

LONDON SUMMER EVENT SURVEY 2019

Result Highlights

**VENUE SEARCH
LONDON**

Introduction & Methodology

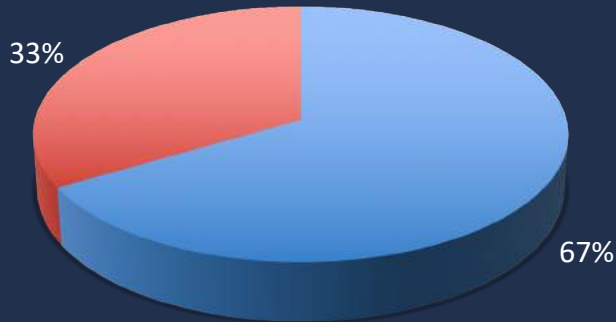
The London Summer Event Survey was carried out via an online questionnaire on the Venue Search London and London Summer Event Show websites between December 4th and 22nd 2018.

The results are based on responses from 290 corporate buyers and reports on their purchasing of internal staff summer events in 2018 and their plans for summer 2019.

The results represent the activity of 23,000 attendees and reports on over £2m of total event spend on internal events during the 2018 summer season.



Did you hold an internal staff summer event in 2018?

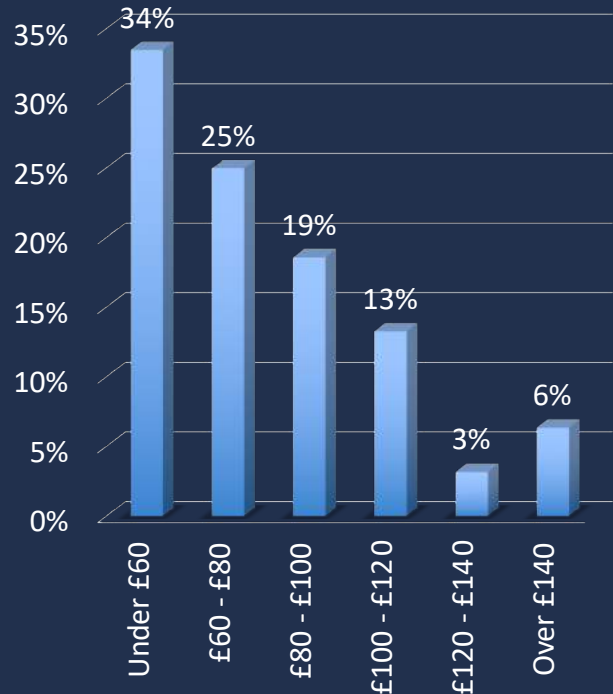


■ Yes ■ No

- Two in three companies surveyed held a summer staff event in 2018.
- This compares with the 91% who held a Christmas Party in 2017 as reported in our latest London Christmas Party Survey.

Spend per head - 2018 (exc. VAT)

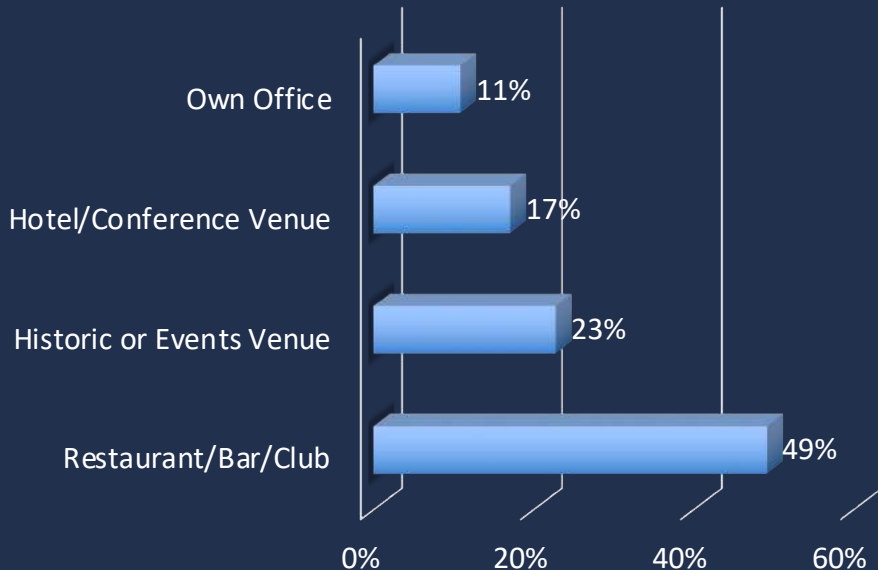
- Average spend per attendee was £88.37 + VAT.
- 59% of events have budgets under £80 + VAT per guest.
- Market for parties with budgets of over £100 + VAT per guest remains significant at 22%.



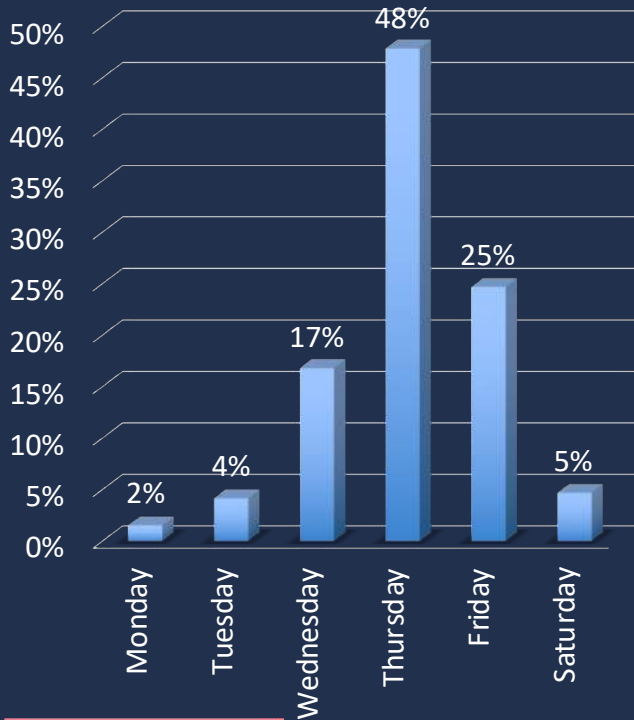
Venue type used in 2018

Half of events now held at restaurants, bars and clubs, indicating an ongoing trend for more informal events as also indicated by the latest London Christmas Party Survey.

Hotel and conference venues now account for a significant 17% of the party market.

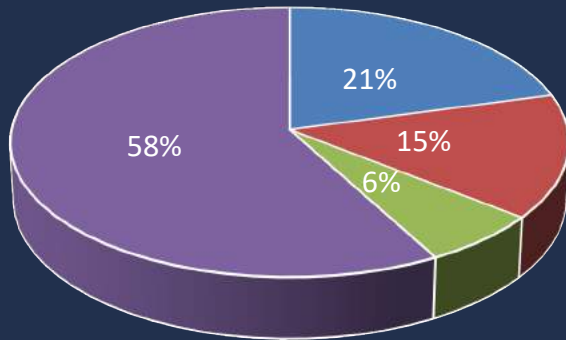


Day of week event held in 2018



- Thursdays now account for nearly half of summer event preferred days of the week.
- Demand for Fridays still strong but may be reducing due to increased demand for personal weekend time.
- Wednesday-Friday period dominates the market, accounting for 89% of summer event demand.
- Venues and operators need to offer good discounts to fill early weekdays.

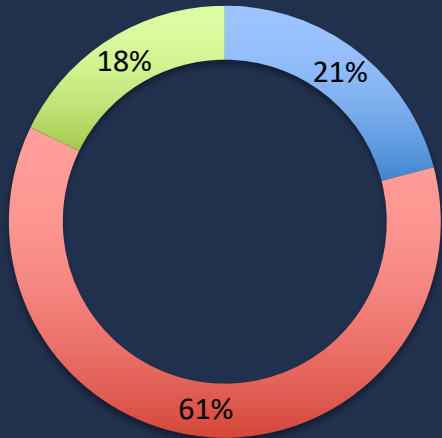
Time of day event held - 2018



- Lunchtime/Afternoon
- Full Day
- Over night
- Evening

- A majority of events (58%) still take place in the evening.
- 36% of events include some daytime element, often including a conference and/or activity element.
- Events including an overnight stay remain low at 6%.

Catering style in 2018

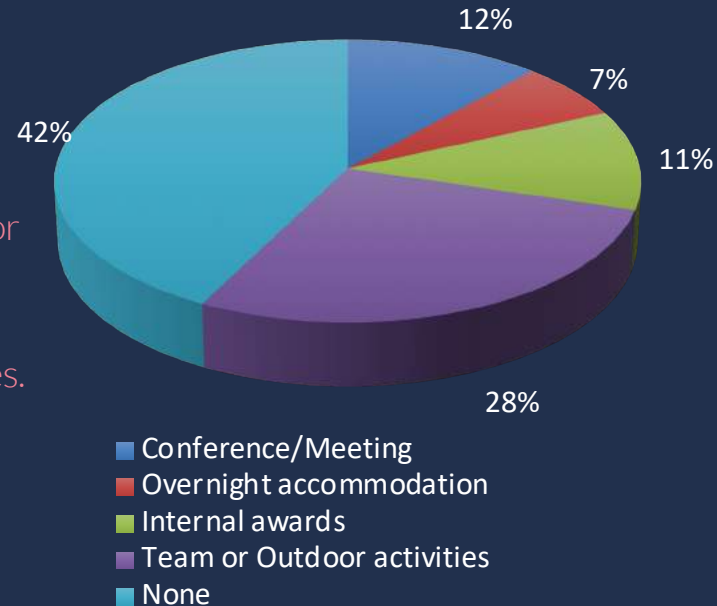


- Drinks and Canapes only
- Buffet/Bowl Food
- Seated lunch/dinner

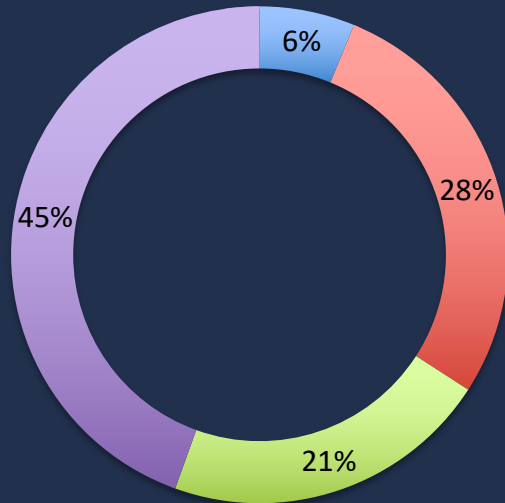
- Less than 20% of events now include a formal seated meal indicating the ongoing trend towards more informal event styles.
- This compares with 51% of 2017 Christmas Parties who included a seated lunch or dinner.

Did you have any of the following content in your 2018 event?

- 58% included additional content in their 2018 internal summer event.
- Team based and/or outdoor activities remain a popular addition, using the warmer weather and venues with outdoor spaces.
- 7% of events required residential facilities.



Summer event intentions in 2019



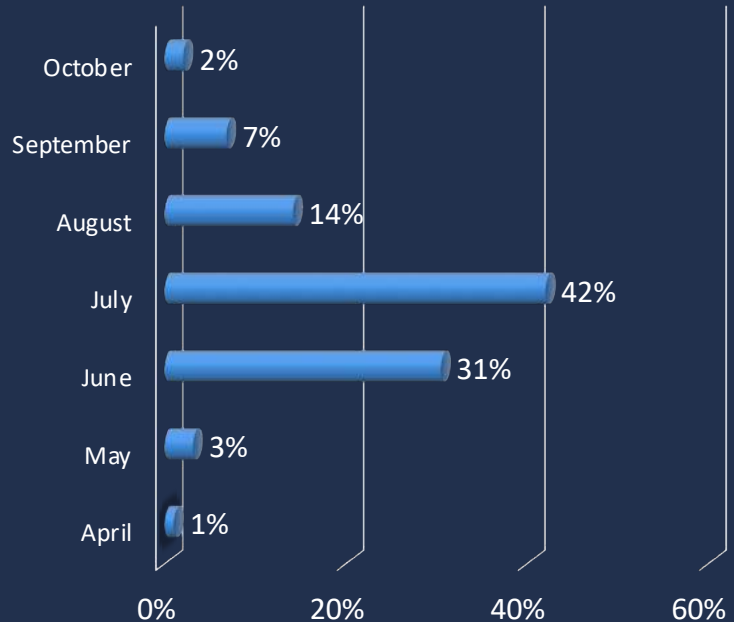
■ No ■ Undecided ■ Probably ■ Yes

- Summer event demand appears to remain strong, with 66% of companies likely to stage a 2019 event.
- A significant number of companies (28%) have yet to approve or decide on staging a summer event in 2019.

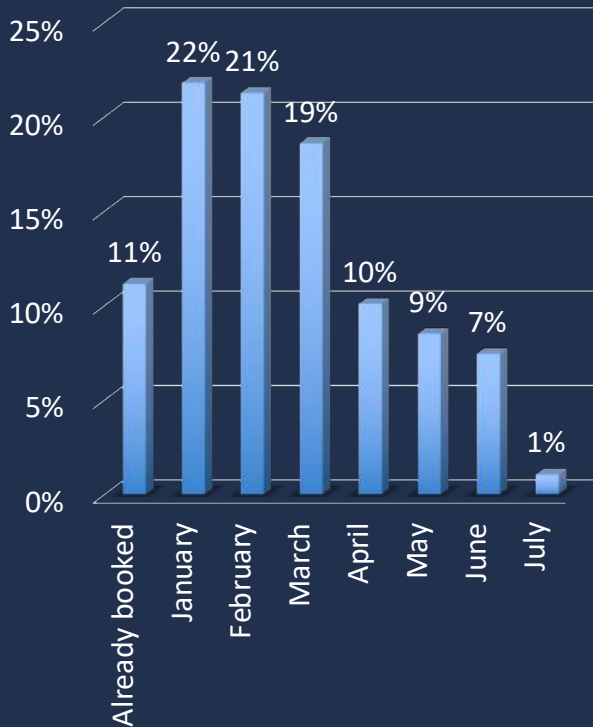
Month of planned summer event - 2019

- June and July continue to dominate the summer corporate event market with 73% of events staged in these two months.

- August remains a significant alternative month for summer staff events, possibly for those seeking greater value in this traditionally off-peak events period.

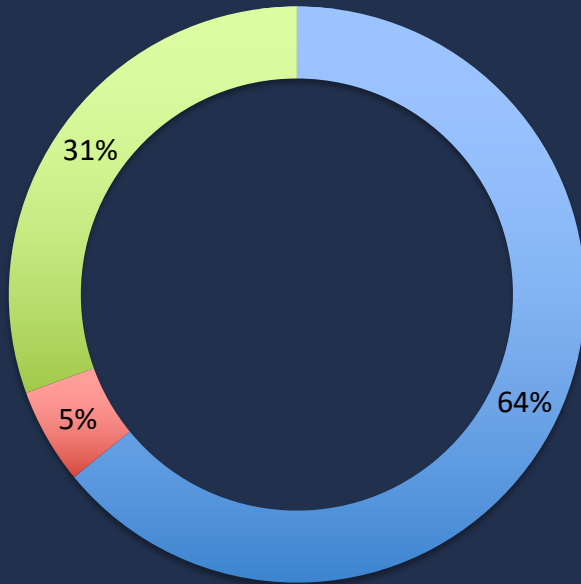


Month in which 2019 event is most likely to be booked



- 11% of 2019 events booked by the end of 2018 – probably larger events on peak June/July dates.
- Q1 is the key buying period for summer events, accounting for 62% of summer events.
- Venues need to be promoting their summer packages and offers from Christmas onwards to maximise sales opportunities.

Anticipated budget per head change - 2019 vs 2018



■ Stay the same ■ Decrease ■ Increase

- 64% of buyers believe their budgets will remain unchanged which will put price pressure back on venues and operators in the light of recent cost increases.
- This may require some buyers to look at alternative venues, dates and reduced content to retain their 2018 event prices.
- Overall 31% anticipate budget per guest increases vs. 5% decreases, indicating a strong market for summer 2019 events.

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The London Summer Event Show

This boutique exhibition, presenting over 150 of London's best Christmas party venues or suppliers. Visit www.londonsummereventshow.com to register your interest in attending our next Show in January 2019.

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Get in Touch

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Email enquiries:

enquiries@venuesearchlondon.com

Telephone enquiries:

0207 870 9305

Visit our Website:

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