The average spend per meeting has increased by 8.8 per cent to £2,144 from £1,971, the average spend throughout 2018.

The average spend per delegate has also increased by 6.7 per cent, from £85.71 in 2018 to £91.46 and is currently £116.54 for bookings to date for the second half of the year.

The average lead time for forward booking of events has gone down from 79.7 days to 78.3.

The average conversion time went down slightly from 18.5 days last year to 17.9 days so far in 2019.

“It’s been a good first half of the year for the UK meetings industry and bookings for the rest of the year indicate that this buoyancy will continue until at least the end of the year.” Angie Mason, HBAA Chair.

As a HBAA Member, if you’d like to know more about accessing this data and its extensive reporting suite in real-time, contact Meetings Benchmark here for further information.