

Conference Value & Volume 2010

EXECUTIVE SUMMARY

PROJECT DETAILS

Funded by: Northwest Regional Development Agency (NWDA)
Commissioned to: TEAM Tourism Consulting

Overview

The Conference Value & Volume Study was commissioned to meet the following objectives regarding Greater Manchester's conference venues and its conference market:

Conference Venue objectives:

- To quantify the volume of business event delegates to conference venues in Greater Manchester
- To quantify the generated income from business event delegates to conference venues in Greater Manchester
- To evaluate the economic impact of business events* to Greater Manchester

Conference Market objectives:

- To gain indicators on the conference market profile
- To gain feedback on average conference length and types
- To inform planned activities and development for this segment of the visitor economy

Methodology

Method: E-mail surveys to venues
Sample size: 39 out of 80 principal venues drawn from the Visit Manchester conference database (49%)
Date: March 2010 (collecting 2009 annual data)

KEY FINDINGS

Conference Venue Findings

- £573 million economic impact generated to Greater Manchester from business events held at conference venues.
- £506 million economic impact attributable to staying delegates (88% of total economic impact)
- £263 million economic impact to the wider destination - visitor spend outside conference venue i.e. accommodation away from venue, leisure time and travel within destination
- £363 million economic impact attributable to delegates from outside the northwest (63% of total economic impact)
- £310 million income to conference venues - conference provision alone or conference and accommodation provision

- 4.2 million delegates generating 6.9 million delegate days
- 2 million staying delegates within Greater Manchester
- 56,900 business events hosted by conference venues

Greater Manchester Conference Market Profile

- The largest conference sector is corporate with 55% of conferences being from this sector (51% of the economic impact), followed by public government sector (32% of conferences), national association (11% of conferences) and international association (2% of conferences)
- 33% of delegates came from outside the Northwest contributing 64% of the economic impact
- Delegates from overseas accounted for 7% of the economic impact
- 42% of conferences were based in Manchester city centre
- 71% of conferences were facilitated by a venue offering accommodation provision
- 48% of delegates were staying delegates and 65% stayed at the conference venue
- The average conference length was 1.6 days - most frequent lengths being 1 day non-residential (45%), 1 day residential (17%) and 2 day residential (16%)
- 50% of economic impact (£289 million) was generated by Manchester city centre based conference venues

*Please note that a business event was defined for the purpose of the research as ‘an out-of-office conference, meeting or other business event of at least four hours’ duration involving a minimum of 8 people’.