



UKEMTS 2011

'volume, value and key trends data from a venue perspective'

What is the UK Events Market Trends Survey?

The UKEMTS 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 – UKEMTS 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 2010 there were an estimated 1.3 million business events in the UK and the level of expenditure generated from the events market was estimated to be £16.3bn.

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 (28%).

Event Size

- Most events (67%) were of 50 delegates or fewer – the majority of these were for fewer than 20 delegates. Approximately 5% of events had more than 200 delegates.

Origin of business

- The majority (71%) 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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