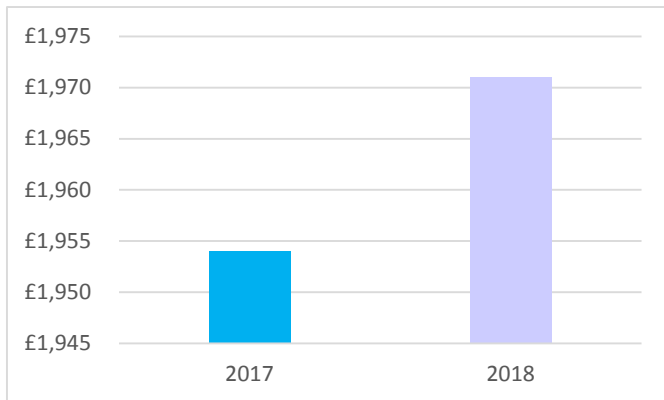


HBAA Meetings Barometer results for 2018 revealed...

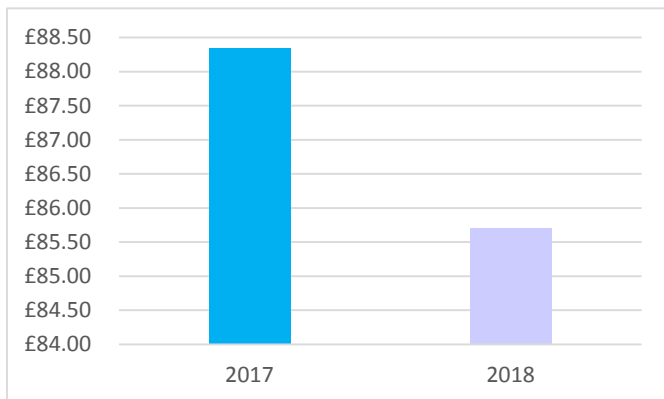
The average spend per meeting last year increased while lead and conversion times came down year on year, according to the HBAA Meetings Barometer for 2018, developed in partnership with Meetings Benchmark Ltd.

2017 vs 2018 Average Meeting Spend



Average spend per meeting increased again from £1,954 in 2017 to £1,971 in 2018, an increase of almost 1 per cent.

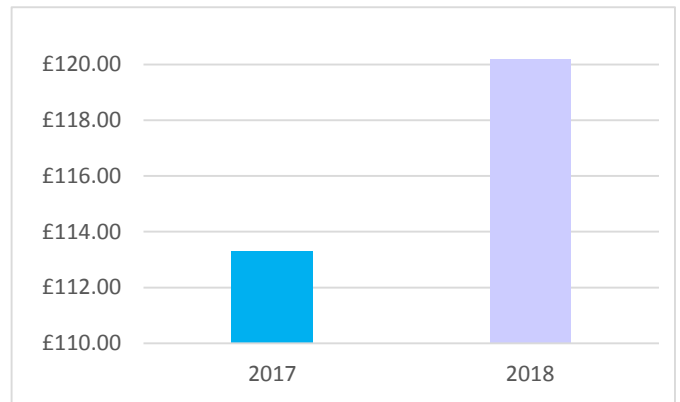
2017 vs 2018 Average Spend Per Delegate



However, the average spend per delegate went down slightly from £88.35 in 2017 to £85.71, a decrease of 3 per cent.

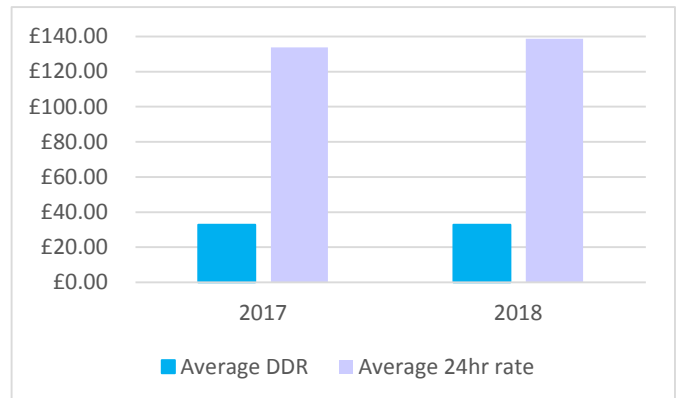
As a HBAA Member, if you'd like to know more about accessing this data and its extensive reporting suite in real-time, contact Meetings Benchmark [here](#) for further information.

2017 vs 2018 Annual Total Meeting Spend



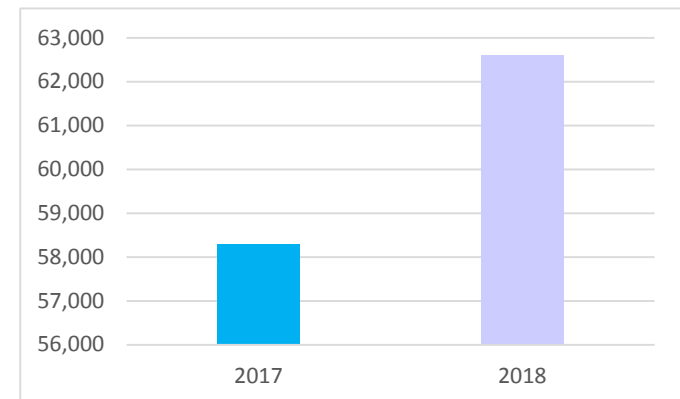
Total UK meeting spend went up to £120.2m from £113.3m.

2017 vs 2018 Daily Delegate and 24 Hr Rates



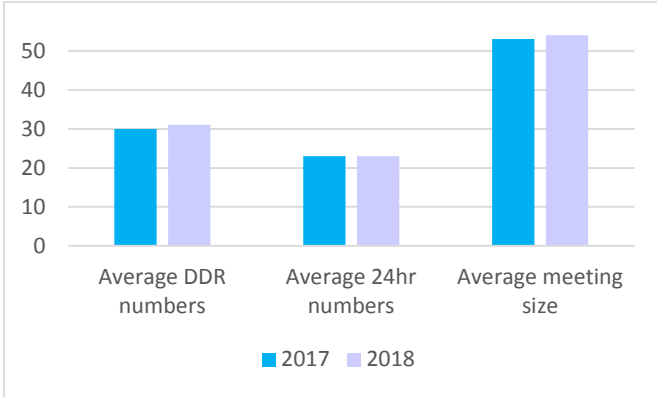
While the average day delegate rate (DDR) rose imperceptibly from £32.88 in 2017 to £32.89 last year, the average 24 hr rate increased more substantially from £133.84 to £138.63.

2017 vs 2018 Total Bookings



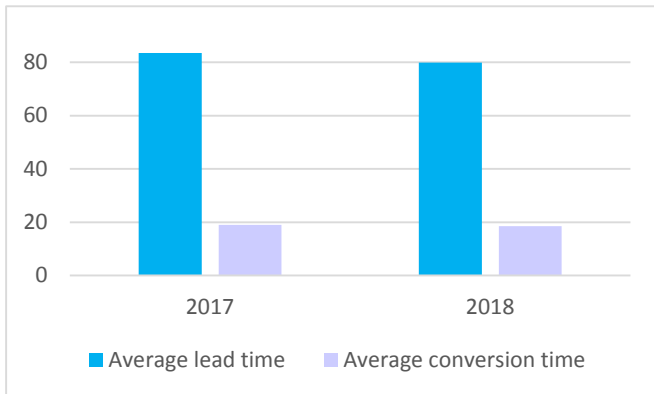
The total number of bookings increased by 7.4% from 58.3k to 62.6k.

2017 vs 2018 Average Meeting Size



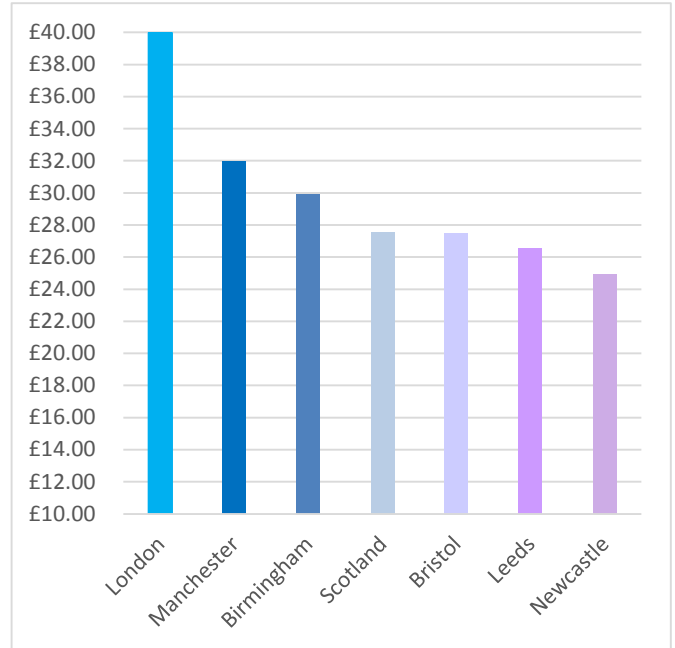
The average DDR meeting number rose slightly year on year from 30 to 31, while the average number for 24hr rate remained at 23. The average number of delegates also increased slightly from 53 to 54. With the average size of meetings booked to date for 2019 currently 72, forward prospects so far this year are encouraging.

2017 vs 2018 Meeting Trends



The average lead time for forward booking of events went down from 83.5 days to 79.9 days while the average conversion time went down slightly from 19 days to 18.5 days.

Regional Variation

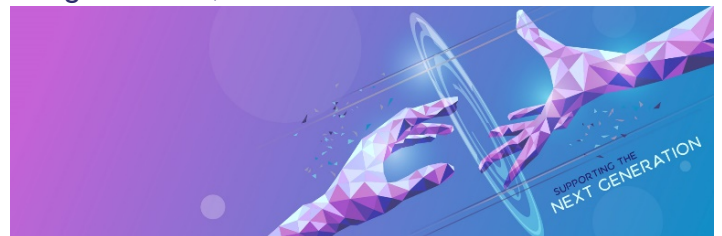


The variation in the average DDR across the country is wide. There is a major difference between London at £39.97 and Newcastle - £24.91 – with Manchester £31.92, Birmingham £29.87, Scotland £27.54, Bristol £27.51 and Leeds £26.56 between them.

“The HBAA Meetings Barometer once again provides a fascinating snapshot of the market and highlights several good reasons to be positive and optimistic about the year ahead.”



Angie Mason, HBAA Chair



We'd love to hear your thoughts on this or any of our events, so please share via any of the below channels:

-  @The_HBAA
-  HBAA
-  HBAA
-  executiveoffice@hbaa.org.uk
-  hbaa.org.uk