

Impact of Meetings on the UK Economy

TOMORROW STARTS HERE



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@MrsBarbican

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This Study was Made Possible by the Following Investment Partners



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In Association With



**LEEDS
METROPOLITAN
UNIVERSITY**

International Centre for Research
in Events, Tourism and Hospitality

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Research Objectives

- Use UNWTO framework
- Collect demand and supply data
- Measure direct contribution
- Measure indirect and induced impacts

The Definition of a Meeting



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Defining a meeting

- Motivate participants, conduct business, share ideas, learn, socialise and hold discussions
- 4 hours or more
- 10 people or more
- Any contracted venue

Meeting types

- Exhibitions
- Incentive events
- Consumer shows
- Trade shows
- Conferences
- Business meetings



The Most Comprehensive Picture of the UK Meeting Industry



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Commissioned: Late 2012

Data Year: 2011



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Based on Studies on Australia, Canada, Denmark, Mexico & USA



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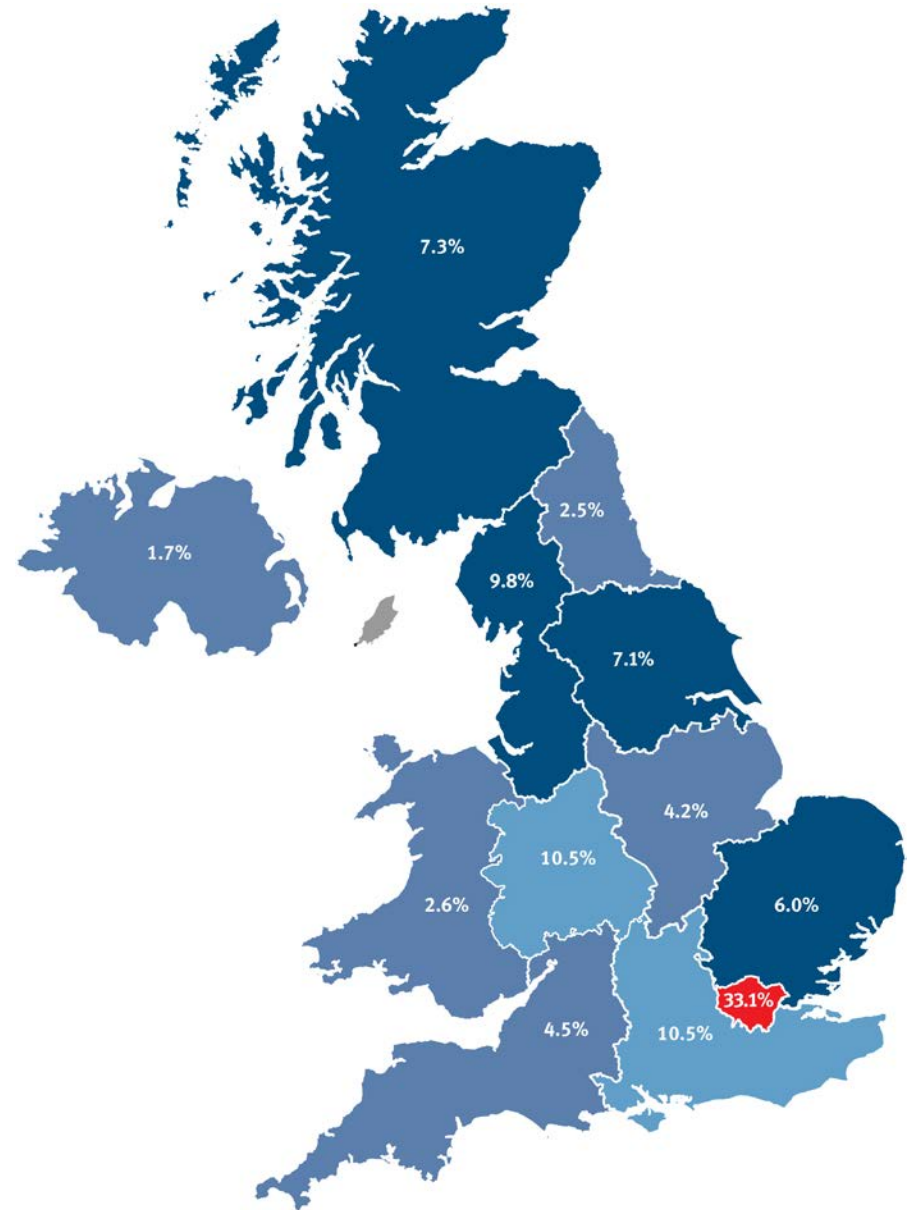
3,350 Survey Responses from:

- 548 organisers/organisations
- 457 venues
- 33 DMOs
- 1,617 attendees
- 695 exhibitors



Within the UK ...and... Without

- Germany
- France
- Ireland
- USA



The Findings

- Profile of the meeting industry
- Direct contribution
- Total economic impact



1,301,600 Meetings



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116,100,000 Attendees



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£40,000,000,000 in Delegate Spend



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Where?

- Half attended consumer shows and exhibitions
- Nearly 40% attended conferences



10,127 Venues with Equivalent Area of 6,000 football pitches...



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...and 8.5 million seats



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**Over 13.5% of the UK
population could be seated in a
venue at any one time**



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Venue Types

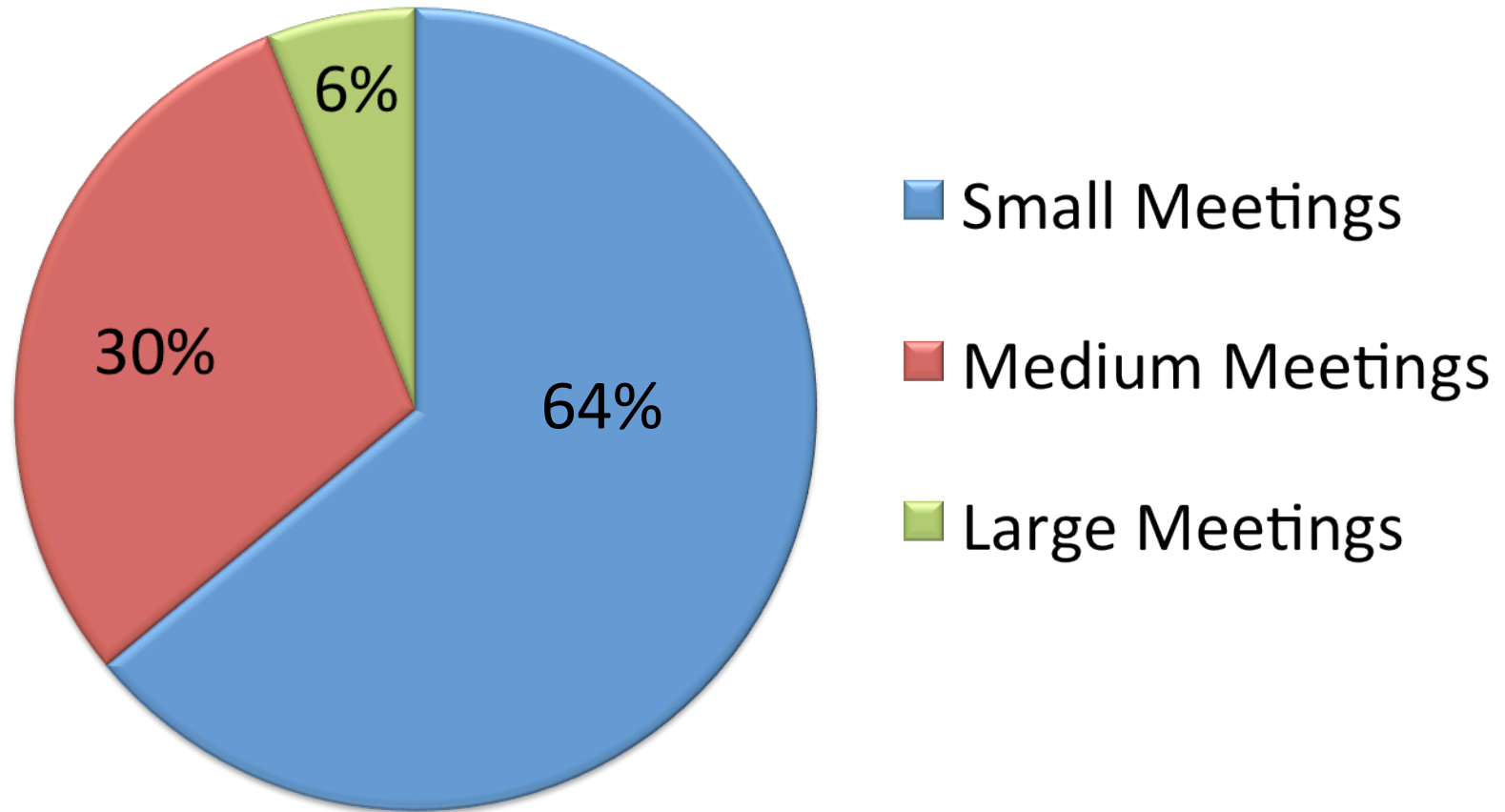
- Large Hotel (27.8%)
- Unusual/unique/special (19.9%)
- Convention centre (14.2%)
- Other meeting facility (13.0%)
- University or education (12.6%)
- Small hotel (8.3%), resort (4.3%)

Average Use: 125 Days a Year



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Dominated by Small Meetings



Meetings by Country

- England: 1.1 million
- Scotland: 86,524
- Wales: 75,802
- Northern Ireland: 20,447



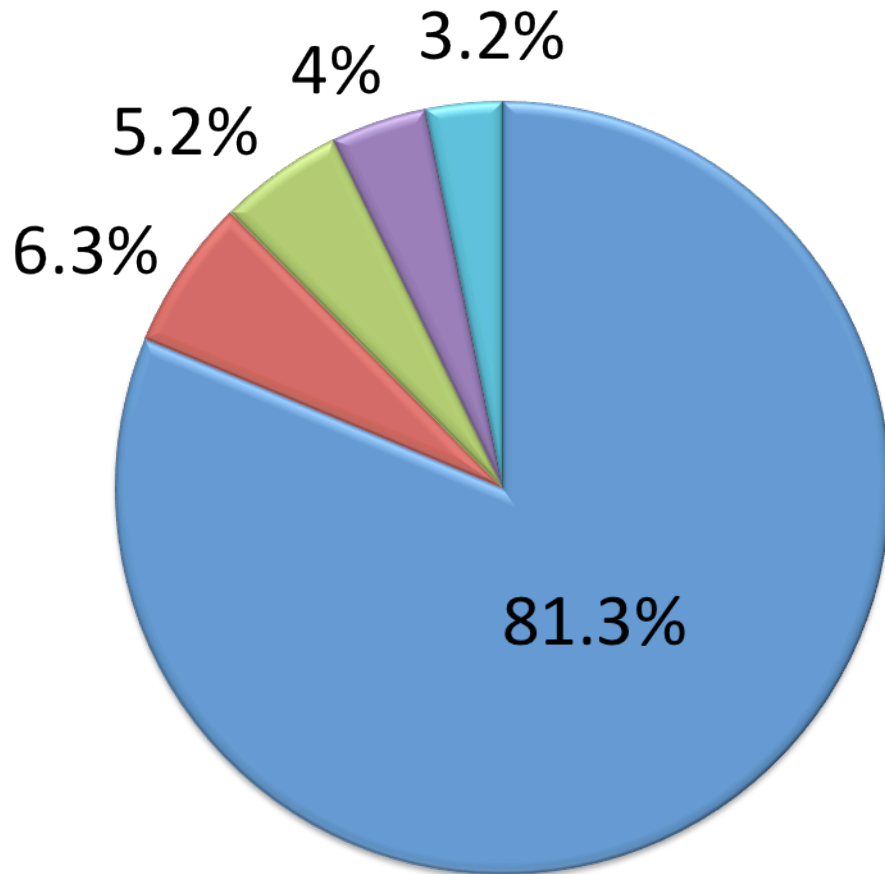
Meetings by Region: Top three

- Greater London: 362,500
- South East: 163,349
- West Midlands: 143,210

Meetings by Region

- East: 78,318
- East Midlands: 55,941
- North East: 30,208
- North West: 120,833
- South West: 74,961
- Yorkshire and the Humber: 89,506

Type of Client



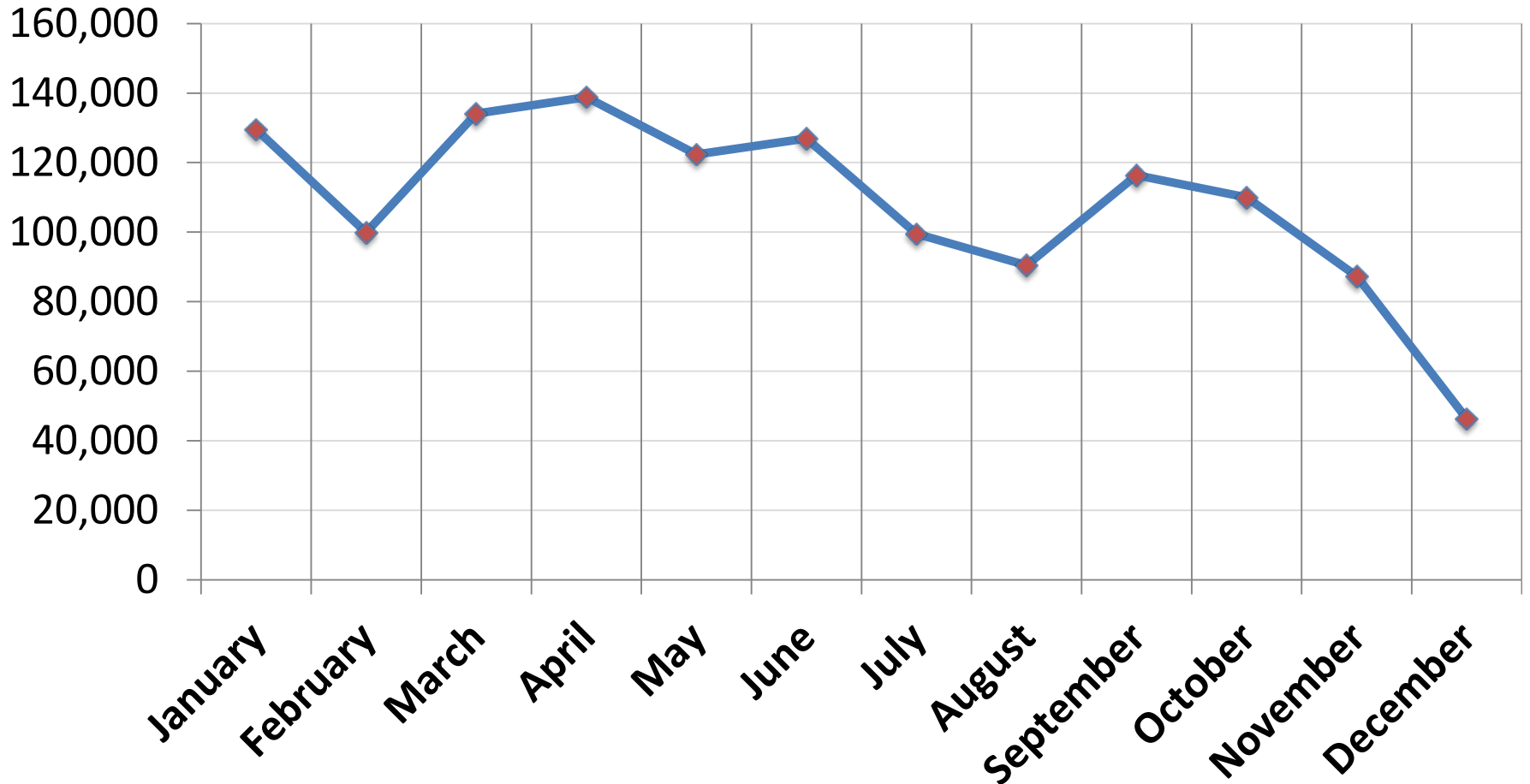
- Corporate
- Association
- Non-government/nonprofit
- Government/public service
- Other

Average Length

- Meeting: 2 days
- Exhibition: 4 days



By Month



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Attendee Spending

- 78% of attendees were domestic
- Attendees' guests spent £7.7bn
- Attendees spent most on accommodation (20.6%), followed by registration (18.7%)

Meeting Expenses & Incomes

- Top expense: venue hire (17.4%)
- Top income: registration (38.1%) and exhibitor fees (31.6%)

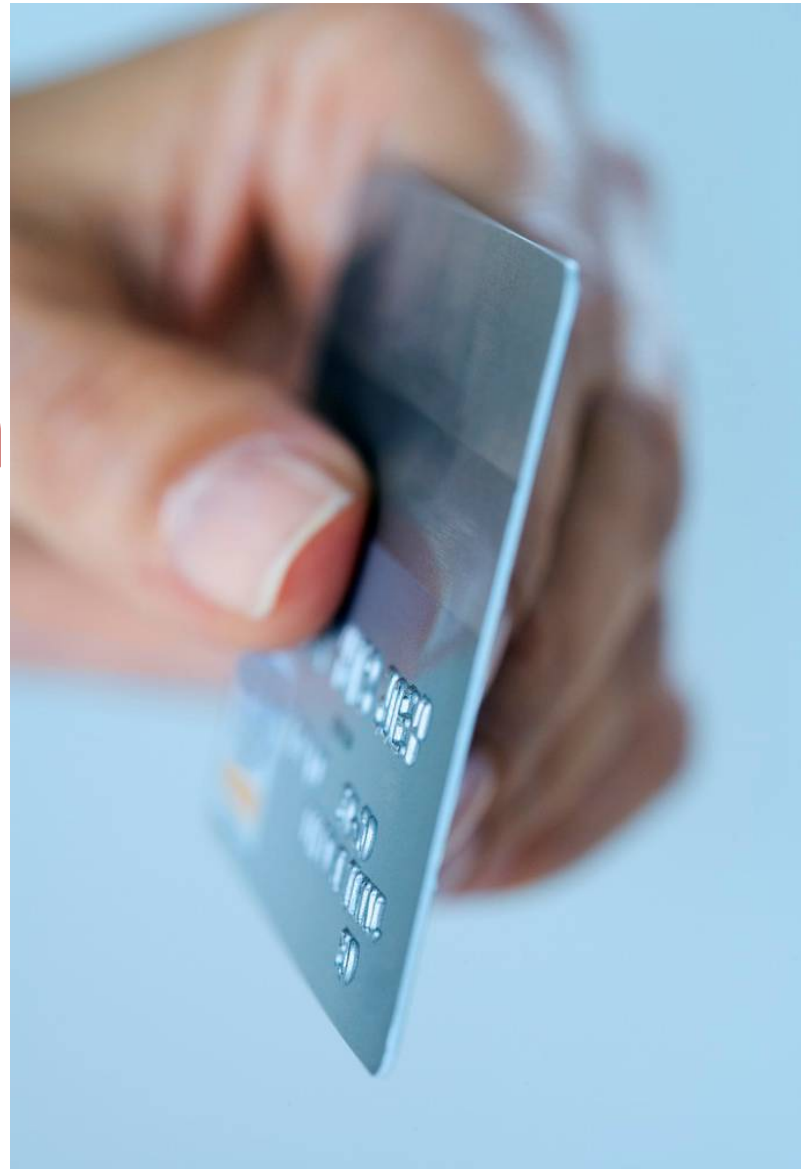


**12% income from
overseas events
£1.4bn**



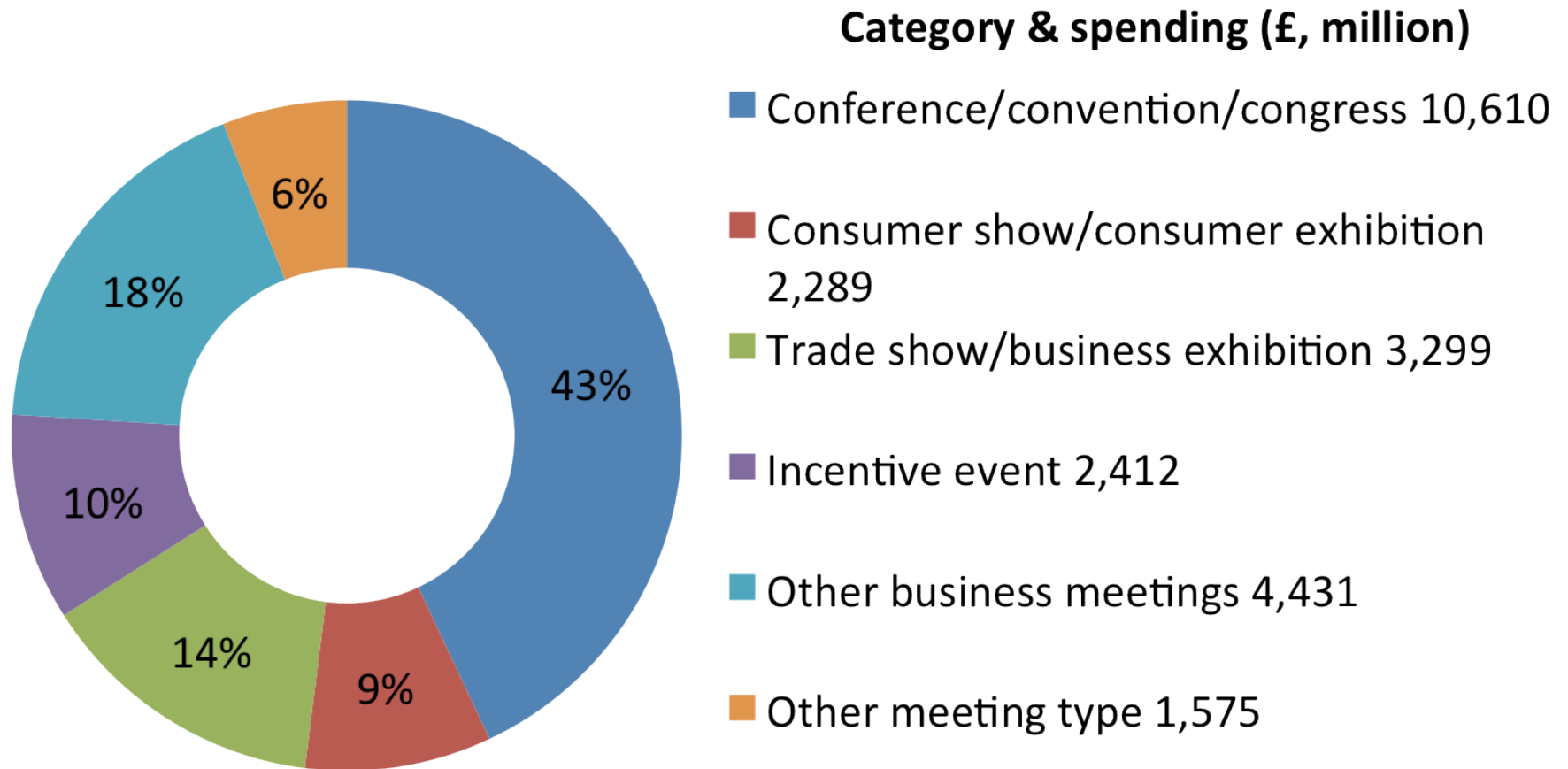
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Conference Organisers Spent the Most: £10.6bn

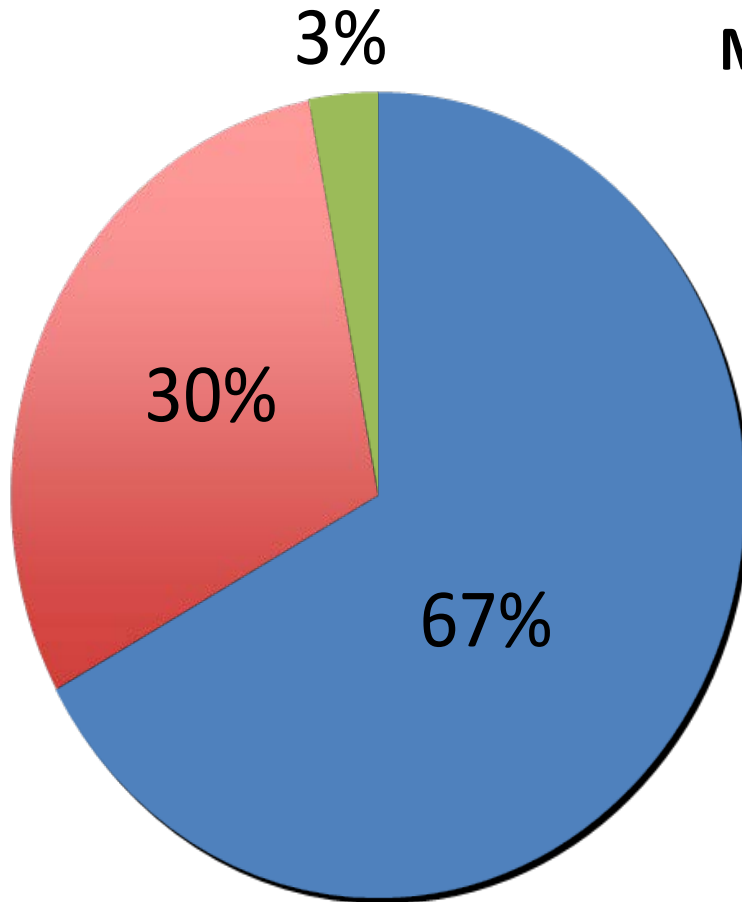


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Organiser Spend by Event Type



Direct Spend on Meeting Activity



Meeting activity & spending (£, million)

■ Attendee spending 39,786

Meeting suppliers spending
18,164

■ Exhibitor operation spending
1,702

The Meeting Industry is the UK's 16th Biggest Employer



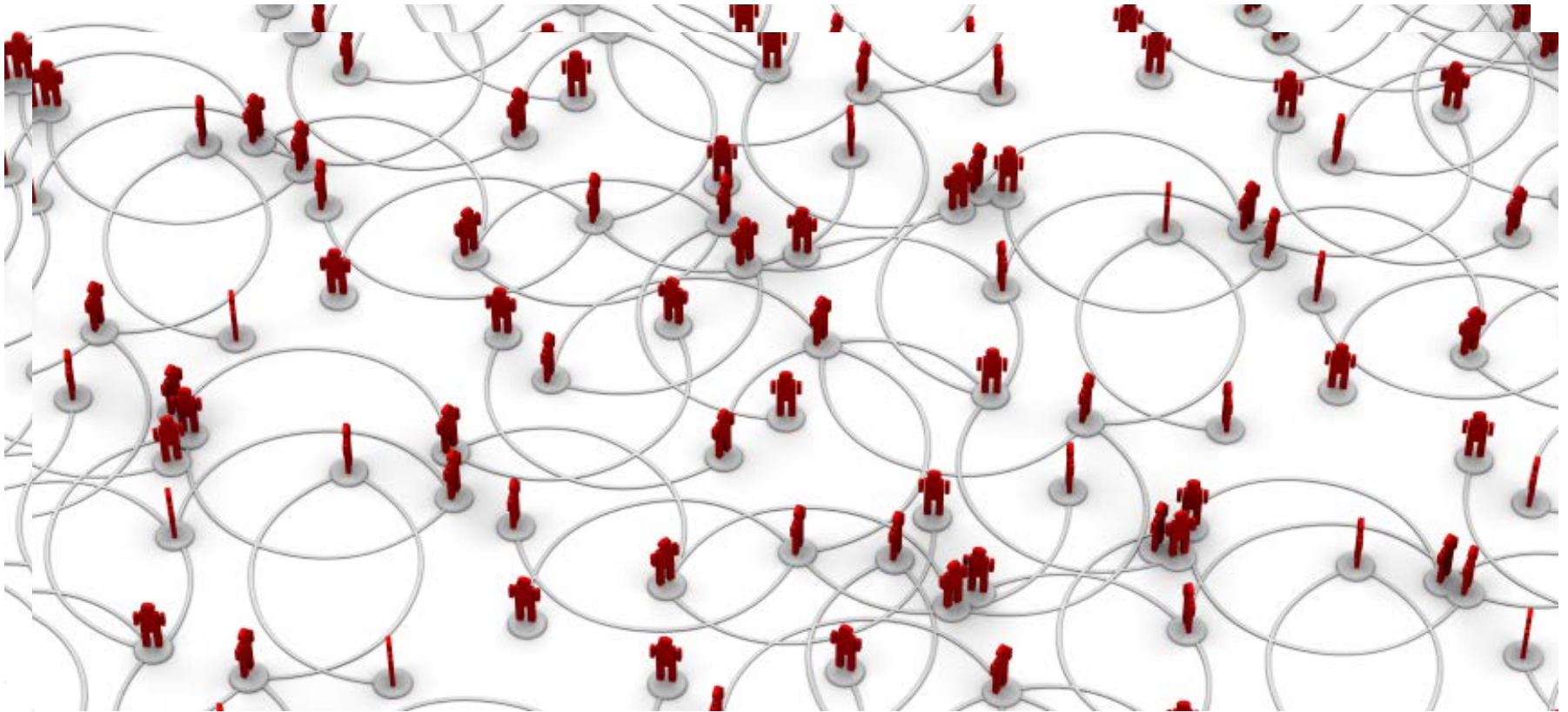
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It Employs 515,423 People > Double Telecommunications



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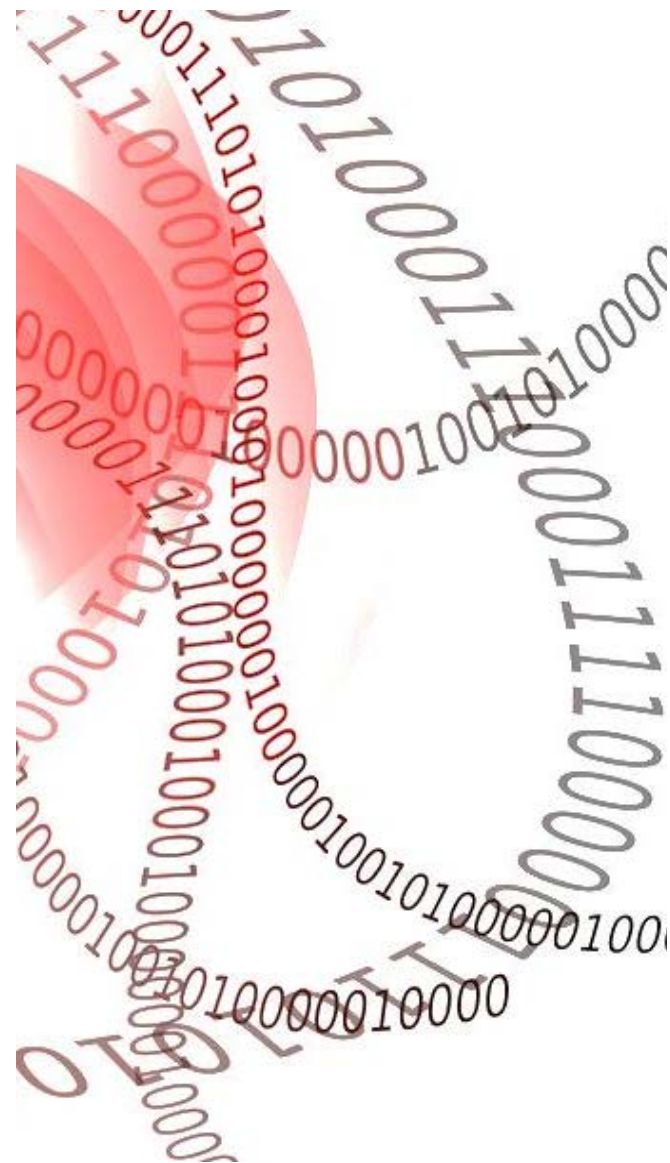
Meetings Generate More Than 1 Million Full-Time Equivalents



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What is GVA?

GVA measures the economic contribution of each UK producer, industry or sector and is used to estimate GDP. — *Office for National Statistics*



Meetings Made a Direct GVA Contribution of £20.6 Billion



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The Meeting Industry Ranks 17th in Top Direct GVA Contributors



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Some Comparisons:

- #1: Education £87.8bn
- #9: Building/Construction £33.5bn
- **#17: Meetings £20.6bn**
- #21: Legal £18.5bn
- #31: Accounting £13.6bn
- #37: Advertising £10.4bn
- #42: Waste £7.72bn
- #49: Program/Broadcasting £6.08bn

Meetings Contributed More GVA Than Architectural services



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...More Than Legal and Accountancy...



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...More Than Broadcasting...



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GVA By Country

- England: £15.5bn
- Scotland: £1.9bn
- Wales: £908m
- Northern Ireland: £268M



**Meetings industry
GVA in England alone
is bigger than
pharmaceutical
products**



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Meetings Add £58.4bn to GDP



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3x More Than Agriculture



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Meetings Equal 2.9% of UK GDP



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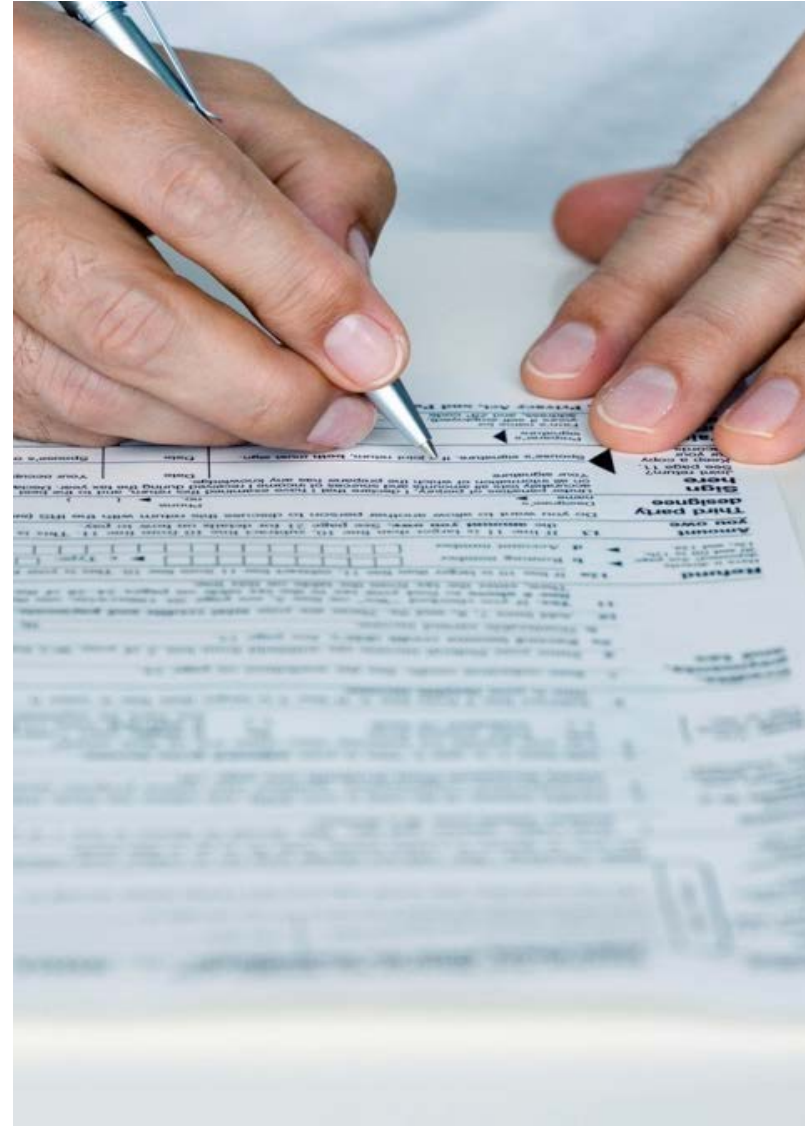
**Greater %
contribution to
GDP than
Canada, US
and Mexico**



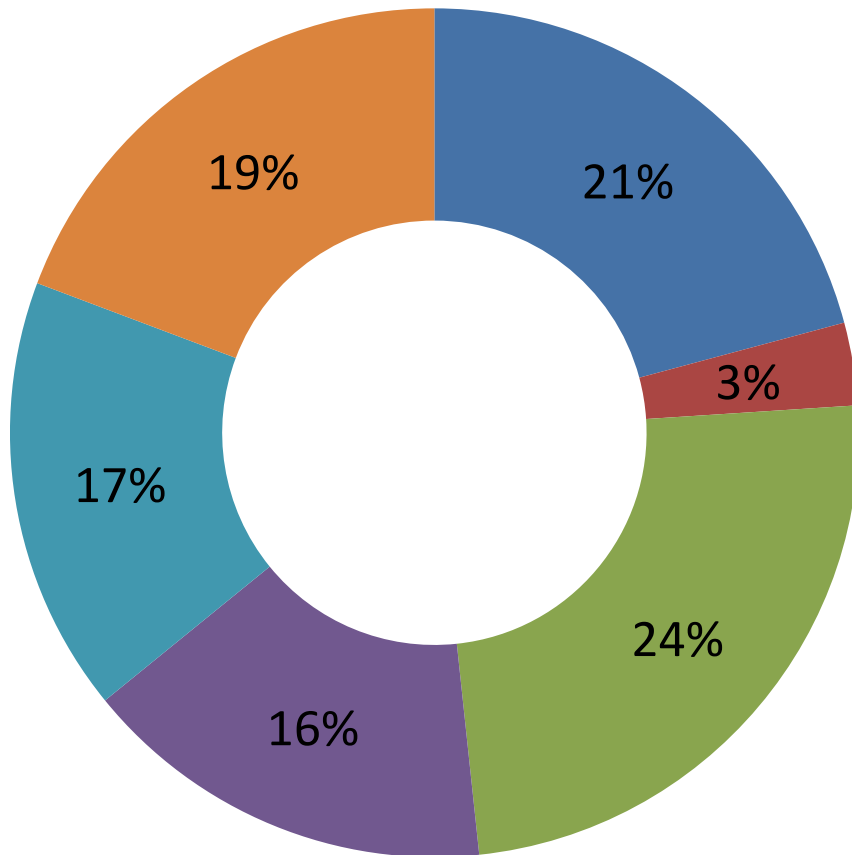
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Tax Revenue

- Direct: £7.3bn
- Indirect: £8.7bn
- Induced: £5.1bn
- Total: £21.1bn



Total Tax Contributions



- Taxes on Products
- Taxes on Production
- Income Tax
- Employee's NIC
- Employers' NIC
- Corporation Tax

Top line

- Over 1 million FTEs
- 20.6bn GVA
- 2.9% of GDP



www.mpiweb.org/UKAIS

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