

## MEMBERSHIP

- 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
- European Federation of Professional Conference Organisers
- Events Industry Alliance
- Events Industry Forum
- Hotel Booking Agents Association
- International Congress & Convention Association
- International Special Events Society
- Meet England
- Meetings Industry Association
- Meetings Professionals International
- National Outdoors Events Association
- Northern Ireland Tourist Board
- Site Global
- UK Inbound
- UK Trade & Investment
- VisitBritain
- Visit London
- VisitScotland
- Visit Wales

c/o VisitBritain  
Thames Tower  
Blacks Road  
London  
W6 9EL

Tel: +44 (0) 20 8846 9000  
Fax: +44 (0) 20 8563 3257  
E-mail: [bv&ep@visitbritain.org](mailto:bv&ep@visitbritain.org)

## Business Visits & Events Partnership

LEADING THE WAY FOR BRITAIN'S EVENTS

January 2010

### ISO TO DEVELOP SUSTAINABLE EVENT STANDARD IN RUN-UP TO 2012 OLYMPICS

No one would deny that conferences, concerts, sports competitions and festivals have clear and unique social, economic and environmental benefits. At the same time, the organization of these events can generate considerable waste and have other negative impacts. To harmonize the event industry's global efforts to tackle this challenge, ISO will develop an International Standard promoting the sustainable management of events.

The standard will be produced by a new ISO project committee, **ISO/PC 250, Sustainability in event management**. About 30 countries are already involved as participants or observers. ISO 20121 is expected to be finalized in 2012 to coincide with the London Olympics.

MORE: <http://www.iso.org/iso/pressrelease.htm?refid=Ref1281>

- ends -

**For further information, please contact Michael Hirst, Chairman, Business Visits and Events Partnership**  
Tel: 020 8950 8071 e-mail: [mbhirst@lineone.net](mailto:mbhirst@lineone.net)

**Note to editors:**

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 will work 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.

The Business Visits and Events Partnership has 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.

- Business travel is worth over £22 billion in terms of its wider economic impact through associated visitor expenditure on travel, entertainment, shopping, pre- and post-conference tours etc. In addition, the value of business transacted at business events is estimated to generate in excess of £100 billion a year.
- The 2008 International Passenger Survey figures for inbound business visits and events indicate over 8.1 million visits spending £4.6 billion
- Business visits in 2008 generated 109% more spending in real terms than in 1979 (leisure increase was 18%).
- The sector generates 25% of all overseas visits and 28% of all inbound tourism earnings.
- Business visits and events create high quality, year round employment opportunities accounting for some 530,000 jobs indirectly and directly.
- Around 80 million people attend 1.5 million conferences and meetings annually in the UK.
- Business visitors spend on average £131 per day – 72% more than the daily rate spent by a leisure visitor, with attendees at exhibitions spending 193% more than the leisure visitor.
- 450 major events take place annually in the UK contributing more than £1 billion.

For further information on business visits and events please refer to:  
[www.businessvisitsandeventspartnership.com](http://www.businessvisitsandeventspartnership.com)