

Business Visits & Events Partnership



LEADING THE WAY FOR BRITAIN'S EVENTS

# MOVING BUSINESS VISITS & EVENTS up the agenda



"For 3 out of the 5 most important markets to Britain, Business Visits and Events are the most valuable sector in terms of expenditure"

# A NEW PARTNERSHIP

## for Business Visits & Events

The Business Visits and Events Partnership is the new name for the Business Tourism Partnership

### Business Visits & Events Partnership



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- The Partnership provides a cohesive, independent industry voice to represent Britain's business visit and events sector working in partnership with VisitBritain.
- Its membership is aimed at the leading trade associations and government agencies with an interest in conferences, meetings, exhibitions, trade fairs, outdoor events, incentive travel, corporate hospitality, cultural, sporting and leisure events.
- Working together with all these organisations, the Partnership seeks to influence and develop policies and strategies favourable to the development of the business visits and events sector.

**"The UK events industry is a world leader"**

### Business Visits & Events Partnership



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- Provides a forum for members to select the important issues relating to business visits and events.
- Acts as a central focus for lobbying and speaking up collectively for business visits and events, independently of government departments and agencies.
- Promotes the benefits of business visits and events to relevant government authorities with responsibilities for decisions that impact the growth of the sector.
- Communicates with and better informs key influencers and industry practitioners.
- Encourage best practice and more robust and

## MISSION STATEMENT:

To lead the way in supporting a competitive, high quality and more profitable business visits and events sector in Britain

## A HIGH VALUE SECTOR!

**Business visits and events are worth over £22 billion to Britain's economy in terms of its wider economic impact through associated delegate expenditure on travel, entertainment, shopping, pre and post conference tours etc.**

- Conferences and meetings ~ £10.3 billion
- Exhibitions and trade fairs ~ £9.3 billion
- Incentive travel ~ £1.2 billion
- Corporate Events and hospitality ~ £1 billion
- Outdoor events ~ £1 billion
- Corporate travel ~ £6 billion

**In addition an estimated £100 billion a year of business transactions are made at trade events.**

- Already there are 450 major events held nationally worth around £1 billion to the UK economy
- 53% growth in trips over the past 10 years, a growth rate that exceeds overall tourism growth
- Business visits represent 28% of all overseas visitors
- Spend from business visitors represents 31% of all inbound tourism earnings
- Business tourism activities create high quality, year round employment opportunities accounting for some 530,000 jobs directly and indirectly.
- Around 80 million people attend 1.5 million conferences and meetings annually.
- Business visitors spend on average £122 per day – nearly twice the daily rate of that spent by the leisure traveller.

# Leading The Way

**"A diverse range of annual festivals and promotional events showcase excellence in the creative industries and provide iconic focus for the visitor economy."**

UK Government's Creative Industries Strategy - 2008

## A HIGH QUALITY SECTOR!

- High spend; high quality; high yield.
- Proven resilient to economic downturns and disruptions. Provides year round, non-seasonal activities.
- Sustains permanent year round full-time employment and creates more labour intensive jobs.
- Stimulates and complements leisure tourism.
- Attracts investment in regeneration, especially in urban, inner city and resort locations.
- Generates substantial economic and social benefits for local communities and their economies.
- Encourages return, repeat and extended leisure visits.
- Outside London and the South West, provides more expenditure to all of England's regions than leisure tourism
- Business visits are sustainable, offer higher added value with far less negative environmental impacts.

**"World class events generate business opportunities and revenue and create a global showcase for UK expertise, capabilities and skills."**

Sir Alan Collins, KVO, CMG

Director General UK Trade and Investment USA

# For Britain's Events

Britain can become the natural destination choice for all sectors of the international events industry.

## **The Partnership's priorities include:**

- Raising the awareness of the contribution that business visits and events make to Britain's economic and social well-being.
- Increasing support from Government Ministers and their Departments in the bidding process and through attendance at opening ceremonies for international events.
- Supporting and encouraging initiatives to optimise the benefits of the 2012 London Olympics.
- Ensuring adequate support for VisitBritain, England Marketing, The English Regional Delivery Partners, VisitScotland, Visit Wales, Visit London, The Northern Ireland Tourist Board and other national and regional agencies in their development and implementation of well resourced strategies for the promotion and growth of business visits and events.
- Encouraging the development of complementary strategies to include business visits and events within policies which optimise trade development and creative enterprise.
- Encouraging high operating standards and competitiveness.
- Supporting the development of sector quality, skills and qualifications.
- Seeking a reduction in the burden of regulation and greater co-ordination between government departments in the setting of policies that affect the sector.
- Lobbying for fairer fiscal and taxation measures to encourage the growth of the number of business visits and events.
- Facilitating improved research and data to better inform marketing and investment decisions

# Business Visits & Events Partnership

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## Trade Associations & Government Agencies Leading the Way for Britain's Events

Association of British Professional Conference Organisers  
Association for Conferences and Events  
Association for Events Management Education  
British Association of Conference Destinations  
British Hospitality Association  
Conference Centres of Excellence  
Department for Business, Enterprise and Regulatory Reform  
Department for Culture, Media & Sport  
Department for Transport  
Events Industry Alliance  
Events Industry Forum  
Eventia  
Hotel Booking Agents Association  
International Congress & Convention Association  
Meetings Industry Association  
Meetings Professionals International  
National Outdoors Events Association  
Northern Ireland Tourist Board  
UK Trade & Investment  
VisitBritain  
Visit London  
VisitScotland  
VenueMasters  
Visit Wales

**"Major cultural events  
around the world have  
become recognised as  
significant drivers of  
national and regional  
economic performance,  
of physical and social  
regeneration and of cultural  
development."**

Juliet Williams  
South West RDA Chairman,

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