

Understanding Business Visits

Foresight – issue 153

VisitBritain Research



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Introduction

- This edition of Foresight looks at the characteristics of the business visitors to the UK during 2016 and the main event type they were in the UK to attend
- This analysis comes from the International Passengers Survey (IPS) carried out by the Office for National Statistics (ONS) during 2016
- Each year VisitBritain sponsors questions on this survey and during 2016 we asked all those in the UK for business a little more about their main business event on the visit from which they were departing
- This report updates several other Foresight reports on this topic but further information and interactive visualisations can be found on our corporate website here:

<https://www.visitbritain.org/business-visits-events>

- All figures are based on IPS 2016, unless otherwise stated
- All spend is nominal

Summary

- **Business visits represented 24% of the visits to the UK in 2016** – contributing 9.2 million visits and £5.5 billion in spend
- Both visits and spend set new **records in 2016** after several years of recent growth following the pre global financial crises peaks of 2006
- UK business visitors, on average, spend in line with the total UK figures; although they have a shorter length of stay, the **average spend per night is much higher than the UK figure** – making this a very valuable segment to the UK tourism industry
- The importance of **Europe** is evident with **9 of the top 10 visit generating markets** our close neighbours
- The **USA** is the only UK long haul market to make it into the top 10 generating markets but is a very strong leader in first place when looking at the business spend generated while in the UK. Other long haul markets holding a position in the top 10 for spend are **India** (7th) and **Australia** (9th)
- Business visits were dominated by male attendees in 2016 and tended to be in the 35-54 age bracket
- Visiting parks, museums and historical castle/buildings were the most common activities for business visitors
- The long haul markets had the highest average spend when broken down by meeting category, although the short haul markets deliver the volume of visits
- **Regional Distribution**
 - **London** leads the way in terms of share of visits, night and spend
 - The **South West** over indexes on spend and therefore a high average spend per night
 - At least a quarter of the visits to the **West Midlands, North East, North West, Yorkshire, East of England** and the **South East** were for business
 - **Wales** and **Scotland** were the least reliant on business tourism last year
 - Compared to the UK average, the **South West** had a higher proportion of training business events last year
 - Business visits to the **East Midlands** were dominated by the *other* business event category

Business Visits Highlights

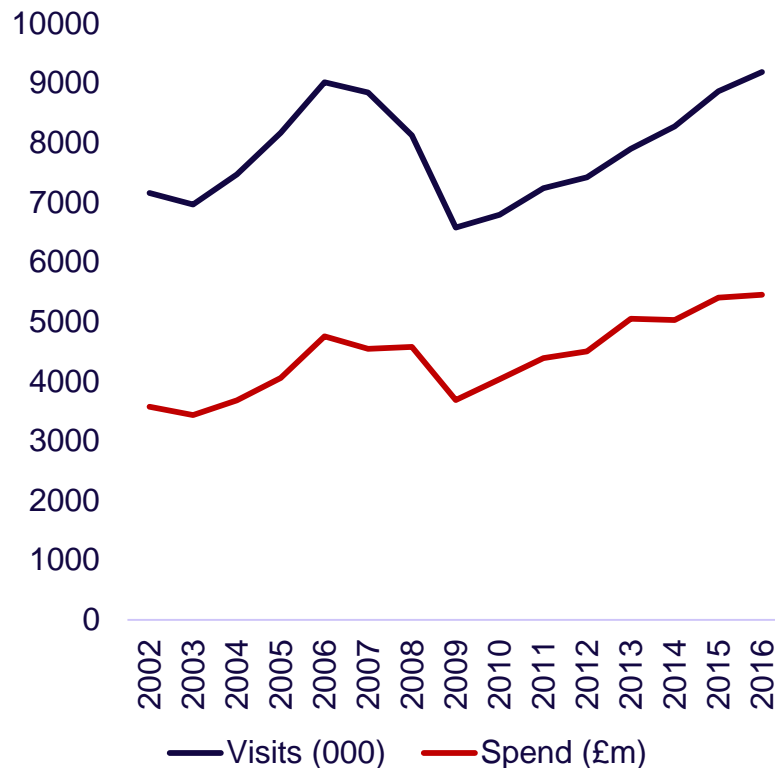
- **Other**
 - This was the largest of the business types (40%) at 3.5 million, spending a total of £1 billion
 - The characteristics of these other visitors highlights a dominance of lorry drivers
- **Meetings of 1-5 people**
 - The largest meeting category representing 1 of every 5 visits in 2016 and contributing £1 billion in spend
- **Meetings of 6-20 people**
 - Were the most valuable meeting category contributing £1.3 billion last year and a total of 1.7 million visits
- **Large Meetings of 21+ people**
 - Was the meeting category reporting the highest average spend per visit (£1,035) and night (£268)
- **Conferences and Conventions**
 - There were 566 million conference visits in 2016, spending a combined £537 million
- **Training and Development**
 - Longest average length of stay at just over 1 week
- **Exhibition and Trade Shows**
 - The value of these events in 2016 was £194 million and there were a total of 204,000 visits
- **Incentive and Team Building**
 - The months of April, May and June (Q2) were the most popular quarter for team building events
- **Combined Conferences and Exhibitions**
 - 62% of visitors to conferences and exhibitions to the UK last year were in London. England (excluding London) hosted 30% of these conferences last year, Scotland 6% and Wales 1%



Business Visits – in Context

UK Business Visits and Spend

UK Business Visits and Spend 2002 - 2016



- In 2016 the UK welcomed a record 9.2 million business visits – returning to 2006 levels after the global financial crisis lows of 2009
- Business visitors spent a combined record of £5.5 billion in the UK during 2016
- There has been a 24% increase in business visits to the UK since 2012, while spend has risen 21%
- In 2016 business visits accounted for almost 1 in every 4 visits to the UK (24%), the same as in 2012



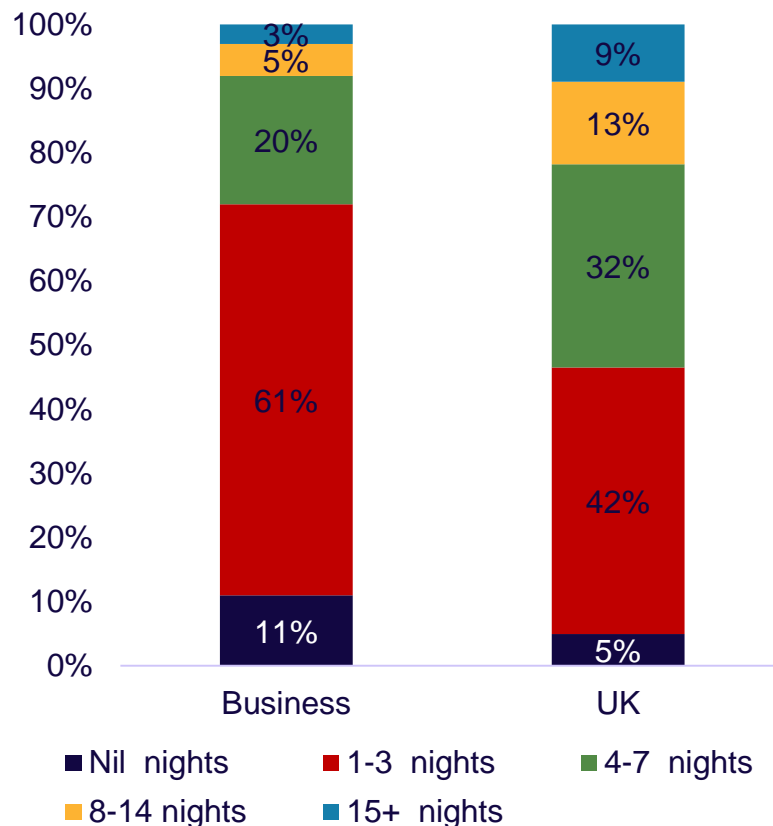
UK Business Visits - Averages

2016	Business	All journey purposes
Total Visits (000)	9,187	37,609
Total Nights (000)	37,016	277,295
Total Spend (£m)	£5,452	£22,543
Average Spend per Visit	£593	£599
Average Nights per Visit	4.0	7.4
Average Spend per Night	£147	£81

- The average spend per visit from a business visitor in 2016 was in line with the UK average – just under £600
- A business visit to the UK tends to be shorter than an average visit
- Due to this relatively short length of stay, the average spend per night from a business visitor is £66 more than the UK average
- While the average length of stay has remained fairly consistent over time, the average spend per visit (up 13%) and spend per night has increased 21% since 2006

UK Business Visits – Duration of Stay

Duration of Stay 2016



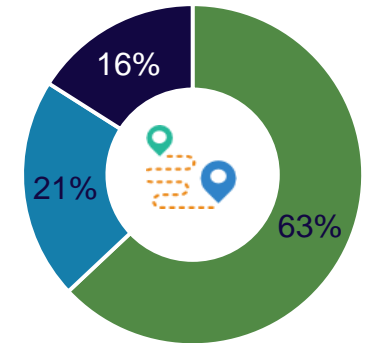
- As seen on the previous slide, the average length of stay tends to be shorter for business visitors, compared to the UK average
- Indeed, visits lasting 1-3 days are the most popular length of stay for a business visit accounting for 61%, compared to 42% for the UK average
- Longer stays of more than 2 weeks were just 3% of the business visits in 2016, compared to 9% for the UK
- During 2016, 1 in 10 business visits was classed as a day visit – with the visitor not staying any nights

Business Visits - Mode of Travel

- The vast majority of visitors to the UK arrive by air – that is through one of the UK’s many airports. This is not surprising given the UK’s excellent air connectivity
- Business visitors are no exception to this, with 63% arriving in the UK through an airport in 2016
- However, a slightly higher proportion of business visitors arrive through a sea port – 21% vs 14% for all journey purposes

Mode of Travel

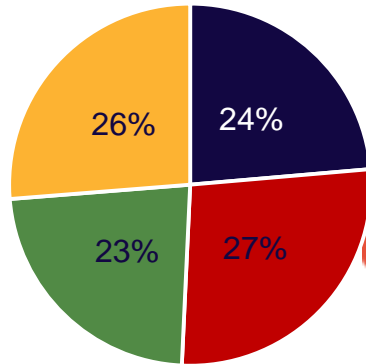
- Air
- Sea
- Tunnel



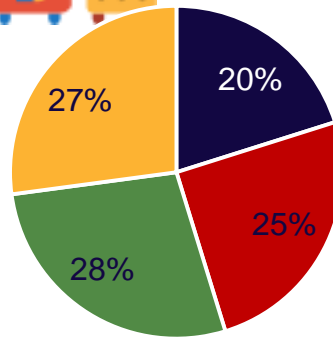
- Business tourism is not just about activity in an office, conference centre or exhibition hall but includes all work related purposes and those who are coming to the UK in order to collect or deliver goods.
- Of the 9.2 million business visits in 2016, 25% were by those driving a lorry

Business Visits - Seasonality

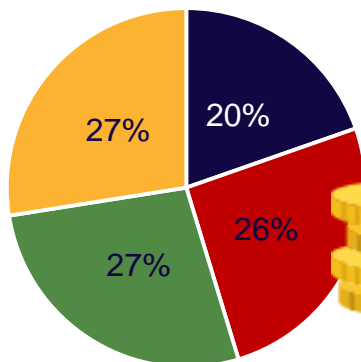
Visits



Nights



Spend



■ Jan-Mar ■ Apr-Jun ■ Jul-Sep ■ Oct-Dec

- Business visits do not show the seasonality generally seen in tourism flows, with visits evenly spread throughout 2016
- In comparison, 32% of holiday visits and 39% of holiday spend take place in July-September
- For the UK tourism industry this helps to maintain a year round tourism offer
- Nights and spend do show some effect of seasonality tending to be weighted slightly more toward the later half of the year – though the extent is very modest



Business Visits – by Market

Top 10 Business Markets

Visits

- The top 10 markets generated 68% of all business visits to the UK in 2016 and include just one long haul market
- The importance of our location and proximity to Europe is notable here, with 9 of the 10 top business markets in 2016 being European

Inbound business tourism is not all about activity taking place in an office, conference centre or exhibition hall. The IPS collects information on any overseas resident who is making a trip to the UK for work related purposes including those who are coming to the UK in order to collect or deliver goods

2016 Market	Visits (000)	% Share
Poland	872	9%
Germany	860	9%
France	841	9%
USA	688	7%
Netherlands	658	7%
Irish Republic	649	7%
Romania	519	6%
Spain	476	5%
Italy	365	4%
Belgium	288	3%

Top 10 Business Markets

Spend

- When looking at the top 10 markets in terms of value, the results are quite different with only 6 European markets making the cut here
- The top 10 markets accounted for 62% of all business spending in the UK in 2016
- The value of the USA is noticeable here – contributing almost 3 times more than all business visitors from the Irish Republic did last year

2016 Market	Spend (£m)	% Share
USA	£1,035	19%
Switzerland	£378	7%
Germany	£357	7%
Irish Republic	£349	6%
France	£313	6%
Netherlands	£222	4%
India	£211	4%
Spain	£184	3%
Australia	£142	3%
Italy	£139	3%

Average spend per business visit*

Market	Visits (000)	Spend (£m)	Average spend per visit
Singapore	43	£114	£2,657
China	47	£112	£2,380
Australia	69	£142	£2,044
India	119	£211	£1,778
South Africa	47	£77	£1,646
United Arab Emirates	62	£98	£1,579
Switzerland	242	£378	£1,559
USA	688	£1,035	£1,505
Hong Kong	31	£45	£1,474
Brazil	22	£33	£1,473
Canada	75	£95	£1,266
Japan	76	£85	£1,121
Israel	34	£31	£931
Greece	46	£39	£844
Turkey	65	£53	£808
Sweden	181	£136	£751
Russia	52	£37	£701
Norway	122	£77	£631
Austria	57	£33	£583
Irish Republic	649	£349	£539

- 12 markets had an average spend higher than £1,000 in 2016 – with the exception of Switzerland, these were all UK long haul markets
- A business visitor from Singapore spent almost 5 times as much as a business visitor from the Irish Republic in 2016, though there was only 1 visit from Switzerland for every 15 from the Irish Republic
- The UK average spend per visit for all journey purposes in 2016 was £599

* where sample is >30, excluding 'Other' markets

Average number of nights per visit*

Market	Visits (000)	Nights (000)	Average length of stay
India	119	2,987	25.2
Singapore	43	595	13.9
China	47	604	12.8
Turkey	65	635	9.7
Australia	69	638	9.2
Brazil	22	159	7.1
Japan	76	479	6.3
Canada	75	462	6.1
USA	688	4,024	5.8
South Africa	47	245	5.3
Hong Kong	31	160	5.2
Russia	52	270	5.1
Greece	46	217	4.7
United Arab Emirates	62	278	4.5
Spain	476	2,040	4.3
France	841	3,434	4.1
Israel	34	135	4.0
Sweden	181	716	4.0
Portugal	121	477	3.9
Slovakia	47	174	3.7

- Generally business visits have a shorter length of stay than the UK average - only 5 markets had an average business length of stay above the UK average for all journey purposes of 7.4 in 2016
- 6 markets had had an average stay of at least a week – which are all long haul markets with the exception of Turkey
- After Turkey, Greece is the European market to post the longest average stay in 2016 with 4.7 nights

* where sample is >30, excluding 'Other' markets



Business Visits – by Event Type

Business Visits in more detail

- While we have an understanding of the main purpose visitors are in the UK for each year, in 2016 VisitBritain sought to understand more about the types of business event visitors were attending
- Understanding business events at this level is important as the needs of different events can vary greatly. A small meeting may be held in an office meeting room while a larger conference may require provisions of accommodation, catering, breakout space, transport and after hours entertainment
- All visitors in the UK in 2016 for business were asked a follow up question to capture the main business event on their business trip. The following categories were asked:

Meeting 1-5 people



Meeting 21+ people



Exhibition/Trade Show



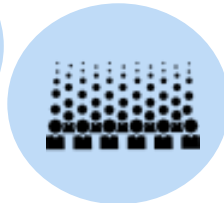
Training/Development



Meeting 6-20 people



Conference/Convention



Incentive/Team Building



Other



Business Event Type

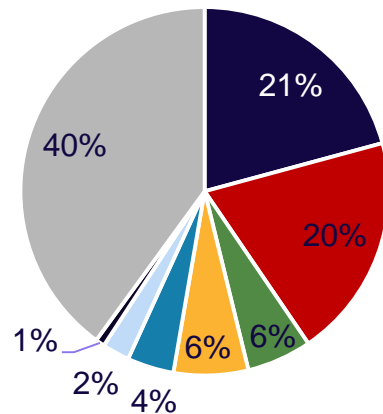
Business Event Type	Visits (000s)	Nights (000s)	Spend (£m)
Meeting 1-5 people	1,799	4,706	£1,011
Meeting 6-20 people	1,707	5,271	£1,323
Meeting 21+ people	491	1,898	£508
Conference/Convention	566	2,407	£537
Training/Development	351	2,691	£363
Exhibition/Trade Show	204	769	£194
Incentive/Team Building	68	320	£69
Other	3,459	14,864	£1,018
<i>Don't Know</i>	<i>542</i>	<i>4,090</i>	<i>£430</i>
ALL BUSINESS VISITS	9,187	37,016	£5,452

- There were 3.5 million business visits in the UK in 2016 for attending small and medium sized meetings (fewer than 20 people)
- There were 491,000 visits for larger meetings
- Training/Development drew 351,000 visits
- Conferences/Conventions and Exhibitions/Trade Shows contributed 770,000 visits
- Though relatively smaller in proportion there were still a number of visits for Incentives/Team Building (68,000)

Business Event Type

Business Event Type

- Meeting 1-5 people
- Meeting 6-20 people
- Meeting 21+ people
- Conference/Convention
- Training/Development
- Exhibition/Trade Show
- Incentive/Team Building
- Other



- 40% of the business events in 2016, were for *other* purposes
- Outside of the *other* category a similar proportion were in the UK for small to medium sized business events
- Larger business events with more than 21 delegates or a conference accounted for 12% of all business visits in 2016
- Training and Development had the longest average length of stay
- Meetings of more than 21 delegates had the highest average spending – by visit and by night

Business Event Type	Length of stay	Spend per visit	Spend per night
Meeting 1-5 people	2.6	£562	£215
Meeting 6-20 people	3.1	£775	£251
Meeting 21+ people	3.9	£1,035	£268
Conference/Convention	4.2	£949	£223
Training/Development	7.7	£1,032	£135
Exhibition/Trade Show	3.8	£950	£252
Incentive/Team Building	4.7	£1,015	£216
Other	4.3	£294	£68

Business Event Type

By age and gender

Men were more likely to attend a business event across all of the categories captured. Women were just over 1/3 of those in attendance at conferences and trade shows. There was a high proportion of men amongst those visiting for *other* business purposes, last year

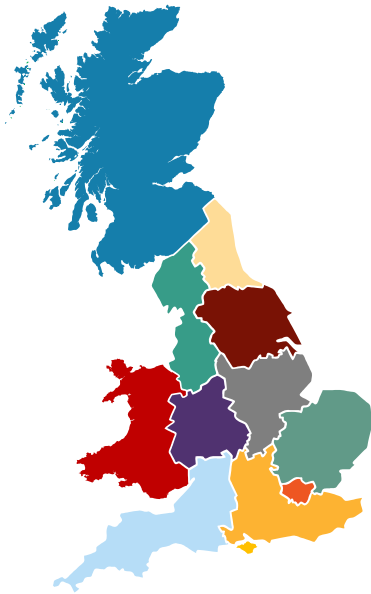
The differences in attendance by age group follows a similar pattern, with 35-54 year olds dominating each of the business categories. Training and Development is perhaps the slight exception to this rule with the younger cohort accounting for 38% of all visitors in the UK for a business event in 2016

Business Event Type	TOTAL	Male	Female	16-34 years	35-54 years	55+ years
Meeting 1-5 people	21%	76%	24%	23%	67%	10%
Meeting 6-20 people	20%	76%	24%	21%	69%	10%
Meeting 21+ people	6%	70%	30%	18%	71%	11%
Conference/Convention	7%	64%	36%	24%	63%	14%
Training/Development	4%	69%	31%	38%	57%	5%
Exhibition/Trade Show	2%	65%	35%	30%	60%	9%
Incentive/Team Building	1%	69%	31%	29%	58%	13%
Other	40%	92%	8%	27%	60%	12%
TOTAL UK		80%	20%	25%	64%	11%

Business visits

Regional Distribution












London leads by some distance, on share of visits, nights and spend while the South West over indexes on spend. The West Midlands along with Yorkshire and Wales (to a lesser extent) over index on nights, compared to visits

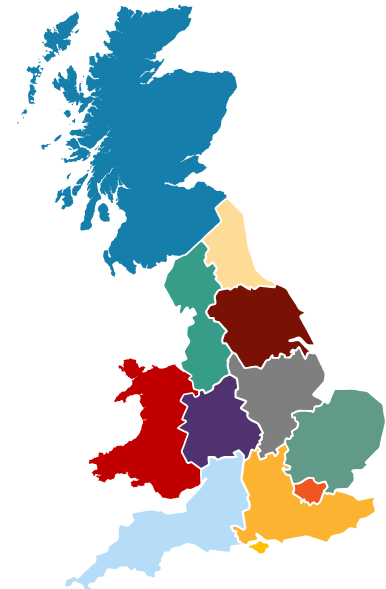


Region	Visits (000)	UK Visits Share (%)	Spend (£m)	UK Spend Share (%)	Nights (000)	UK Night Share (%)
Scotland	413	4%	£204	4%	1,554	4%
Wales	188	2%	£40	1%	776	2%
London	3,620	39%	£3,252	60%	14,587	39%
North East	159	2%	£42	1%	746	2%
North West	780	8%	£220	4%	2,704	7%
Yorkshire	384	4%	£126	2%	1,882	5%
West Midlands	890	10%	£290	5%	3,972	11%
East Midlands	490	5%	£127	2%	1,542	4%
East Of England	656	7%	£217	4%	2,179	6%
South West	450	5%	£316	6%	2,426	7%
South East	1,287	14%	£483	9%	4,418	12%

Share of business vs. other purposes

- 41% visits in 2016 to the West Midlands were for business, with 1 in 4 visits to the North East, North West, Yorkshire the South East and East of England for business
- Scotland and Wales were the least reliant on business visitors last year

Region	Holiday	Business	VFR	Study	Other
 Scotland	54%	15%	28%	1%	2%
 Wales	44%	17%	33%	2%	4%
 London	49%	19%	25%	1%	6%
 North East	26%	28%	39%	1%	6%
 North West	27%	27%	34%	1%	11%
 Yorkshire	24%	28%	43%	2%	3%
 West Midlands	17%	41%	36%	1%	5%
 East Midlands	13%	37%	44%	1%	4%
 East of England	21%	27%	46%	2%	5%
 South West	39%	18%	39%	2%	2%
 South East	28%	25%	38%	2%	7%



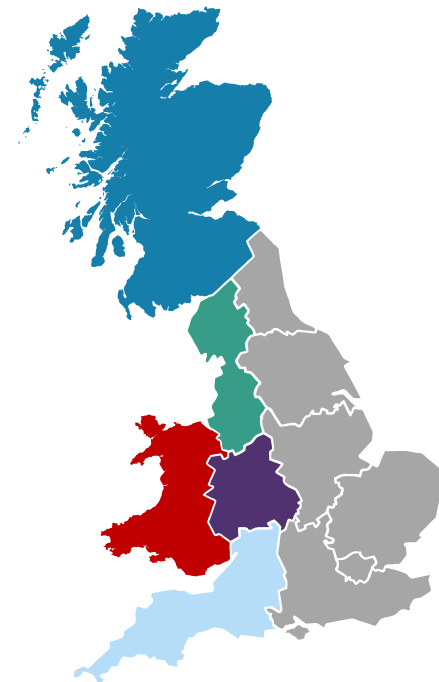
Visits by meeting type – by region (1/2)

In Scotland small meetings accounted for 36% of all business visits last year, the highest UK region proportion

Scotland and Wales had a higher share of training events, while it was exhibitions in the West Midlands

The *other* category represented 2 out of 3 business visits in Wales - the highest proportion of all UK regions

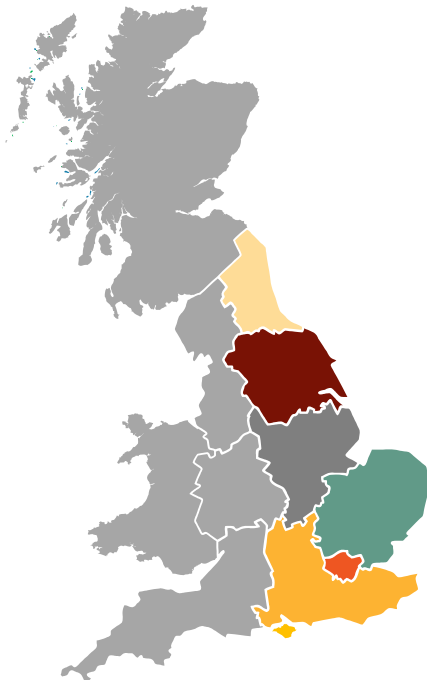
Scotland								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	36%	19%	4%	2%	12%	1%	6%	21%
Visits (000)	94	50	11	4	30	2	15	55
North West								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	19%	15%	5%	1%	6%	0%	3%	50%
Visits (000)	90	70	24	6	30	2	12	232
West Midlands								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	8%	13%	3%	1%	5%	4%	4%	64%
Visits (000)	45	74	19	3	26	25	21	373
Wales								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	9%	11%	1%	0%	7%	0%	5%	66%
Visits (000)	8	10	1	0	6	0	5	58
South West								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	14%	16%	3%	0%	4%	1%	6%	57%
Visits (000)	41	45	9	1	12	2	16	163



Visits by meeting type – by region (2/2)

Larger meetings are more likely to take place in London

The North East over indexes on medium sized (6-20) meetings, representing 30% of the business meetings in 2016, compared to the UK average of 20%. Compared to the UK average, training had a higher share in Yorkshire and the South East



North East								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	9%	30%	0%	0%	3%	0%	2%	56%
Visits (000)	8	26	0	0	3	0	2	49
East Midlands								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	9%	15%	3%	0%	3%	1%	4%	63%
Visits (000)	26	44	9	1	10	4	13	187
Yorkshire								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	15%	14%	0%	0%	1%	1%	6%	63%
Visits (000)	31	28	0	0	3	2	13	129
East of England								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	16%	15%	5%	1%	6%	1%	4%	53%
Visits (000)	66	62	21	5	25	2	16	222
London								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	25%	26%	9%	1%	10%	4%	5%	21%
Visits (000)	712	738	254	32	295	113	131	605
South East								
	Meeting 1-5	Meeting 6-20	Meeting 21+	Team Building	Conference	Exhibition	Training	Other
Proportion	15%	18%	6%	1%	4%	1%	7%	48%
Visits (000)	124	151	53	6	34	8	63	414

Activities undertaken by business visitors

- Not surprisingly business visitors undertook activities at a lower rate than the average while in the UK
- That said, the most popular activities in terms of both volume and value in 2016 were:
 - Visiting parks or gardens (7%)
 - Visiting museums or art galleries (6%)
 - Visiting a castle/historic houses (6%)
- Business visitors from the USA, Germany, India and France were the most likely to participate in the activities alongside their business event when in the UK





Spotlight on Conferences and Exhibitions

Conferences and Exhibitions

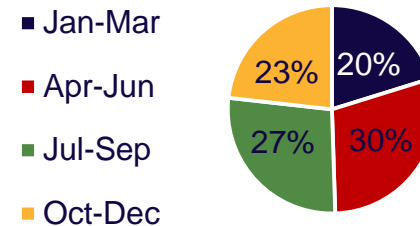
- There are many things to consider when organising a conference or exhibition – picking the location is one of the biggest decisions
- Organisers will be looking for a place that is close to specific geographical points of interest. Access and suitability of venues are high on the list of considerations. Value for money also plays a part
- Provisions of accommodation, perceptions of welcome and safety are considered as well as the climate
- As such, we have dedicated this section of this report to shining the spotlight on data for those who were in the UK to attend a conference or exhibition
- For more information on business events and the decision making process, read our recent business events research:

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

Conferences and Exhibitions

- There were 771,000 inbound visits to the UK to attend a conference or exhibition in 2016, spending a combined £731 million
- The top 5 markets contributed 40% of the visits and 41% of the spend
- South Africa does not make it into the top 5 for visits, but holds 4th spot for spend
- The first 3 months of the year are the quietest quarter for attending a conference or exhibition in the UK

Seasonality



	Visits (000)		Spend (£m)
USA	88	USA	£132
Germany	72	Sweden	£51
Irish Republic	71	Irish Republic	£43
Netherlands	43	South Africa	£37
France	37	Germany	£35

Conferences and Exhibitions

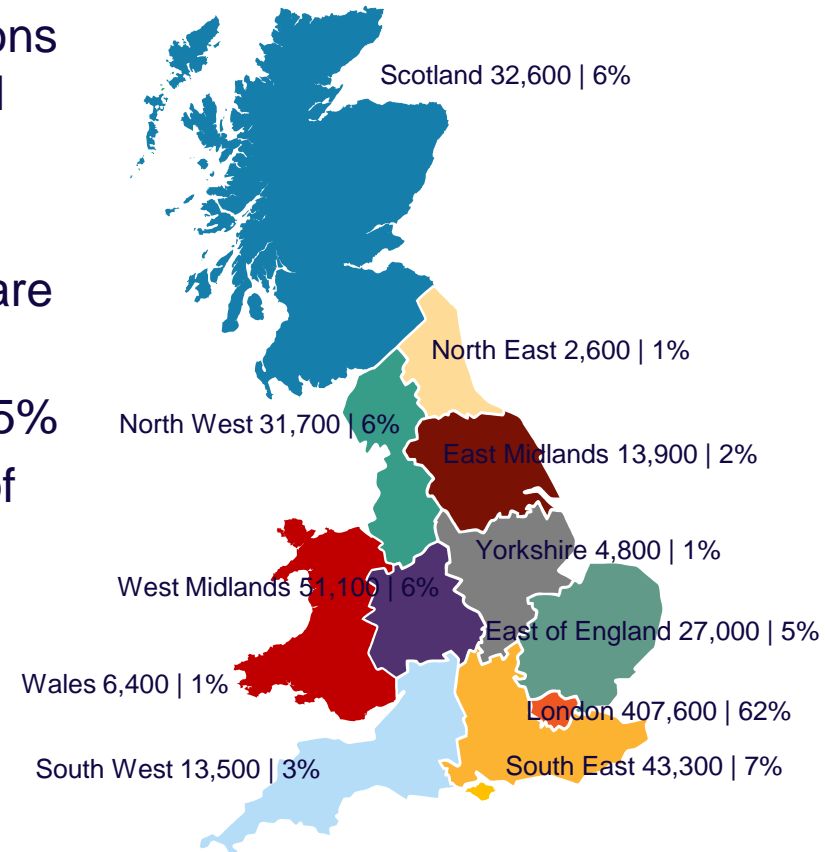
Market	Visits (000)	Visits share 2016	Spend (£m)	Spend share 2016	Average spend per visit
USA	88	11%	£132	18%	£1,508
Germany	72	9%	£35	5%	£490
Irish Republic	71	9%	£43	6%	£608
Netherlands	43	6%	£25	3%	£578
France	37	5%	£30	4%	£817
Spain	35	5%	£26	4%	£741
Sweden	34	4%	£51	7%	£1,526
Italy	31	4%	£13	2%	£413
Switzerland	28	4%	£21	3%	£744
Denmark	25	3%	£16	2%	£629

- The USA and Sweden both have an average spend in excess of £1,500
- The USA accounted for 1/5 of all expenditure and the only long haul market to make it into the top 10 league table
- Those attending a convention or exhibition in the UK from the USA spent 6 times of those from Switzerland last year



Regional spread - Conferences and Exhibitions

- 62% of the visits to conferences/conventions and exhibitions in 2016 were to the capital
- The South East received 7% of the visits
- The North West, West Midlands and Scotland were close behind with a 6% share each
- The East of England recorded a share of 5%
- Excluding London, England hosted 30% of visitors from conferences/conventions in 2016, followed by Scotland with 6% and Wales welcoming delegates to 6,400 conference attendees



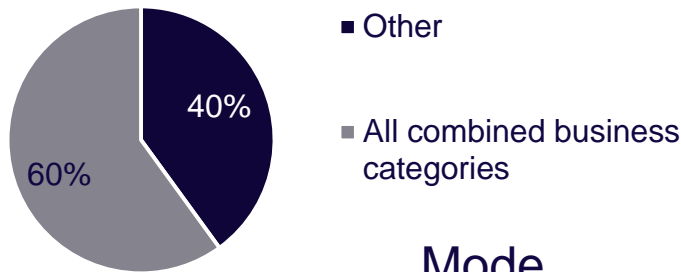


Exploring the '*other*' category

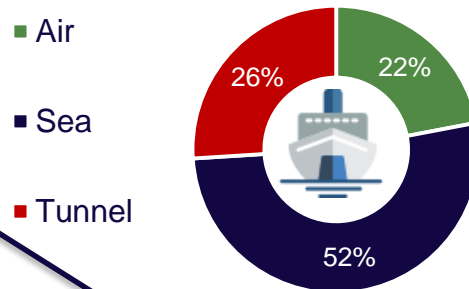


Business Event Type - *Other*

Business Event Type



Mode



Vehicle (among sea/tunnel arrivals)



- The *other* category represented a high proportion of all business visits – therefore these visits have their own section where their unique characteristics can be highlighted
- This *other* category is dominated by lorry drivers - those visiting the UK to drop off and deliver goods
- 78% of these *other* business visitors left the UK by sea (52%) or tunnel (26%) route, compared to the UK average of 26% (14% and 12% respectively)
- 93% of those arriving by sea or tunnel were in a lorry or private vehicle

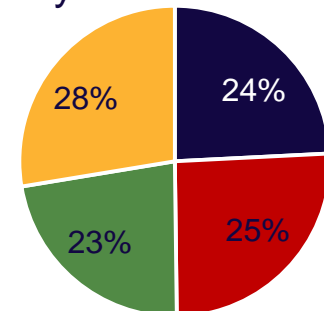
Other business category

- In 2016, 2 in every 5 (40%) business visits was *other* – 3.5 million, spending a little over £1 billion
- Our near European neighbours who make up the top 5 markets, in terms of volume
- The top 5 markets contributed 55% of the visits and 41% of the spend
- The average spend per *other* business visit was £294 – almost half the UK business average of £593 in 2016

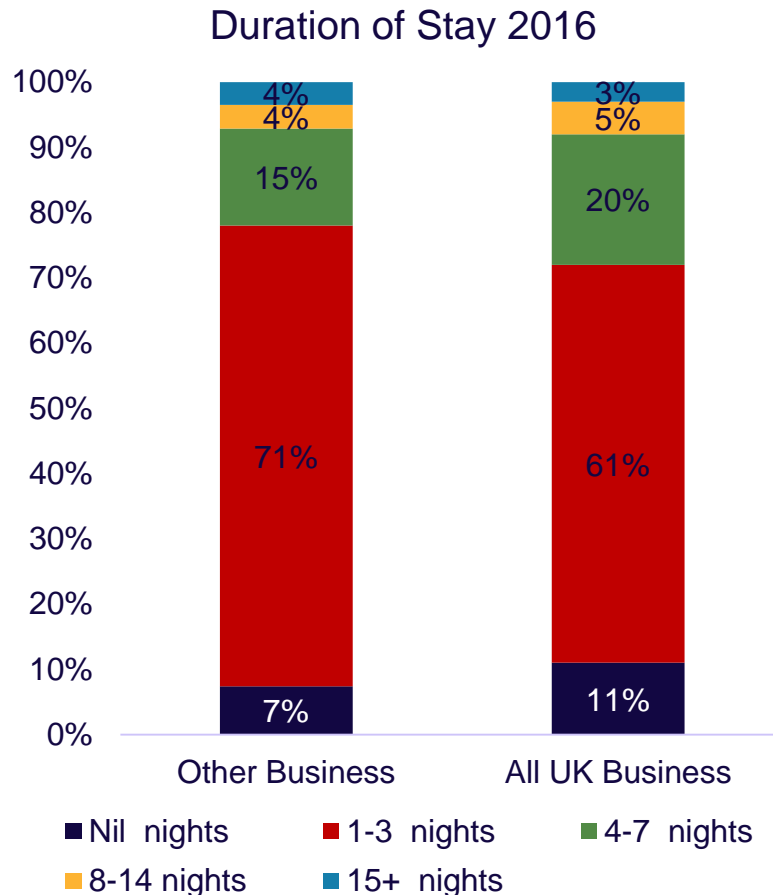
Market	Visits (000)	Market	Spend (£m)
Poland	751	USA	£203
Romania	477	Germany	£76
Germany	235	India	£48
France	219	Irish Republic	£48
Spain	209	Spain	£47

Seasonality

- Jan-Mar
- Apr-Jun
- Jul-Sep
- Oct-Dec



Other Business Visits – Duration of Stay



- Length of stay for visitors for *other* business visits was 4.3 nights, compared to the UK business average of 4.0
- However this masks a different profile in terms of duration for these *other* business visitors
- 78% of *other* business visits were for less than 3 nights; this is higher than that for all UK business visits
- A small proportion of *other* business visits were for very long periods

Other Business

Market	Visits (000)	Visits share 2016	Spend (£m)	Spend share 2016	Average spend per visit
Poland	751	22%	£43	4%	£58
Romania	477	14%	£20	2%	£41
Germany	235	7%	£76	7%	£323
France	219	6%	£46	5%	£210
Spain	209	6%	£47	5%	£225
Netherlands	184	5%	£33	3%	£182
Czech Republic	166	5%	£15	1%	£89
Hungary	153	4%	£9	1%	£59
Irish Republic	122	4%	£48	5%	£390
Bulgaria	110	3%	£4	0%	£35
Italy	94	3%	£28	3%	£295
USA	86	3%	£203	20%	£2,344
Lithuania	81	2%	£4	0%	£45
Belgium	71	2%	£15	1%	£211
Portugal	65	2%	£11	1%	£169
Slovakia	35	1%	£2	0%	£52
Latvia	34	1%	£2	0%	£72
Denmark	26	1%	£11	1%	£433
Misc. Eastern Europe	26	1%	£5	1%	£207
Sweden	26	1%	£15	1%	£577

- While Poland and Romania account for 35% of these visits, their characteristics mean they are under represented in the spend (contributing just 6%)
- The USA is the only *other* long haul market in the top 20
- Misc. Eastern Europe includes markets like Albania, Estonia and Moldova

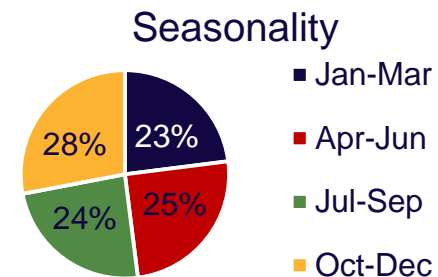


Detailed Business Event Types



Meetings 1-5 people

- Small meetings was the largest meeting category – accounting for 21% of the business visits (1.8 million visits)
- Visitors in the UK for a small meeting spent a little over £1 billion in 2016
- In terms of visits, the top 5 markets contributed 52% of the visits and 45% of the spend in this category
- Quarter 4 (October-December) was the most popular time for small meetings – 28%
- 1/5 of the spending by these visitors in 2016 was from business visitors from the USA
- Outside of the top 5 markets, India held a 2% share of the visits, but contributed 5% towards the total value of these small meetings last year



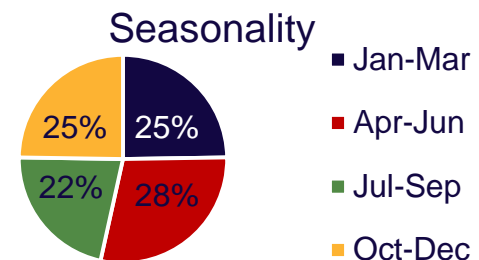
	Visits (000)	Spend (£m)
France	223	£70
Germany	214	£84
Netherlands	174	£59
USA	163	£189
Irish Republic	162	£51

Meetings 6-20 people



- Medium sized meetings represented 1 of every 5 of the business visits in 2016 – 1.7 million
- Visitors attending these meetings spent £1.3 billion in 2016 – making this the most valuable of the business categories
- The top 5 markets contributed 51% of the visits and 54% of the spend in this category
- USA, Switzerland and India all had an average visit spend in excess of £1,000 last year
- The majority of medium sized business meetings were in the first half of the year

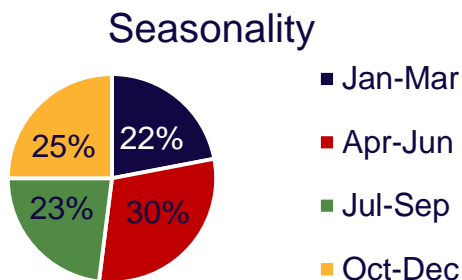
	Visits (000)
France	208
Germany	207
USA	202
Netherlands	128
Irish Republic	123
	Spend (£m)
USA	£265
Switzerland	£255
Germany	£80
France	£62
India	£48





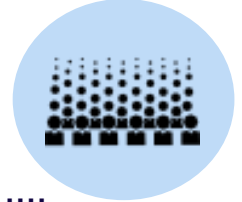
Large Meetings 21+ people

- Large meetings accounted for 9% of business visits in 2016 – 491,000 visits
- Visitors attending these large meetings spent a total of £508 million in 2016
- The top 5 markets represented 46% of visits and 57% of spend
- 30% of the large meetings were held during the spring – April to June
- 4 of the top 5 generating markets are visiting from Europe
- Irish Republic visitors reported the highest average spend per large meeting visit - £2,398
- Visitors from the USA spent 5 times the amount of those from France when in the UK for a large meeting



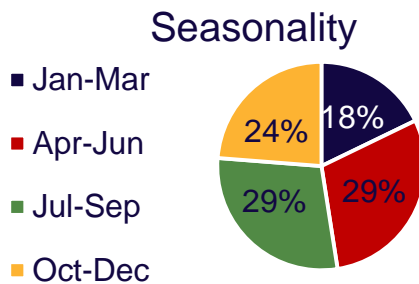
	Visits (000)
USA	72
France	49
Germany	44
Irish Republic	31
Netherlands	31

	Spend (£m)
USA	£138
Irish Republic	£74
Germany	£31
France	£26
Switzerland	£21



Conferences and Conventions

- There were 566 million conference visits in 2016, spending £537 million
- The top 5 markets contributed 40% of the visits and 42% of the spend
- The long haul markets of South Africa and Australia do not make it into the top 5 for visits, but hold 2nd and 3rd spot for spend. All long haul markets have average spend in excess of £1,000 with Australia topping £2,000
- The USA accounted for 1/5 of all expenditure
- The first 3 months of the year are the quietest quarter for attending conferences in the UK



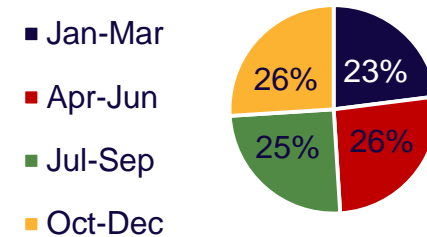
	Visits (000)		Spend (£m)
USA	72	USA	£110
Germany	55	South Africa	£32
Irish Republic	42	Australia	£30
Netherlands	30	Germany	£27
Spain	28	Irish Republic	£24

Training and Development



Visits (000)		Spend (£m)	
Irish Republic	38	Germany	£30
Germany	36	India	£24
Netherlands	35	Irish Republic	£23
France	26	France	£22
Italy	26	USA	£22

Seasonality

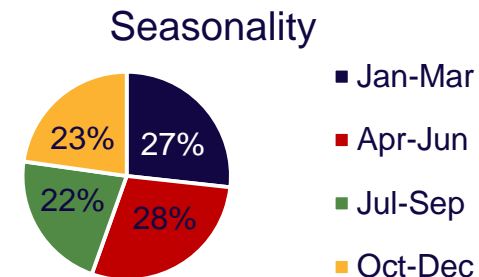


- Training and development includes visitors both receiving training and those who were in the UK to host a training session
- This business category contributed 351,000 visits and a combined spend of £363 million in 2016
- The top 5 markets contributed 46% of the visits and 33% of the spend
- April to June were the slightly busier periods for business visitors to be in the UK for training and development



Exhibitions and Trade Shows

- Attendees spent £194 million in 2016 across 204,000 visits in 2016
- Sweden enters the top 5 in first place for value here, the only business category Sweden makes to top league table
- The majority (55%) of exhibitions and trade shows were held in the first half of 2016
- Visitors from Sweden attending an exhibition spent 3 times the amount as those from Spain in 2016



	Visits (000)
Irish Republic	29
Italy	18
Germany	17
USA	15
Netherlands	14

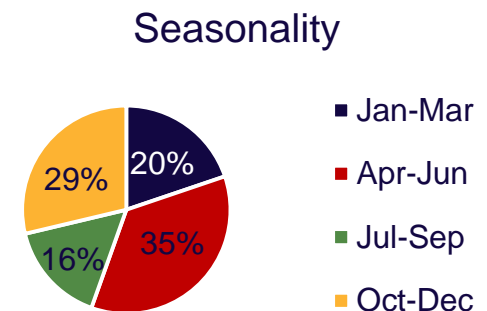
	Spend (£m)
Sweden	£36
USA	£22
Irish Republic	£19
France	£13
Spain	£12



Incentive and Team Building

- This was the smallest business group in 2016 – contributing 68,000 visits and £69 million in spend
- 35% of the incentive visits in 2016 were in the months of April, May and June
- The top 5 markets accounted for 52% of the visits and 66% of this categories spend

	Visits (000)		Spend (£m)
Irish Republic	10	USA	£16
USA	9	Japan	£11
France	6	Irish Republic	£7
Switzerland	5	Canada	£6
Germany	5	Switzerland	£5



Appendix

- It is possible to find more detail about all of VisitBritain's priority markets, including the latest quarterly data from the International Passenger Survey, by exploring the Insights & Statistics pages of our website
- In addition, to being able to manipulate data through a series of visualisations our Market and Trade Profiles provide a comprehensive summary of each market including trends, attitudes and characteristics
- The data source for all charts and tables is 2016 **International Passenger Survey** (IPS), by the **Office for National Statistics** (ONS)
- All spend is nominal and excludes the price of getting to the UK
- The icons are all designed by Freepik and distributed by Flaticon



Understanding Business Visits

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