

## **Summary of results for The British Meetings & Events Industry Survey 2014/15**

We are very grateful to CAT Publications for their permission in sharing this summary of the BMEIS Survey with Business Tourism for Scotland.

### **Introduction**

This is the sixth year the survey has been undertaken in order to provide demand-side information on the buying trends and characteristics of the events operated by 500 conference organisers (250 of each from the corporate and not-for-profit sectors.) The survey is published by CAT Publications and has been made possible through the sponsorship of the following organisations:

- Cvent
- Dubai Business Events
- Hotel du Collectionneur Arc de Triomphe de Paris
- The Meetings Show

The full survey is available to buy from [www.meetpie.com/bmeis](http://www.meetpie.com/bmeis).

Scotland does not feature strongly in the survey, although there was a question concerning intentions in the event of independence.

### **Methodology**

The results are based on online completions and telephone interviews during June, July and August 2014. For these purposes, the term “not-for-profit” includes the UK association market including charities, political events etc.

### **Highlights**

The volume of association events increased by 27% over the last 12 months while the volume of corporate events reduced by 8%. This was most probably due to budget pressures but social media was also significantly affecting the market and webinars, video conferencing and online content may be replacing some face-to-face meetings. 30% of corporate organisers said they will organise more events in the year ahead.

Numbers of attendees were slightly down at associations' events with 434 (436 last year) at their main annual conference and 136 (145) for other events. However, corporates had much lower numbers of attendees with 317 (378) at their annual event and 90 (127) at other events.

Corporate annual budgets for events reduced to an average of £214,560 from £243,810 while associations' annual budgets increased by 3% to £233,393 which did not match the 27% increase in volume. It is unsurprising therefore that budgeted daily delegate rates were down to £52.02 from £54 for associations and £55.39 from £57 for corporates. 24-hour delegate rates were also significantly lower for both sectors.

The top UK destinations remain London, Birmingham and Manchester. Glasgow and Edinburgh were respectively 4<sup>th</sup> and 5<sup>th</sup> with Glasgow stronger in the corporate market, and Edinburgh more in demand with associations. Bristol, Liverpool, Aberdeen (to 11 from 16), York and Belfast all saw

improved positions in the usage rankings which moved Oxford, Cambridge and Nottingham lower down the table. In addition to 24 prompted destinations, associations had used a further 40 other destinations (including Perth, Dundee and Inverness) and corporates 30. Ambassadors and university academics, infrastructure, access and the appeal of destinations are all contributing to their success.

For the full survey including tables etc. go to [www.meetpie.com/bmeis](http://www.meetpie.com/bmeis)