EVENTS INDUSTRY ALLIANCE

ABOUT EIA

The Events Industry Alliance (EIA) is the unified voice of the UK's business events sector, representing nearly 500 companies through the Association of Event Organisers (AEO), the Association of Event Venues (AEV), and the Event Supplier and Services Association (ESSA).

Our members create, build, and host world-leading business events, attracting domestic and international visitors and exhibitors across the four nations at venues such as the Scottish Exhibition Campus, ICC Wales, ICC Belfast, The NEC Birmingham, and ExCeL London.

OUR VALUE

Business events are economic engines. Each year, the EIA publishes an Economic Impact Study (EIS), outlining the industry's contribution to the economy that year.

2024 figures show that the industry delivered **£11.5 billion in total output and supports over 126,000 jobs** - a scale comparable to other major UK industries.

Events showcase British business, providing a platform for market access, innovation, and international trade links. They also drive regional growth, bringing inward investment, visitors, and revenue into towns and cities, sustaining local hospitality, transport, and supply chains. **In 2024, the industry attracted 7.2 million visitors and 132,000 exhibitors across the country.**

Despite little targeted Government support, the industry has demonstrated resilience, rebounding strongly after the pandemic. Between 2022 and 2023, the sector grew by 17%, far outpacing the UK GDP growth of just 0.1% in the same period.

OUR ASKS

Business events drive trade, knowledge transfer, and engage communities across the whole of the UK, in every sector. Globally, the UK is a leader in business events, but our position is not guaranteed.

International competition is intensifying, and **stable government support is crucial** if the UK is to maintain its world-class status.

EIA members stand ready to help the Government drive growth and trade across all industries. To fully realise this potential, we are asking Government to work in partnership with us in the following areas:

Increase advocacy for the industry

- Take a strategic approach, embedding events into industrial strategy, trade, skills, and tourism policies.
- Use events as a tool to articulate Government policy, stimulate global trade, and project UK soft power.

Reduce trade friction

- Post-Brexit trading conditions are restricting inbound and outbound participation in UK events.
- We call on Government to work with us to secure a Mutual Recognition Agreement (MRA) with the EU for the sector.

Incentivise growth

- Recognise business events as a key driver of economic activity.
- Provide targeted tax reliefs, support regional event hubs, and develop workforce initiatives to address skills shortage.