



## THE 2012 THINGS YOU SHOULD KNOW ABOUT EVENTS IN BRITAIN

### *20 facts that prove Events are GREAT in Britain*

1. The current **value of event tourism in Britain of £36.1 billion is estimated to grow to £48.4 billion by 2020**
2. The sector generates **23% of all overseas visits and 24% of all inbound tourism earnings**
3. For 3 out of the 5 most important markets to Britain, **business visits and events are the most valuable sectors in terms of expenditure**
4. **Business visitors spend on average 72% more** on a daily basis than leisure visitors
5. Meetings & Events showcase Britain to over **7 million international business visitors** every year boosting **trade and exports** through **over £100 billion of goods sold at exhibitions and trade shows**
6. The **return on investment** from securing an international conference is **12.5:1**
7. Over the next seven years at least eight world congresses in Britain will generate **over £150 million of delegate expenditure**
8. Last year there was **103 million delegate attendances at 1.3 million business events**, this alone was **worth over £16 billion for the national economy**
9. **Up to 40% of business travellers** to a destination return on a leisure trip
10. **£11 billion is derived from over 1600 trade exhibitions** with 250,000 exhibitors, and attended by over **13 million buyers** and suppliers
11. There is **significant investment** in the industry with **over £12bn currently being spent** in event venues. Additionally 20% of existing facilities are reporting upgrades and extensions
12. A Party Political conference of 12,500 delegates will generate **over 65,000 bed nights** for a conference destination
13. Major cultural events are recognised as significant **drivers of national and regional performance, of physical and social regeneration and of cultural development**
14. A range of annual festivals and promotional events showcase excellence in the creative industries and provide **an iconic focus for the visitor economy**, making **Britain the natural destination choice and an international hub for world class events**
15. Over **400 folk festivals** take place in the UK annually worth over £100 million to local economies



16. **Sporting events attract more than three million visitors** to Britain, nearly one in ten of all visitors, with a spend of over £2.5 billion
17. Receipts from ticket sales and ancillary income from **live music events generated total revenues for the UK of approximately £1.4 billion**. In 2010 there were estimated to be **2,820 days of festivals attended by nearly 30% of the population**
18. The average **annual subvention budget for UK destinations is just £22,450 compared to an average of £314,147 for overseas destinations**
19. **The Olympic and Paralympic Games are estimated to be worth some £2.3 billion to UK tourism over the period 2007-2017** and are expected to generate an **additional 20%** of expenditure from business and incentive groups visiting the Games, holding meetings and special events and extending their stay around Britain
20. **More than a fifth of tourism benefit** from the London 2012 Olympic and Paralympic Games will come from additional business visits expenditure, equivalent to over £500m.

### ***12 things that would help Events be even GREATER in Britain***

1. Recognise and expand the contribution the Sector makes economically, socially and culturally to Tourism, Trade and Creative Enterprise
2. More Government and Ministerial involvement in the process of attracting events to Britain
3. A greater focus on attracting and staging international exhibitions and events in the UK, supported by the development of appropriate support programmes, in conjunction with UK Trade and Investment, to strengthen Britain's bidding capabilities
4. Appropriate support for attracting more international events to be held in Britain should include the reinstatement of 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
5. Align international exhibitions, conferences and events held in the UK with the Government's priority sectors for the national economy
6. Ensure adequate support is allocated to National, Regional and Local Government Bodies to develop relevant infrastructure and promote business visits and events



7. Encourage local authorities to recognise the impact events have on local economies and to develop consistent, cohesive and inclusive best practice approaches when bidding for events
8. Realise the legacy benefits of the London 2012 Olympic and Paralympic Games
9. Britain should do more to utilise its strengths, especially its established network of world renowned university and college venues to influence academic conventions to come to the UK
10. The comprehensive study into the value of the UK meetings and incentive segments planned for 2012 should be fully supported
11. Reduce or exempt VAT for organisers of inbound international congresses
12. Improve the facilitation and price of visas for attendees at business events and conferences.

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