

# UK Events Report

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UKEVENTS

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## Foreword

The UK Events Report 2025 builds upon the foundations laid in the 2024 edition, offering a refreshed and timely perspective on the evolving landscape of the UK events industry. This update is not a repetition of previous findings, but a focused reflection on the changes that have emerged over the past year - driven by geopolitical shifts, economic shifts, technological innovation, and changing patterns of attendee behaviour and expectations. As a result, it should be read in conjunction with UK Events Report 2024.

The UK events industry continues to demonstrate resilience and adaptability in the face of complex challenges, including rising operational costs, and talent challenges. At the same time, it is embracing new opportunities through hybrid formats, regional growth, and sustainability-led innovation. This report draws on a wide range of sources, including UKCAMS, VisitBritain, EIA, ABPCO, EIF, UK Music and others, to provide a comprehensive overview of trends in the events industry.

Importantly, this update also aligns with the UKEVENTS strategic priorities. The data presented here reinforces the case for a nationwide events strategy that recognises the industry's contribution to economic development, regional prosperity, and the UK's global reputation. The findings support our key policy asks, including the introduction of targeted tax allowances to stimulate event creation, especially in underserved regions and off-peak seasons; increased support for VisitBritain's Business Events Support Programme, integration of major business and outdoor events with government industrial priorities, improved visa and border access for international delegates and performers; and enhanced investment in skills development and infrastructure. Events are increasingly being leveraged to drive trade, exports, and inward investment, while also fostering community engagement and supporting high-skilled employment across the UK.

As we look ahead to 2026, the need for coordinated policy support, regulatory reform, and strategic investment is clear. The UK events industry is not only a driver of economic value, estimated at **over £68.7 billion**, but also a catalyst for innovation, sustainability, and social cohesion. This report aims to inform stakeholders, policymakers, and practitioners as they work together to unlock the full potential of the industry.

I would like to thank John Gallery, UKEVENTS Research & Market Intelligence Lead and Director of Great Potential, for the significant amount work he has put into compiling this report, and the many contributors across the UK events ecosystem whose data, commentary, and expertise have informed this update.

Glenn A J Bowdin, Chair, UKEVENTS



## 1. Introduction

**This report builds upon the UK Events Report 2024.** Rather than reiterating its findings, it references key data where relevant and provides refreshed insights into sectors that have experienced notable changes and, where business trends, employment, new technology, policy, political and social change is impacting on the events industry in the UK.

In compiling this report, reference is made to various sections of the 2024 report where appropriate. Updates are included from specific papers and reports that reflect sectoral changes alongside newly released reports that have emerged since the last compilation.

For example, two reports; the **UK Conference and Meeting Survey (UKCAMS)**; the **VisitBritain Delegate Spend Report** are important contributors to this update but a long-awaited update on the outdoor events industry is underway that will be included in a further update in 2026. **Until then, commentary in this report is focused on the changes identified since 2024.**

We would like to acknowledge the work of all our colleagues and organisations within the UK events industry who have provided the information in their various forms and to thank those that have made individual contributions to this piece of work. We have tried to ensure that the sources are clearly identified.

John Gallery, November 2025.

## 2. Global Context of UK Events

The UK events industry — spanning conferences, exhibitions, festivals, cultural, sporting and corporate events — was previously reported to be an estimated **£61 billion+ industry** that supports more than **700,000 jobs (UK Events Report 2024<sup>1</sup>)**

The UK has demonstrated resilience in the post pandemic; however, global geopolitical instability presents a complex landscape offering emerging **opportunities** and **significant challenges**.

In particular, the continuing wars (Ukraine; Israel–Gaza), great-power tensions (U.S.–China), and prickly regional politics — is raising travel risk, insurance costs, and security requirements for events. That is shifting where events happen, who attends, and how they're run (more contingency planning, hybrid formats, higher operating costs)<sup>2</sup>

### 2.1. How the UK is *benefiting* from global geopolitical shifts

#### 2.1.1. Perceived as a “safe, stable” destination

- Relative political stability, strong security infrastructure, and world-class venues (ExCeL London, NEC Birmingham, Manchester Central, etc.) make the UK a *neutral, low-risk* choice compared with conflict-adjacent regions.
- As events in parts of continental Europe, the Middle East, and Eastern Europe face travel warnings, **international organisers are relocating shows to the UK** (especially London, Manchester, and Edinburgh).

#### 2.1.2. Soft-power and diplomacy benefits

- London remains a major **hub for international summits** and NGO/think-tank gatherings because it bridges US and EU networks while hosting many embassies and global media outlets.
- The UK government's **“VisitBritain’s Business Events Growth Programme”** and **“MeetGB”** campaigns leverage this soft-power status to attract inbound delegates.

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<sup>1</sup> <https://ukevents.org.uk/research-and-publications/research/bvep-research/uk-events-report-2024-executive-summary>

<sup>2</sup> [UFI 33rd-Barometer](#)

### 2.1.3. Repatriation of European corporate events

- Some EU-based multinationals choose UK venues for internal or pan-regional events because of English-language convenience, regulatory clarity, and high-quality hospitality infrastructure.

### 2.1.4. Growth in domestic and regional events

- Geopolitical and cost uncertainty has encouraged UK corporates to **hold domestic rather than overseas conferences**, boosting regional venues (Bristol, Glasgow, Leeds, etc.).
- The “**levelling-up**” agenda and VisitBritain’s LVEP framework have channelled public investment into regional tourism economies, improving facilities and marketing for local events.

### 2.1.5. Insurance and risk-management expertise

- London’s global insurance market (Lloyd’s, etc.) is a world leader in event cancellation, political risk, and liability cover — giving the UK a service-export advantage as other markets seek protection against geopolitical disruptions.

## 2.2. How the UK events industry is being *negatively impacted*

### 2.2.1. Rising costs and supply-chain disruptions

- Sanctions, energy-price volatility, and post-Brexit customs friction increase logistics and production costs (staging, AV, catering, exhibition freight).
- Imported equipment and décor materials are more expensive and slower to arrive, stretching budgets.

### 2.2.2. Visa and border friction

- Post-Brexit rules and geopolitical tightening have made visa processing for non-UK, non-EU delegates slower and more complex, deterring attendance from some emerging markets (e.g., African, Asian exhibitors).

### 2.2.3. Reduced long-haul and corporate travel

- Global firms have trimmed travel budgets in response to geopolitical risk and sustainability pressures.
- This reduces delegate numbers at major UK trade fairs and conferences reliant on intercontinental participation.

#### 2.2.4. Higher insurance premiums

- Although the UK benefits from its insurance expertise, domestic organisers face **higher premiums** due to global risk repricing — raising the break-even point for smaller festivals and exhibitions.

#### 2.2.5. Security and protest risks

- The UK's role as a venue for politically charged events (e.g., climate, defence, or energy summits) brings heightened **protest and counter-protest management costs**.
- Organisers must comply with more stringent local authority safety and counter-terrorism requirements.
- Rise in cyber-crime causing serious business disruption and costs

#### 2.2.6. Talent shortages

International recruitment for event production, AV, catering, and security staff remains constrained by immigration limits and currency weakness.

### 2.3. Overall assessment

Aspect	Net Effect	Commentary
International reputation	Positive	Seen as a stable, well-regulated, English-speaking events hub.
Economic opportunity	Moderately positive	Gains from “safe-haven” relocation and domestic growth offset higher costs.
Operational costs	Negative	Energy, insurance, logistics, and security spending up 10–20% year-on-year.
International attendance	Mixed	EU/US attendance steady; emerging-market participation weaker.
Long-term outlook	Cautiously positive	Resilience, innovation, and investment in LVEPs likely sustain gradual growth.

## 2.4. Strategic implications for UK event stakeholders

- **Market the UK's stability advantage** — Position as the “reliable global meeting point” amid turbulence elsewhere.
- **Invest in hybrid and sustainable formats** — Capture remote audiences and appeal to environmental, social, and governance-conscious clients.
- **Lobby for visa streamlining** — Simplified delegate entry would directly raise attendance and spend.
- **Enhance regional infrastructure** — Continue levelling-up support to spread inbound business beyond London.
- **Strengthen security and crisis protocols** — Integrate protest and cyber-risk management into planning.

## 2.5. Outlook (2025 – 2027)

- **The UK events industry is expected to grow 3–5% annually, slightly below 2019 levels but ahead of many EU markets.**
- **London will retain its global-hub status; secondary cities will benefit from domestic substitution.**
- **If geopolitical tensions persist, the UK could further consolidate its role as Europe’s “safe-harbour” for international events, though cost competitiveness and travel policy will be key constraints.**



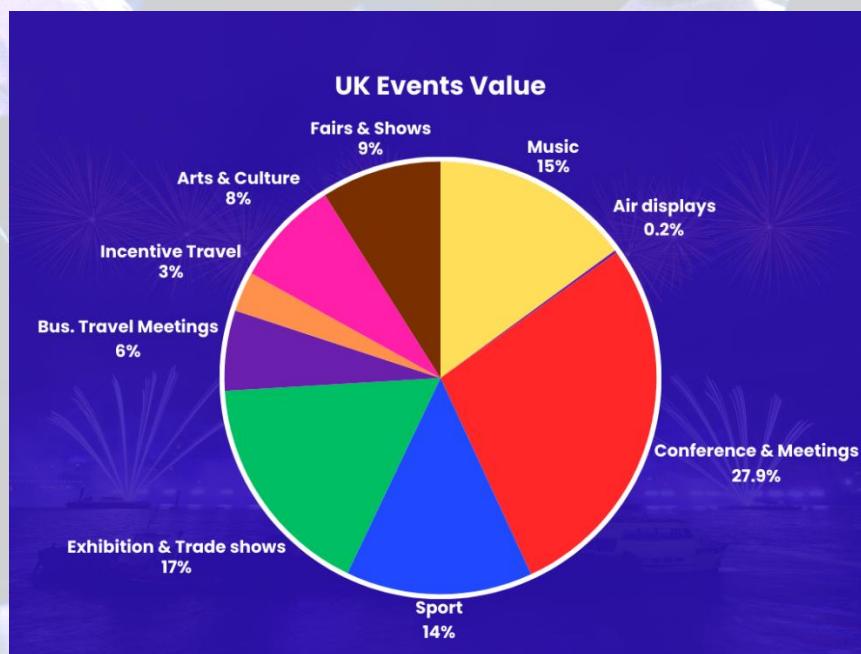
### 3. Economic Impact of Events

#### 3.1. Update

The **UK Events Report 2024** estimated the value of the UK Events Industry at £61.653bn. We have compared the original sources of that data with the current situation. Some sources have not yet been updated by their originators, so previous metrics have been used, but where available, updates are included. **This report focuses solely on changes since the previous edition.** The following table shows the comparison:

Sector	Value (Bn)	Source
Conferences & Meetings	£19.3	UKCAMS
Exhibition & Trade Fairs	£11.5	EIA SASIE Economic Impact 2025
Business Travel Meetings	£4.0	Business Travel Show
Incentive Travel	£2.4	2025 Incentive Travel Index
<b>Sub Total</b>	<b>£37.20</b>	
Sporting Events	£9.75	Value of Events 2024 UKSPORT
Arts & Culture	£5.6	Value of Outdoor Events 2018
Fairs and Shows	£6.0	Value of Outdoor Events 2028
Music Events	£10.0	UK Music Hometown Glory Report
Air Displays	£0.15	BADA 2024 Report
<b>Sub Total</b>	<b>£31.50</b>	
<b>Total</b>	<b>£68.7</b>	

This uplift of £7bn in the overall value should be noted with caution, as research on the value of outdoor events, business travel events and sport are not yet updated. Work on updating these sectors is underway and will be included in a further update in 2026.



### 3.2. UK Conferences and Events

In analysing these outcomes, the most significant change in the new data is from the **UK Conference and Meetings Report (UKCAMS)**<sup>3</sup> by Richard Smith and Tony Rogers. It provides some interesting positive comments.

- In 2024, there were an estimated 1.08m conferences and meetings at UK venues. This was above previous years and at the highest point since 2020. However, the number of events was still below pre-Covid levels (77% of 2019's level). This is based on approximately 3500 venues in the UK
- In 2024, there were an estimated 95.4 million delegates accounting for approximately 144.8 million delegate days and an estimated **£19.3 billion** of direct expenditure in venues and the wider destination.
- Non-staying business accounted for the majority of delegates (67%) and delegate days (62%). However, residential delegates (i.e. those staying at their venue) generated 40% of expenditure.
- There were an estimated 312 conferences and meetings per venue in 2024. This was up on 2023 and at the highest point since 2020.

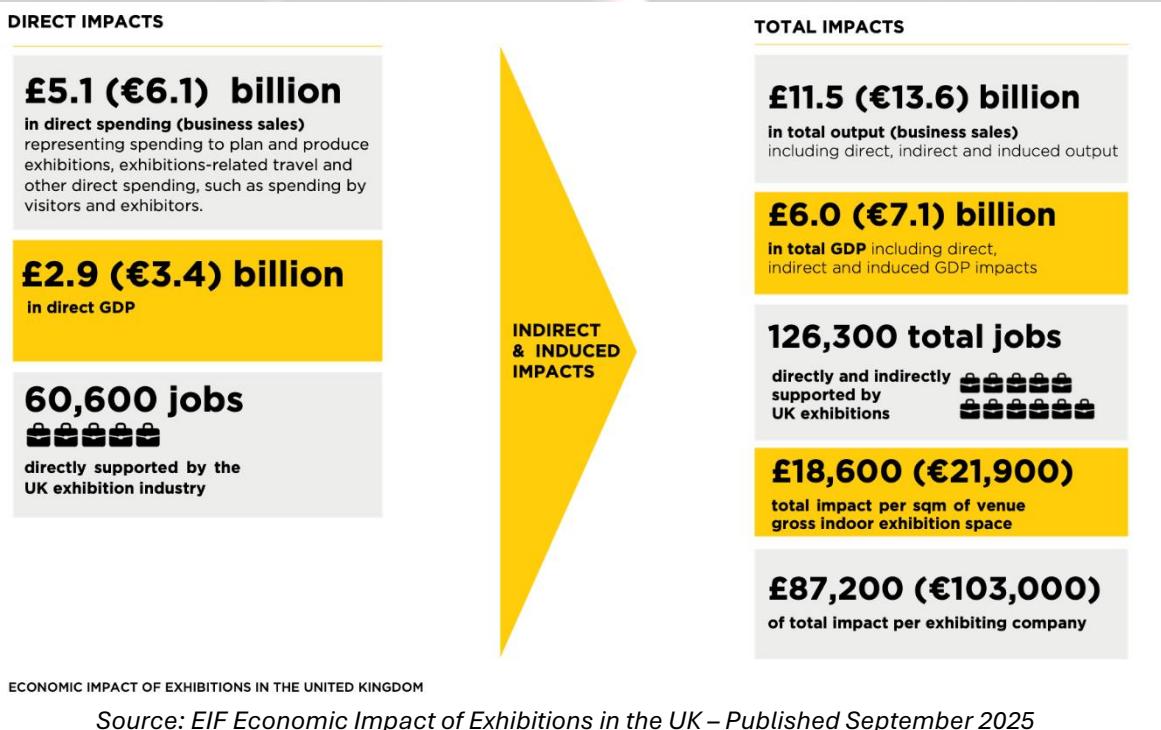


<sup>3</sup> <http://www.ukcams.org.uk/>

### 3.3. Exhibitions and Trade Fairs

The growth in Exhibitions and Trade Fairs (**EIA, Economic Impact of Exhibitions in the UK**)<sup>4</sup> of £600m in 2024 is due to an increase in trade events and a continuation of the post-Covid growth in conference events within exhibition venues. Average duration, gross size and number of exhibitors were up on 2023 but average visitor numbers per exhibition were down on 2023.

- Longer term trends for trade and consumer exhibitions differ.
- Volume of trade exhibitions is up and above pre-Covid levels. There has been a broad levelling of average gross size, duration and numbers of exhibiting companies but at a lower level than the pre-Covid period.
- Numbers of consumer exhibitions remain below pre-Covid levels. Event duration and gross size are both above pre-Covid levels and number of exhibitors is on an upward trend (although these remained below pre-Covid levels). Average visitor numbers remain unchanged.
- Total visitor numbers were up on 2023 by 3% but remained below pre-Covid levels.

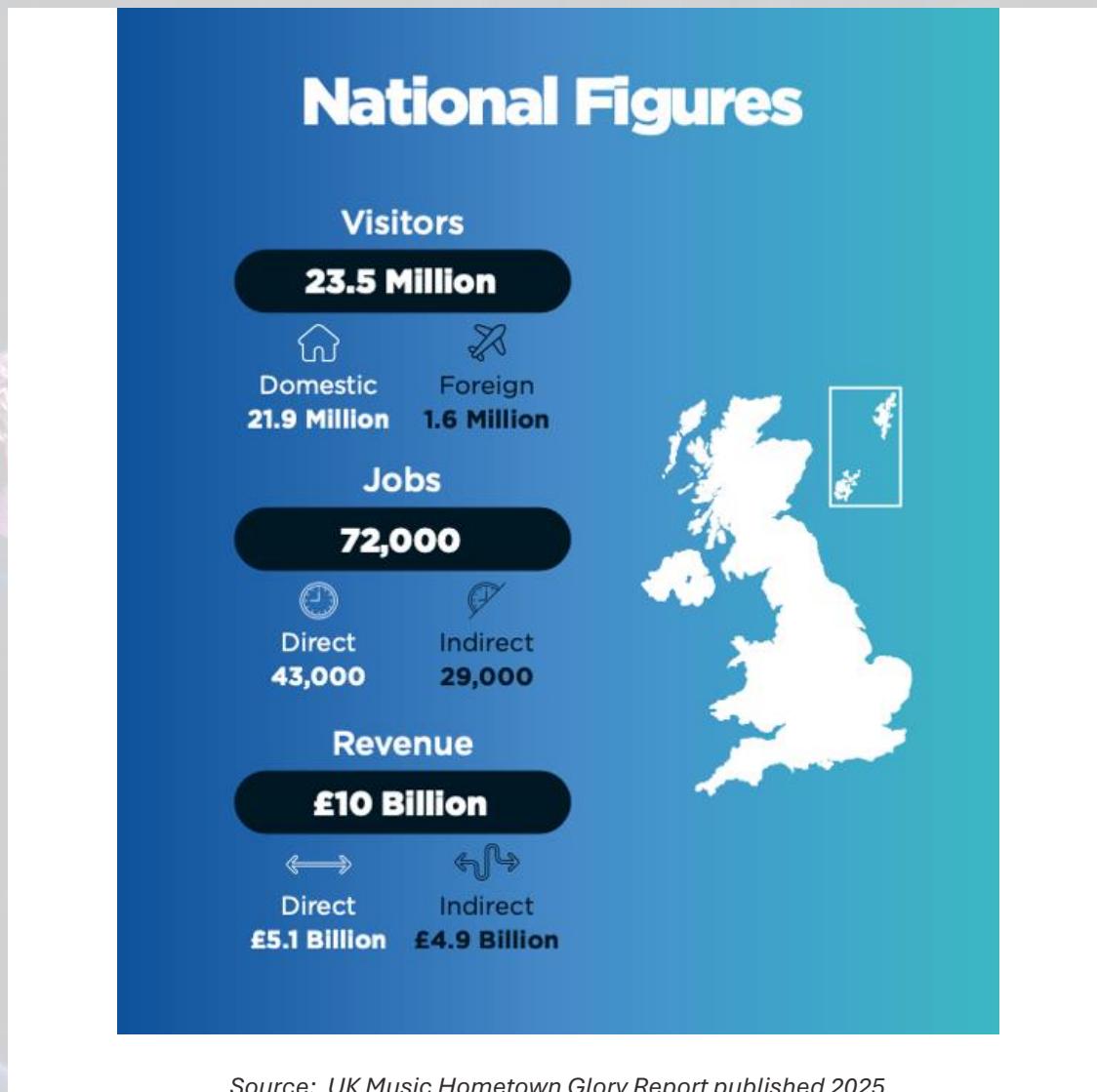


<sup>4</sup> [https://cdn.asp.events/CLIENT\\_AEO\\_6F6DAB1E\\_5056\\_B739\\_5434FCD30E5F9143/sites/events-industry-alliance/media/Research/EIA-Economic-Impact-Study-published-2025.pdf](https://cdn.asp.events/CLIENT_AEO_6F6DAB1E_5056_B739_5434FCD30E5F9143/sites/events-industry-alliance/media/Research/EIA-Economic-Impact-Study-published-2025.pdf)

### 3.3.1. Music Events

\*UK Music's Hometown Glory report provides us with the latest tourism figures for 2024 highlighting the powerful national and international appeal of the UK's vibrant music scene. The data reveals the substantial impact of music tourism on local economies, with millions flocking to gigs, festivals, and music-related attractions each year. (\*The previous version of this report was named 'This is Music')

- In total the UK saw 23.5 million music tourists, made up of 21.9 million domestic and 1.6 million international visitors.
- Total music tourism revenue reached £10 billion. (£6.6bn in 2023)
- The music tourism industry supported around 72,000 full-time equivalent (FTE) jobs.



### 3.3.2. Festivals

The **Association of Independent Festivals (AIF) 2025<sup>5</sup>** report provides some indications of current trends, and it seems useful to include it here but with the caveat that this report and the UK Music report will be included in the general Outdoor Events sector outcomes when that report is completed.

In this report, the total number of festivals in the UK has fallen since 2019 with the onset of the pandemic and subsequent impact of Brexit. AIF have been keeping track of this trend and have counted at least 96 festivals that fell between 2019- 2022 – 36 in 2023, 78 in 2024 and so far, 40 have fallen in 2025.

While new festivals have emerged, their numbers have not offset the decline due to events lost since 2019. In the peak of 2018/2019, there were around 800-900 festivals. However, we are seeing a broadening of the type of events on offer. Festival types have expanded, with strongest increases in single venue festivals, multi-venue festivals and single day green field festivals.

So, we define a music festival as follows: A music festival means a single event offering a series of music performances or music and other entertainments which is marketed as a festival. It may be held at a predominantly outdoor site using temporary infrastructure which is (i) erected for the purposes of that festival (including as a minimum all of the following: the construction of infrastructure relating to performance areas, the presence of temporary perimeter fencing or controlled access by other temporary means and the provision of toilet facilities and a clean water supply), (ii) used mainly for the purposes of that festival, and (iii) substantially dismantled after the festival. Or it may be held in one indoor venue with multiple stages or more than one indoor venue (i.e. a ‘multi-venue’ festival).

A Qualifying Festival may take place over a single day or over consecutive days (but no more than ten in any calendar year) with at least twenty unique music performances in the official line up (or at least ten if the event is held over no more than one day).

A charge is usually, but not always, made for admission which allows entry to any performance areas holding performances of artists listed in the official line up. There may also be some elements of separated charging for entertainment.

***There are 592 music festivals in the UK of which 360 are green field festivals and 232 are single venue or multi-venue festivals.***

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<sup>5</sup> <https://www.aiforg.com/forecast2025>

### 3.4. Air Displays

Each Year, the **British Air Display Association** conducts an annual review<sup>6</sup> of UK Air Displays. Its assessment of 2022 compared to 2024 is up from £100m to £150m.

UK Air Displays and display flying are regulated by the Civil Aviation Authority (CAA) and the Military Aviation Authority (MAA). Safety is paramount to all involved in the staging of air displays.

- In 2024, attendances at Air Display events were approximately 4.2 million which places them as the United Kingdom's fourth largest outdoor spectator activity after football, horse racing and music festivals.
- Airshows are an important engagement tool for STEM – Science, Technology, Engineering and Mathematics.
- Many air displays are held for the benefit of local and national charities both in terms of financial contributions and awareness.
- The Shoreham Tragedy in 2015 prompted a major review of air display regulation which remains on going, however between the Farnborough Airshow accident in 1952 and Shoreham 2015, no spectators were involved in a display flying accident. **The British Air Display Association works together with the regulators, organisers and participants to continuously improve safety standards.**



Source: British Air Display Association

<sup>6</sup> <https://www.bada-uk.com/2011/01/about-uk-air-displays/#>

### 3.5. Delegate Spend and Values

VisitBritain has undertaken new research on delegate spend and values, the **VisitBritain Delegate Spend Report**<sup>7</sup> updates previous data from 2017. This new report provides us with deeper insights into the business mix and trends. As before, this research includes data from the International Passenger Survey (IPS); UKCAMS and ICCA and the findings underpin trends in other reports. Here are some key highlights:

- 3.5.1.** Seven years on from the previous delegate spend survey for VisitBritain, average trip spend (excluding registration fee) has increased 75% from £359 in 2017 to £629 in 2024.
- 3.5.2.** Average spend per day/night (£183) has also increased significantly (+29%) since 2017 (£142), but this increase is not nearly to the same extent as overall trip spend increase.
- 3.5.3.** Overseas delegates outspend UK delegates by nearly 4:1. They are much more likely to stay overnight and stay for longer.

Origin of delegate	Average spend per trip (£)	Average spend per day/night (£)
UK	328	152
Europe (outside UK)	872	173
Outside Europe	1,824	246
Overall (excl. reg. fee)	629	183

Source: VisitBritain Delegate Spend Report 2025

#### 3.5.4. How are the increases explained?

The 29% increase in average spend per day/night is more or less in line with inflation. According to Bank of England data, inflation amounts to around a 30% increase in UK prices between 2017 and 2024. However, the average spend per trip when adjusted for inflation has still increased significantly – by 37% in real terms.

There are two main reasons for this:

- i. More delegates are now staying overnight (73% vs 62% in 2017)
- ii. Average length of stay among delegates staying overnight has increased from 3.0 nights to 4.3

#### 3.5.5. Extension more than doubles spend.

Delegates who extend the trip for leisure and/or business spend £1760 on average. Without the extension, the same delegates would've spent £714 on average-so

<sup>7</sup> <https://www.visitbritain.org/research-insights/business-events-research>

extending increases spend by a factor of 2.5. During the extended period of the trip, visitors have more time to spend on entertainment, visits to attractions and shopping compared to their stay during event days.

### 3.5.6. Spend by event type.

Average trip spend for association events (£854) is significantly higher than for corporate events (£651), and both types are higher than exhibitions (£326).

Event type	Average spend per trip (£)			Average spend per day/night (£)		
	All delegates	Overseas delegates	UK delegates	All delegates	Overseas delegates	UK delegates
Association	854	1,354	451	193	214	158
Corporate	651	964	468	180	179	181
B2B Trade Show / Exhibition	326	1,146	180	161	213	127
Overall	629	1,251	328	183	209	152

Source: *VisitBritain Delegate Spend Report 2025*

### 3.5.7. High intentions to return.

62% of event delegates say they 'definitely' hope to return to the city / region for leisure, 60% say 'definitely' to attend another business event and 47% say 'definitely' to invest or grow business relationships.

### 3.5.8. Sustainable practices.

53% of UK delegates travel to the event city by train – much higher than the proportion (26%) using their own vehicle. 40% of all delegates feel that the event venue & organisers have done 'very well' in making the event as sustainable as possible, and 39% feel they have done 'fairly well'.

### 3.5.9. Incentive Trips.

Average spend (within the UK) for incentive trips\* is £2113 per delegate. The average is higher than in 2017 (£1893), but only 12%, which is much less than the impact of inflation between 2017 and 2024. The sources of data this year are comparable to the 2017 research, but the make up of trips has gained in European profile, whereas in 2017, the very high spending North American market contributed to more of the sample. Nevertheless, incentive trips hold considerable value for the UK economy.

Origin of delegate	Average spend per trip (£)	Average spend per day/night (£)
Europe	1,026	334
North America	2,849	453
Rest of the World	1,576	271
Overall	2,113	422

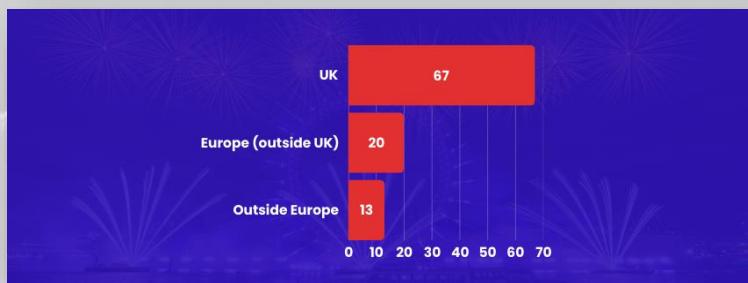
Source: *VisitBritain Delegate Spend Report 2025*

\* Incentive travel is set to see modest growth through 2027, tempered by mounting concerns around rising costs, global instability, and shrinking optimism, according to the 2025 Incentive Travel Index (ITI).<sup>8</sup>

### 3.5.10. Delegate Profile.

Delegates attending UK events vary according to type of events and type of delegates.

- The profile of delegates in the VB sample is split two thirds UK / one third overseas. The most frequent origins of overseas delegates are Germany (5% of total delegates), USA (4%), France, Netherlands and Australia (2% each)
- The balance of delegate origins varies significantly by event type. Association events have the greatest reach, with close to half (45%) of their delegates coming from overseas (25% of the total from Europe / 20% from outside Europe).
- The make-up of corporate events is 63% UK delegates / 25% Europe / 12% outside Europe. Exhibitions have the largest slant towards UK delegates (85%).



Source: VisitBritain Delegate Spend Report 2025; Percentage of Delegates Origin

- Accommodation makes up a significant part of delegate spend (discussed in section 5), and so attracting overnight stays is important for maximising the value of business events.
- Almost all (99%) overseas delegates stay overnight in the city or surrounding area, whereas the balance between overnight and day trips among UK delegates is mixed.
- Linked to delegate origin, most (89%) delegates at association events stay overnight, as do 80% of delegates at corporate events. By comparison, the balance of overnight to day delegates at exhibitions is around 50/50.

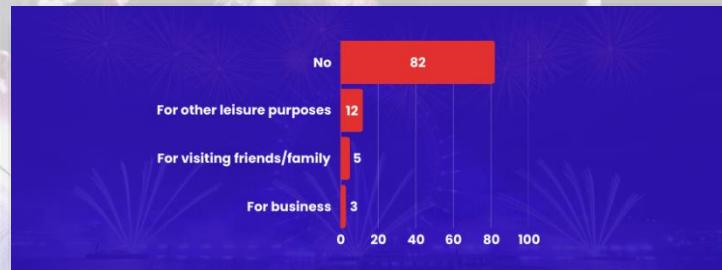
<sup>8</sup> <https://www.incentiveindex.com/executive-summary/>



Source: VisitBritain Delegate Spend Report 2025; Percentage of Overnight Stays

- Trip extensions are common for overseas delegates. Some delegates to business events take the opportunity to extend their trip beyond just attending the event. Reasons can include to visit friends & relatives, enjoy some leisure time or tag on extra business meetings before or after the event.
- Extensions are much more common among overseas delegates than UK delegates. A third (33%) of European delegates and 56% of delegates from outside Europe extend their trip.
- Extending the trip is also more common for association events (27% of all delegates do so, compared to 10% across other event types). This is due to the wider geographical profile of the delegates at association events.

Delegates were asked: 'Are you extending this business trip with extra nights?'



Source: VisitBritain Delegate Spend Report 2025; Percentage of extended stays



Source: VisitBritain Delegate Spend Report 2025: Location of Extra Nights

### 3.5.11.

#### **Association Events v Corporate Events v Exhibitions**

Average trip spend for association events (£854) is significantly higher than for corporate events (£651), and both types are higher than exhibitions (£326). The reasons for the significant differences are the length of the events and the origin of delegates attracted – both of which directly influence the length of stay and therefore spend on accommodation and food & drink. Exhibitions are more ‘drop in & out’ nature, meaning that they attract many one-day only delegates.

### 3.5.12.

#### **ABPCO Economic Impact Report**

Supporting the above data, the Association of Professional Conference Organisers (ABPCO) reports in its **March 2025 Economic Impact**<sup>9</sup> update that its members have enjoyed significant growth since 2023.

Highlights from the ABPCO Impact Survey include:

In 2024 ABPCO members managed 1,020,000 delegates, delivered via 6336 events throughout 7500 event days. 75% of these were in person – compared to 82% in 2023. This demonstrates the vibrancy and strength of this sector and the positive outlook including the economic knock-on effect to venues and suppliers across the UK.

In 2024 ABPCO members purchased £42M of exhibition space.

With collaborative innovation with venues and sponsors, 2024 delivered an outstanding increase of 47% in the purchase of exhibition space from £23M in 2023, with a £3M increase in sponsorship revenues, totalling £48M.

ABPCO members manage events with the key priorities of the Government Department for Business and Trade.

- Professional & Business Services – 47%
- Life Sciences – 44%
- Creative Industries – 23%
- Advanced Manufacturing – 15%
- Clean Energy – 11%

Dr James Musgrave, former Head of UK Centre for Events Management, who led the research commented: *"ABPCO members have sustained their post-Covid rebound, with 62% managing event portfolios exceeding £1M, reaffirming their vital role in the UK's association and not-for-profit events sector. In 2024, our members delivered 6,336 events, welcoming over 1 million delegates and contributing significantly to the economy. Exhibition space purchases soared by 47% to £42M, with sponsorship revenues reaching £48M. Looking ahead, the sector remains strong—49% of members anticipate an increase in events for 2025, further driving economic growth and industry innovation."*

<sup>9</sup> [https://www.abpc.co.uk/about/2024\\_economic\\_impact\\_survey.aspx](https://www.abpc.co.uk/about/2024_economic_impact_survey.aspx)

### 3.5.13.

### Supply Chain

The events industry supply chain is part of the calculation when measuring the value of events. The supply chain provides a wide range of services, including:

- Audio-visual equipment, lighting, and sound
- Staging, structures, and portable buildings
- Furniture and décor
- Portable sanitation and power generation
- Signage, traffic control, and security

Key trends in the supply chain include:

- Technological innovation: The future growth is driven by the integration of smart solutions, IoT, and AI-driven inventory management to enhance efficiency and customer experience.
- Sustainability: Investment in eco-friendly equipment and sustainable practices is becoming a key factor for suppliers and is attracting investor interest.
- Market demand: Increasing demand from both corporate and large-scale public events is boosting revenue and market penetration, especially in regional hubs like London, Manchester, and Birmingham.

Challenges

- The supply chain is facing increased costs due to inflation, rising energy and transport prices, and changes in regulations.
- Brexit has introduced new complexities and costs for cross-border transport of goods and services.
- Labor costs are also rising, influenced by changes in tax laws and increased competition for freelance workers.

The Event Hire Association estimates the value at **£2.5bn**.

### 3.5.14.

#### **Regional Variations and Business Expectations Forecasts**

Whilst looking at the UKCAMS, VisitBritain and other annual research give us a comparative overall view of the values and volumes in the industry, other reports from industry colleagues and organisations provide more recent and granular insights and are useful in looking at short-term business trends. Here are some examples:



**Venue Performance**<sup>10</sup> data for Q1 2025 paints a mixed but revealing picture of the UK meetings & events market. While overall bookings and event volumes declined, the value per event remains stable, signalling resilience in spending per attendee despite ongoing market uncertainty.

#### **Headline Trends:**

- Bookings down 15-20% compared to Q1 2024
- Events delivered down 10-15%
- Delegation sizes up 16%
- Revenue per delegate (RPD) up 8%
- Lead times shortened by 4%

While fewer events are being booked, those that do go ahead are larger and more lucrative per attendee. This reflects a quality-over-quantity trend as organisations consolidate resources into fewer, but higher impact, gatherings. However, it's important to highlight that market rhythm is absent. Across the sector, there are





widespread reports of unpredictability, inconsistent booking patterns, and significant month-to month fluctuations. A recurring sentiment within the industry is the absence of consistent patterns, often described as: "no trend, no rhythm, all over the place."

### **Regional Performance: Winners & Losers**

The North East emerged as a standout performer, bucking the trend with +8% growth in sales and +10% growth in events delivered. Meanwhile, the Midlands (-10% sales) and Greater London (-12% sales) experienced the steepest declines. Yet even these regional trends offer little consistency. Scotland, for instance, showed minor declines in volumes but strong gains in lead times and event size. In contrast, South West's revenue per delegate plunged (-30%), despite only modest drops in sales and events.

**KPI Movements: Bigger Delegations, Mixed Pricing.** The value side of the market remains robust, with delegation sizes growing in most regions, especially North East (+39%) and Greater London (+10%). Revenue per delegate held up in London (+11%) and Scotland (+8%), despite sharp drops in the South West (-30%).

**The Bigger Picture.** The underlying uncertainty is undeniable. With no clear trends or booking rhythms, businesses are reacting to external pressures in real time—whether economic volatility, geopolitical concerns, or simply changing event strategies. This has created regional disparities and wild fluctuations that make forecasting a challenge.

The takeaway? Flexibility is key. While volumes are down, value opportunities remain strong for venues and suppliers that can adapt and deliver impactful, ROI-driven events.



Meanwhile, the **Meetings Industry Association (MIA)**<sup>11</sup> Quarterly Survey Q1 2025 reports: Confidence in UK business meetings and events is high, with 61% of businesses forecasting higher revenue this year.

Surveying 140 event venues, suppliers, agents and destinations, the quarterly benchmarking report reveals that, on average,

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<sup>11</sup> <https://www.mia-uk.org/Insight-Surveys>

almost half (41%) of forecasted revenue for 2025 is already confirmed.

Despite marking a 10% drop from last year, there is optimism amongst the sector that a steady flow of enquiries will support these revenue forecasts. This includes contributions from international events, which currently account for an average 12% of forecasted revenue in 2025.

### 3.5.15.

#### Case Study

A year since it officially opened its doors with a concert by Bury band Elbow, Co-op Live<sup>12</sup> has revealed new figures on the financial boost it has delivered to the Manchester and wider UK economy.

The independent economic analysis says the arena has delivered a staggering £785.5M boost to the UK economy, with a total turnover of £1.3 billion since first breaking ground next to the Etihad Stadium in Manchester in 2021.

In its first year of operations alone, the new report says Co-op Live has achieved £852.2M in turnover and £455.5M in "Gross Value Added" (GVA) - a measure that reflects the additional value added to the economy, including hospitality and tourism spend at Manchester's hotels, bars, restaurants and transport network too.

The 23,500-capacity arena has welcomed over 1.5million fans across 105 events over the past year. It included huge gigs from the likes of Liam Gallagher, Sabrina Carpenter, Paul McCartney, Burna Boy and The Eagles, as well as hosting the MTV EMAs for the first time in Manchester.

Turnover is expected to increase in future years as the number of events grows annually, according to a new independent economic impact report by leading planning consultancy Lichfields released today.

Greater Manchester Mayor Andy Burnham has welcomed the figures today, saying: "The economic and cultural impact of Co-op Live has exceeded expectations, and it's great to see the amount of support the venue has also given to the community in east Manchester.

"Greater Manchester is once again showing its ability to attract the best entertainment talent in the UK to the city-region, while also supporting our artists, with Co-op Live quickly becoming a massive part of this."

The new economic analysis reveals that since construction began, Co-op Live – developed by Oak View Group in partnership with City Football Group and pop superstar Harry Styles – has generated over £1.3 billion in

<sup>12</sup> <https://www.cooplive.com>

total turnover, contributed by visitors in and around the venue, Co-op Live venue operations, and the wider effect of the economic activity.

The figure includes the £450 million investment during the construction phase and £852.2 million in total turnover during the arena's first year of operation.

The report also highlights that Co-op Live contributed £330 million in GVA during its construction.

At a regional level, the report states Co-op Live has contributed 39% or £313.4M of total GVA generated to the Manchester economy in visitor spending across Manchester's hotels, restaurants, pubs, and bars.

The arena has attracted major international artists and delivered 12 UK-exclusive shows from global icons such as the Eagles, Pearl Jam, and Paul McCartney in its debut year. Bosses forecast another 150 events annually over the next decade.

Tim Leiweke, OVG CEO, commented: "I've seen new arenas spur economic growth in every city we have built in, and Co-op Live has delivered this in spades.

"We invested heavily in Manchester with our partners to ensure the city has the world's best music arena, and I'm proud to see the economic benefits of this investment being experienced."

Bev Craig, leader of Manchester City Council added: "For decades, Manchester has been celebrated for its musical heritage.

"With music in its DNA, the city is further bolstered not just by the global reputation of Co-op Live, but its collaborative and supportive approach to Manchester's full music ecosystem. "From linking with local new music venues and artists, to showcasing some of the city's best new music, it's rapidly become one of the cornerstones of Manchester's ongoing legacy."



Source: Courtesy Co-op Live News Release

### 3.5.16. Summary

The above extracts and case study demonstrate a healthy and positive growth of the UK events industry in 2024. The industry is not yet back to its pre-pandemic vitality but the signs for further growth are very positive.

## 3.6. The Role of Agencies in the Evolving UK events industry

Agencies continue to play a vital and influential role within the UK events industry according to the C&IT State of the Nation Agency Report<sup>13</sup>. As the industry adapts to rapid changes in audience expectations and technology, agencies are central to delivering innovation, strategic value, and measurable outcomes for clients.

### 3.6.1. Current Industry Challenges

Event planners are currently facing several significant challenges, including an increased demand for personalisation, growing pressure to demonstrate event value, and the continued integration of live events with wider marketing strategies. The most persistent challenge lies in evidencing the tangible value of live events—both for stakeholders and for attendees. Live audiences have become smaller, more selective, and more discerning in their expectations regarding content, outcomes, and subject matter.

### 3.6.2. Hybrid and Virtual Integration

To address these challenges, many organisers are maintaining hybrid event formats, incorporating virtual elements to extend reach and accessibility. This approach enables broader audience participation and allows speakers—particularly those based internationally—to contribute virtually without the need for long-haul travel.

### 3.6.3. Focus on Networking and Engagement

Networking has emerged as a central component of event value. Both organisations and delegates are increasingly prioritising opportunities for connection as part of the overall proposition. Event design now regularly includes structured networking sessions, informal gatherings, and post-event social opportunities to foster meaningful relationships and create lasting impact.

### 3.6.4. Health, Safety, and Technology

Health and safety considerations remain a high priority in the delivery of in person events. Comprehensive risk assessments and strict safety protocols are now standard practice. In parallel, technology plays an essential enabling role, supporting features such as contactless ticketing, cashless payments, and virtual participation to ensure both safety and convenience.

### 3.6.5. The Return of Face-to-Face Experiences

<sup>13</sup> <https://www.cit-world.com/reports-resources/soti-reports>

Despite the ongoing evolution of digital engagement, there remains strong demand for live, face-to-face experiences. Brands increasingly recognise the importance of creating meaningful “in real life” interactions with consumers, employees, and B2B partners. This trend places greater emphasis on agencies to operate at a strategic business level and to demonstrate clear returns on investment in live events.

### 3.6.6. Budget Optimisation and Inclusivity

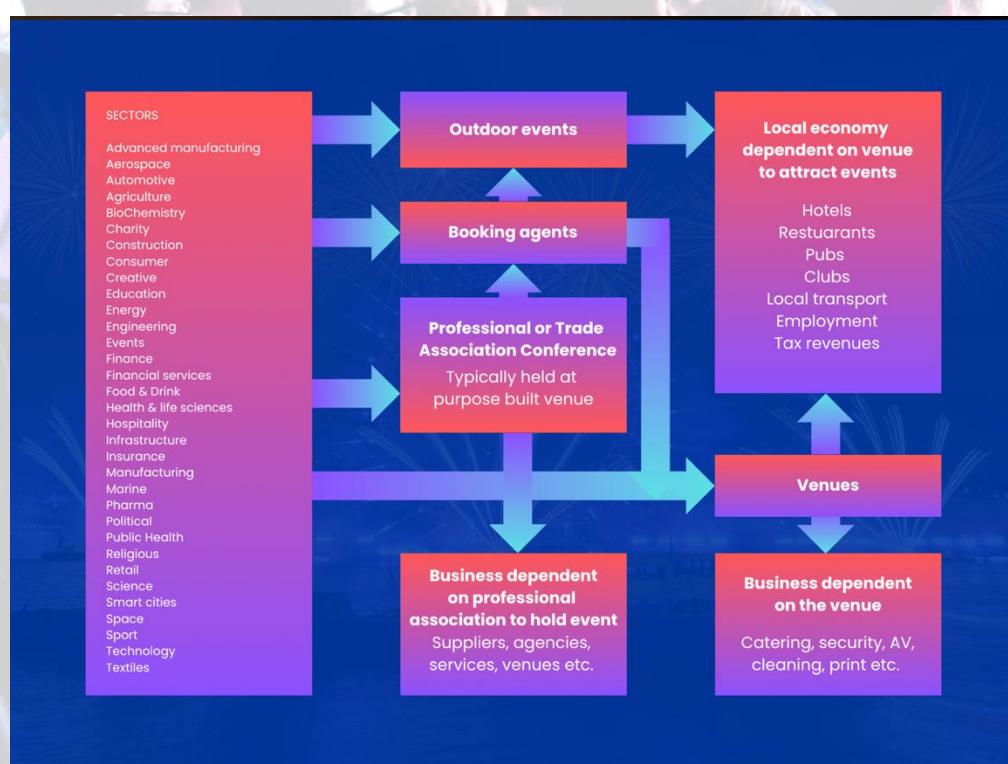
With tighter budgets and increased scrutiny on outcomes, optimising spend, and maximising value have become critical to successful event delivery.

Alongside financial considerations, inclusivity, accessibility, and enjoyment are now integral to event design and delivery. These factors are driving the ongoing evolution of live events towards a more diverse and engaging experience.

### 3.6.7. Personalisation and Attendee-Centred Design

Personalisation continues to evolve, with the focus shifting towards attendee first event design. Tailored agendas, flexible participation formats, and an awareness of neurodiversity are influencing event planning more than ever before. Recognising that one experience does not fit all, the industry is moving towards a model of hyper-personalisation—creating experiences that resonate deeply with every individual attendee.

***Agencies are responding to these challenges and client expectations with technology solutions, flexible work forces and innovative event design.***



*Position of Booking Agencies and Professional Conference Organisers in UK events*

## 4. Talent

**4.1.** **ABPCO's report** also notes a 2.5% growth in numbers employed.

“Aligned with general positive picture for the industry we have seen a small growth in the numbers of staff employed, seeing where our members thrive, working across UK regions, creating employment opportunities and fostering innovation and economic vibrancy – driving growth across the sector.“

**4.2.** The 2025 edition of the **Live Recruitment Salary Survey**<sup>14</sup> reports that the events industry continues to operate in a dynamic and highly competitive talent landscape. While the sector has made significant strides in recovery since the disruption of the pandemic, the aftershocks are still felt - particularly in the availability of experienced talent.

Talent shortages remain a major challenge. Many professionals exited the industry during the COVID-19 period, and the number of new entrants into the events space has yet to return to pre-pandemic levels. As a result, all skill sets are in demand, and businesses across the sector are feeling the pressure to secure and retain the best people.

Vacancy levels remain high, despite wider economic uncertainty and a largely flat UK economy. This signals the continued resilience and ambition of the events sector, which is pushing forward with growth and innovation. In response, employers have become increasingly open to candidates from other areas of the industry - or even adjacent sectors - to help fill the gap and diversify their talent pipelines.

Salaries have continued to rise, but the increases seen in 2025 are more measured than in recent years. One significant trend is the continued flattening of regional salary differences, largely due to the normalisation of hybrid working. The only consistent London weighting now tends to exist in venue-based roles, where greater on-site presence is required. Hybrid working has become the norm.

However, it's flexible working that is proving a real differentiator. Candidates are increasingly looking for roles that accommodate personal lives, responsibilities, and wellbeing - not just in where they work, but when and how.

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<sup>14</sup> <https://www.live-recruitment.co.uk/live-recruitment-2025-salary-survey>

**4.3. Diversity, Equity, and Inclusion (DEI)** continue to be a key consideration across the sector. Employers are increasingly aware that building inclusive workplaces is not just good practice - it's critical to attracting top talent.

**Live Recruitment's Diversity Report 2025**<sup>15</sup> examines diversity in the events sector across gender, ethnicity, salary, seniority, and age. Women make up 59.1% of the workforce, with representation varying by sector. The female group dominates junior (60.6%) and mid-level (60.9%) roles but there is a disproportionate rise in the percentage of males in senior positions. Ethnic diversity shows 74.9% of professionals are White/Caucasian, while 25.1% belong to Ethnically Diverse groups.

The data reveal pay disparities, with White/Caucasian professionals earning an average of £39,253 compared to £35,845. Salaries range from £28,000–£45,000, with an average of £38,254. Male professionals earn more than females (£40,478 vs. £36,947), and White/Caucasian professionals earn more than Ethnically Diverse groups. Age distribution shows most employees are 32–45 (50.2%), with fewer aged 46+ (11.1%). Younger professionals (18–31) make up 37.2%. The male group has a higher proportion of older employees, especially those 60+.

Gender imbalances persist at senior levels, particularly in male-dominated sectors like Audio Visual, where men hold more leadership positions.

**'The Big Survey'**<sup>16</sup> prepared by the Network of Women in Events (NOWIE) in collaboration with the Events Industry Forum (EIF) and the Night Time Industries Association (NTIA) highlights the issues of understanding the unique challenges that women face in the events industry.

The report poses concerns about poor retention, gender pay-gap, and leadership progression barriers for women in the industry. Higher levels of freelancing have also raised concerns with many struggling with inconsistent income, pressure to accept all work, and difficulty in setting boundaries.

**4.4. Further data from the MIA Quarterly Insights**<sup>17</sup> report tells us:

While businesses focus on securing revenue, they continue to grapple with recruitment challenges. Almost half of respondents (48%) have found recruitment "somewhat challenging" over the past 12 months, with 18%

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<sup>15</sup> <https://www.live-recruitment.co.uk/diversity-report-2025>

<sup>16</sup> <https://www.nowie.org/big-survey>

<sup>17</sup> <https://www.mia-uk.org/Insight-Surveys>

describing it as “very challenging”. The biggest barriers include increased competition for candidates, a lack of recruitment resources, and high staff turnover.

Reinforcing the importance of talent retention, organisations have introduced a range of measures over the past 12 months. This includes more than half (53%) of respondents implementing improved work-life balance initiatives, while 38% have enhanced pay and benefits packages. This comes as the need for better work-life balance challenges is recognised as the primary reason employees leave, followed by insufficient pay.

***These insights highlight broad trends within the UK events industry in terms of workforce composition, pay, and career progression.***



## 5. Trends

- 5.1. Hybrid & Digital Integration:** Dr. Blessing Enakimio at Ble' Global<sup>18</sup> writes that Hybrid events (a mix of in-person plus virtual) have moved from “nice to

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<sup>18</sup> <https://www.bleglobal.co.uk/the-future-of-event-management>

have” to mainstream in the UK market. Key benefits include increased reach (geographically and digitally), flexibility for attendees, and improved accessibility.

However, the digital component goes beyond simply live-streaming—organisers are adopting immersive features, interactive networking platforms, on-demand access and true integration between physical and virtual audiences.

Challenges remain: maintaining attendee engagement, ensuring virtual participants feel included rather than an afterthought, and justifying cost/support for dual delivery.

**Take-away:** If you’re planning or delivering events in the UK now, hybrid must be a default consideration—not an optional add-on. But the value lies in thoughtful integration (not simply layering digital on top). Evaluate platform choice, audience segmentation, content delivery, networking design, and measurement accordingly.

*Hybrid Digital Integration is now essential*

**5.2. Content:** Attendees are seeking more than just information; they crave purpose and meaning from their meetings. This trend is driving a shift



towards incorporating behavioural science and prioritising attendee wellbeing to enhance the overall event experience. The future of the industry lies in finding innovative and cost-effective ways to maximise the impact of events while optimising resource allocation.

Attendees increasingly expect **tailored experiences** — content, networking, formats that reflect their interests, needs and modes of participation (in-person/virtual).

The concept of building a continuing **community** around an event (rather than a one-off) is gaining traction. Experiential and immersive activations (brand experiences, gamified elements, themed spaces) are more important, especially in a B2B or hybrid environment where attention is hard to capture.

Also, wellness, mental-health, inclusivity, accessibility are feature-points in event design—not just logistics.

**Take-away:** The differentiation in events now often lies in how personalised and relational they feel. Agencies and planners must invest in data, attendee insights, journey mapping, community platforms, and attendee-centric design. This increases complexity but also opens value-added propositions.

**5.3. Sustainability, ESG & Social Responsibility:** Sustainability continues to be a core trend: organisers are under pressure (from clients, attendees,



regulation) to reduce event carbon footprints, use eco-friendly materials, optimise waste, and demonstrate green credentials.

Some of the notable features: carbon-neutral event planning, reuse of staging/materials, energy-efficient lighting, digital substitution for print, responsible catering.

One agency response summarises the mood and client landscape by saying: “EDI, accessibility and diversity are finally now being seen as a hot topic in the event planning process,” while another explains that “sustainability is becoming more of a real consideration with our clients, and we are seeing this included in a lot more RFP’s and RFI’s.” <sup>19</sup>



Many are seeing “an increased demand for sustainability and inclusivity solutions for events such as carbon measuring, quiet rooms and accessible content solutions,” – all of which of course, although essential, add to

<sup>19</sup> <https://www.cit-world.com/reports-resources/soti-reports>

stretched budgets. It's not just "nice to have" – in many cases it is becoming a requirement or differentiator for venues/clients alike.

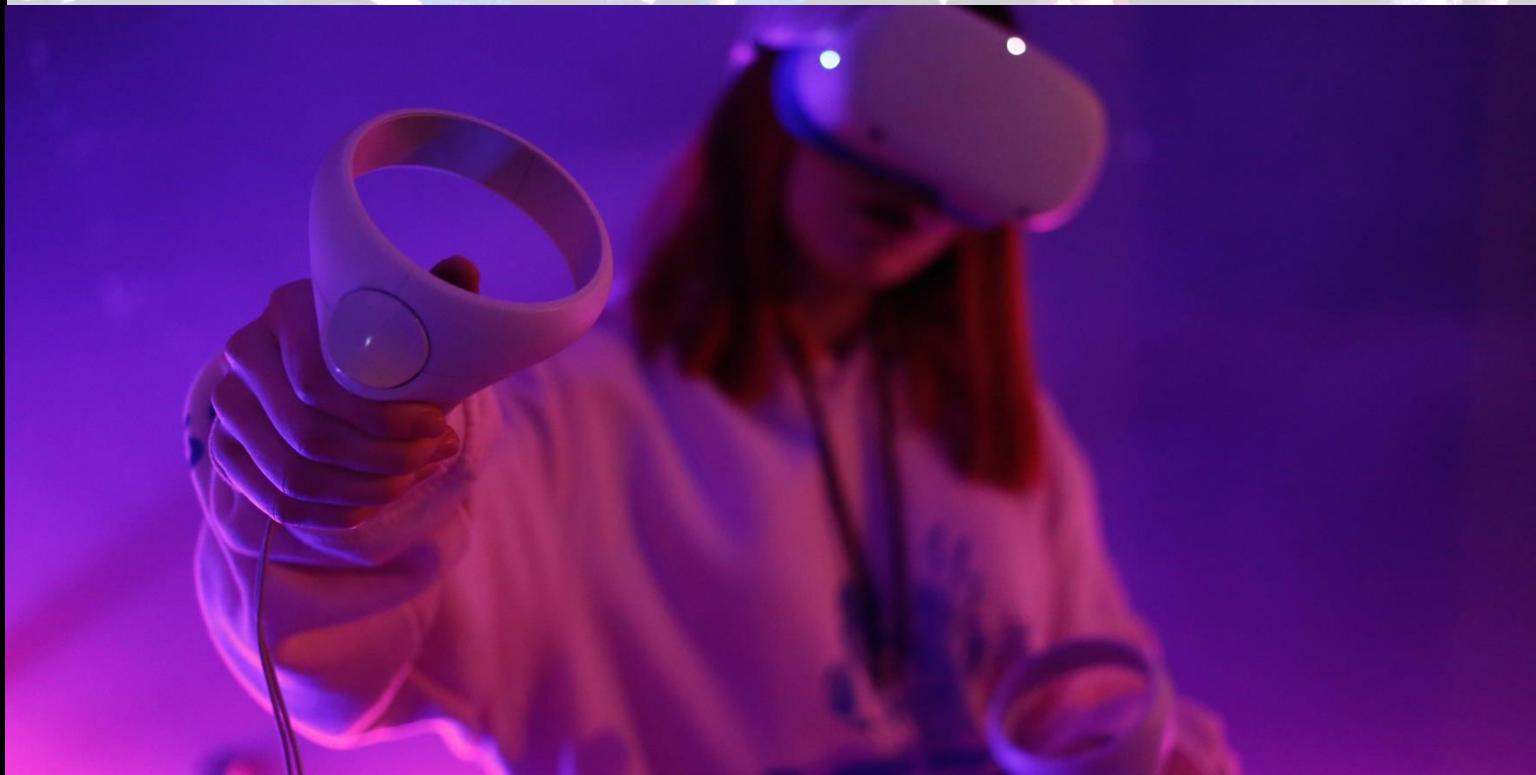
**Take-away:** Sustainability should be embedded in event strategy and delivery. From procurement, venue selection, materials, transport, to waste & recycling, there's less tolerance for ignoring it. Communicating the sustainability story is also important for stakeholder value.

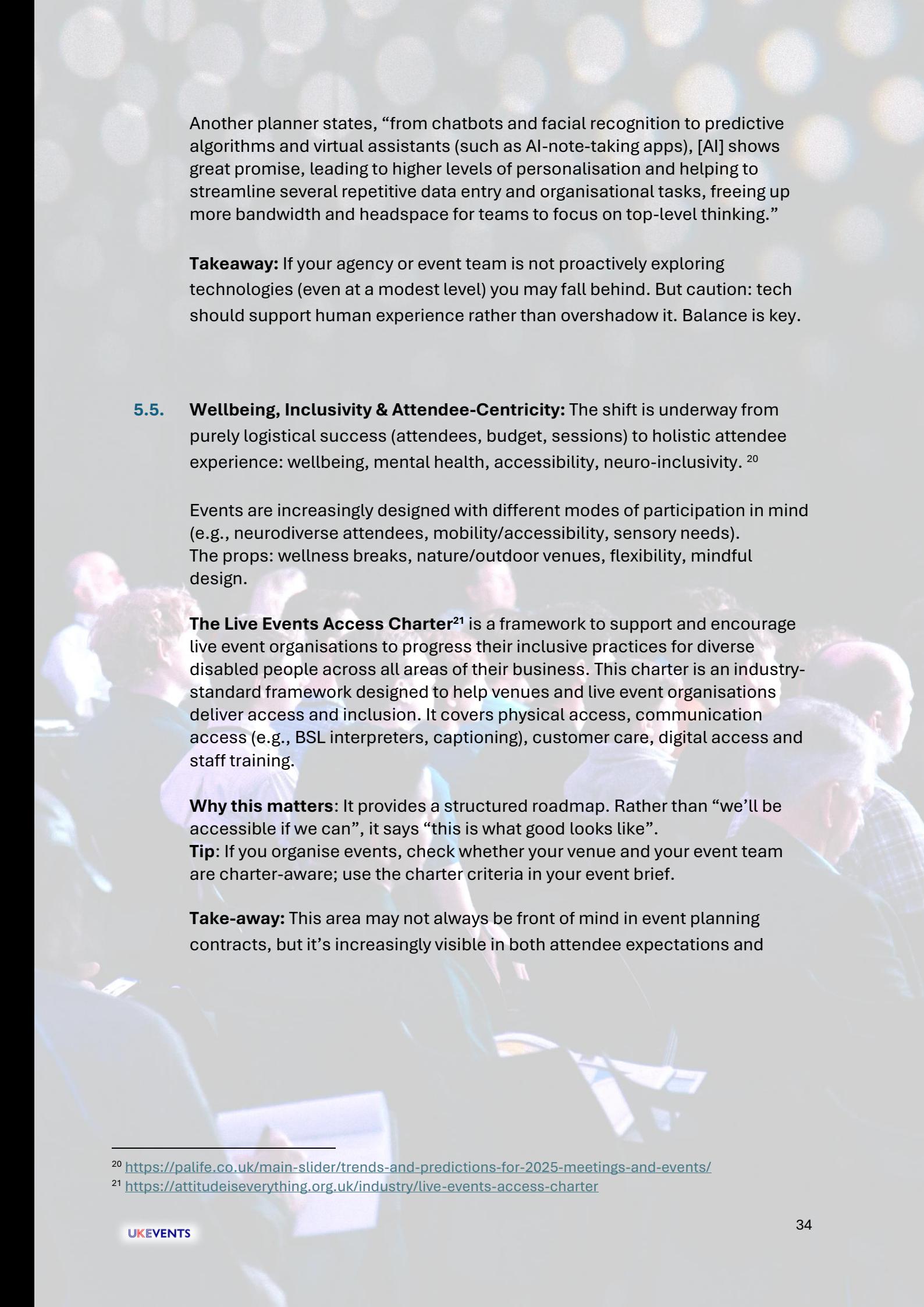
**5.4. Technology, Data & Innovation:** Technology continues to drive major shifts. Examples: AI for matchmaking, chatbots, data analytics, XR/VR immersive elements. Data analytics is being used for personalisation, measurement of event success, real-time adjustment of agenda/networking, and showing ROI.

Technology is also crucial for safety, accessibility, seamless experience (for example contactless check-in, digital badges, remote participation). This links back to audience expectations of smooth, frictionless experiences.

Unsurprisingly, it seems AI still holds the reins in guiding event technology. As one planner notes, "AI-powered chatbots will provide instant assistance and information, guiding attendees through the event schedule, answering questions and provisioning recommendations based on their preferences."

Moreover, AI-driven data analytics are unlocking valuable understanding into attendee behaviour, preferences and engagement patterns, enabling event organisers to optimise future events for maximum impact.





Another planner states, “from chatbots and facial recognition to predictive algorithms and virtual assistants (such as AI-note-taking apps), [AI] shows great promise, leading to higher levels of personalisation and helping to streamline several repetitive data entry and organisational tasks, freeing up more bandwidth and headspace for teams to focus on top-level thinking.”

**Takeaway:** If your agency or event team is not proactively exploring technologies (even at a modest level) you may fall behind. But caution: tech should support human experience rather than overshadow it. Balance is key.

**5.5. Wellbeing, Inclusivity & Attendee-Centricity:** The shift is underway from purely logistical success (attendees, budget, sessions) to holistic attendee experience: wellbeing, mental health, accessibility, neuro-inclusivity.<sup>20</sup>

Events are increasingly designed with different modes of participation in mind (e.g., neurodiverse attendees, mobility/accessibility, sensory needs). The props: wellness breaks, nature/outdoor venues, flexibility, mindful design.

**The Live Events Access Charter**<sup>21</sup> is a framework to support and encourage live event organisations to progress their inclusive practices for diverse disabled people across all areas of their business. This charter is an industry-standard framework designed to help venues and live event organisations deliver access and inclusion. It covers physical access, communication access (e.g., BSL interpreters, captioning), customer care, digital access and staff training.

**Why this matters:** It provides a structured roadmap. Rather than “we’ll be accessible if we can”, it says “this is what good looks like”.

**Tip:** If you organise events, check whether your venue and your event team are charter-aware; use the charter criteria in your event brief.

**Take-away:** This area may not always be front of mind in event planning contracts, but it’s increasingly visible in both attendee expectations and

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<sup>20</sup> <https://palife.co.uk/main-slider/trends-and-predictions-for-2025-meetings-and-events/>

<sup>21</sup> <https://attitudeiseverything.org.uk/industry/live-events-access-charter>

brand values. Event planners who incorporate it will likely deliver stronger engagement and differentiate their offering.



**5.6. Budget Pressure & ROI Scrutiny:** Despite overall growth, many clients (brands, businesses) are under pressure to optimise budgets, demonstrate value and justify spend in face of economic volatility. Events are increasingly expected to deliver measurable outcomes: networking, lead generation, brand perceptions, attendee satisfaction, long-term community value. The planners' role is being elevated from logistics to strategic investment.

**Take-away:** Event budgets cannot be treated as “line items” anymore—they are strategic investments. Proposals need to link to business metrics, include measurement plans, and show value clearly to stakeholders.

**5.7. Venue & Format Innovation:** Traditional conference centres continue to serve a purpose, but demand is growing for flexible, immersive, modular spaces — popups, warehouse conversions, outdoor sites, hybrid-friendly venues.

Multi-day immersive programmes (including overnight stays) are rising as organisations invest in deeper engagement rather than single-day sessions. Venue partners need to support the needs of hybrid delivery, tech infrastructure, sustainability credentials, flexibility in design and staging.

**Take-away:** When selecting venues and formats, think beyond ‘lecture theatre plus networking drinks’. Consider how the format supports your event’s objectives (engagement, connection, content absorption), how it integrates with virtual components, and how the space itself becomes part of the experience.

## 6. Acknowledgements

UKEVENTS acknowledges with thanks the work of John Gallery, Research and Market Intelligence Lead, UKEVENTS and The Great Potential Consultancy for compiling this report.

The variety of sources has been wide and varied and provided a summer of reading and reviews!

It is important to acknowledge the many partners in the UK events industry who have produced reports about their sector and/or about topics that have enabled the compilation of this UK Events Report 2025.

The subject is a ‘moving feast’ as different information emerges at different times of the year and in different years so we can only provide a snapshot but hopefully readers will find the information and metrics of help in this latest update. A further update will take place in 2026 when new industry data will be available, and in particular, the Outdoor Industry study that is currently underway by EIF and Power of Events.

A summary of the links to the references given in the Footnotes throughout the report is in the Appendix but in the meantime, I would like to give specific thanks and to name the following colleagues and organisations for providing their reports, data, comments and wisdom.

Michael Hirst OBE, Co-lead Advocacy & Government Relations – for his uncanny knack of spotting so many reports and data and pointing me towards it.

Glenn Bowdin – Chair of UKEVENTS - like Michael, always alert to the next update that might be of use and keeping me alert to new information via LinkedIn.

Tony Rogers and Richard Smith – for their consistent annual work on the UKCAMs report and permission to use extracts.

Paul Black Head of Business Events at VisitBritain – for regular updates to the industry and this year especially, the new data on volumes and values.

My intern, Nick, for his work on compiling lists and contact data and his interest in learning about the UK events industry.

November 2025

## Appendix I – Footnote References

1. [UK Events Report 2024](#)
2. [UFI 33<sup>rd</sup> Barometer](#)
3. [UK Conference and Meetings Survey](#)
4. [EIA Economic Impact Study](#)
5. [UK Music Report](#)
6. [AIF Festivals Forecast](#)
7. [BADA Air Displays](#)
8. [VisitBritain Volume & Value Research](#)
9. [Incentive Travel Index](#)
10. [ABPCO Economic Impact Study](#)
11. [Venue Performance Quarterly Update](#)
12. [MIA Insights Survey](#)
13. [Coop Live Case Study](#)
14. [C&IT State of the Nation Agency Report](#)

15. [Live Recruitment Salary Survey 2025](#)
16. [Live Recruitment Diversity Report](#)
17. [Network of Women in Events Big Survey Report](#)
18. [MIA Insights Survey](#)
19. [Bleglobal Future of Events](#)
20. [C&IT State of the Nation Report](#)
21. [PA Life Trends & Predictions](#)
22. [Live Events Access Charter](#)

## Appendix 2 – UKEVENTS

All of the organisations listed below are partners of UKEVENTS. Partners are listed in alphabetical order. Click on the links to go direct to their websites.

- Association of British Professional Conference Organisers (ABPCO) – [www.abpc.co.org](http://www.abpc.co.org)
- Association for Events Management Education (AEME) – [www.aeme.org](http://www.aeme.org)
- beam – (previously known as HBAA) is the trade association for business events, accommodation and meetings. <https://beam-org.uk>
- Business Travel Association (BTA) – [www.thebta.org.uk](http://www.thebta.org.uk)
- Core Cities – [www.corecities.com](http://www.corecities.com)
- Events Industry Alliance (EIA), representing three bodies: Association of Event Organisers (AEO) – [www.aeo.org.uk](http://www.aeo.org.uk) Association of Event Venues (AEV) – [www.aev.org.uk](http://www.aev.org.uk) and the Event Supplier and Services Association (ESSA) – [www.essa.uk.com](http://www.essa.uk.com)
- Events Industry Forum (EIF) – [www.eventsindustryforum.co.uk](http://www.eventsindustryforum.co.uk)
- Event and Visual Communication Association (EVCOM) – [www.evcom.org.uk](http://www.evcom.org.uk)
- Institute of Event Management (IEM) – [www.event-managers.institute](http://www.event-managers.institute)
- London & Partners – [www.conventionbureau.london](http://www.conventionbureau.london)
- Meetings Industry Association - [www.mia-uk.org](http://www.mia-uk.org)
- Nationwide Caterers Association - [www.ncass.org.uk](http://www.ncass.org.uk)
- National Outdoor Events Association (NOEA) – [www.noea.org.uk](http://www.noea.org.uk)
- PLASA - [www.plasa.org](http://www.plasa.org)
- Production Services Association (PSA) – [www.psa.org.uk](http://www.psa.org.uk)
- Tourism Northern Ireland – [www.tourismni.com](http://www.tourismni.com)
- UVL - Unique Venues of London - <https://www.uniquevenuesoflondon.co.uk>
- Visit Wales – [www.visitwales.com/businessevents](http://www.visitwales.com/businessevents)
- VisitBritain – [www.visitbritain.org](http://www.visitbritain.org)
- VisitScotland – [www.businessevents.visitscotland.com](http://www.businessevents.visitscotland.com)

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