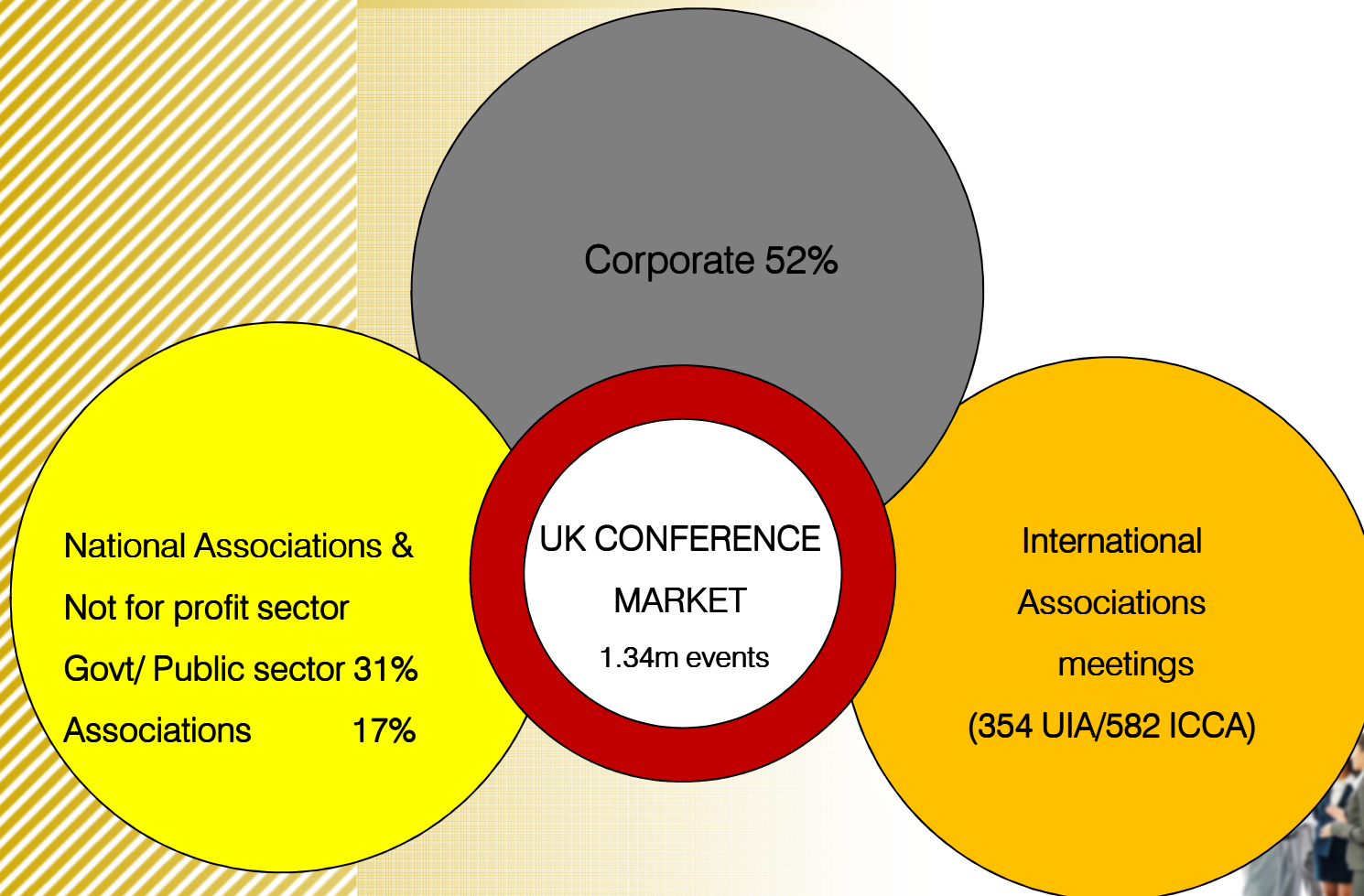


What is most affecting your business?

What are your goals & your concerns?



# The UK Market 2015



# Money Money Money





# Biggest factor affecting events

	Corporate	Assoc/nfp
Costs/budgets/value	51%	52.1%
Time	6.1%	3.3%
Delegates	5.1%	5.5%
Brexit/EU	5.1%	4.6%
Economy	3.1%	0.9%

BMEIS 2016/17





# Average budget delegate rates

## BMEIS 2016/17

	Corporate	Assoc/nfp
Daily rate	£57.38 (£57.17)	£48.93 (£47.83)
24 hour rate	£167.13 (£159.40)	£147.88 (£136.36)

## UKCAMS 2016

Daily rate	£37
24 hour rate	£139





# Average budget all events

## Corporate

£185,476 (£202,049)

Next 12 months +1.9%

BMEIS 2016/17

## Assoc/nfp

£143,668 (£140,718)

+0.9%





# Number of events & delegates

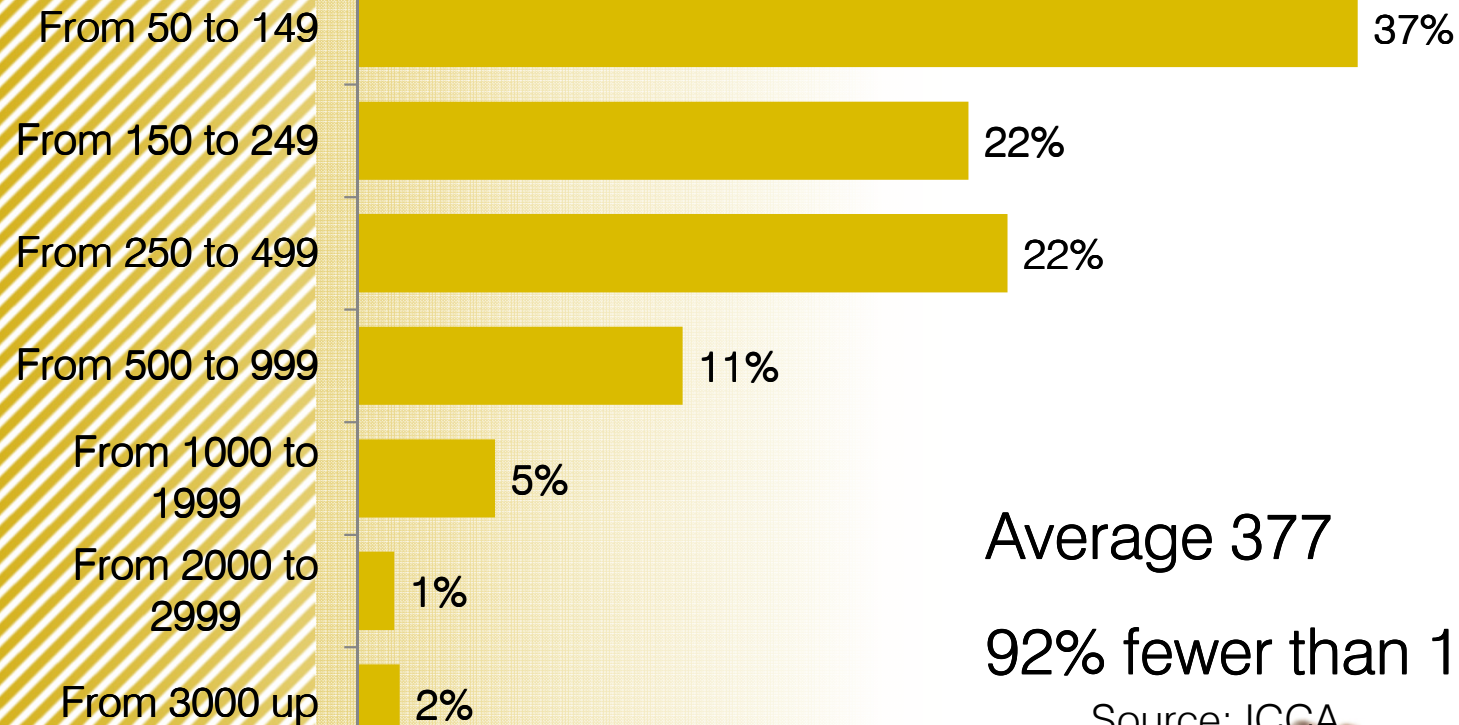
	Corporate	Assoc/nfp
Number of events	37 (33) ((44))	45 (28) ((47))
More in next 12 months	34%	30%
Number of delegates	276 (288)	384 (398)

BMEIS 2016/17





# Size international meetings 2015



Average 377

92% fewer than 1000

Source: ICCA





# Preferred incentives

	2016	2015
Added value items	75%	69%
Discounts multiple bookings	46%	35%
Cash incentives*	31%	7%
Discounts long term contracts	27%	19%
Incentive gifts/awards	19%	8%

\* + subvention 12%





# Challenges in dealing with suppliers

Venues

14.6%

6.9%

Costs/budgets

11%

29.7%

Time (lack of)

4.9%

3.5%

BMEIS 2016/17





# Key factors in venue selection

1. Access	65%
2. Price	55%
3. Location	46%
4. Capacity	38%
5. Availability	35%





# Preferred venues

City centre hotel	65%
Luxury venue	38%
Dedicated conference centre	29%
Purpose built conference centre	26%
Multi purpose venue	28%
Unusual venue	21%
University/academic venue	19%
Out of town hotel	21%

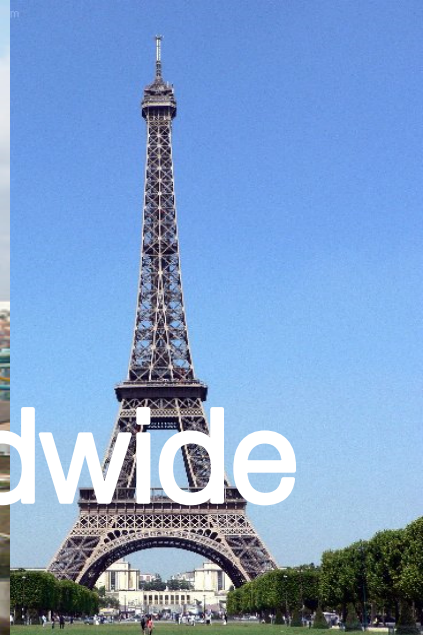
BMEIS 2016/17





# It's a competitive world

3,500 venues in UK  
Over 80 destinations  
1,593 destinations worldwide





# Venue Investments

## AIPC

- 63% new build/expansion/renovation taking place/planned
- 67% technology infrastructure/services need investment, 53% meeting rooms & 44% exhibition halls

## ICCA

- 65% of 137 venues have plans for refurbishment and 37% are planning new constructions







How can  
we grow  
our  
business?



THE  
RIGHT SOLUTION  
LIMITED





# Incorporate nature



RAI.nl



To beat your competition, you just have to be 1% better than everyone else





If you don't innovate you die!





# Sources

BMEIS 2016/17

UKCMAS 2016

ICCA [iccaworld.org](http://iccaworld.org)

German Convention Bureau

RAI Ten types of friction

Imago

Andy Bounds

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