

# Press Release

BUSINESS TOURISM PARTNERSHIP

Leading the way

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## EVENTS INCLUDED WITHIN CREATIVE INDUSTRIES STRATEGY

### “Events provide an iconic focus for the visitor economy”

The Business Tourism Partnership welcomes the inclusion of Events within the Government's Creative Industries Strategy, having long campaigned that Events should form a key part of any programme that promotes Britain as the world's creative hub.

This follows the Partnerships' representation to Ministers at the Department of Culture, Media and Sport, and active involvement in responding to the Creative Enterprise Green Paper Working Group reports. The Events sector is recognised alongside many other creative sectors such as Advertising, Design, Fashion, Media, TV, Film and other internet technologies.

The Strategy proposes the initiation of a World Creative Business Conference and working with the Mayor of London and other partners to champion London's many creative festivals as well as forging better links with other important festivals around the country.

The success of the already diverse range of annual festivals and promotional events in London such as the London Fashion Week, London Design Week and the London Film Festival are all highlighted.

The strategy acknowledges that these and other showcases help provide work and inspiration for the UK Event's industry, which it accepts is a world leader, providing an iconic focus for the visitor economy. It suggests that London could do even more and says DCMS will support the Mayor of London's work with the organisers of these events so that the global profile of London and the creative sector is maximised.

The Events sector represents a creative, dynamic and significant economic activity worth over £22 billion in visitor expenditures. Estimates indicate that around 450 major Events take place in the UK annually contributing more than £1 billion to the creative economy.

Events are now recognised as becoming more focussed on creating positive and unique experiences. The Partnership has stressed to Government the importance of the interaction and face to face communications achieved through events and emphasised how events make brands come alive.

Michael Hirst, Chairman of the Business Tourism Partnership said, “This is an important first step to getting the Events industry into mainstream Government strategic planning. It is heartening to see that Ministers have listened to our arguments. It will give extra impetus to our plans to widen the Partnership's coverage to all types of events, including sporting, cultural and festivals in addition to business meetings, conferences and exhibitions, when we shortly become the Business Visits & Events Partnership”.

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For further information, please contact:

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**Note to editors:**

- **The Business Tourism Partnership** is shortly to be renamed **The Business Visits and Events Partnership**. Its 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** will have the support of twenty two member organisations including 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 tourism 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 trade events is estimated to generate in excess of **£100 billion** a year.
- The 2006 IPS figures for inbound business visits and spend indicated a record over **9 million visitors spending £4.75 billion**. This is an increase of 10% and 17% respectively on 2005, at a growth rate that exceeds overall tourism growth
- Over the past ten years there has been a **53% growth** in all business trips exceeding the overall tourism growth rate
- **The sector generates 28% of all overseas visitors and 30% of inbound tourism earnings.**
- Business visits and events create high quality, year round employment opportunities accounting for some **530,000 jobs** directly and indirectly.
- **Around 80 million people attend 1.5 million** conferences and meetings annually.
- **Business visitors spend on average £527 per visit** – nearly twice the daily rate of that spent by the leisure traveller.
- **450 major Events take place in the UK annually contributing more than £1 billion**
- For further information on Business Visits and Events, please refer to the website: [www.businesstourismpartnership.com](http://www.businesstourismpartnership.com)