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UKCAMS is a key way in which the scale of the business events sector in the national economy is measured. Findings of this survey are widely used to:

* Demonstrate the volume of this sector and its value to individual venues and to the national economy
* Highlight key trends from a venue or supply-side perspective
* Ensure continuing support and investment at national, regional, and local levels.

In return for your participation, you will receive a personalised **free summary** report enabling you to benchmark your venue’s performance against similar venues to your own. You will also have the opportunity to purchase a copy of the full published report at a discounted price.

This questionnaire is **strictly confidential** and the data that you provide will not be passed to any third parties except in an aggregated form with other responses. If you are not sure about some figures, please provide your best estimate.

If you require any further information on this survey, please contact Tony Rogers at Tony Rogers Conference & Event Services ([tony@tony-rogers.com](mailto:tony@tony-rogers.com) or 07887 596727).

Thank you in advance for your contribution.

**STRICTLY CONFIDENTIAL**

## Section 1: Your details

Please complete the following details about yourself and your venue. Simply type in the grey boxes – they will expand as you write.

Your Name:

Venue Name:

Address:

Email:

Any answers you provide to this survey will not be disclosed to any third parties, including the survey sponsors. However, it is useful for our survey sponsors to know who is involved in this survey. If you do not want them to know your venue is in the survey, please tick the following box

## Section 2: Your venue

**Q1 Which of the following best describes your venue?** *Please tick* ***one*** *box only*

|  |  |
| --- | --- |
| **Conference / training centre –** venues devoted to the conference or training market comprising specifically designed “learning spaces” with three or more lecture rooms, with no room having a capacity of more than **500 delegates**. They host residential and non-residential conferences, meetings and other business events. |  |
| **Hotel**. |  |
| **Purpose-built convention centre –** specifically designed to host conferences and major events, and with a capacity of **over** **500 delegates theatre style**. Usually with a large auditorium and supporting break-out, seminar and meeting rooms –e.g. large international conference centres in cities. |  |
| University or other educational institution. |  |
| **Unusual venue** – attractions, museums, theatres, castles, sporting venues, town halls, leisure centres etc. |  |

##### Section 3: Conference, meeting and business events in 2015

**Q2 In total, how many business events were held at your venue in 2015?** A **business event** is “an out-of-office conference, meeting or other business event of at least four hours’ duration involving a minimum of 10 people”.

### Business events

**Q3 What was the average daily delegate rate (inc. VAT) achieved by your venue during 2015…..**

|  |  |
| --- | --- |
| **a) on a day/8-hour/non-residential basis?** | £ |
| **b) on a 24-hour/residential basis (if applicable)?** | £ |

**Or, if your venue only operates on a room hire basis, what was the average achieved daily room hire rate for your main room in 2015?**

£

Q4 What proportion of your business events / conference business would you estimate…..

|  |  |
| --- | --- |
| **..stayed overnight in your destination (but not at your venue)?** |  |
| **…stayed overnight at your venue (if applicable)?** |  |
| **…did not stay overnight?** |  |
| Total | 100% |

**Q5a In 2015 what proportion of your non-residential business events / conferences were the following durations?**

|  |  |
| --- | --- |
| Non-Residential events/ conferences | |
| 4 hrs to a day |  |
| Two days |  |
| Three days |  |
| Four days |  |
| Five or more days |  |
| **Total** | 100% |

**Q5b And, if relevant, what proportion of residential business events / conferences were the following durations?**

|  |  |
| --- | --- |
| Residential events / conferences | |
| 4 hrs to a day |  |
| Two days |  |
| Three days |  |
| Four days |  |
| Five or more days |  |
| **Total** | 100% |

Q6 During 2015, what proportion of all business events / conferences held at your venue would you describe as being organised by the following types of organisation?

|  |  |
| --- | --- |
|  | **%** |
| Corporate / for profit organisations – e.g. company meetings and training courses, annual general meetings, board meetings, sales meetings, product launches |  |
| Associations – e.g. trade and professional associations and institutions, societies (professional and voluntary), trade unions, and educational and academic groups. |  |
| Government and public sector - e.g. events held by government departments and agencies, local authorities, the National Health Service, charities and similar public bodies. |  |
| **Total** | 100% |

**Q7 What proportion of conferences, meetings and business events at your venue was booked, organised or managed by an event management agency or PCO?**

     %

**Q8** **Approximately what proportion of your business events / conferences in 2015 were the following sizes?**

|  |  |
| --- | --- |
| 10 – 20 delegates |  |
| 21 – 50 delegates |  |
| 51 – 100 delegates |  |
| 101 – 200 delegates |  |
| 201 –500 delegates |  |
| 501 – 1000 delegates |  |
| 1001 – 2000 delegates |  |
| Over 2000 delegates |  |
| **Total** | 100% |

Q9 Approximately what proportion of your event business would you estimate was from…..

|  |  |
| --- | --- |
| **…the region / country where your venue is located**  (i.e. Scotland, Wales, Northern Ireland, or an English region – e.g. London, the South West, West Midlands, North West etc.)? |  |
| **…the rest of the UK?** |  |
| **…overseas?** |  |
| Total | 100% |

**Section 4: Business performance and trends**

Q10 Compared to 2014, was your conference and meetings business in 2015….*Please tick one box only*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Up? |  | **About the same?** |  | **Down?** |  |

Q11 Compared to 2015, do you expect business in 2016 to be….*Please tick one box only*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Up? |  | **About the same?** |  | **Down?** |  |

Q12 In general, to what extent do you think the following are important to buyers and organisers when choosing a conference venue?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Not important | Quite important | Very important |
| Free wi-fi |  |  |  |
| A number of breakout rooms |  |  |  |
| Sustainability credentials of your venue |  |  |  |
| Flexible event spaces |  |  |  |
| In house a/v equipment |  |  |  |
| Facility for hybrid events |  |  |  |
| Car parking |  |  |  |
| Venue with character |  |  |  |

Q13 Thinking about lead generation and sources of business, which of the following are becoming more or less important to your venue, compared to three years ago?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Less important | About the same | More important |
| Social media |  |  |  |
| Print and brochures |  |  |  |
| PCOs and agents |  |  |  |
| Third party websites (e.g. Venuedirectory.com) |  |  |  |
| Onward enquiry referral from another venue |  |  |  |
| Attending exhibitions |  |  |  |
| Local conference bureau |  |  |  |
| Advertising |  |  |  |

Q14 How much capital investment did you make to your venue in 2015?

|  |  |
| --- | --- |
| None |  |
| Up to £100,000 |  |
| £100k to £500k |  |
| £500k to £1m |  |
| Over £1m |  |
|  |  |

Please return this questionnaire **by 29th April 2016** by email to Richard@rjsassociates.co.uk

or post to:

Richard Smith, RJS Associates Ltd, 9 Barleycorn Yard, Walmgate, YORK YO1 9TX.