

UK Conference and Meeting Survey York 2016

953,000 delegates
+10% vs 2015

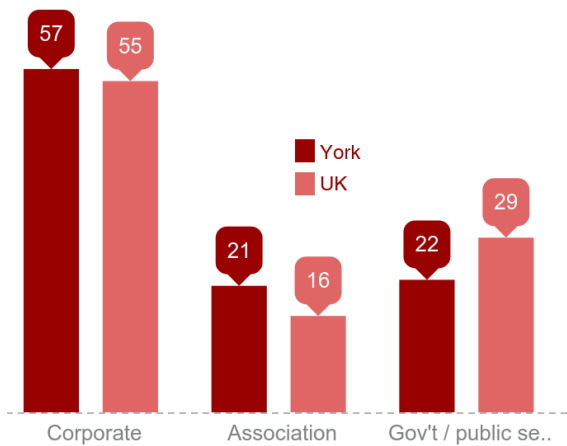


£134m delegate spend
-2% vs 2015

Plus 39k partners/extensions

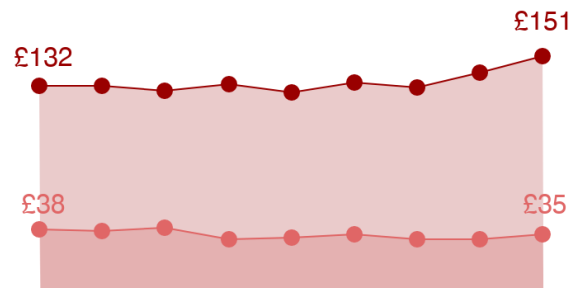
Plus £8m partner/extension spend

78% of York's events were organised by the association and corporate sectors, an increase of 3% since 2015



This compares to just 71% nationally and is a result of VY4M targeting the association and corporate sectors

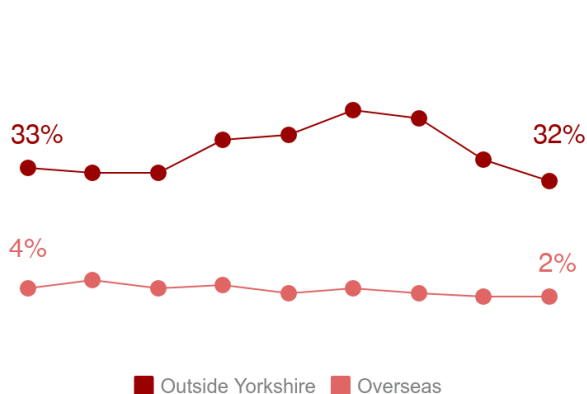
Ave DDR = £35
Ave 24 hr DR = £151



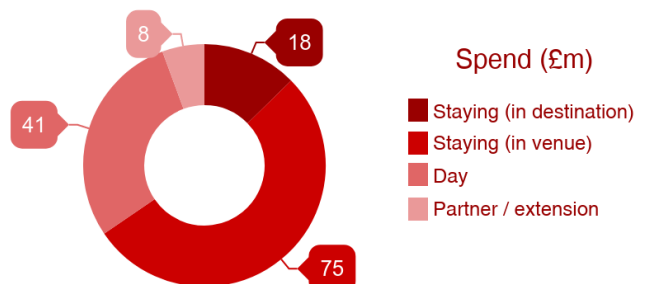
24 hr rates in York have been slowly and steadily growing since 2008, and have reached their highest level for 9 years. They are 6% above the national average.

Daily delegate rates in York are 11% below the national average, but have grown from £32 last year to £35 in 2016.

Over two thirds of event business came from within Yorkshire, with 30% from elsewhere in the UK and 2% from overseas



35% of events in York are residential, lasting 1.7 days on average and contributing 69% of delegate spend



Partners or extensions of trips adds 4% (39k 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, 2016
By RJS Associates Ltd

Report prepared by Zoe Rawson MMRS, Senior Research and Insight Executive,
Make It York, zoe.rawson@makeityork.com 01904 554459

VisitYork
4 meetings
visityork4meetings.com

A PART OF
MakeItYork