13
College of Family Physicians of Canada - 2013 Family Medicine Forum	11/07/13-11/09/13
Helicopter Association of Canada 2013 Annual General Meeting & Trade Show	11/07/13-11/10/13
Royal College Of Physicians and Surgeons of Canada 2013 Simulation Summit	11/08/13-11/09/13
Price Waterhouse Cooper 2013 Global Energy, Utilities and Mining Meeting	11/16/13-11/22/13