



UK Events Market Trends Survey 2010

What is the UK Events Market Survey?

The UK Events Market Survey was formerly known as the British Conference Venues Survey, and has been carried out annually since 1993. It is one of the key ways in which the value of the business events sector to the national economy is measured and provides a vital insight into the current state of the industry from a supply-side perspective.

Aims of the Survey

The United Kingdom Events Market Trends Survey seeks to:

- Measure the key characteristics of the UK conference and events market from a venue perspective
- Provide the best possible estimates for volume and value aspects of the market.

In 2009 there were an estimated 1.32 million business events in the UK and the level of expenditure generated from the events market was estimated to be £18.8bn. This included spend at the venue (on delegate rates and, where appropriate, accommodation) and spend in the wider destination by delegates.

Other key findings include the following:

Event Type

- The corporate sector accounts for approximately half of events. The next most significant group was government and the public sector (37%). Associations accounted for 16% of the market.

Event Size

- Most events (67%) were of 50 delegates or fewer – the majority of these were for fewer than 20 delegates. This is comparable to previous years – it was 51 in 2005/7 and 52 in 2004/6.

Origin of business

- The majority (65%) of event business was generated from the region in which a venue is located.

The cost of this Survey is £175. To order your copy/copies please complete the form below and either fax, post or email to **Sarah Malkin** as soon as possible.

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