

Business Visits & Events Partnership

LEADING THE WAY FOR BRITAIN'S EVENTS

Meetings and Events Manifesto for Britain

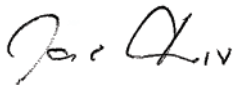


“Britain’s Business Visits and Events industry is a vibrant sector of the visitor economy but also has an active role in the creative industries, trade development and in growing cultural appreciation.

With so many diverse areas, including meetings and conferences, exhibitions and trade fairs, outdoor events, incentive travel, corporate hospitality, cultural and sporting events and festivals, its leading representative organisations are intent on working together to support a competitive, high quality and more profitable events sector for Britain.

The Business Visits & Events Partnership, celebrating its 10th anniversary in 2010, has worked together with the support of the entire events community to create this manifesto and to communicate the value of this vital industry and influence policies favourable to its continued growth.

I’d like to thank ExCeL London for their support of this document, and wish them luck following the recent launch of the ICC London ExCeL. As an industry we need businesses like this who take their role as a contributor to the UK visitor economy seriously.”



Michael Hirst OBE
Chairman
Business Visits & Events Partnership



10 Reasons why Meetings & Events are important to Britain

1. Britain's Events industry is **worth almost £25 billion** to the economy.
2. Britain is globally recognised as a **world leader** in meetings and events spearheading a highly skilled, talented and creative industry.
3. The Sector employs over **530,000 people** and can increase employment numbers rapidly as the number of events expands without capital investment.
4. The Sector provides **skilled employment** to a diverse workforce nationally and provides an opportunity to nurture and develop creative, logistical and marketing talent.
5. Meetings & Events showcase Britain to over **8 million international business visitors** every year boosting **trade and exports** through over £100 billion of goods sold at exhibitions and trade shows.
6. The Meetings and Events Sector is vital to over **25,000 small businesses** and supports hotels, attractions, transport companies, florists, caterers, retailers and many, many more.
7. Meetings & Events contribute to **infrastructure development** on a national, regional and local level from both the public and private sectors.
8. Events help develop **diversity in our local culture and heritage** providing opportunities for further destination expansion and growth.
9. The economic benefit of Meetings and Events from the **London 2012 Olympic and Paralympic Games** is forecast to be £1.8 billion and will help to further position the UK as a destination for major international events.
10. Meetings & Events have a positive social impact on society, contributing to **health and wellbeing, education, social diversity, community spirit and civic pride.**





Events Will Shape Britain's Future

“World class events generate business opportunities and revenue and create a global showcase for UK expertise, capabilities and skills”

Business Visits and Events are worth nearly **£25 billion** to Britain's economy.

Conferences and meetings, exhibitions and trade fairs, incentive travel programmes, outdoor events, corporate hospitality, festivals, sporting, cultural and music events spearhead the wellbeing of Britain's destinations.

They contribute significantly to Britain's tourism experience; to trade and export development; to creative enterprise; to the exchange of information and knowledge; to educational discovery; to greater social and cultural awareness; to community cohesion.

“For 3 out of the 5 most important markets to Britain, business visits and events are the most valuable sectors in terms of expenditure”

The latest available data estimates that the individual segments of the events sector are worth:

- Exhibitions and trade shows - £9.3 billion
- Conferences and meetings - £7.2 billion
- Sports events - £2.3 billion
- Music events - £1.4 billion
- Incentive travel - £1.2 billion
- Festivals and cultural events - £1.1 billion
- Corporate hospitality - £1.1 billion
- Outdoor events - £1 billion

Total - £24.6 billion

In addition trade transacted at exhibitions and other business events is conservatively estimated to be worth over £100 billion.

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

Resilient and growing

The Sector is resilient and events provide real recreational and motivational opportunities for communities. During the recession, whilst corporate meetings inevitably fell in line with lower levels of business activity, government-influenced meetings, Association congresses and attendances at Festivals, Sporting, Cultural and Music events grew by up to 20%. Most recent data indicates that business tourism is on the increase again with an improvement in the number of business visits and business events, and fresh growth in sector recruitment.

Business Visits & Events are big business and a world leader

- The sector generates 25% of all overseas visits and 28% of all inbound tourism earnings.
- Business visitors spend on average £131 per day - 72% more than the amount spent by leisure visitors on a daily basis, while visitors to UK exhibitions from overseas spend 193% more per day than leisure visitors.
- 8.1 million inbound business visitors came to the UK in 2008.
- There are over 25,000 businesses in the sector including event organisers, venues, suppliers, destination marketing organisations (DMOs), destination management companies (DMCs), and others.
- The sector sustains at least 530,000 jobs.
- New investment in the sector is substantial
 - International Convention Centre, London (at ExCel) - £165 million
 - Edinburgh International Conference Centre expansion - £85 million
 - Telford's Convention Quarter development - £250 million
 - Manchester Central redevelopment - £28 million
 - Harrogate International Centre development - £13 million

“Major cultural events are recognised as significant drivers of national and regional performance, of physical and social regeneration and of cultural development”



Our Manifesto Objective:

To make Britain the natural destination choice and an international hub for all sectors of the events industry

How?

- 1. Recognise and expand the contribution the Sector makes economically, socially and culturally to Tourism, Trade and Creative Enterprise.**
 - Support the showcasing of Britain as a leading global destination for business, cultural leisure and sports events.
 - A Government Minister to engage industry leaders in an initiative to re-vitalise the British economy through the establishment of a National Events programme.
 - The establishment of an All-Parliamentary Group for Events.
 - Members of Parliament with constituencies that have reliance on business visitors and event activities to play a prominent role in the annual National Meetings and Events Week.
 - Better co-ordination of policies towards the Sector across Whitehall Departments, especially DCMS, Treasury, Trade and Transport.
 - Use the expertise within the Events sector to develop Britain's creative enterprise.
- 2. Ensure adequate support is allocated to National, Regional and Local Government Bodies to develop relevant infrastructure and promote business visits and events.**
 - Maintain long-term support for those agencies which promote and invest in the future of business visits and events.
 - Encourage policies that optimise trade development, information exchange and research and development through the use of conferences, exhibitions and events.
 - Encourage local authorities to recognise the positive impact events have on local economies and destination place making. Initiate a National programme to better inform Local Authority managers of how Events can promote their destination's image and prosperity.
 - Encourage local authorities to invest in Event facilities and adopt an Events plan.
 - Encourage local government to open public buildings for event use.





3. Government involvement in the process of attracting events to Britain.

- Procure letters of bid support from across Government Departments and greater involvement of ministers in the bid process.
- Involvement of Ministers in welcoming overseas organising committees and attendance at opening ceremonies.
- Secure events which augment and support key industry sectors.

4. Realise the benefits of the London 2012 Olympic and Paralympic Games.

- Support the promotion of Britain as the leading global destination for business, cultural leisure and sports events.
- Facilitate better communication between the Olympic organising committees and the Events Sector to better understand programme requirements and allocation of resources.
- Assist the Sector to ensure full realisation of the legacy from the Olympics in relation to increased business and leisure events.
- Recognise the potential of Britain as a key destination for motivational events.

5. Encourage high operating standards and the development of sector quality, skills and qualifications.

- Support the roll-out of the accredited in meetings (AIM) quality standard across all event venues and encourage Government support for their exclusive use of AIM quality-accredited venues.
- Engage with industry leaders on the importance of supporting a sector quality, skills and qualifications strategy and implementation programme to include an Institute of Event Management; a framework for continuing professional development and a portal website to sign-post skill needs, industry accredited qualifications, Further Education and Higher Education programmes in Event Management and career opportunities.



6. Achieve more balanced regulation on the sector and establish better co-ordination between government departments in the setting of policies that affect the Sector.

- Encourage government and local departmental spending on communications, training, information exchange and policy development through the use of live events.
- Provide a flexible, cost effective employment environment for employers in the sector who employ a combined total of 530,000 people.
- Reform The Package Travel Regulations to remove from regulation B2B transactions with large corporate customers.
- Reform ATOL licensing to create a level playing field between tour operators and airlines and to exempt transactions between event management companies and large corporate clients.
- Support the development by the industry of a new Event Management Guide which will cross-reference additional guidelines developed by the industry in consultation with and endorsed by government Departments to the Health & Safety Guidelines being produced jointly with the Health & Safety Executive.
- Encourage a more welcoming and more efficient Visa processing system for business and special event visitors and artists and entertainers.
- Trial Daylight Saving to produce lighter evenings all year round which would benefit outdoor events with longer opening hours and increase business.

7. Implement fair fiscal and taxation measures that encourage the growth of business visits and events.

- Ensure that the Sector's 25,000 businesses, comprising mainly small businesses, operate in a supportive and competitive environment.
- Re-instate corporate hospitality allowances on activities that seek to bring business and events to Britain to include Inward Missions, bidding for major events, and entertaining to grow exports.
- Establish National Subvention packages for UK Destination bidding processes to be able to compete with competitor countries.
- Adjust VAT on accommodation, conference and event services to be in line with European levels to create a level playing field with key competitors.
- Re-introduce investment allowances to hotels, convention centres and event venues.
- Reform the Tour Operators Margin Scheme to reintroduce a B2B opt-out option.

8. Improve infrastructure and transport.

- Offer incentives to airlines to increase access in major cities.
- Greater investment in rail networks especially to and from airports to major event destinations: e.g. Leeds, Belfast and Edinburgh have no rail links from the airport to the city centre.
- Support the creation of world class conference, exhibition and event facilities throughout Britain.
- Improve and monitor the quality of welcome for inbound visitors including the provision of efficient transfer, better information and bespoke signage.

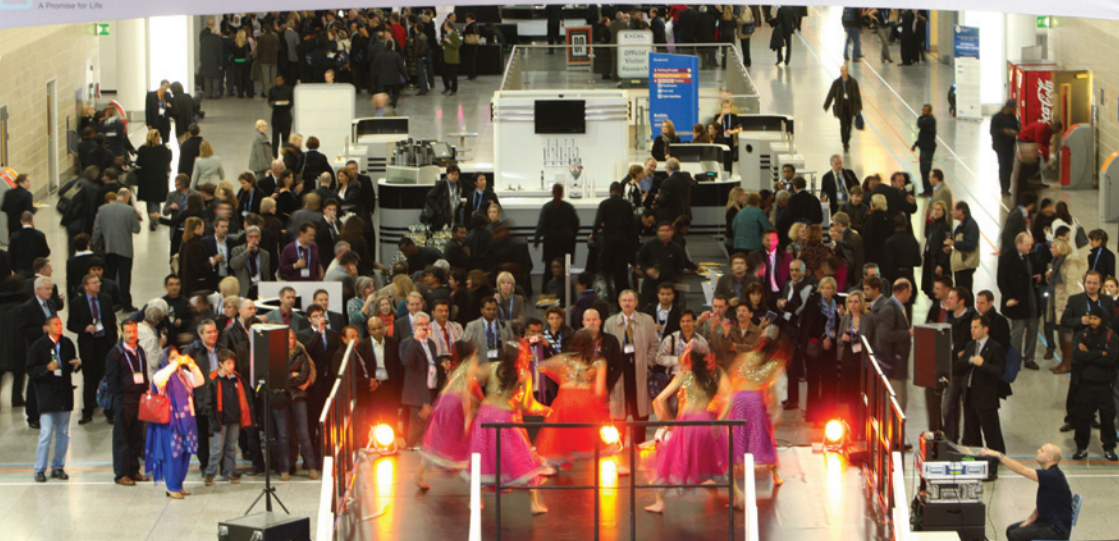
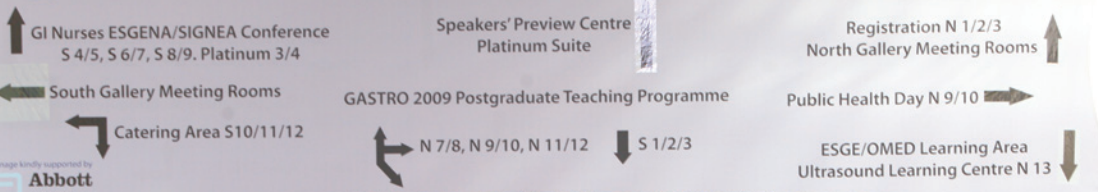
9. Facilitate research and data to better inform marketing and investment decisions.

- Initiate better and more consistent quantitative data collection and co-ordination so that statistics can be aggregated and provide better information on the value of business visits and events.
- Co-ordinate with DCMS and Government Agencies an Economic Impact study of the Events Sector.
- Encourage the roll-out of "EventImpacts" to the cultural, festival, outdoor events, conference and exhibition sub-sectors to gauge the social and cultural impacts of events.
- Encourage competitiveness and buyer motivation studies.



GASTRO 2009
UEGW/WCOG, London

Welcome to GASTRO 2009



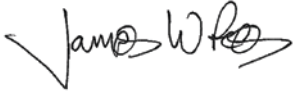
James Rees, Director Conference & Events, ExCeL London

Conferences, meetings and events represent a significant contributor to the economy and, as a premier venue within the UK industry, we're firmly behind any initiative that drives the importance of business tourism higher up the agenda of both business and government. We're therefore delighted to be sponsoring this crucial document.

For ExCeL London, the timing of this project could not be better. 2010 saw the launch of the ICC London ExCeL, London's first international convention centre. This launch underlines the significance of the UK conference and events industry; the build represents a private investment of £165 million, with a projected economic benefit of £1.6 billion by 2011. Since the announcement of the opening of the ICC with the Mayor's Office and Visit London in October 2009, ExCeL London has already confirmed contracts worth £250 million in economic benefit to the Capital. Furthermore the project will immediately create 1,000 new jobs, rising to 3,200 by 2011.

It is the attraction of the UK as a business tourism destination that spurs investments of this kind, and London's presence on a global business stage that makes our own venue so critical to our conference and events product. Not only will ICC London ExCeL attract inbound business visits to the UK, it will also keep domestic conferences and events in Britain.

Our industry is growing in importance to the UK visitor economy and the wider business economy; it needs recognition and support. I'm delighted that the BV&EP Events Manifesto is taking us one step closer to this important objective.



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About the Business Visits & Events Partnership

The Business Visits and Events Partnership's aim is to lead the way in supporting a competitive, high quality and more profitable business visits and events sector in Britain.

The Partnership seeks to provide a cohesive industry voice and works with VisitBritain and other government departments and agencies to influence and develop policies and practices favourable to the growth of tourism, trade and creative enterprise from business visits and events and with the support of the leading trade organisations and government agencies with an interest in conferences, meetings, exhibitions, trade fairs, incentive travel, corporate hospitality, and business, sporting, cultural and festival events.

Members of the BVEP include;

- Association of British Professional Conference Organisers
- Association for Conferences and Events
- Association for Events Management Education
- Conference Centres of Excellence
- Department for Culture, Media & Sport
- Eventia
- Events Industry Alliance
- Events Industry Forum
- Hotel Booking Agents Association
- International Congress & Convention Association
- International Special Events Society
- Meetings Industry Association
- Meeting Professionals International
- National Outdoor Events Association
- Northern Ireland Tourist Board
- Site Global
- UKinbound
- UK Trade & Investment
- VisitBritain
- VisitEngland
- Visit London
- VisitScotland
- Visit Wales

www.businessvisitsandeventspartnership.com

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