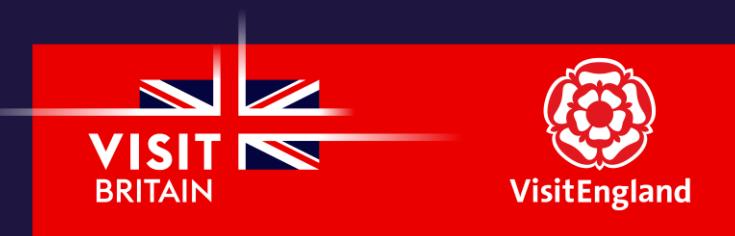


# **Understanding Business Visits to Great Britain**

February 2026

**VisitBritain Research**



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# Background and methodology

VisitBritain sponsors a number of questions each year on the International Passenger Survey, to gain a greater understanding of Great Britain's international visitors. This study is conducted at dozens of ports of exit from Great Britain (air, sea, and rail). Across a number of recent years, VisitBritain has asked the below question to provide more information about visitors who came to Great Britain for Business.

**While in the UK for business can you please tell me what best describes the main reason for visiting this time?**

Response options in 2016, 2018, 2019, 2022, 2023

	<b>Response option</b>
1	Meeting (1-5 people)
2	Meeting (6-20 people)
3	Meeting (21+ people)
4	Incentive/Team Building
5	Conference/Convention/Congress
6	Exhibition/Event/Trade Show
7	Training Event/Development
8	Other

Response options in 2024

	<b>Response option</b>
1	Meeting (1-5 people)
2	Meeting (6-9 people)
3	Meeting (10-20 people)
4	Meeting (21+ people)
5	Incentive/Team Building
6	Conference/Convention/Congress
7	Exhibition/Event/Trade Show
8	Training Event/Development
9	Other

Before 2024, response options 2 and 3 were combined as 'Meeting (6-20 people)'. Separating these categories has allowed for more specificity in identifying Business Events visitors\* and therefore expanded the Business Events category compared to previous years. Where trended data is used in this report, the previous Business Events definition is used in order to ensure comparability.

This report focusses primarily on trends in Business visitors from 2024, with some comparison with previous years. You can read more reports on Business tourism in the UK and Great Britain on the [VisitBritain/VisitEngland website](#).

\*In 2024, the Business Events category includes 'meeting (10-20 people)', 'meeting (21+ people)', 'incentive/team building', 'conference/convention/congress', and 'exhibition/event/trade show'.

# Four key insights – Business visits

- **Business visits bring value to the GB economy.** In 2024, Business visits were the source of £5.9 billion spent in Great Britain, which was 18% of all spend associated with inbound visits in that year. Despite Business visits generally being shorter (4.7 nights vs. 7.4 nights among all purposes), in 2024 they were associated with 66% more spend per night compared to average inbound visits (£184 vs. £111). The value of these visits has grown over time, with spend per visit in 2024 exceeding 2019 levels by 29% (above the rate of inflation).
- **Year on year volume growth for Business visits was faster than for the Leisure purposes.** Business visits volume grew by 5% in 2024 vs. 2023; a stronger growth rate vs. the Holiday and VFR purposes (0% and 3% respectively), but slower vs. Study and Misc purposes (32% and 10% growth respectively). Year on year growth for Business visits was significantly stronger than its post-COVID recovery. In 2024, Business visits were at 78% of 2019; not yet reaching pre-COVID levels.
- **Different types of Business visits have unique characteristics.** In 2024, the most common type of Business visit in Great Britain were for Meetings (1-5 people), with this group also responsible for 15% of Business spend. The next most prominent Business visit types for spend were Meetings (10-20 people), and Conferences, both at 14% of visits volume. Each of the 8 individual groups demonstrate unique seasonality patterns, source markets, and trip characteristics, for example incentive trips seeing the highest proportion of female visits vs. male.
- **Business spend remains focussed in London.** In 2024, 61% of Business spend took place in London, and in fact, 21% of all inbound spend that the city received in that year stemmed from this journey purpose. The next most prominent regions receiving spend from Business visits were the South East (£528 million, 9% share of spend), and North West (£355 million, 6% share of spend). The West Midlands and North East saw the greatest share of their inbound spend coming from Business visits in 2024 compared to other visit purposes to these regions.

# Four key insights – Business Events\* visits

- **A significant proportion of Business visits fall within the Business Events category.** In 2024, 38% of inbound Business visits were Business Events (2.6 million), and they were the source of 35% of Business spend (£2.8 billion). Business Events visits are also even more valuable on average than Business visits overall; with an average of £1,081 spend per visit (vs. £867 spent on average by Business visits), and £250 per night (vs. £184 for Business visits overall).
- **Business Events visits volume is growing faster than Business visits overall.** Business Events visits exceeded 2019 levels by 1% in 2024. This rate of growth is much faster compared to the Business purpose as a whole (5% growth for visits and 9% growth for spend in real terms), and for inbound visits from all journey purposes (6% growth for visits and 2% growth for spend in real terms). Business Events visits grew by 20% year on year in 2024, with spend growing 17% year on year (14% in real terms)
- **The Business Events category includes varied types of travellers.** The largest category of visits within Business Events in 2024 'meeting (10-20 people)' at 30% share, closely followed by conference/convention/congress at 29%. These two categories also led for spend, at 29% share each. The 'meeting (10-20 people)' category was also associated with the highest average spend per night, at £275, but had the shortest average length of stay within the categories, meaning that 'meeting (21+ people)' displayed the highest spend per visit.
- **The US is the top source market, followed by key European markets.** In 2024, the US was the source of 452,000 Business Events visits, associated with £782 million spent. The next top ranked markets across visits and spend were France and Germany.

\*'Business Events' includes Meetings (10+ attendees), Incentives/Team building, Conferences/Conventions/Congresses, Exhibitions/Events/Trade shows. As described on slide 3, the Business Events category was expanded in 2024 to include meetings with 10-20 attendees.

All values and percentage changes in spend are in nominal terms unless otherwise specified. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Important notice for interpreting data – 2020 to 2022

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some sea ports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period. In producing these results the ONS have made assumptions that some previous trends have continued, for example, the proportions of passengers travelling for business or holidays. Modelling by journey purpose, and therefore business visits, is not available for 2020.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022.

Please see [the ONS website](#) for more information.



# Important notice for interpreting data - 2024

2024 data in this report is based on the **revised estimates** from the International Passenger Survey (IPS) data released by the Office for National Statistics (ONS) on the morning of **26<sup>th</sup> August 2025** covering **2024**.

**Please note due the ONS' ongoing planned improvements to the travel and tourism statistics:**

- 2024 final estimates are badged as '*official statistics in development*' and estimates are subject to future change as further improvements to the methods are introduced. The ONS are not endorsing comparisons with previous years.
- VisitBritain notes that the decline in visit numbers this data shows for the second half of 2024, compared to 2023, is in contrast to several other data sources that we have access to, which suggest moderate growth. In particular, there is a sharp decline in visits from Dover to Calais in the IPS data as well as a notable decline in lorry drivers surveyed. This is more likely to impact business visitors, those visiting from Eastern Europe and some Western European markets, and those visiting Southern and Central England. The ONS have noted this and are investigating the survey design and admin data used for calibration to better to understand this (point 5 in the [ONS update](#)).
- VisitBritain also notes the new incorporation of NISRA data into the UK estimates which is inconsistent with previous years (point 4 in the [ONS update](#)).
- The ONS are also undertaking a review of the historical data, so previous years data may be subject to marginal change.

Please see the ONS website for information on the [2024 data](#) and an [update on improvements to the travel and tourism statistics](#).

# Overview of Business visits to Great Britain

# Business visits in Great Britain in 2024

Of the 39 million inbound visits that Great Britain received in 2024, 6.8 million or 17% were taken by those with a Business purpose.



**6.8 million** business visits took place in Great Britain in 2024, constituting **17%** of all visits.



**31.9 million** nights were spent by business visitors in Great Britain in 2024, constituting **11%** of all nights.



Business visitors spent **£5.9 billion** in Great Britain in 2024, constituting **18%** of all spend.

Source: International Passenger Survey 2024. Spending refers to total spending on trip (excluding transport costs getting to Great Britain). All values and percentage changes in spend are in nominal terms unless otherwise specified. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Business visits' length of stay and average spend per visit

## Business:

4.7  
nights  
per visit

£867  
spend per  
visit

£184  
spend per  
night

## All journey purposes:

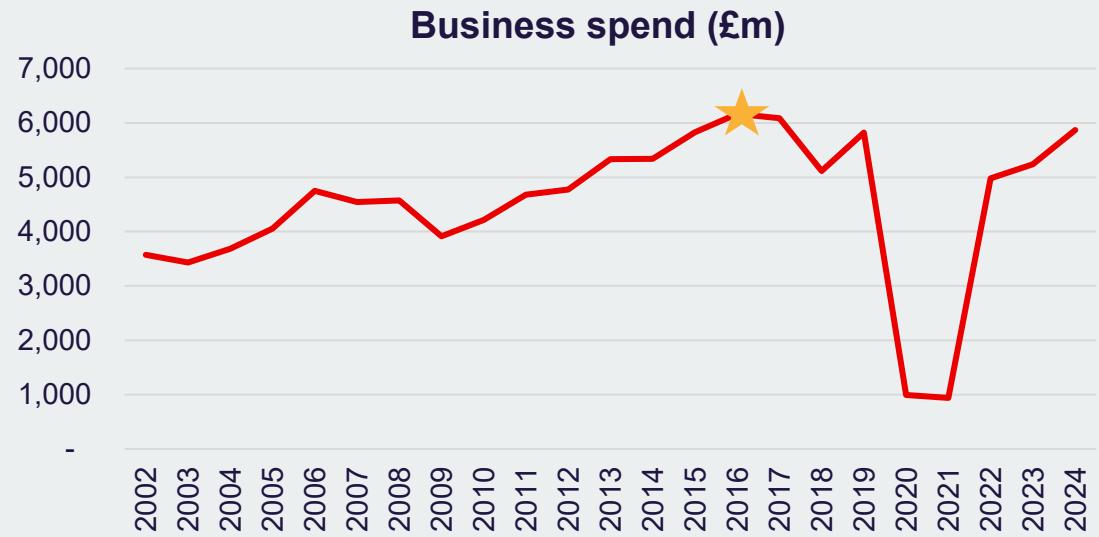
7.4  
nights per  
visit

£818  
spend  
per visit

£111  
spend  
per night

- Business visits tend to be shorter than an average visit; in 2024 Business visits lasted an average of 4.7 nights, compared to an average across all journey purposes of 7.4 nights.
- Despite comparatively shorter stays, the average Business visit to Great Britain in 2024 included a spend of £867; 6% more compared to the £818 spent by all journey purpose visits. Additionally, Business visits were associated with 66% more per spend per night compared to other inbound visits to Great Britain; £184 vs. £111.
- The value of these visits has grown over time, with spend per visit in 2024 exceeding 2019 levels by 29% and spend per night 15% above 2019 levels. The record for both metrics was seen in 2022.

# Trends in Business visitation over time



- As of 2024, Business visits are at 78% of 2019 levels, with spend at 101% (81% in real terms).
- Looking more recently, Business visits grew by 5% year on year from 2023 to 2024, with spend up 12% (9% in real terms). This year on year growth was among the fastest among journey purposes, after Study and Misc.

Source: International Passenger Survey. ★= record high. All values and percentage changes in spend are in nominal terms unless otherwise specified.

Please see details on slide 6 and 7 regarding interpretation of 2020, 2021, and 2022 data in combination with 2024 data. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Types of Business visits in 2024

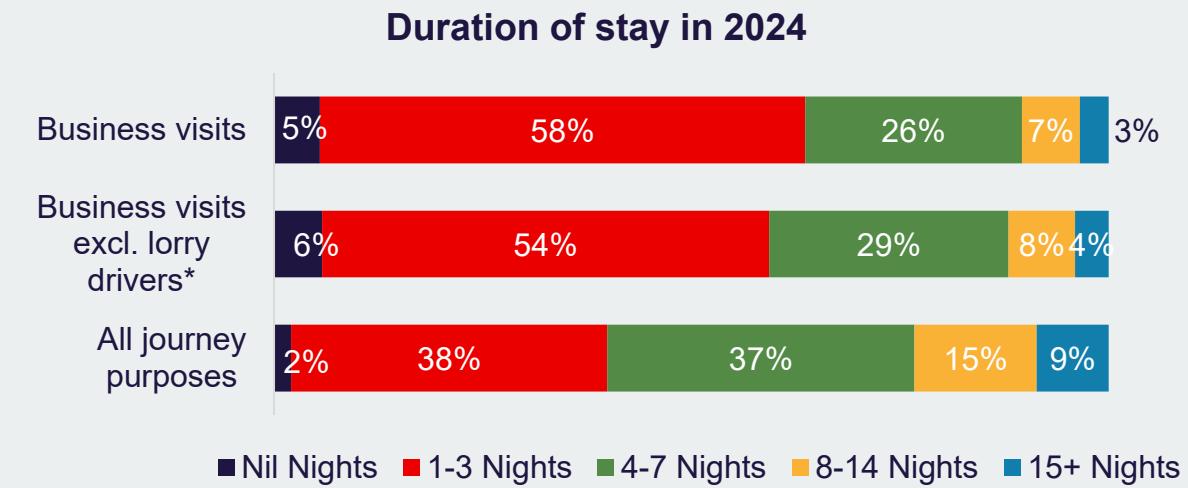
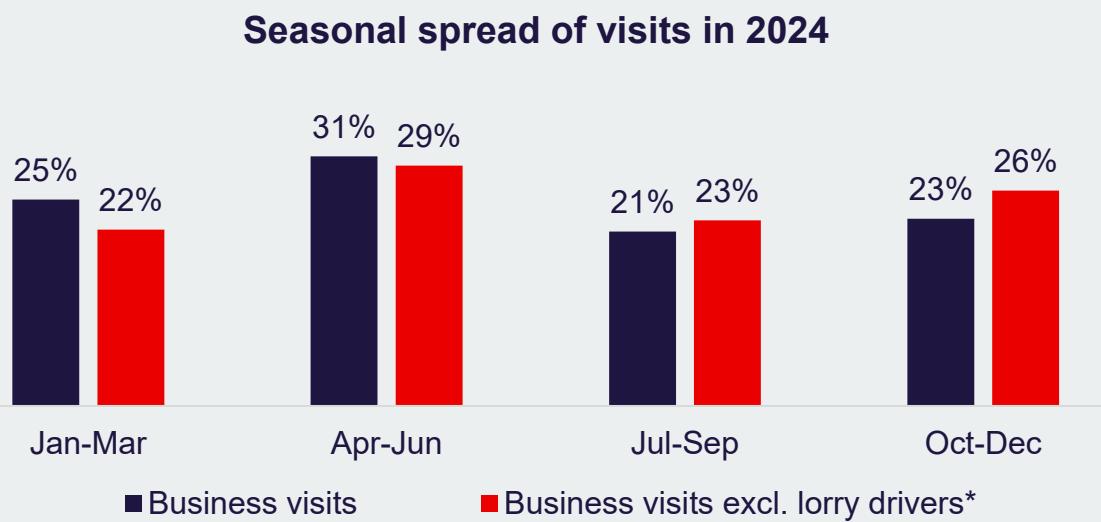
Business visit type	Visits (000)	Visits (% Share)	Nights (000)	Nights (% Share)	Spend (£m)	Spend (% Share)
Meeting 1-5 people	1,164	17%	3,207	10%	£861	15%
Meeting 6-9 people	763	11%	2,443	8%	£636	11%
<b>TOTAL Business Events*</b>	<b>2,561</b>	<b>38%</b>	<b>11,058</b>	<b>35%</b>	<b>£2,768</b>	<b>47%</b>
• <i>Meeting 10-20 people</i>	772	11%	2,891	9%	£794	14%
• <i>Meeting 21+ people</i>	516	8%	2,438	8%	£614	10%
• <i>Incentive</i>	194	3%	907	3%	£213	4%
• <i>Conference</i>	755	11%	3,275	10%	£796	14%
• <i>Exhibition</i>	325	5%	1,547	5%	£352	6%
Training/Development	427	6%	3,939	12%	£517	9%
Lorry driving**	977	14%	2,070	6%	£75	1%
Other	756	11%	8,484	27%	£878	15%
Don't know	123	2%	676	2%	£136	2%
<b>All Business visits</b>	<b>6,771</b>		<b>31,878</b>		<b>£5,871</b>	

- The needs of different types of Business travellers can vary greatly, for example a small meeting could be held in an office meeting room, whereas a larger conference would require accommodation, catering, breakout space, transport, and out of hours entertainment.
- The most common individual Business visit type in 2024 was Meetings (1-5 people), accounting for 17% of visits, and also 15% of spend.
- The next Business visit types with the largest share of spend were Meetings (10-20 people) and Conferences, both at 14%.
- The combined Business Events\* category of Business visits (including meetings of 10+ people, incentive trips, conferences, and exhibitions) accounted for almost half of inbound Business spend in 2024.

Source: International Passenger Survey 2024. \*More detail on Business Events visits available from slide 20. All values and percentage changes in spend are in nominal terms unless otherwise specified. \*\*Please note that 2024 data indicates a notable decline in lorry drivers surveyed vs. 2023. 2024 data points are official statistics in development: please refer to slide 7 for more details.

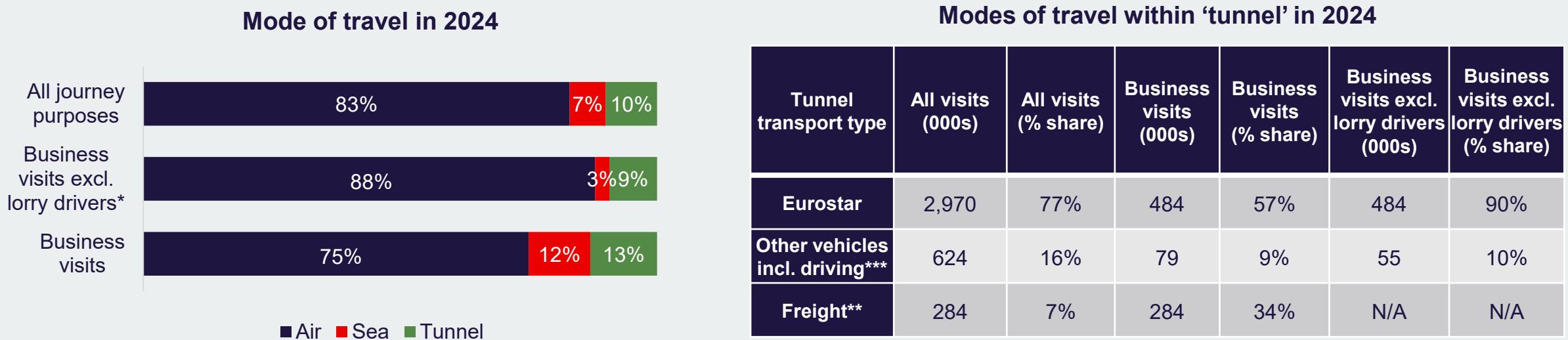
# Business visit characteristics

# Seasonal spread and duration of stay



- In 2024, the largest portion of Business visits took place in the second quarter (April to June), followed by the first quarter (January to March). When excluding lorry drivers, the second quarter is still the most prominent, followed by the fourth quarter (October to December). 2024's seasonal pattern may be influenced by the IPS change in methodology (detailed on slide 7) which has been linked to lower-than-expected visits in the second half of the year. In contrast, in 2019, business travel was very evenly spread across quarters, providing a consistent opportunity for the tourism sector.
- As we have already seen, Business visits tend to be of a shorter duration compared to other purposes, and indeed in 2024, visits lasting for 3 nights or less accounted for almost two thirds of overall inbound Business travel. Business visits were more likely than the average visit to last for 1-3 nights by a margin of 20 percentage points, and under-indexed in the longer stay brackets.

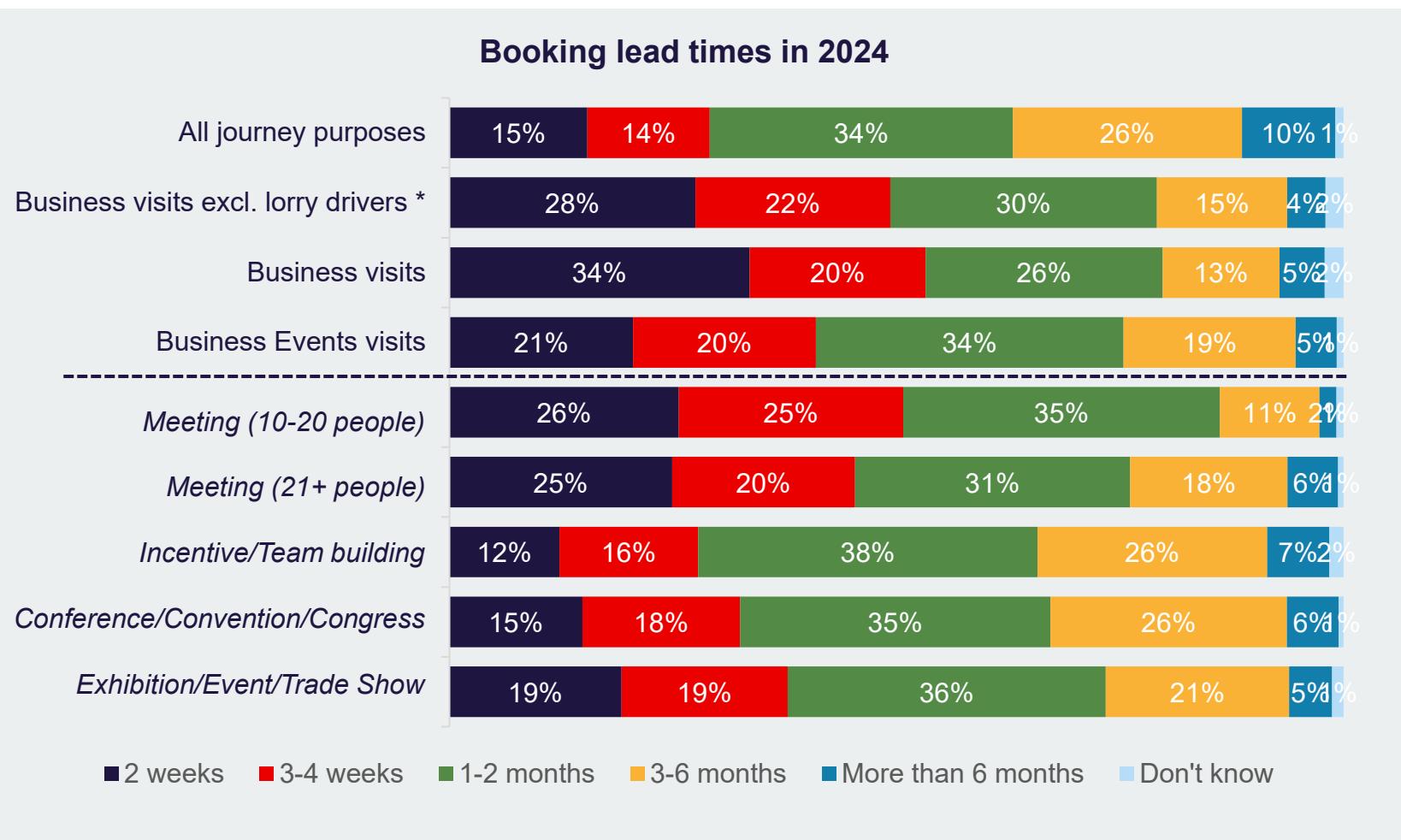
# Business visits' mode of transport



- The vast majority of visits to Great Britain arrive by air – that is through one of Great Britain's many airports. Business visits are no exception to this, with 75% arriving in Great Britain via air in 2024.
- However, a higher proportion of Business visits arrived through a sea-port than for other journey purposes; 12% vs 7% for all journey purposes in 2024. Excluding lorry drivers, we see the Business proportion of sea travel drop to only 3%.
- Arrivals through the tunnel in 2024 were a little higher for Business visits compared to all journey purposes (13% and 10% respectively), however the two percentages are much closer when removing lorry drivers. The majority of Business visits via the tunnel travelled with Eurostar (77%).

Source: International Passenger Survey 2024. \*Data excluding lorry drivers has been included as this group often exhibits different behaviour vs. other types of business visit. \*\*Sample size below 100 for Business purposes, please treat with caution. \*\*\*Sample size below 50 for Business purposes, please treat as indicative only. 2024 data points are official statistics in development: please refer to slide 7 for more details. Please note that IPS is a departures survey which acts as a proxy for arrivals to the UK.

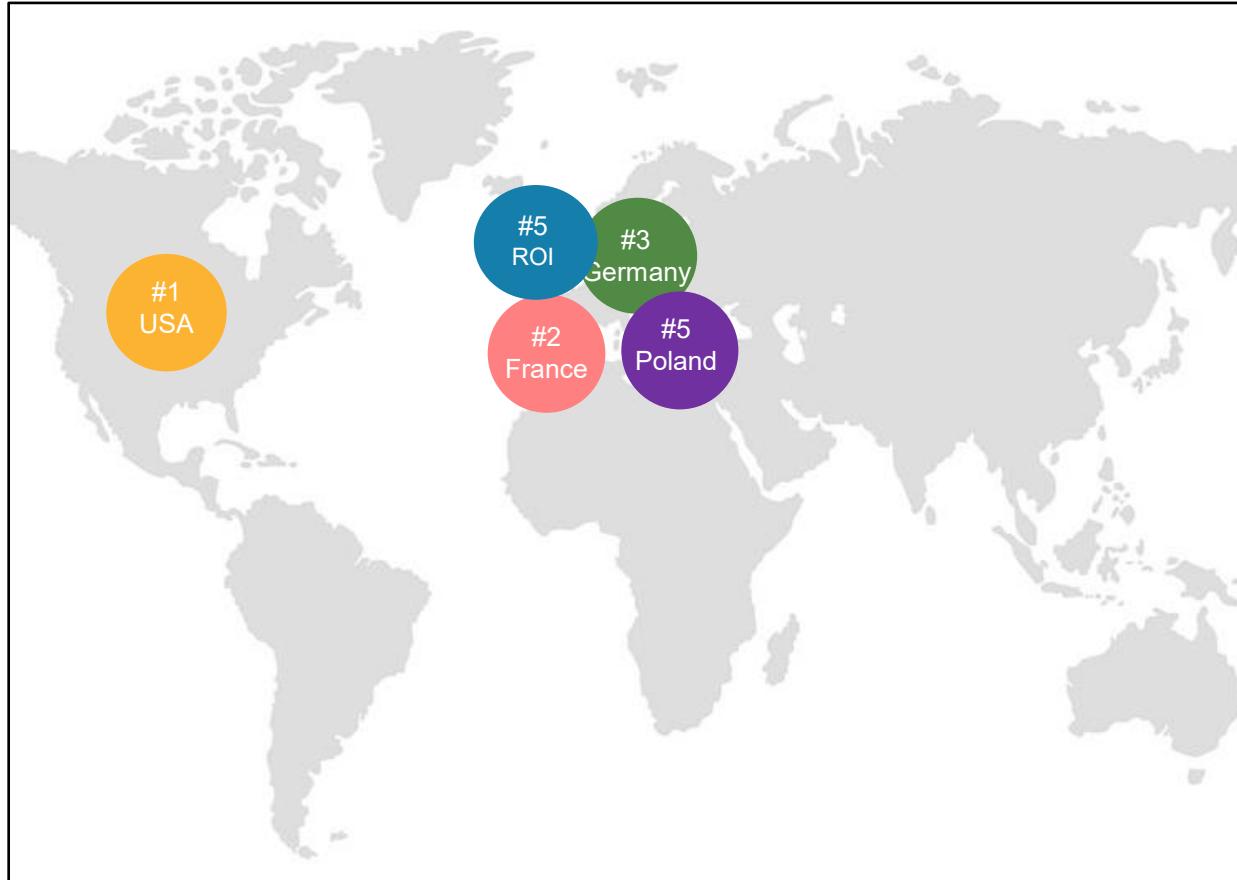
# Booking lead times associated with Business visit types



- At a total level, most visits to Great Britain in 2024 were booked 1-2 months in advance of the trip (34%), followed by 3-6 months (26%).
- Business visits exhibited a different pattern, with the largest proportion associated with booking only 2 weeks in advance (34%), however this proportion was slightly lower when excluding lorry drivers (28%).
- Looking across lead times, 79% of Business visits involved trips booked within 2 months of travel, in contrast with 63% among all journey purposes, and in fact Business visits exhibited the shortest lead times among all journey purposes.
- Business Events visits had longer lead times compared to Business visits overall, with the largest portion booking 1-2 months ahead. Incentive visits exhibited the longest lead times among Business Events visits, with Meetings (10-20 people) having the shortest.

Source: International Passenger Survey 2024. \*Data excluding lorry drivers has been included as this group often exhibits different behaviour vs. other types of business visit. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Top source markets for Business visits

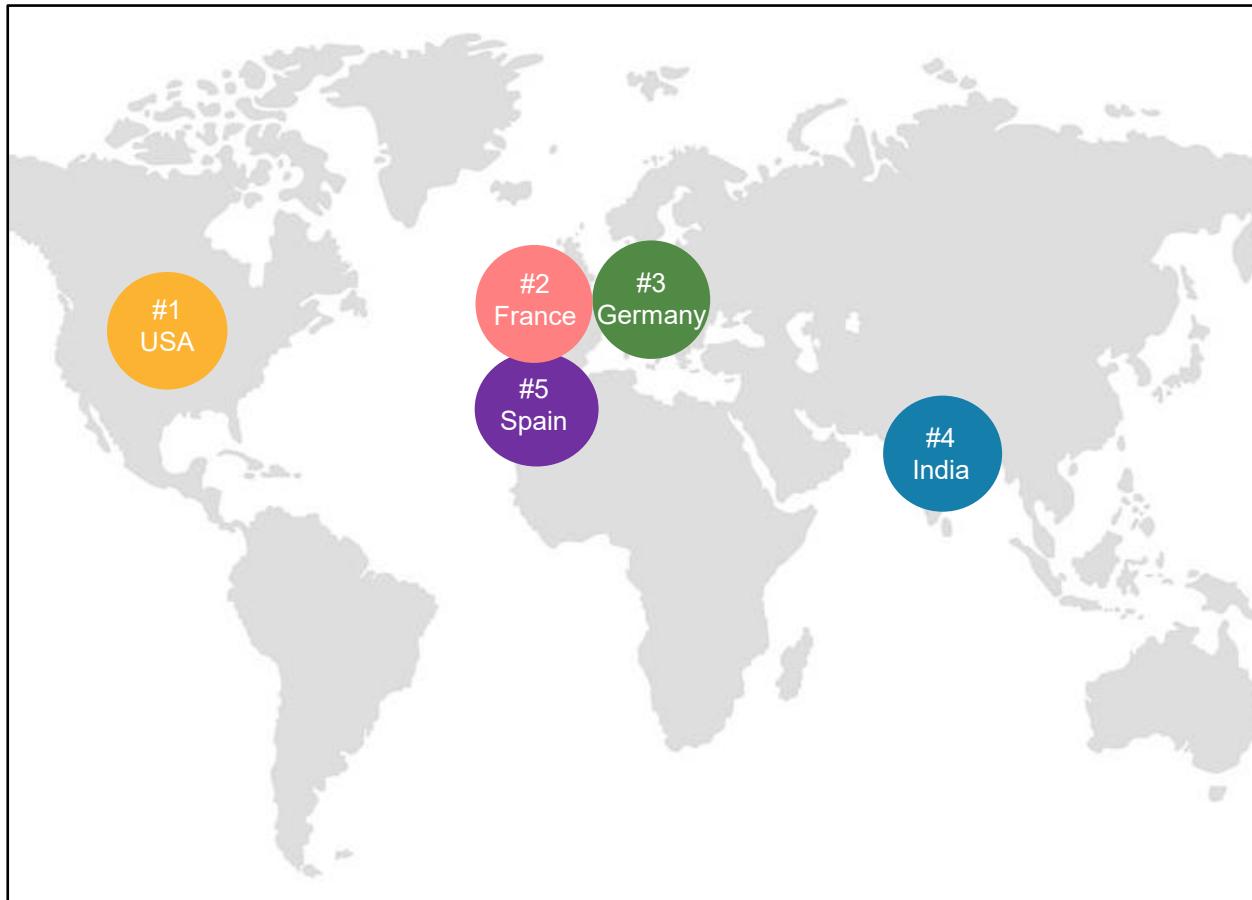


Business Rank	All Purposes Rank*	Market	Visits in 2024 (000)	Business rank excl. lorry drivers**
1	1	USA	818	USA
2	2	France	622	France
3	3	Germany	573	Germany
4	4	Irish Republic	497	Irish Republic
5	8	Poland	470	Netherlands
6	5	Spain	432	Spain
7	6	Netherlands	425	Italy
8	13	Romania	283	Belgium
9	7	Italy	266	Poland
11	11	Belgium	179	Switzerland

Top 10 ranked markets for Business visits in 2024 varied significantly compared to the rankings for overall inbound visits, with Poland and Romania ranked higher for this purpose than overall, however, 79% of Business visits from Romania, and 66% from Poland, are lorry drivers.

Source: International Passenger Survey 2024. \*Market ranking among all inbound visits in 2024. \*\*Data excluding lorry drivers has been included as this group often exhibits different behaviour vs. other types of business visit. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Top source markets for **Business spend**



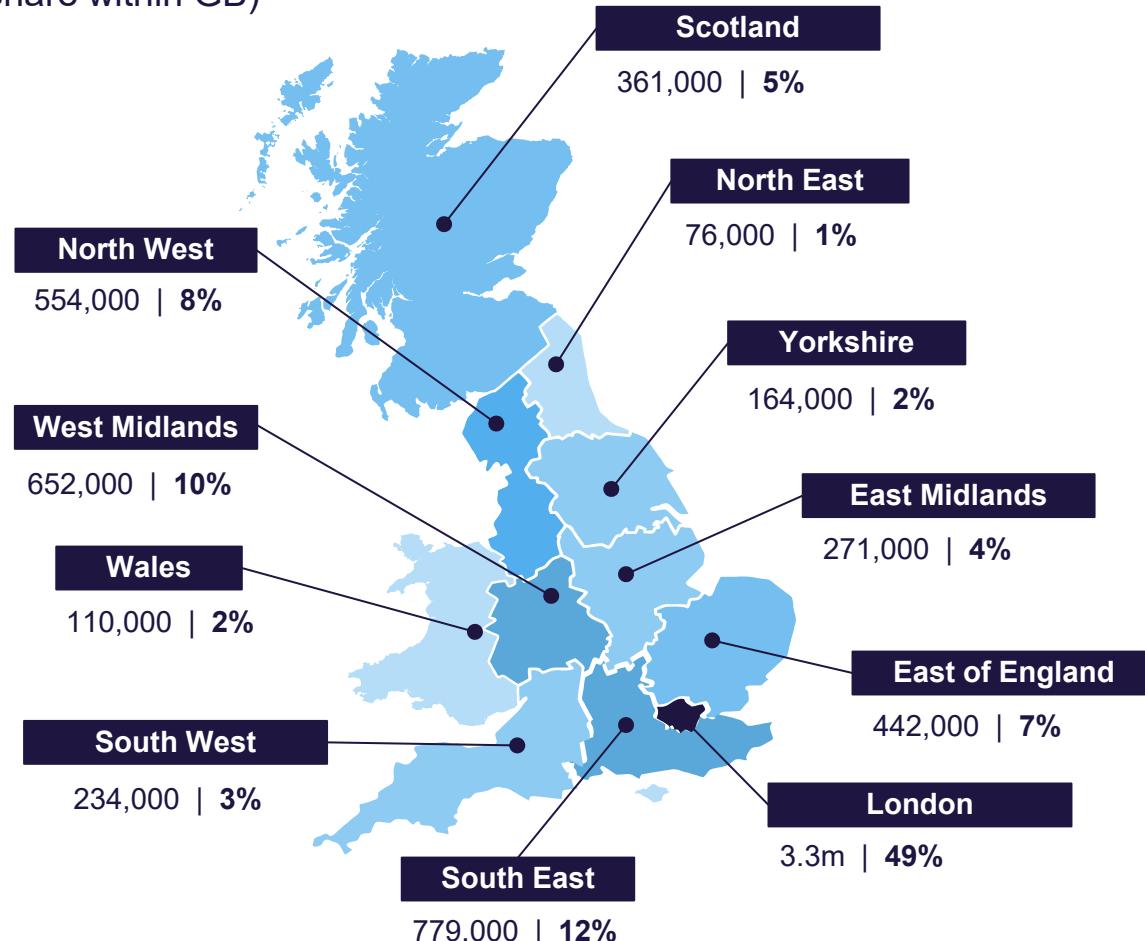
Business Rank	All Purposes Rank*	Market	Spend in 2024	Business rank excl. lorry drivers**
1	1	USA	£1,365m	USA
2	3	France	£367m	France
3	2	Germany	£361m	Germany
4	10	India	£290m	India
5	5	Spain	£271m	Spain
6	8	Irish Republic	£215m	Netherlands
7	7	Italy	£168m	Irish Republic
8	13	Switzerland	£151m	Italy
9	4	Australia	£148m	Switzerland
10	12	China	£133m	Australia

Patterns in ranking differ once again when looking at inbound spend, with India gaining 6 ranks among Business visits compared to overall inbound visits in 2024. The Irish Republic, Switzerland, and China are also ranked higher for Business spend vs. overall spend.

Source: International Passenger Survey 2024. \*Market ranking among all inbound visits in 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified. \*\*Data excluding lorry drivers has been included as this group often exhibits different behaviour vs. other types of business visit. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Business visits across Great Britain

Business visits by nation and region (2024, volume and % share within GB)\*



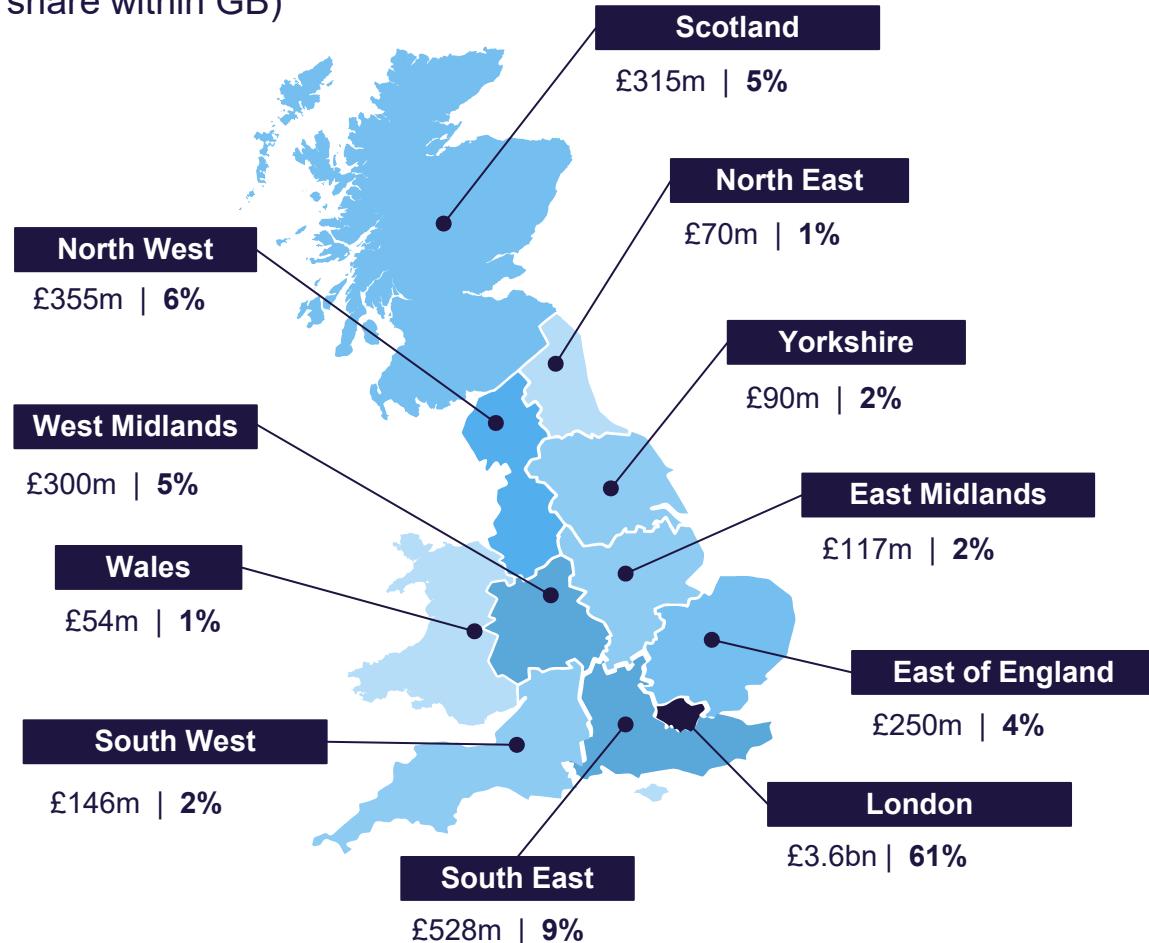
Region	Visits (000)	Business visits share in GB	Visits share in GB excl. lorry drivers***	Business visits as a % share of all visits
London	3,315	49%	54%	16%
South East	779	12%	11%	17%
West Midlands	652	10%	6%	33%
North West	554	8%	8%	16%
East of England	442	7%	6%	19%
Scotland	361	5%	6%	8%
South West	234	3%	3%	10%
East Midlands	271	4%	3%	25%
Yorkshire	164	2%	2%	15%
Wales	110	2%	1%	12%
North East	76	1%	1%**	18%

London received almost half of all GB Business visits in 2024; a total of 3.3 million. The next most popular regions for these visits were the South East (12% of Business visits) and the West Midlands (10%). Looking at the overall spread of visit types for each region, we see that the West Midlands was most reliant on Business visits, with this purpose accounting for 33% of their total visits in 2024.

Source: International Passenger Survey 2024. \*Percentages show each destination's share of Business visits within Great Britain. \*\*Sample size below 100, please treat with caution. \*\*\*Data excluding lorry drivers has been included as this group often exhibits different behaviour vs. other types of business visit. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Business spend across Great Britain

Business spend by nation and region (2024, volume and % share within GB)\*



Source: International Passenger Survey 2024. \*Percentages show each destination's share of Business visits within GB \*\*Sample size below 100, please treat with caution. \*\*\* Data excluding lorry drivers has been included as this group often exhibits different behaviour vs. other types of business visit. All values and percentage changes in spend are in nominal terms unless otherwise specified. 2024 data points are official statistics in development: please refer to slide 7 for more details.

Region	Spend (£m)	Spend share in GB	Spend share in GB excl. lorry drivers***	Business spend as a % share of all spend
London	3,604	61%	62%	21%
South East	528	9%	9%	19%
North West	355	6%	6%	17%
West Midlands	300	5%	5%	29%
Scotland	315	5%	5%	8%
East of England	250	4%	4%	21%
South West	146	2%	2%	10%
East Midlands	117	2%	2%	21%
North East	70	1%	1%**	28%
Yorkshire	90	2%	2%	17%
Wales	54	1%	1%	11%

Looking at spend from Business visits, this was even more focussed in London compared to visits in 2024 (61% of all Business spend vs. 49% of all Business visits). We also see the North West ranked third for spend, instead of the West Midlands. The West Midlands was one of the regions which was most reliant on Business spend compared to other journey purposes, alongside the North East (this purpose accounted for 29% of all inbound spend for the West Midlands, and 28% for the North East).

# Spotlight on Business Events

# Business Events visits in Great Britain in 2024

In selected years since 2016, VisitBritain has included an added question on the IPS to identify types of Business visits. Within the categories included, the Business Events category includes Business visits for\*:

- Meetings (10-20 attendees)
- Meetings (21+ attendees)
- Incentives/Team building
- Conferences/Conventions/Congresses
- Exhibitions/Events/Trade shows



**2.6 million** Business Events visits took place in Great Britain in 2024, constituting **38%** of Business visits, and **7%** of all visits.



**11.1 million** nights were spent by Business Events visitors in Great Britain in 2024, constituting **35%** of Business nights, and **4%** of all nights.



Business Events visitors spent **£2.8 billion** in Great Britain in 2024, constituting **47%** of Business spend, and **9%** of all spend.

Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified. \*As described on slide 3, the Business Events category was expanded in 2024 to include meetings with 10-20 attendees. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Business Events visits' length of stay and average spend per visit

**Business Events:**

**4.3**  
nights  
per visit

**£1,081**  
spend per  
visit

**£250**  
spend per  
night

**Total Business:**

**4.7**  
nights  
per visit

**£867**  
spend per  
visit

**£184**  
spend per  
night

All journey  
purposes:

**7.4**  
nights  
per visit

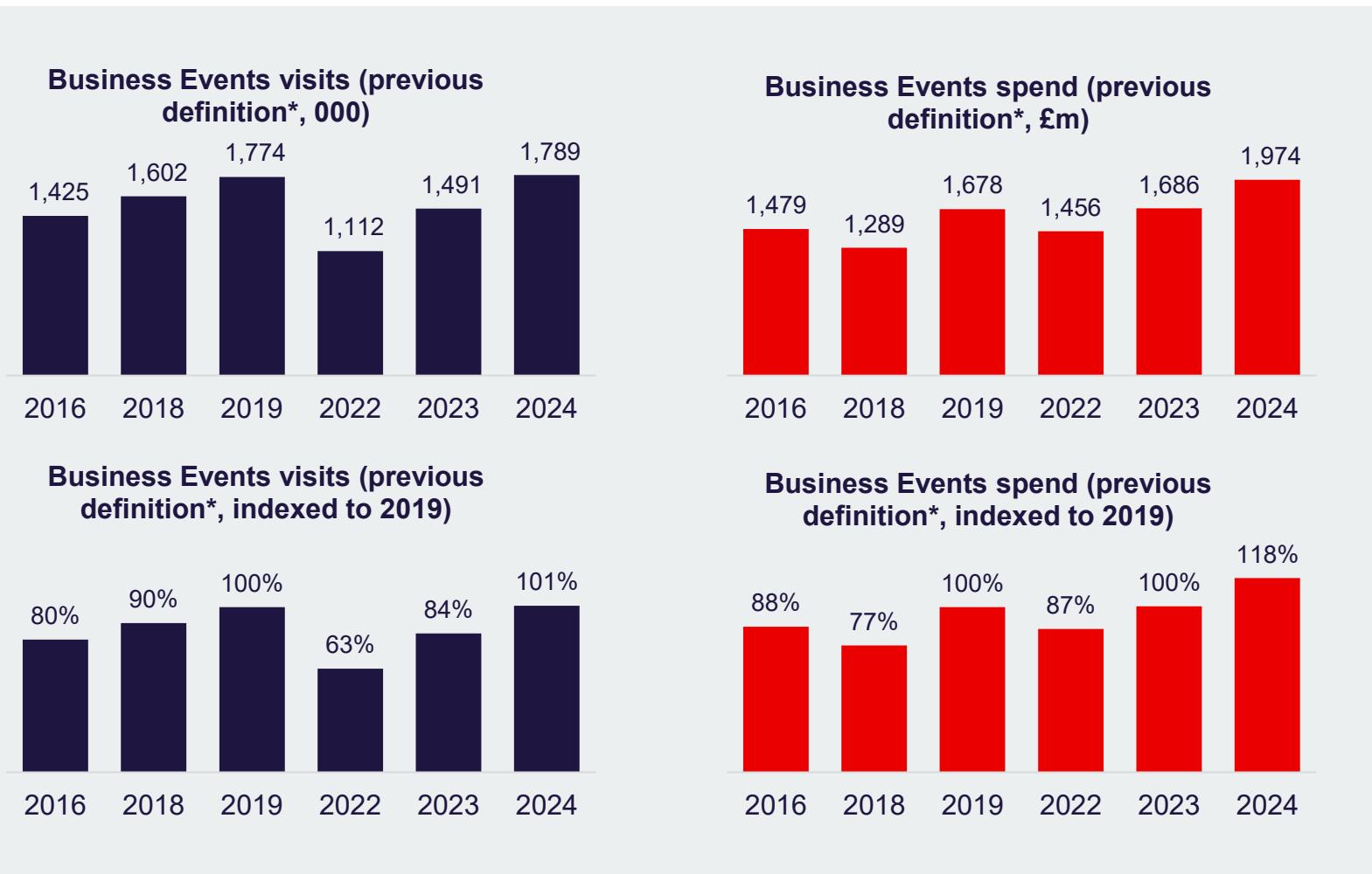
**£818**  
spend per  
visit

**£111**  
spend per  
night

- In 2024, Business Events visits were similar to Business visits overall when it comes to length of stay; staying for an average duration of 4.3 nights in 2024 (vs. 4.7 nights for Business overall), which is significantly shorter than the average across all trip purposes of 7.4 nights.
- Despite comparatively shorter stays, the average Business Events visit to Great Britain in 2024 was associated with £1,081 spent per visit, which was 32% higher than the average for all journey purposes. It was also significantly higher than the Business average in that year of £867.
- Average spend per night for Business Events visits is over double that of the average inbound visit, and also higher at £250 than Business visits overall (£184).
- Compared to 2023, Business Events visits' average length of stay in 2024 was slightly shorter (4.3 nights vs. 4.6 nights), spend per visit was 4% lower (£1,081 vs. £1,131), but spend per night was 3% higher (£250 vs. £244).

Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Trends in Business Events visitation over time



- In the years that VisitBritain has included an added question on the IPS to identify types of Business visit, the volume of Business Events visits and the spend associated with them has fluctuated. However, both reached their peak in 2024, with 1.8m visits (using previous definition\*), and £2.0bn spent.
- Business Events visits to Great Britain grew by 20% year on year, but was only 1% above the previous peak in 2019. Spend grew year on year by 17% (14% in real terms). This rate of growth is much faster compared to the Business purpose as a whole (5% growth for visits and 9% growth for spend in real terms), and for inbound visits from all journey purposes (6% growth for visits and 2% growth for spend in real terms; VB modelled estimates for all inbound visits, 2024).

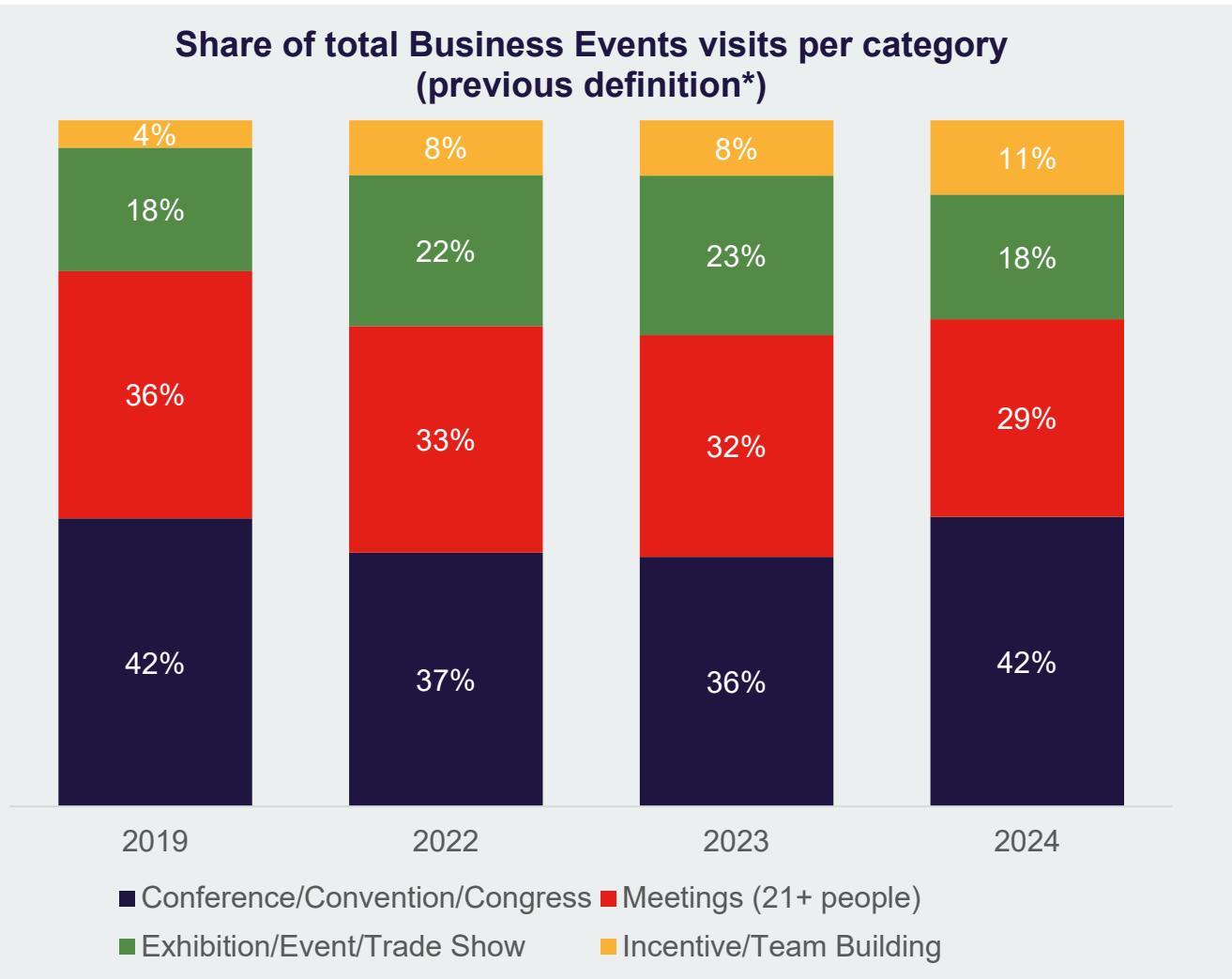
Source: International Passenger Survey. All values and percentage changes in spend are in nominal terms unless otherwise specified. \*As described on slide 3, the Business Events category was expanded in 2024 to include meetings with 10-20 attendees. To ensure comparability with previous years, these charts use the previous definition for 2024 data. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Share and key metrics per type of Business Events visit

Visit type	Visits (000s)	Visits (% within Business Events)	Nights (000s)	Nights (% within Business Events)	Spend (£m)	Spend (% within Business Events)	Average nights per visit	Average spend per visit (£)	Average spend per night (£)
Meeting (10-20 people)	772	30%	2,891	26%	794	29%	3.7	1,028	275
Meeting (21+ people)	516	20%	2,438	22%	614	22%	4.7	1,191	252
Incentive/Team Building	194	8%	907	8%	213	8%	4.7	1,097	235
Conference/Convention/Congress	755	29%	3,275	30%	796	29%	4.3	1,054	243
Exhibition/Event/Trade Show	325	13%	1,547	14%	352	13%	4.8	1,082	227

In 2024, the largest category of visits within Business Events was 'meeting (10-20 people)' at 30% share, closely followed by 'conference/convention/congress' at 29%. These two categories also led for spend, at 29% share each. The 'meeting (10-20 people)' category was also associated with the highest average spend per night, at £275, but had the shortest average length of stay within the categories, meaning that 'meeting (21+ people)' displayed the highest spend per visit.

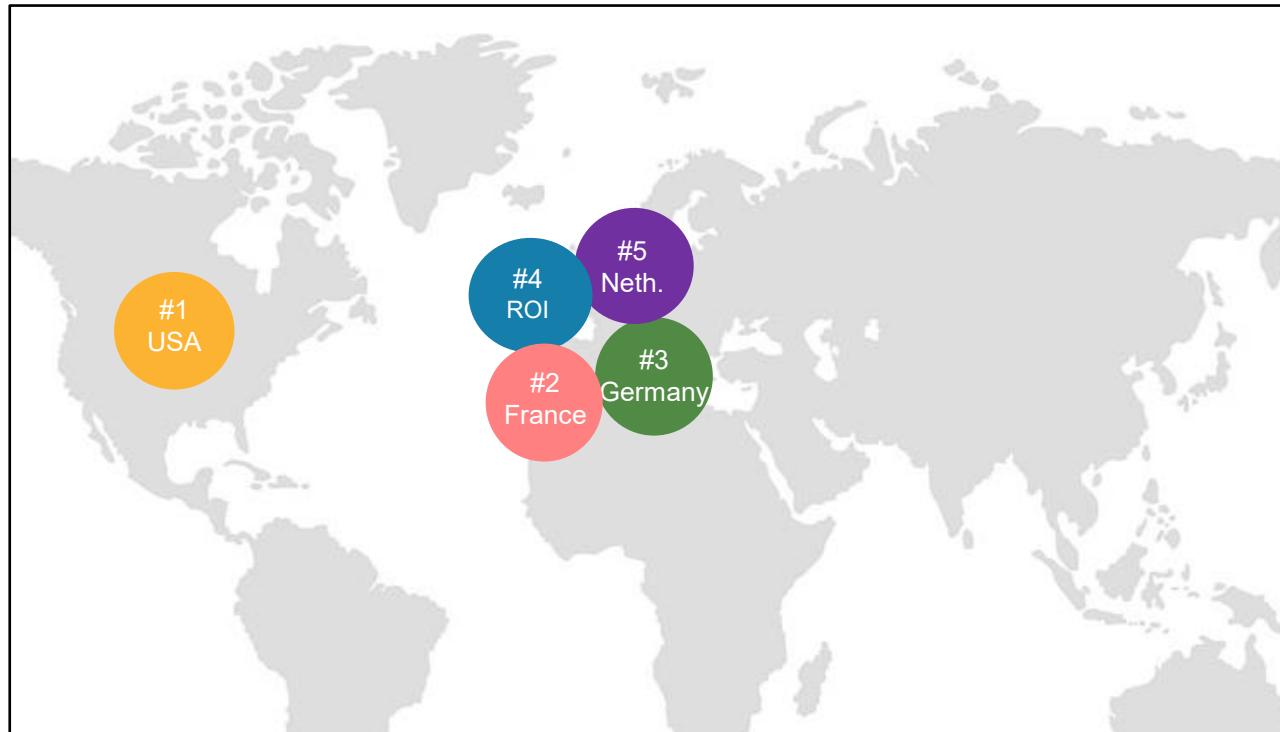
# Types of Business Events visits over time



- When looking at the share of total Business Events visits per year across categories, 2024 represents a return to pre-COVID patterns in that the 'conference/convention/congress' and 'exhibition/event/trade show' categories returned to their 2019 share in this year.
- In contrast, 'meetings (21+ people)' lost 7 percentage points of share between 2019 and 2024, whereas the 'incentive/team building' category gained 7 percentage points of share.
- These trends may represent an evolution in ways of doing business post-COVID, with some meetings more likely to take place virtually, but the strategic importance of incentive travel to retain talented employees and achieve competitive advantages in hiring only increasing over time\*\*.

Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified. \*As described on slide 3, the Business Events category was expanded in 2024 to include meetings with 10-20 attendees. To ensure comparability with previous years, these charts use the previous definition for 2024. \*\*Incentive Travel Index, 2024. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Top source markets for Business Events visits



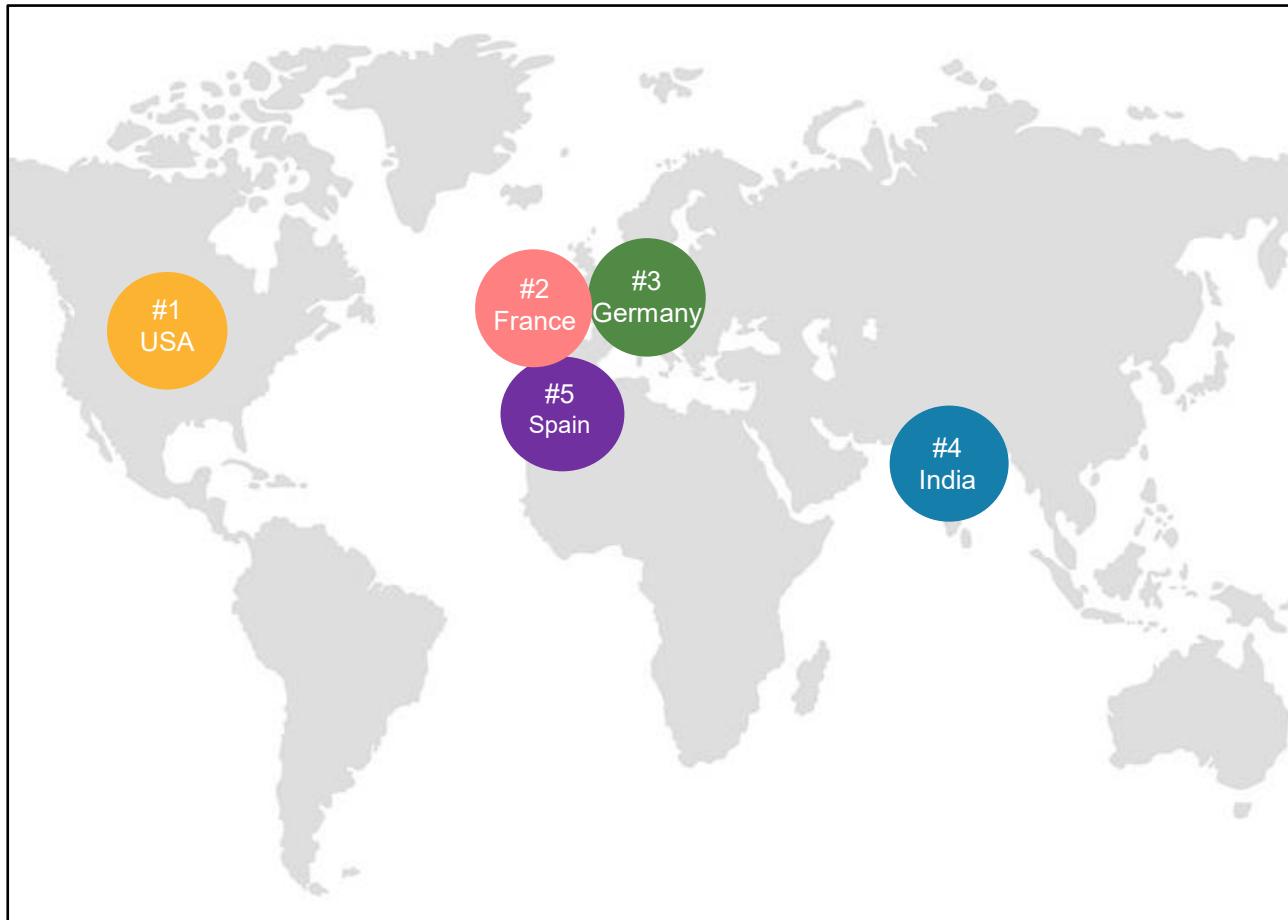
The top source markets for Business Events visits in 2024 were the USA, France, and Germany. Within the top 10, the Netherlands, Switzerland and Denmark were higher ranked for Business Events visitation compared to overall inbound visits, however Spain dropped one rank when focussing on Business Events visits. 65% of Business Events visits came from Europe, 20% from North America, and 15% from Rest of World.

Business Events Rank	All Purposes Rank**	Market	Visits in 2024 (000)
1	1	USA	452
2	2	France	223
3	3	Germany	209
4	4	Irish Republic	201
5	6	Netherlands	155
6	5	Spain	152
7	7	Italy	105
8	8	Poland**	71
9	12	Switzerland*	66
10	11	Belgium	66

13	17	India*	58
21	19	China***	27

Source: International Passenger Survey 2024. \*Sample size below 100, please treat with caution. \*\*\*Sample size below 30, may be misleading. \*\*Market ranking among all inbound visits in 2024. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Top source markets for Business Events spend



Business Events Rank	All Purposes Rank****	Market	Spend in 2024
1	1	USA	£782m
2	2	France	£151m
3	3	Germany	£142m
4	8	India*	£124m
5	4	Spain	£103m
6	6	Netherlands	£95m
7	9	Irish Republic	£92m
8	13	China***	£88m
9	11	Switzerland*	£80m
10	19	Canada**	£80m

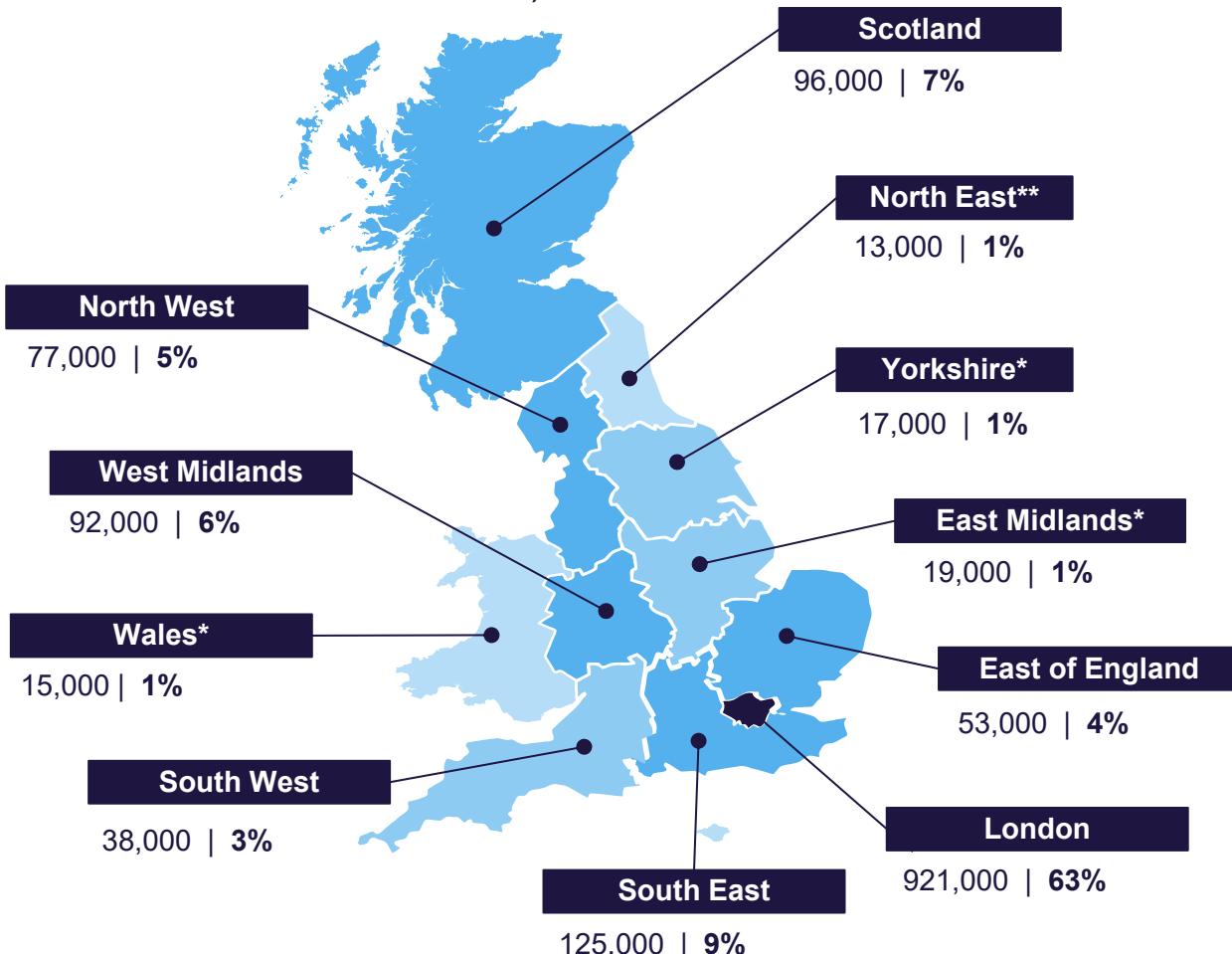
The top three source markets for Business Events spend were identical in 2024 to those for visits, however India (please treat with caution due to sample size) and Spain are different in 4<sup>th</sup> and 5<sup>th</sup> place. Within the top 10, India, the Irish Republic, Switzerland, Canada, and China are ranked higher for Business Events visitation compared to overall inbound visits. 41% of Business Events spend came from European markets, 31% from North America, and 28% from Rest of World.

Source: International Passenger Survey 2024. \*Sample size below 100, please treat with caution. \*\*Sample size below 50, indicative only.

\*\*\*Sample size below 30, may be misleading. \*\*\*\*Market ranking among all inbound visits in 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Business Events visits across Great Britain

Average Business Events visits by nation and region (2022-2024, volume and % share within GB)\*\*\*



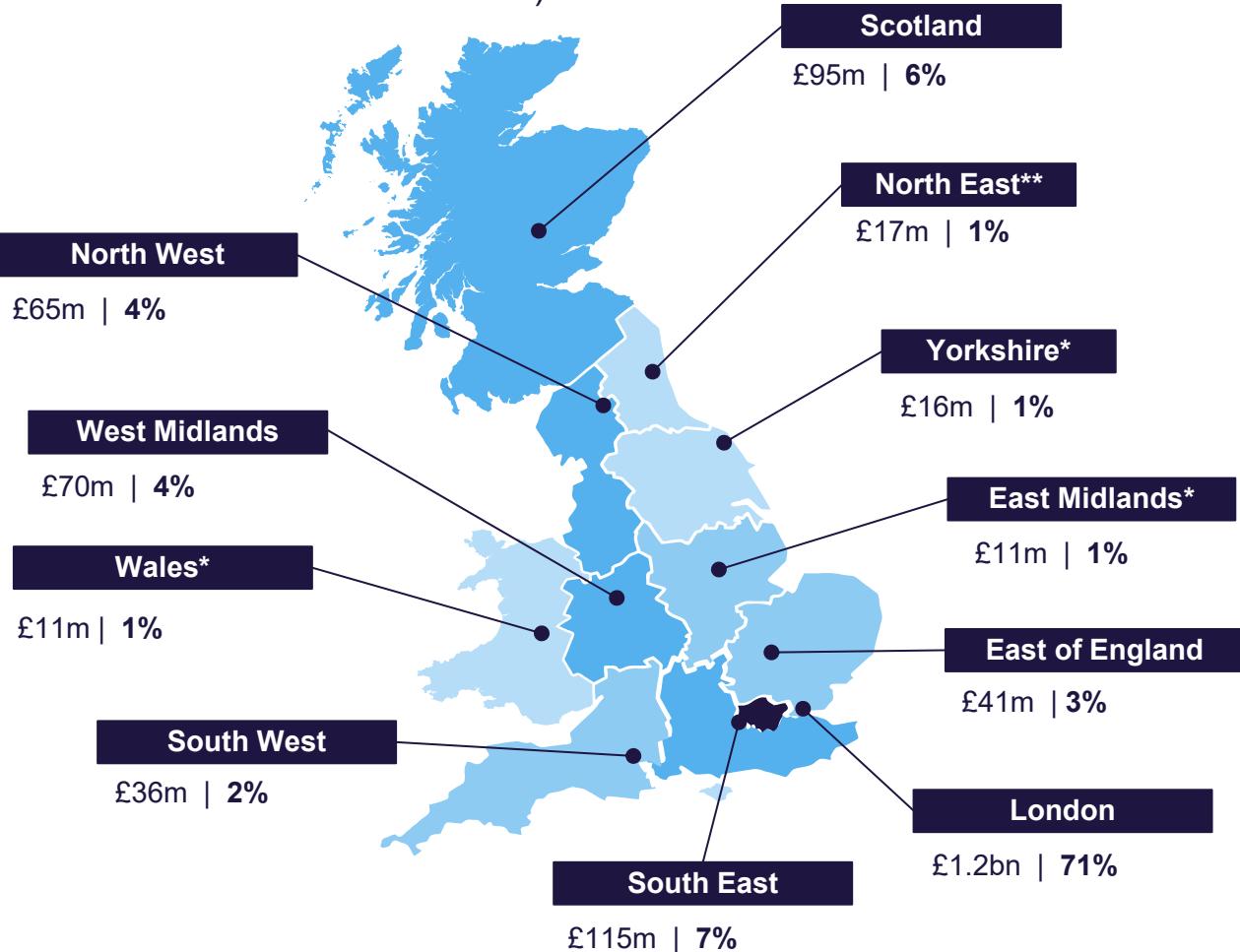
Region	Visits (000)	Visits share in GB	Business Events visits as a % share of all inbound visits
London	921	63%	5%
South East	125	9%	3%
Scotland	96	7%	2%
West Midlands	92	6%	5%
North West	77	5%	2%
East of England	53	4%	2%
South West	38	3%	2%
East Midlands*	19	1%	2%
Yorkshire*	17	1%	2%
Wales*	15	1%	2%
North East**	13	1%	3%

London received 63% of all Business Events visits across years; a total of 921,000. The next most popular regions for these visits were the South East (9% of Business Events visits), and Scotland (7%). Looking at the overall spread of visit types for each region, we see that London and the West Midlands were most reliant on Business visits, constituting 5% of each region's total visits from 2022-2024.

Source: International Passenger Survey 2024. \*Sample size below 100, please treat with caution. \*\*Sample size below 50, indicative only. \*\*\*In order to maximise sample size, visits shown are an average per year across the three most recent years of data. Data shows those who stayed in one region while in GB. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Business Events spend across Great Britain

Average Business Events spend by nation and region (2022-2024, volume and % share within GB)\*\*\*



Source: International Passenger Survey 2024. \*Sample size below 100, please treat with caution. \*\*Sample size below 50, indicative only.

\*\*\*In order to maximise sample size, visits shown are an average per year across the three most recent years of data. Data shows those who stayed in one region while in GB. All values and percentage changes in spend are in nominal terms unless otherwise specified. 2024 data points are official statistics in development: please refer to slide 7 for more details.

Region	Spend (£m)	Spend share in GB	Business Events spend as a % share of all inbound spend
London	1,177	71%	7%
South East	115	7%	5%
Scotland	95	6%	3%
North West	65	4%	3%
West Midlands	70	4%	7%
East of England	41	3%	4%
South West	36	2%	3%
East Midlands*	11	1%	2%
Yorkshire*	16	1%	3%
Wales*	11	1%	2%
North East**	17	1%	6%

Looking at spend from Business Events visits, this was even more focussed in London compared to visits (71% of all Business Events spend vs. 63% of all Business Events visits). However, top ranked regions are very similar. Looking at the overall spread of visit types for each region, we see that London and the West Midlands are most reliant on Business Events spend, constituting 7% of each region's total spend from 2022-2024.

# Appendix

More detail on the characteristics of each type of Business visit

# Meetings of 1-5 people - 2024

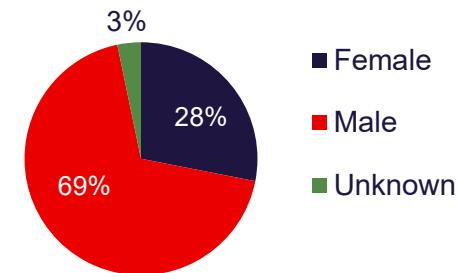
- Small meetings were the largest meeting category, accounting for 17% of Business visits (1.2m visits) in 2024.
- Visits in Great Britain for a small meeting spent £861 million in 2024 – 15% of all inbound visit spending under Business purposes.
- In terms of visits, the top 5 markets contributed to 55% of the visits; and the top 5 by value accounted for 51% of the spend in this category. Though the USA contributed 24% on its own.
- Attendees of small meetings were most likely to come to Great Britain in the second quarter (April to June).
- Just over a quarter of those in Great Britain on business to attend a small meeting in 2024 were female (28%).

## Seasonality by Visits



Top 5 Markets by Volume	Visits (000)	Top 5 Markets by Value	Visits (£m)
USA	158	USA	206
France	158	France	76
Germany	131	Germany	66
Irish Republic	101	India	53
Netherlands	97	Netherlands	41

Averages	2024
Average Spend per Visit	£740
Average Nights per Visit	2.8
Average Spend per Night	269



Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified.  
 Base: Meetings 1-5 people (1,263), sample size at market level varies and may be low, results are thus indicative. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Meetings of 6-9 people - 2024

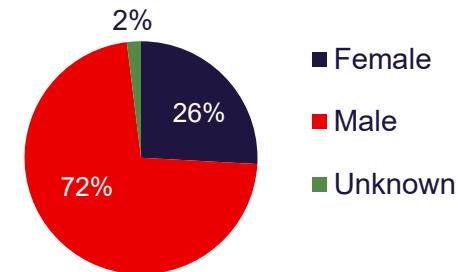
- This category represented 11% of Business visits in 2024, accounting for 763,000 visits.
- Visits for these meetings were associated with £636 million spent in 2024, representing 11% of all inbound Business spend.
- The top 5 markets by volume contributed half of all these type of visits, and over half (53%) of spend in this category. Similar to what was seen in the small meeting type, the USA contributed the lions share here – accounting for 27% of all spend.
- Meetings of 6-9 people were similarly likely to visit Great Britain in the second (April-June) and fourth (October-December) quarters.
- The majority of those in Great Britain on business to attend a medium sized meeting in 2024 were male – though females did make up over a quarter of visits (26%).

## Seasonality by Visits



Top 5 Markets by Volume	Visits (000)	Top 5 Markets by Value	Visits (£m)
USA	99	USA	169
Germany	83	Germany	55
France	81	France	39
Spain	65	Netherlands	38
Netherlands	57	India	37

Averages	2024
Average Spend per Visit	£834
Average Nights per Visit	3.2
Average Spend per Night	260



Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified.

Base: Meetings 6-9 people (867), sample size at market level varies and may be low, results are thus indicative. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Meetings of 10-20 people - 2024

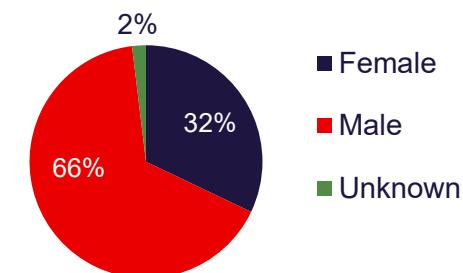
- Meetings of 10-20 people represented 11% of Business visits in 2024, accounting for 772,000 visits.
- Visits for these meetings were associated with £794 million spent in 2024, representing 14% of inbound spend from the Business category.
- This category sees the highest spend per night among Business purposes, at £275.
- The top 5 markets by volume contributed over half of all these type of visits (53%), and half of spend in this category. The US contributed 23% of total spend in this category.
- 29% of these meetings were in the second quarter (April – June).
- Almost a third of visits attending these meetings were female (32%).

## Seasonality by Visits



Top 5 Markets by Volume	Visits (000)	Top 5 Markets by Value	Visits (£m)
USA	141	USA	184
France	78	France	72
Germany	73	India	55
Irish Republic	70	Germany	44
Netherlands	51	China	42

Averages	2024
Average Spend per Visit	£1,028
Average Nights per Visit	3.7
Average Spend per Night	275



Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified.  
 Base: Meetings 10-20 people (884), sample size at market level varies and may be low, results are thus indicative. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Meetings of 21+ people - 2024

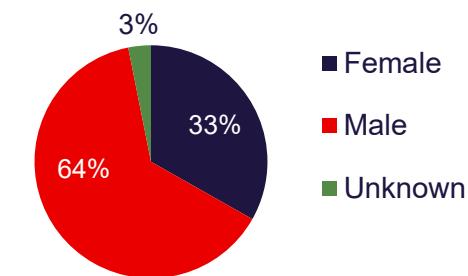
- Large meetings accounted for 8% of business visits in 2024 with 516,000 visits. Visits attending these large meetings were associated with a total of £614 million spent in 2024.
- After the 'training and development' category, this category sees the highest spend per visit among business purposes at £1,191.
- The top 5 markets by volume contributed over half of all these type of visits (54%), and over half (58%) of spend in this category. The US contributed 42% of total spend in this category.
- 32% of large meetings were held during the last quarter of 2024 (October-December).
- 4 of the top 5 volume and value generating markets were visiting from Europe.
- 33% of large meeting attendees were female in 2024.

## Seasonality by Visits



Top 5 Markets by Volume	Visits (000)	Top 5 Markets by Value	Visits (£m)
USA	137	USA	259
France	41	India	38
Spain	36	France	21
Netherlands	33	Netherlands	21
Germany	30	Spain	19

Averages	2024
Average Spend per Visit	£1,191
Average Nights per Visit	4.7
Average Spend per Night	252



Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified.  
 Base: Large Meetings 21+ people (580), sample size at market level varies and may be low, results are thus indicative. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Incentive and team building - 2024

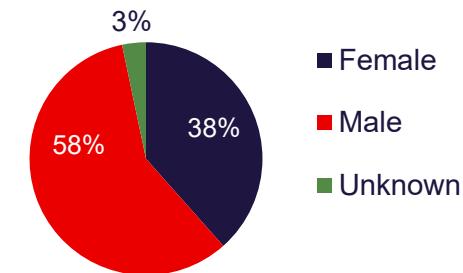
- Incentive and team building was the smallest business group in 2024 in terms of visits, but second smallest for spend (after lorry drivers).
- Visits for incentive and team building events were similarly likely to take place in the first (January-March) and fourth (October-December) quarters.
- 38% of the team building and incentive visits were made by females and the majority (64%) of all visits were between the ages of 25 and 44 years of age in 2024. This was the highest share of females vs. males among all business purposes.
- With each visit averaging almost £1,100, this group displayed one of the highest average spend per visits of the categories.
- Those on a team building or an incentive trip stayed an average of 4.7 nights.

## Seasonality by Visits



Top 5 Markets by Volume	Visits (000)	Top 5 Markets by Value	Visits (£m)
USA	33	USA	77
Germany	23	Germany	19
Irish Republic	17	China	16
France	15	Spain	9
Spain	12	Irish Republic	7

Averages	2024
Average Spend per Visit	£1,097
Average Nights per Visit	4.7
Average Spend per Night	235



Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified.  
 Base: Incentive and Team Building (200), low sample size, results are only indicative. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Conferences, Conventions and Congresses - 2024

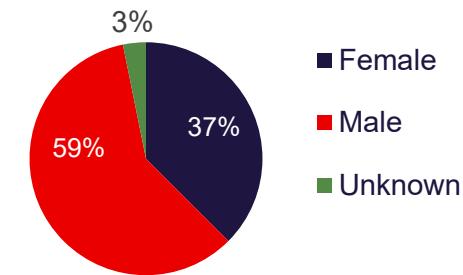
- There were 755,000 visits for conferences in 2024, with those visits associated with £796 million spent.
- The top 5 markets by volume contributed 43% of visits and 42% of spend for this Business category.
- As seen in the previous business categories, the value of the USA leads by some distance – at £190 million this is 24% of the total spend in this category.
- The first quarter (January-March) is the quietest quarter for attending conferences in Great Britain, with the second and third quarter most popular.
- 37% of visits in Great Britain in 2024 to attend a conference were female.

## Seasonality by Visits



Top 5 Markets by Volume	Visits (000)	Top 5 Markets by Value	Visits (£m)
USA	101	USA	190
Irish Republic	62	Germany	44
Germany	61	Spain	33
France	53	South Korea	32
Spain	49	France	30

Averages	2024
Average Spend per Visit	£1,054
Average Nights per Visit	4.3
Average Spend per Night	243



Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified.  
 Base: Conference, Conventions and Congress (814), sample size at market level varies and may be low, results are thus indicative. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Exhibitions, events and trade shows - 2024

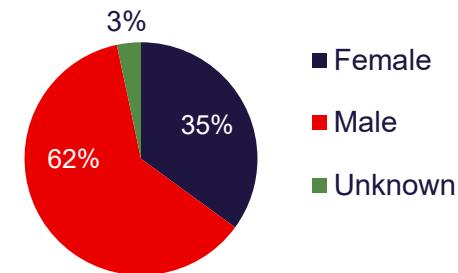
- Attendees to exhibitions, events or trade shows spent £325 million across 242,000 visits in 2024. In terms of the entire Business sector, this represented 5% of all visits and 6% of spend in 2024.
- Visits for exhibitions and trade shows were relatively evenly spread across quarters. So, although a traditionally smaller category of business tourism these types of visits can help extend the traditionally peak tourism 'summer' quarter.
- Over third of the exhibitions, events and trade show visits were made by females and the majority (54%) of all visits were between the ages of 35 and 54 years of age in 2024.

## Seasonality by Visits



Top 5 Markets by Volume	Visits (000)	Top 5 Markets by Value	Visits (£m)
USA	39	USA	71
France	36	Turkey	27
Irish Republic	27	France	23
Italy	26	Spain	19
Germany	23	Germany	17

Averages	2024
Average Spend per Visit	£1,082
Average Nights per Visit	4.8
Average Spend per Night	227



Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified.  
 Base: Exhibitions and Trade Shows (361), sample size at market level varies and may be low, results are thus indicative. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Training events and development - 2024

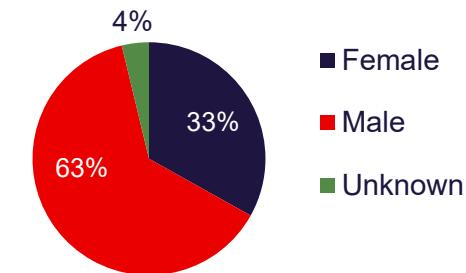
- Training and development includes business travellers both receiving training and those who were in Great Britain to host a training session.
- This Business category contributed 427,000 visits and these visits were associated with £517 million spent in 2024.
- Visits for training and development events were most likely to take place in the second quarter (April to June).
- A third (33%) of training and development visits were made by females and the majority (57%) of all visits were between the ages of 25 and 44 years of age in 2024.

## Seasonality by Visits



Top 5 Markets by Volume	Visits (000)	Top 5 Markets by Value	Visits (£m)
Netherlands	55	USA	88
USA	42	India	35
Irish Republic	41	Netherlands	35
France	39	Germany	28
Germany	39	France	26

Averages	2024
Average Spend per Visit	£1,210
Average Nights per Visit	9.2
Average Spend per Night	131



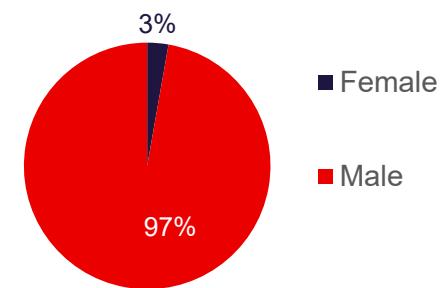
Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified.  
 Base: Training Event and Development (457), sample size at market level varies and may be low, results are thus indicative. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Lorry driving – H1 2024\*

- Lorry drivers accounted for 14% of the Business visits made from overseas to Great Britain in 2024 (22% in H1 2024). However, they contributed only 1% of all Business spending (2% of H1 2024).  
 \*Please note that 2024 IPS data indicates a notable decline in lorry drivers, who were only surveyed in the first half of the year. This may be influencing trends – please see more details on slide 7.
- This category contributed 977,000 inbound visits and a combined spend of £75 million in 2024.
- The dominance of Poland and Romania amongst Lorry Drivers is stark here. Over half of all visits (54%) and close to half (45%) of the Lorry driver spending in 2019 were from these 2 markets.
- Due to Great Britain's proximity to Europe and ease of access, virtually all lorry drivers came from Europe in 2024, with only a few arriving from other continents.

Top 5 Markets by Volume	Visits (000)	Top 5 Markets by Value	Visits (£m)
Poland	308	Poland	21
Romania	223	Romania	19
Bulgaria	65	Netherlands	6
France	48	Spain	5
Spain	37	France	3

Averages	2024
Average Spend per Visit	£76
Average Nights per Visit	2.1
Average Spend per Night	36



Source: International Passenger Survey 2024. All values and percentage changes in spend are in nominal terms unless otherwise specified.  
 Base: Lorry Driving (454), sample size at market level varies and may be low, results are thus indicative. 2024 data points are official statistics in development: please refer to slide 7 for more details.

# Understanding Business Visits to Great Britain