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## REPORT SHOWS MEETINGS AND EVENTS INDUSTRY DELIVERS £36.1 BILLION

**UK, 19<sup>th</sup> October 2010:** The UK business visits and events industry - incorporating meetings, corporate hospitality, incentive travel and trade exhibitions – is now worth over £36.1 billion according to a report out today. The findings also underline the critical contribution this sector makes to UK plc, and is part of the industries self promotional campaign, Britain for Events.

The 106 page 'Britain for Events' report – the most comprehensive to represent this industry - also underlines the sizeable sector contributions of conferences and meetings (£18.8 billion), exhibitions and trade shows (£9.3 billion) and sporting events (£2.3 billion). The corporate hospitality industry was placed at £1 billion.

Attracting major meetings and events to these shores is a vital economy for UK plc, this report shows that in bound business visitors spend 193% more than in bound leisure visitors, whilst UK based business travellers spend 72% more than those travelling on leisure. This provides vital income for venues, hotel's, bars and restaurants as well as multiple employment opportunities.

The Business Visits & Events Partnership is the umbrella body for the UK business tourism industry. The Britain for Events 2010 campaign is the industry's self promotional campaign aimed at raising awareness of the value of face to face meetings and events.

To download a copy of Britain for Events visit [www.britainforevents.co.uk](http://www.britainforevents.co.uk) /  
[www.businesstourismpartnership.com](http://www.businesstourismpartnership.com)

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For more information, contact:

Alistair Turner at Davies Tanner

T. + 44 (0)1892 617904

E. [alistair.turner@daviestanner.co.uk](mailto:alistair.turner@daviestanner.co.uk)

W. [www.daviestanner.com](http://www.daviestanner.com)