



Press Release

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UK Events Report 2024 published:

UK events industry generates £61.653 billion annually, demonstrating post-pandemic resilience

[London, 29th October 2024] – UKEVENTS, the umbrella organisation of the UK’s events industry, is pleased to announce the findings of its anticipated UK Events Report 2024. The report, compiled by Great Potential Consultancy, highlights the industry’s critical role in the economy, generating **£61.653 billion** annually and affirming its resilience following the challenges of the COVID-19 pandemic.

Covering a wide range of events, including corporate, public, and charity sectors, the UK events industry has proven itself to be a vital economic driver, contributing not just financially but also culturally and socially. As the nation continues its recovery, the industry is paving the way for future growth and innovation.

Key findings from the report include:

- **Corporate events** such as conferences, trade shows, exhibitions and product launches, generating £33.6 billion.
- **Leisure and outdoor events** including music festivals, sporting events, and cultural festivals, contributing £28.053 billion.
- A shift in employment dynamics, with more freelance roles and stabilising salaries after the pandemic-induced demand for talent.

Additionally, the report points to the industry’s growing focus on sustainability and technological innovation. With an increasing emphasis on carbon neutrality and integrating new technologies like AI, the UK is positioning itself to remain competitive in the global events landscape.



Chris Skeith OBE, Chair of UKEVENTS, commented: *"The UK events industry has faced unprecedented challenges over the past few years, but what's clear from this report is that we've not only recovered but are driving forward a growth agenda that will see our sector flourish in the years to come.*

"The resilience, adaptability, and innovation within our industry are second to none, and I'd like to extend my thanks to all those involved in putting this report together. Their efforts provide a strong case to share with the UK Government as we advocate for the continued recognition and support of this vital sector."

As the report shows, the UK is poised to continue its trajectory of growth, with business events, exhibitions, music festivals, and sporting events leading the way.

UKEVENTS looks forward to sharing the full report with Government stakeholders, underscoring the importance of ongoing support to ensure the UK retains its competitive edge in the international events market.

The **UK Events Report 2024** will be officially published on 29th October, providing in-depth analysis of the industry's contributions and setting the framework for future opportunities.

The full **UK Events Report 2024** can be read here [LINK]

The official **UK Events Report Summary** can be read here [LINK]

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Notes to editors

For further information on UKEVENTS please contact Martin Fullard on 01892 617911 or at ukevents@daviestanner.com

UKEVENTS is the recognised and collective voice of our world leading events industry, which represents every part of a diverse, creative and dynamic sector across the whole of the UK and champions the economic, societal and transformational value of events.

UKEVENTS', formerly the Business Visits and Events Partnership's (BVEP), role is to support the work of our partners to help create a strong and growing events industry.

UKEVENTS

This industry comprises many diverse and individual sectors, covering meetings, conferences, exhibitions, trade shows, incentive travel, event hospitality, ceremonies, sporting, cultural, outdoor and festivals as well as other services provided by the wider supply chain. Partners UKEVENTS exists to represent the interests of its partners, their members and the wider UK events industry. We are proud to represent the following organisations:

- ABPCO – Association of British Professional Conference Organisers
- AEME – Association for Events Management Education
- BADA – British Air Display Association
- Beam – Business Events, Accommodation, Meetings
- BTA – Business Travel Association
- Core Cities
- EIA – Events Industry Alliance (AEO, AEV, ESSA)
- EIF – Events Industry Forum
- EVCOM – Event & Visual Communications Association
- ICCA – International Congress & Convention Association
- London & Partners
- MIA – Meetings Industry Association
- NCASS – Nationwide Caterers Association
- NOEA – National Outdoor Events Association
- PCMA – Professional Convention Management Association
- PLASA – Professional Lighting and Sound Association
- PSA – Production Services Association
- TNI – Tourism Northern Ireland
- UVL – Unique Venues of London
- VisitBritain
- VisitScotland Business Events
- Visit Wales