

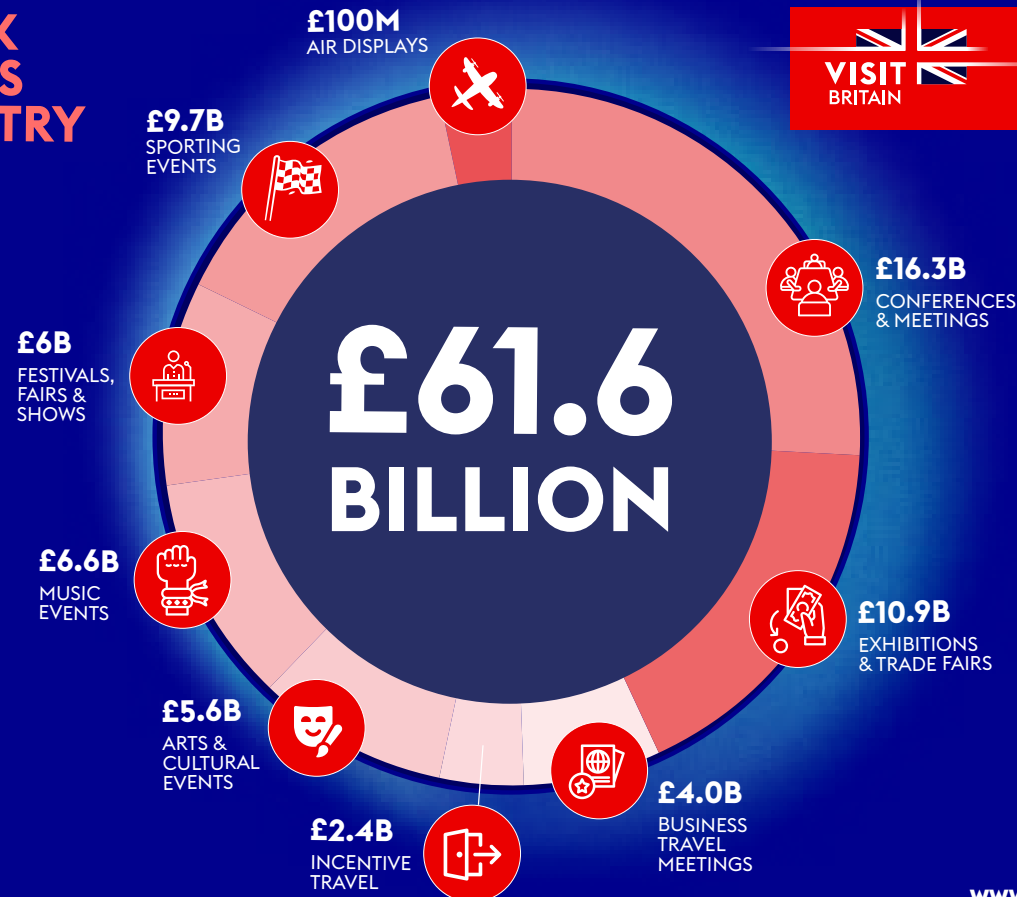


- Discover UKEVENTS, the unified voice of the UK's **world leading** events industry, representing the diverse, creative and dynamic sector and championing the economic, societal and transformational value of events.
- Events facilitate **growth** within the visitor economy, propelling trade, exports and inward investment, while also fostering scientific inquiry, innovation and technological advancement.
- With an industry valued at **£61.6 billion** in direct spend, the potential for growth and collaboration is immense.

Unlock opportunities to align with government priorities through:

- **Development of a comprehensive National Event strategy**, consolidating resources from various Whitehall Departments and agencies, akin to the stature of UKSport and the Arts Council.
- **Integration** of major business and outdoor events with key governmental industrial and social initiatives.
- **Expansion of the VisitBritain Business Events Growth Programme to further** support the attraction, expansion and creation of business-to-business events. Targeting strategic sector priorities and timing to capitalise on available capacity and spur additional demand is paramount.

THE UK EVENTS INDUSTRY VALUE



Source: UK Events Report 2024,
Total Value in Direct Spend

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