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## Latest Survey Reveals UK Events Industry Eyes September 2020 as Road to Recovery

The UK Events Industry believes that September 2020 is expected to be the most significant month when it comes to post COVID-19 recovery, as its forecasts a rise in both enquiry and booking levels, according to a new survey released today.

The **Business Events Sentiment Survey**, created by specialist PR and brand communications agency davies tanner, in partnership with the Business Visits & Events Partnership (BVEP), received responses from 556 business events professionals across the UK. The survey was created to assist venues, hotels, destinations and other key sector suppliers in planning recovery activity post the COVID-19 pandemic.

In the survey, 38% of respondents stated September 2020 as the primary month when they expect to see both enquiries and bookings begin to increase, though some believe this will happen sooner, with 12% indicating July as the beginning of the recovery period. A further 10% believe this will be August, with 13% indicating this will begin in October.

In terms of industry-wide recovery, respondents believe that the impact of COVID-19 on the business events industry will be longer lasting. 50% of respondents believe that the industry as a whole will not return to any form of normality for at least 12 months, with only 27% believing that this could be achieved within 9 - 12 months.

The Business Events Sentiment survey provides a snapshot of sentiment across the UK business events industry, and was completed by buyers (corporate planners, associations

and agencies), venues and suppliers between 6th – 14th April, prior to the further lockdown measures introduced on April 16th.

For more information and to download a free copy of the report, please go to:

<https://bit.ly/2VXxT7Q>

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For all media enquiries, additional comment and request for interview please contact

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### **About davies tanner**

davies tanner is an independent, established and specialist communications agency dedicated to delivering engaging and powerful PR strategies and campaigns for the travel, tourism and hospitality industry.

[www.daviestanner.com](http://www.daviestanner.com)

### **About the BVEP**

The Business Visits and Events Partnership's (BVEP) vision is to support sustainable growth for the United Kingdom's Events Industry. BVEP's mission is to support growth across the entire sector via advocacy, networking, collaboration and a collective voice.

### **BVEP's objectives are to:**

- Operate an umbrella organisation to represent, promote and further the interest of member organisations involved in the United Kingdom Events Industry
- Advance the interests, standing, quality, sustainability and growth of the United Kingdom Events' Industry
- Seek greater collaboration across the Events' Industry sectors on common issues
- Forge close links with Government departments, including devolved Governments where possible via representation that can influence favourable policies towards the Industry. In particular, maintain strong relationships with key sponsoring departments, DCMS, DIT and BEIS
- Seek a stronger link with the Creative Industries and other related sectors
- Encourage joint events
- Increase the focus on professionalism and skills development

**BVEP Partners**

- ABPCO (Association of British Professional Conference Organisers)
- AEME (Association for Events Management Education)
- Business Travel Association
- Core Cities
- Events Industry Alliance (AEO, AEV, ESSA)
- Events Industry Forum
- EMA (Event Marketing Association)
- EVCOM (Event & Visual Communications Association)
- HBAA (Hotel Booking Agents Association)
- ICCA (International Congress & Convention Association)
- London & Partners
- Meet in Ireland
- NOEA (National Outdoor Events Association)
- PCMA (Professional Convention Management Association)
- PSA (Production Services Association)
- Tourism Northern Ireland
- VisitBritain
- VisitEngland
- Visit Wales
- VisitScotland Business Events