



SUPPORTING SUSTAINABLE GROWTH  
FOR THE UK EVENTS INDUSTRY

# EVENTS DELIVER GROWTH JOBS AND OPPORTUNITIES

A Manifesto for Britain's Events Industry



**Britain plays host to an impressive number of high profile world events from major political, commercial, medical, scientific and educational conferences, trade and consumer exhibitions to leading cultural sporting and music festivals every year.**

1. **Britain's Events Industry** is estimated to be worth **£70bn** through direct spend, accounting for **over 50% of spend in the UK visitor economy**
2. **Conferences and meetings** attract 95.3 million delegates generating **£18.3bn** of direct expenditure
3. **Exhibitions and trade fairs** welcome 9.1 million visitors to around 1,100 trade and consumer events generating **£11bn** of direct expenditure and business sales
4. **Outdoor music, cultural, festival and sporting events** attract 137.6 million people spending **£38.8bn**
5. **Business travellers** make 24.6 million business trips generating spend of **£8.8bn** **Inbound business visitors** make up 34% of all business visits and 51% of all business visit spend (All figures shown are 2018)
6. **Over 700,000 jobs** across a wide range of creative, logistical, marketing, technical, organisation and management skills
7. **Business events drive trade, grow exports, attract inward investment, share research and knowledge, improve productivity, reduce seasonality and fill spare capacity**
8. **Events shape a destination's identity, engender creative enterprise, and stimulate innovation, cause positive social impact, strengthening community cohesion and heightening Britain's soft power**
9. Britain has a **rich variety** of **purpose built event venues** and historic buildings offering unique experiences
10. The UK Government is committed to help **create** new and **attract** more international business events to the UK and **grow** already successful events

**World class events generate for Britain business opportunities and cultural experiences**  
Estimates for individual event sectors (All figures shown are 2018\* or prior years' data+)

**Conferences and meetings** £18.3 bn\*

**Arts and cultural events** £5.6 bn\*

**Exhibitions and trade fairs** £11.0 bn\*

**Festivals, fairs and shows** £6.0 bn\*

**Incentive travel** £1.2 bn\*

**Music events** £17.6 bn\*

**Corporate outdoor events** £0.7 bn\*

**Sporting events** £9.6 bn\*

**Total Business Events** £31.2 bn

**Total Leisure Events** £38.8 bn

\* Accompanying persons to business events spend over £8 billion during their stay. +

\* Trade transacted and facilitated at business events exceeds £165 billion +

## **Let's make Britain the leading European country for staging events by:**

### **Working together to enhance the UK's position as a leading European country for hosting events**

- \* Increase resources across government departments, government agencies, and within the devolved administrations dedicated to growing the value of events held in the UK
- \* Implement the UK Government's International Business Events Action Plan to facilitate a comprehensive package of Government advocacy, cross Government department working, supported by an augmented Events Growth Programme
- \* Create a strong partnership with the Department for International Trade by placing the use of events as a central part of industrial strategy, international trade development, inward investment and business growth
- \* Incorporate the events sector into the Creative Industries strategy promoting the use of Britain's creative talent and event organising services to be exported worldwide

### **Creating a more competitive tax regime**

- \* Reduce VAT levels on accommodation, conference and event services in line with international competitive levels
- \* Reform the Tour Operator Margin Scheme to re-introduce a B2B opt-out option
- \* Provide tax incentives for hosting overseas buyers and conference attendees where events are designed to create and support export led trade and inward investment opportunities
- \* Reduce Air Passenger Duty
- \* Safeguard funding currently provided by the EU in key sectors (e.g. scientific research, agriculture and the creative industries)

### **Supporting the Industry in driving forward its skills agenda**

- \* Support the recommendations of the Events Industry Board Talent Taskforce Skills Report
- \* Establish SIC and SOC codes to enable analysis of the industry's workforce
- \* Support the establishment of an independent Event Skills Body
- \* Help promote the events industry as a desirable career

### **Avoiding greater regulation**

- \* Make movement of people engaged in the events sector as easy as possible, recognising their unique creative, logistical, marketing and service skills, ensuring the UK's creative and production talents are not impeded from operating world-wide and that the UK can attract those same skills and talents from overseas
- \* Ensure no additional bureaucracy in transferring goods and business samples to conferences and exhibitions in the UK and overseas
- \* Recognise the value to Britain's economy of business visitors attending business events in the UK, by facilitating their visits and not imposing any undue or onerous travel and entry restrictions
- \* Reduce the cost and procedure for visa issuance to business travellers

### **Growing infrastructure, enabling greater access and increasing investment**

- \* Undertake a comprehensive review of event venues to assess supply constraints against potential future demand to enable the UK to compete with international competitors
- \* Help attract investment for new event venues and additional capacity to existing infrastructure, by offering fiscal incentives and relaxing planning regulations to speed up new developments
- \* Ensure that any policy to free up public land includes local economic activity considerations such as multi-event venues and the wider use of fixed term temporary structures
- \* Provide local authorities with adequate resource to offer subvention where appropriate and provide city-wide support, to include marketing, security, dedicated infrastructure, improved accessibility and integrated transportation

## About the BVEP

*The Business Visits and Events Partnership's (BVEP) vision is to support sustainable growth for the United Kingdom's Events Industry. BVEP's mission is to support growth across the entire sector via advocacy, networking, collaboration and a collective voice.*

### **BVEP's objectives are to:**

- \* Operate an umbrella organisation to represent, promote and further the interest of member organisations involved in the United Kingdom Events Industry
- \* Advance the interests, standing, quality, sustainability and growth of the United Kingdom Events' Industry
- \* Seek greater collaboration across the Events' Industry sectors on common issues
- \* Forge close links with Government departments, including devolved Governments where possible via representation that can influence favourable policies towards the Industry. In particular, maintain strong relationships with key sponsoring departments, DCMS, DIT and BEIS
- \* Seek a stronger link with the Creative Industries and other related sectors
- \* Encourage joint events
- \* Increase the focus on professionalism and skills development

## Partners

- \* ABPCO (Association of British Professional Conference Organisers)
- \* AEME (Association for Events Management Education)
- \* Business Travel Association
- \* Core Cities
- \* Events Industry Alliance (AEO, AEV, ESSA)
- \* Events Industry Forum
- \* EMA (Event Marketing Association)
- \* EVCOM (Event & Visual Communications Association)
- \* HBAA (Hotel Booking Agents Association)
- \* ICCA (International Congress & Convention Association)
- \* London & Partners
- \* Meet in Ireland
- \* NOEA (National Outdoor Events Association)
- \* PCMA (Professional Convention Management Association)
- \* PSA (Production Services Association)
- \* Tourism Northern Ireland
- \* VisitBritain
- \* VisitEngland
- \* Visit Wales
- \* VisitScotland Business Events

## Supporting Government Departments

- \* Department for Digital, Culture, Media & Sport (DCMS)
- \* Department for International Trade (DIT)