

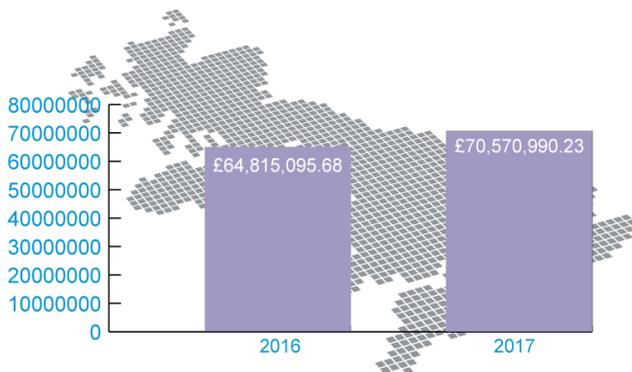
Spending on meetings and delegate numbers are both growing strongly year on year in 2017, according to the new HBAA Meetings Barometer.

We're delighted to reveal the first set of statistics from our HBAA Meetings Barometer, developed in partnership with The MeetingsBenchmark Ltd.

The HBAA Meetings Barometer is a live application that independently benchmarks DDR and 24 hour meeting rates for all types of venue in any location supplied by HBAA members who have registered.

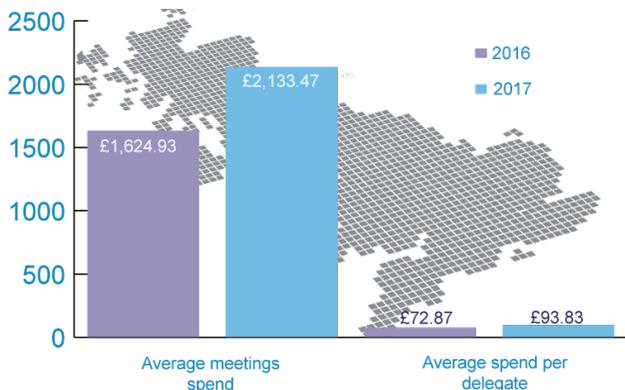
Here's our breakdown of the first six months...

HBAA 2017 Spend Snapshot



The data from the report shows that average spend per meeting in the UK has risen from £1624 in the first six months of 2016 to £2133 in the same period this year, an increase of 31 per cent.

HBAA 2017 Average Meetings / Delegate Spend Snapshot



Total spending on meetings with HBAA members in that period was £70.6m compared with £64.8m last year, an increase of 9 per cent. In the same period, average spend per delegate increased by 29 per cent, from £72.87 to £93.83.



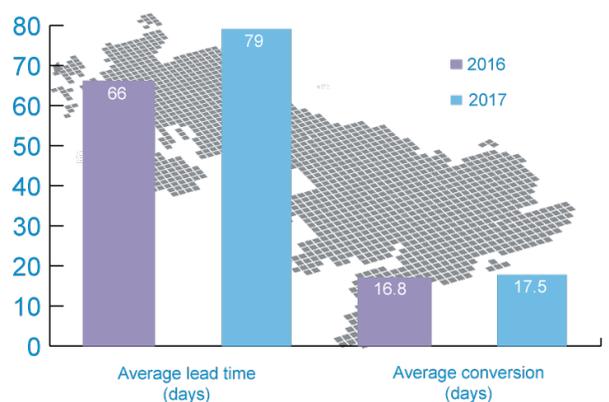
HBAA 2017 Meeting Analysis by Region



Where the meetings business was placed around the country in the first half of this year is fascinating.

While London, not surprisingly, was the most popular place capturing £24.6m of meetings business, Birmingham was not far behind with £23.6m. Glasgow was third with £7.7m closely followed by Newcastle, Bristol, Leeds and Manchester.

HBAA 2017 Average Lead Time



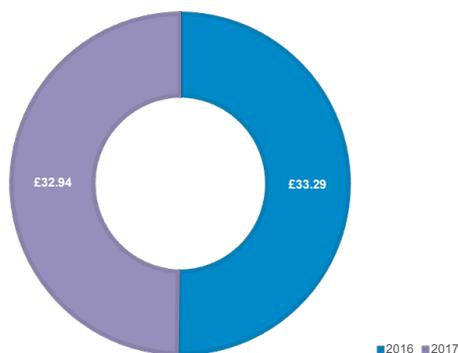
It's interesting to see that the average lead time for meetings is increasing, often an indication of growing confidence in planning. It has increased from an average of 66 days last year to 79 days this year while average conversion time has increased from 16.8 days in early 2016 to 17.5 days in the first half of this year.



MOVING

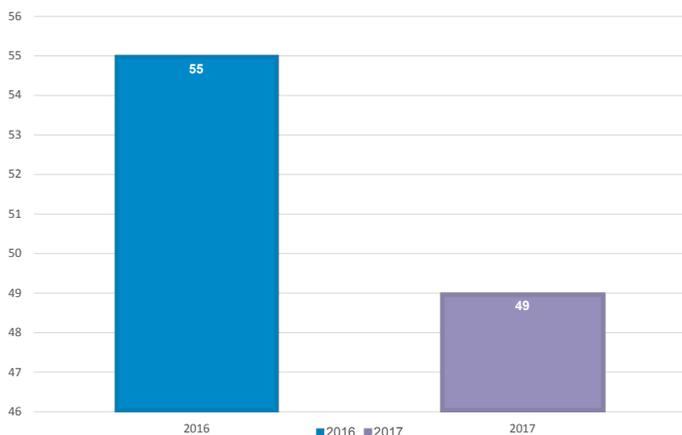
FORWARD

HBAA 2017 Day Delegate Rate



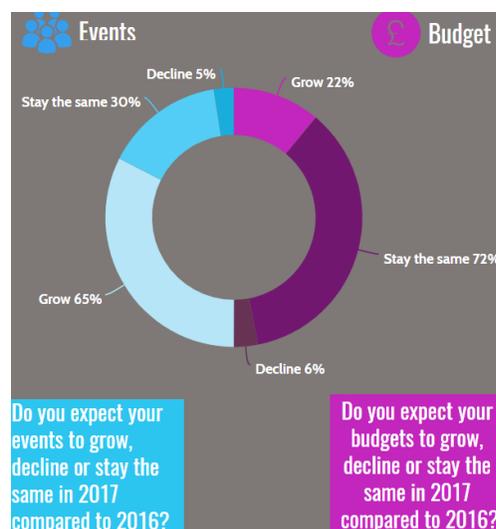
The average Day Delegate Rate (DDR) continued to go down slightly. From £33.63 in 2015, it went down to £33.29 in 2016 and this slow rate of reduction is continuing this year as the average DDR has dropped to £32.94.

HBAA 2017 Average Meeting Size



In contrast with the average Day Delegate Rate, the average size of meetings is increasing. From 44 in 2015 it went up to 49 delegates in 2016 and this year has reached 55, a good positive indicator for the industry.

Eventbrite.co.uk Event Industry Report 2017



Do you expect your events to grow, decline or stay the same in 2017 compared to 2016?

Do you expect your budgets to grow, decline or stay the same in 2017 compared to 2016?

The increasing size of meetings matches the trend identified in the Eventbrite Industry Pulse Report 2017. This reported that 65 per cent of industry professionals expected their existing events to grow in 2017 and only 5 per cent thought their events would decline.

While the size of events is expected to grow, most (72 per cent) of the industry expect their budgets to stay the same and only 22 per cent think they will grow. Event planners are trying to engage more people but without spending more.

“We are delighted to share the results from our first six months of collecting meetings benchmarking data via the HBAA agency members’ portal. This gives a real-time snapshot of trends, and is so valuable to all in the industry when forecasting, budgeting or responding to RFPs.”

Louise Goalen, 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