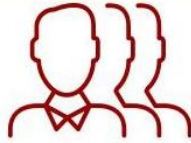


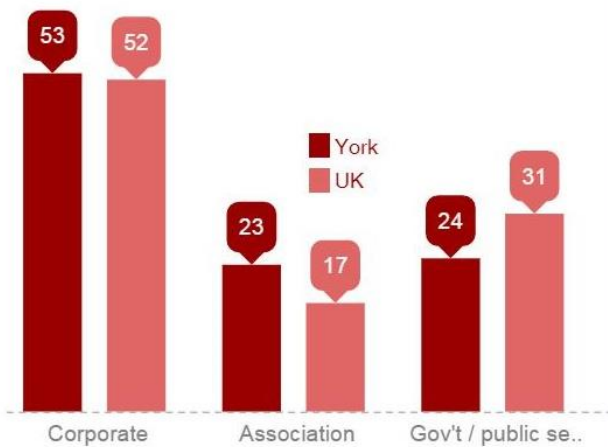
# UK Conference and Meeting Survey York 2015

869,000 delegates  
-7% vs 2014



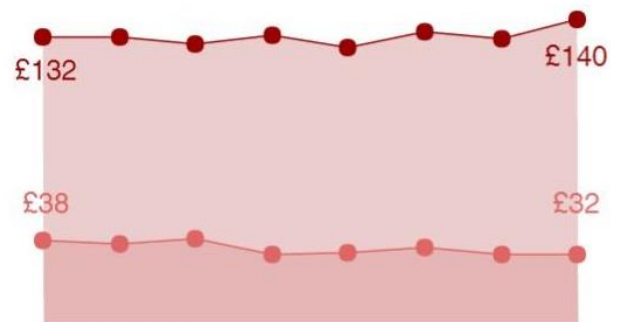
£137m delegate spend  
+4% vs 2014

76% of York's events were organised by the association or corporate sectors, an increase of 4% since 2014



This compares to just 69% nationally and is a result of VY4M targeting the association and corporate sectors

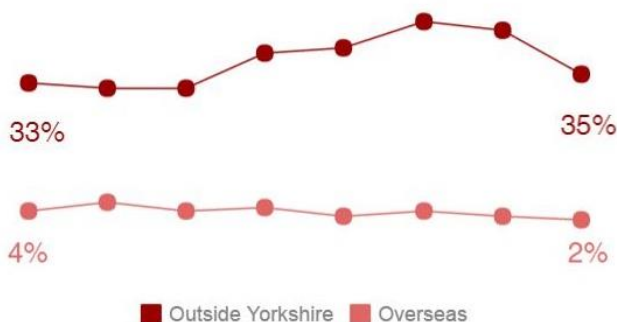
Ave DDR = £32  
Ave 24 hr DR = £140



24 hr rates in York have been slowly and steadily growing since 2008, however day delegate rates are slightly lower than 7 years ago.

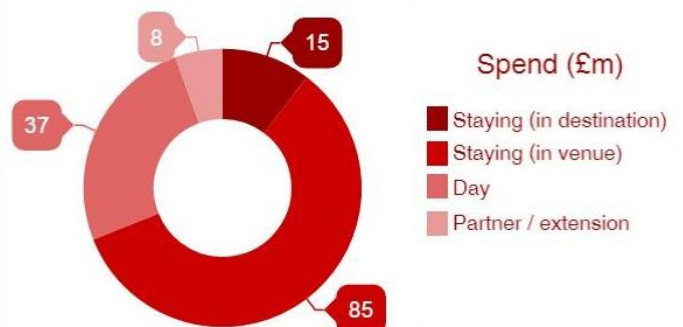
National average rates (day and 24 hour) have decreased since last year and are now on a par with rates in York.

Two thirds of event business came from within Yorkshire, with 35% from elsewhere in the UK and 2% from overseas



Event business in York comes from further afield than across the rest of the UK with a quarter more coming from outside of the region (37% vs 28%)

40% of events in York are residential, lasting 2.0 days on average and contributing 73% of delegate spend



Partners or extension of trips adds 4% (37k delegates) to the total volume of business and event tourism and 6% (£8m) to the value of the sector in York

Source: UK Conference and Meetings Survey, York, 2015  
By RJS Associates Ltd

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