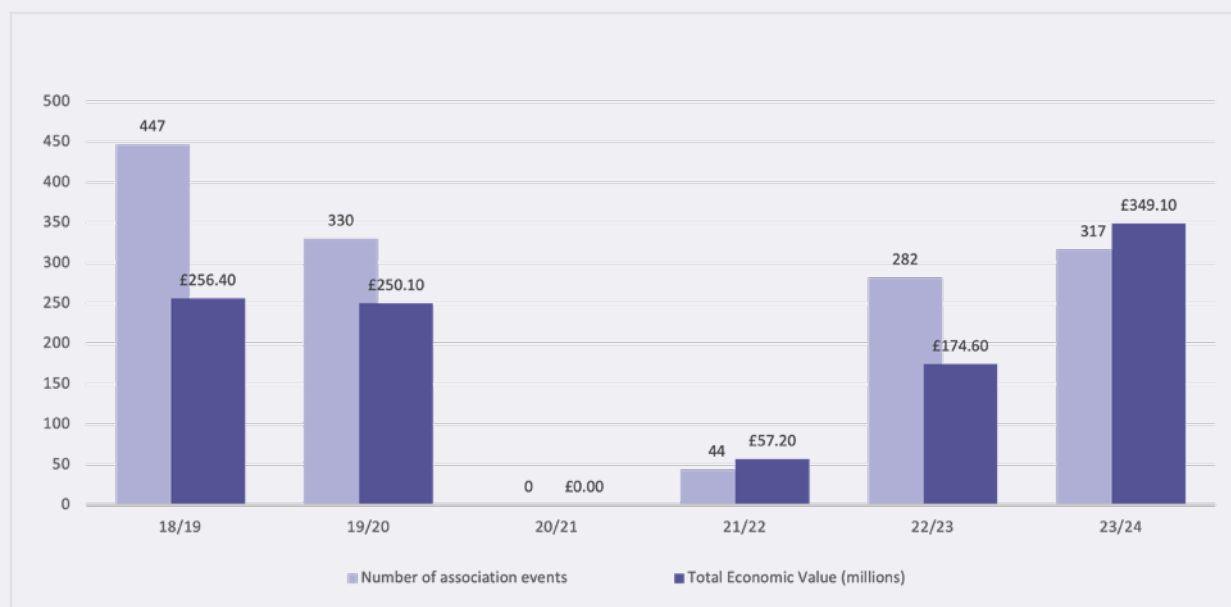


SCOTTISH ASSOCIATION SURVEY 2023/24

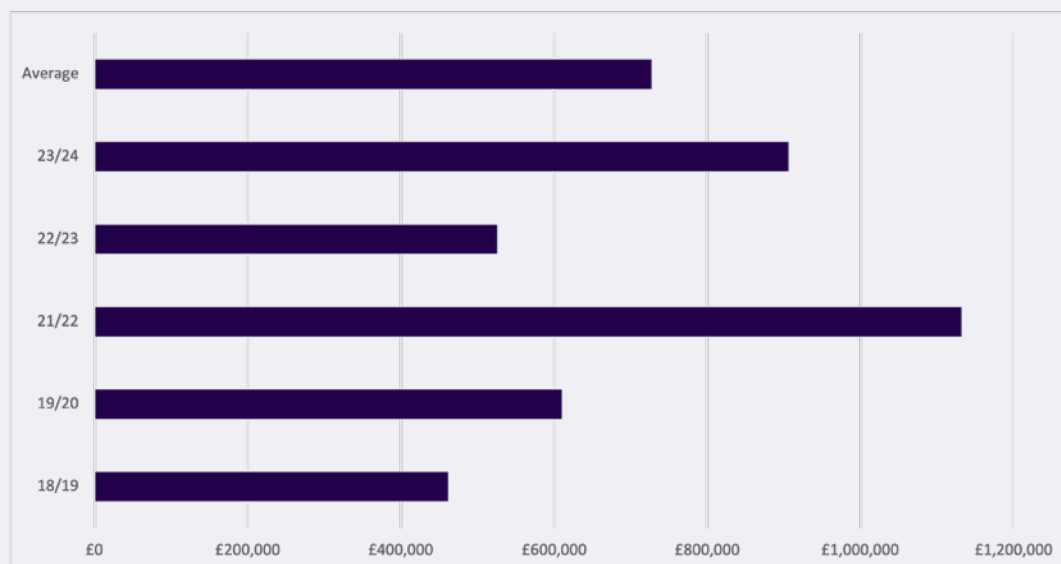
Technical Appendix

Year on year comparison of number of events hosted and net economic impact



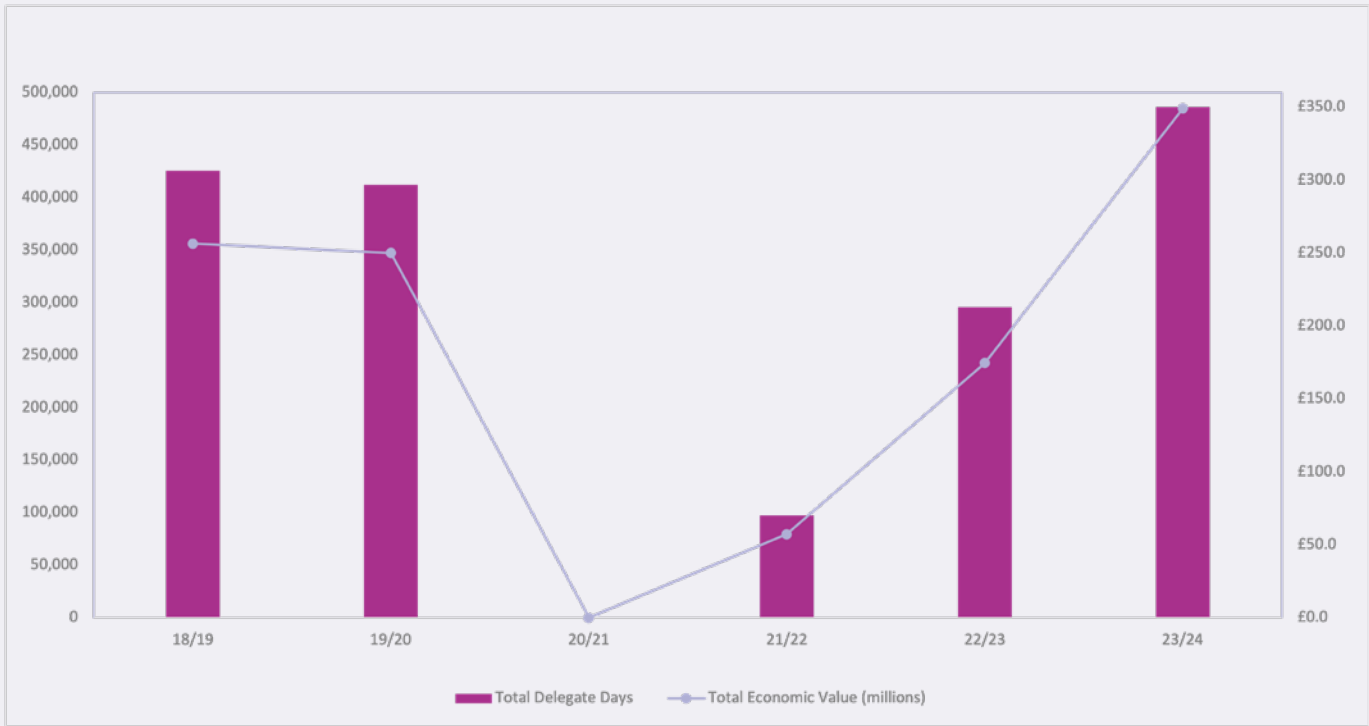
Number of association events v. Gross Economic Value

Average value of Events held in Scotland



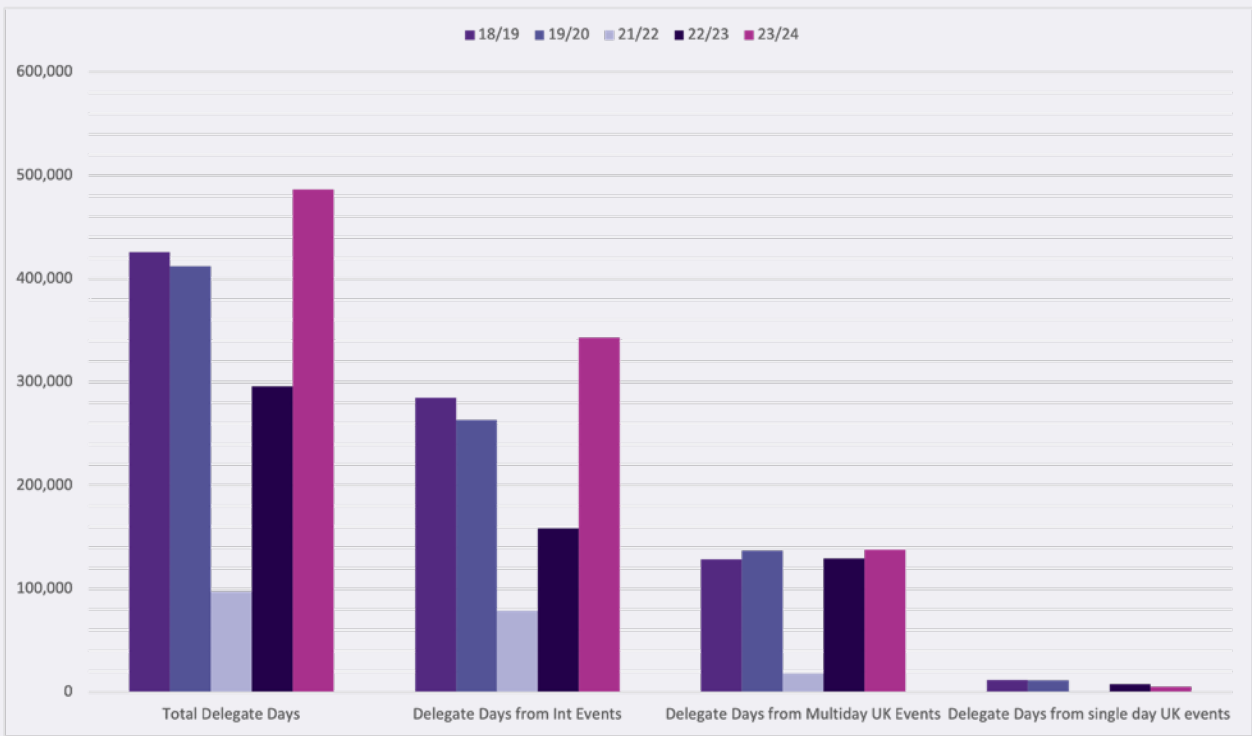
Average value of Events

Year on year comparison of number of delegate days generated and net economic impact



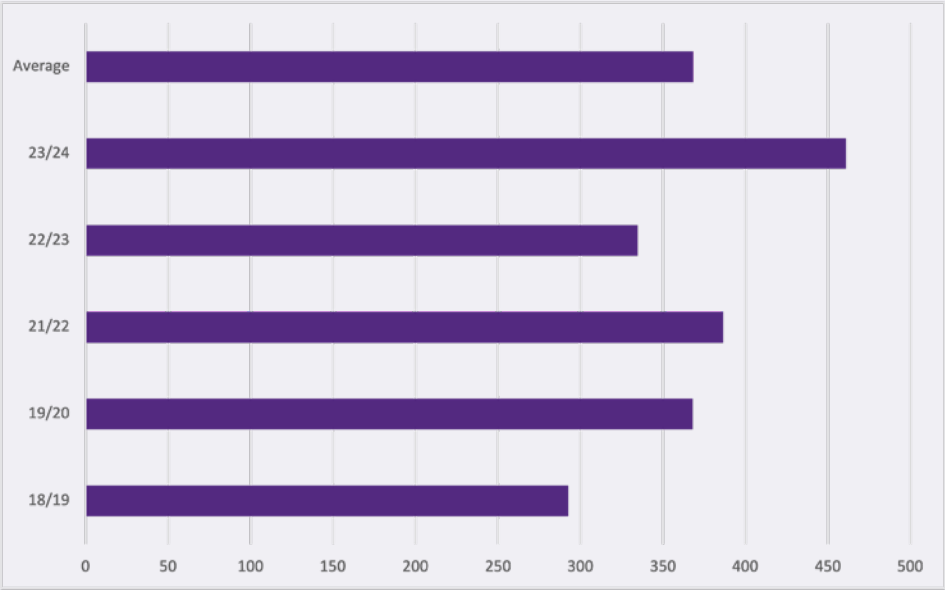
Total delegate days v. Gross Economic Value

Year on year comparison of the number of delegate days spent in Scotland, and the type of event generating those delegate days



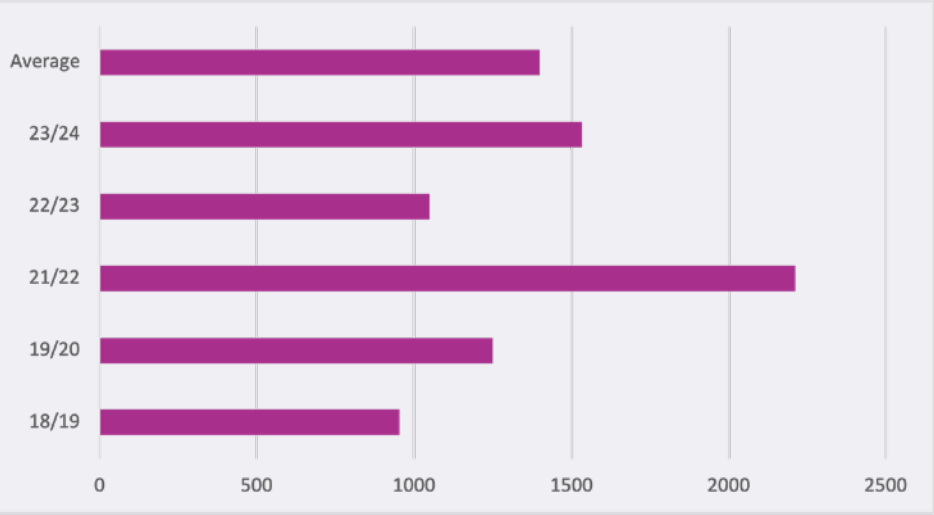
Delegates Days by event origin and total

Average Delegate per Event



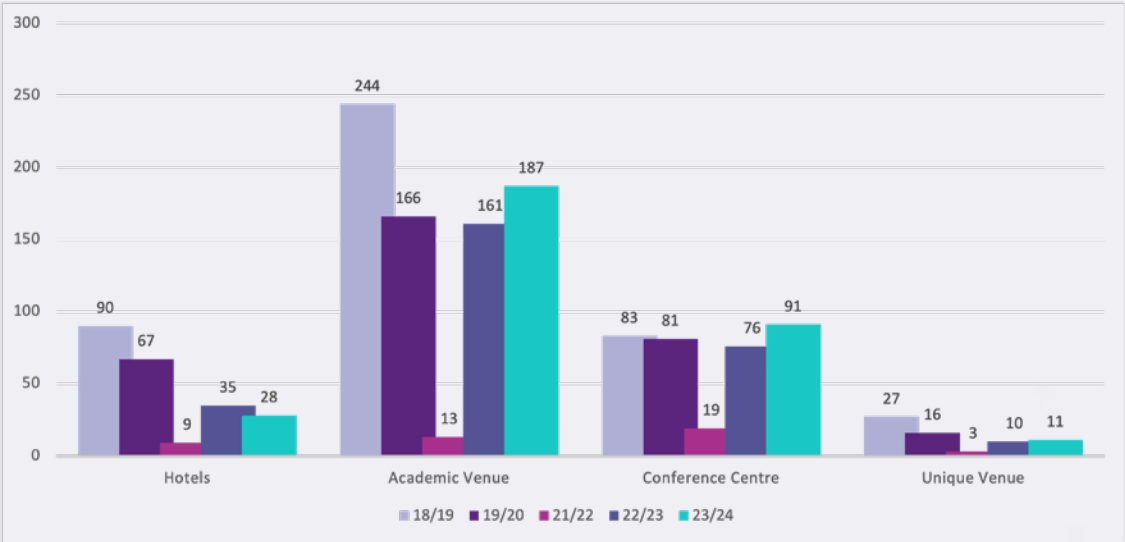
Average Delegate per Event

Average Delegate days per Event

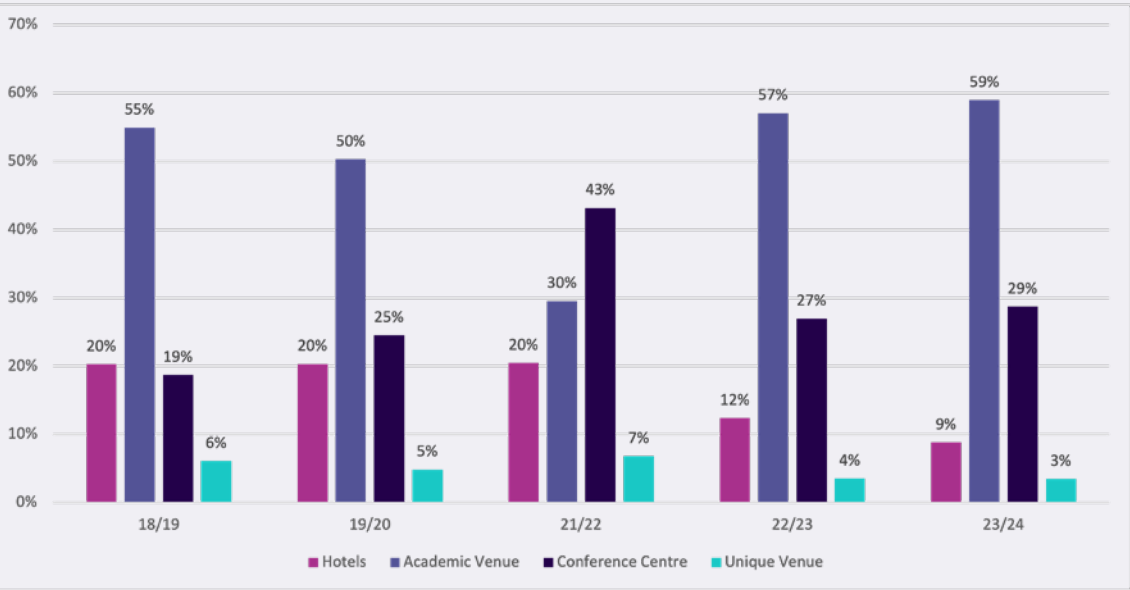


Average Delegate days per Event

Annual comparison of the type of venue used as principle conference venue – in absolute numbers, and as a % of all events.

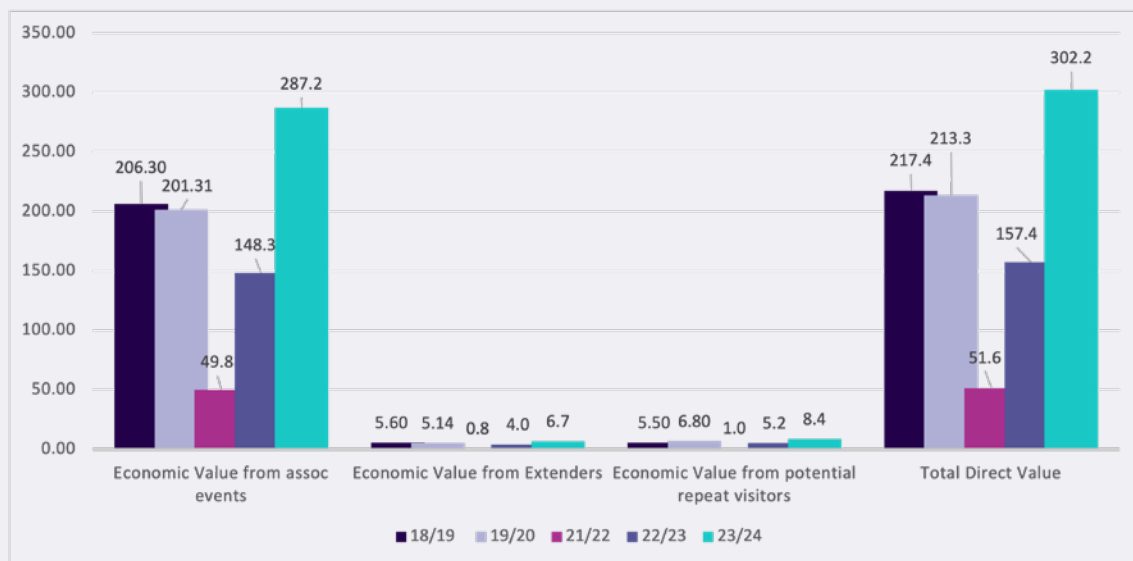


Main conference venue type



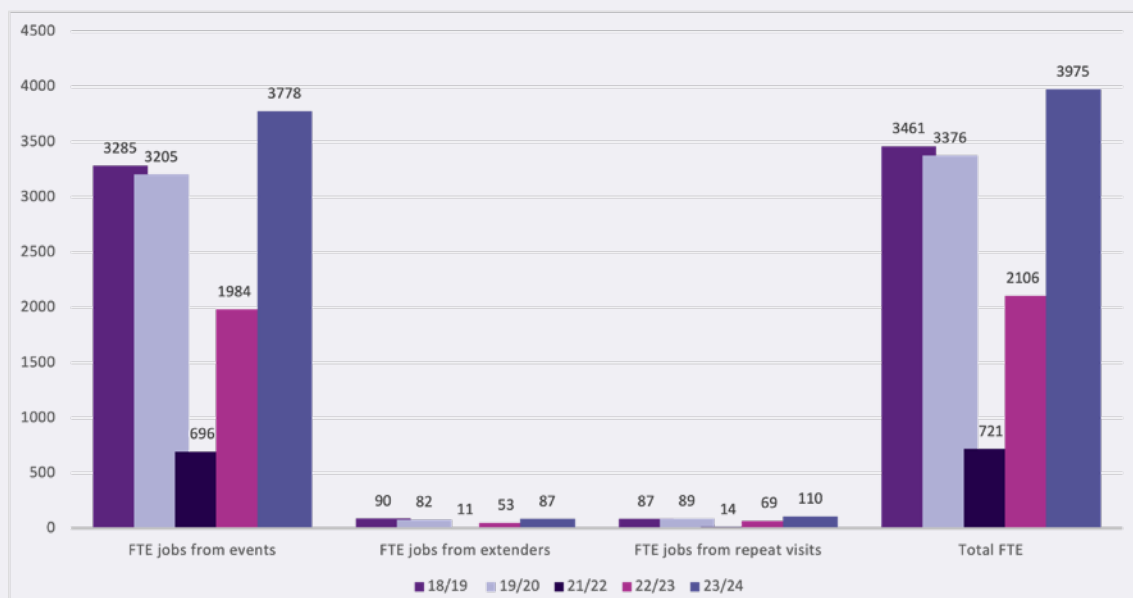
Main Conference Venue type - % of annual total

Annual comparison of direct economic impact – not including induced net economic impact.



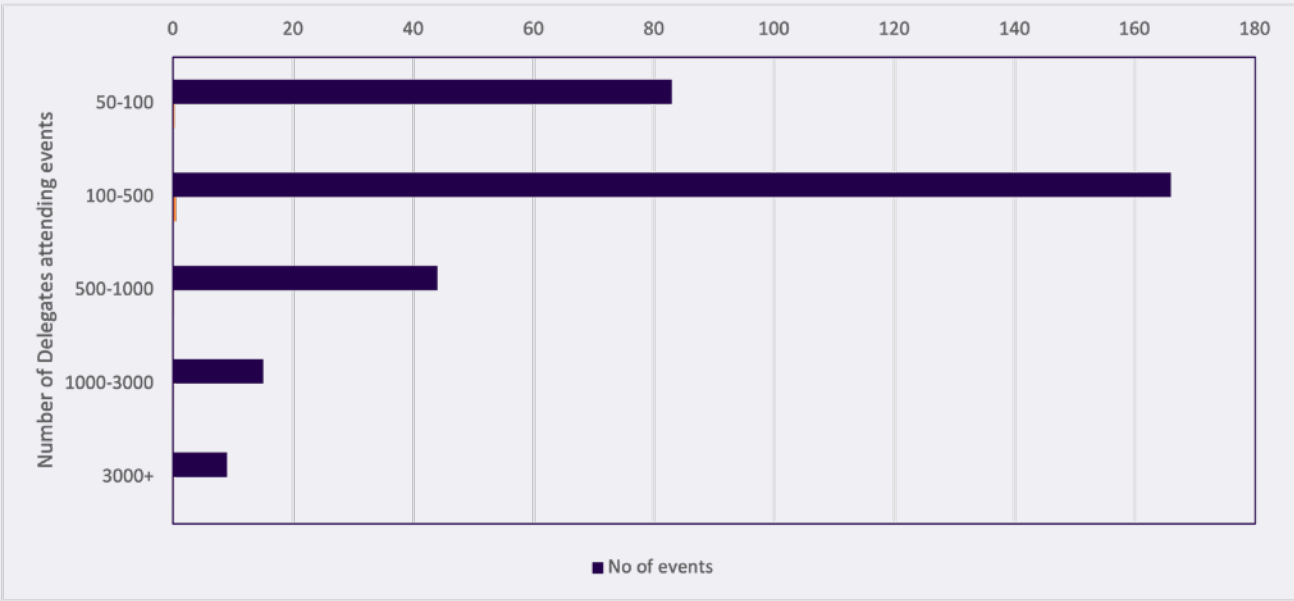
Direct Economic Impact (millions)

Annual comparison of Full Time Equivalent (FTE) jobs supported.

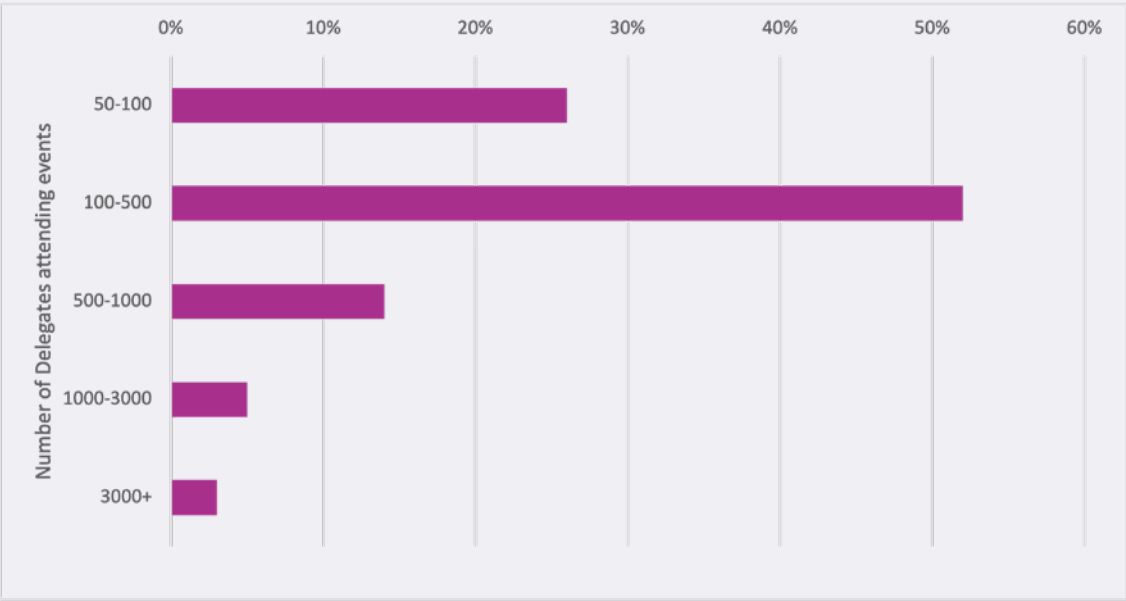


Full Time Equivalent (FTE) jobs supported

Analysis of conference size by number of delegates attending 2023/24

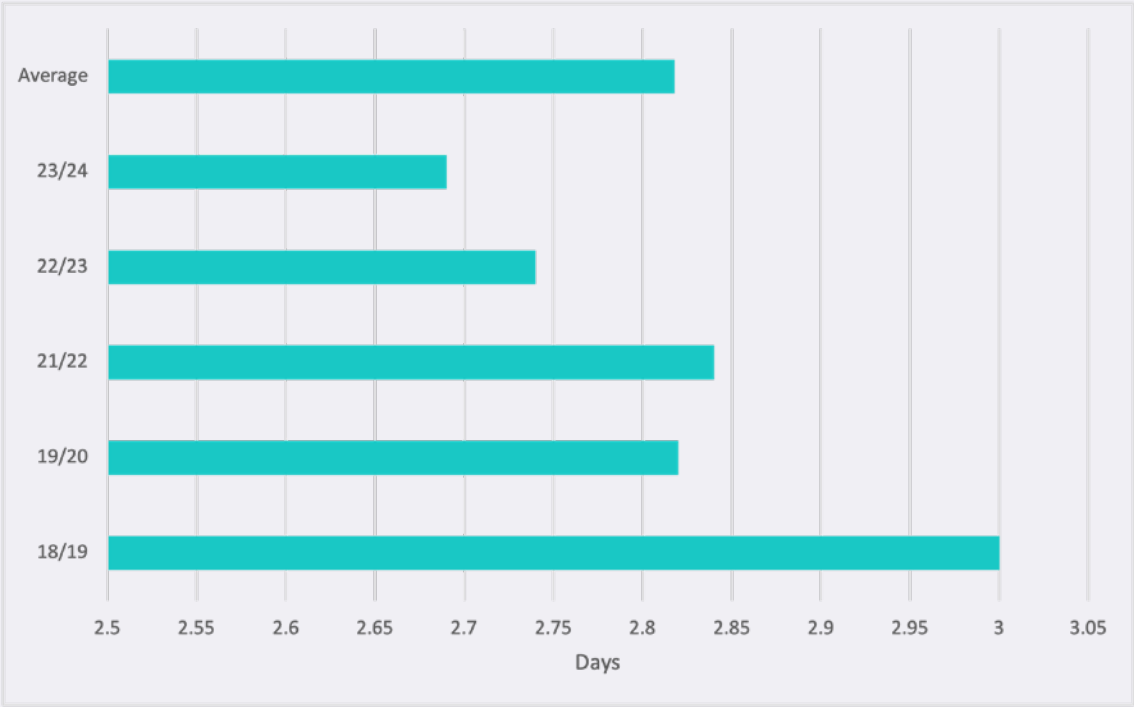


Number of delegates attending conference



Delegates attending conference - % of category

Average length of Events

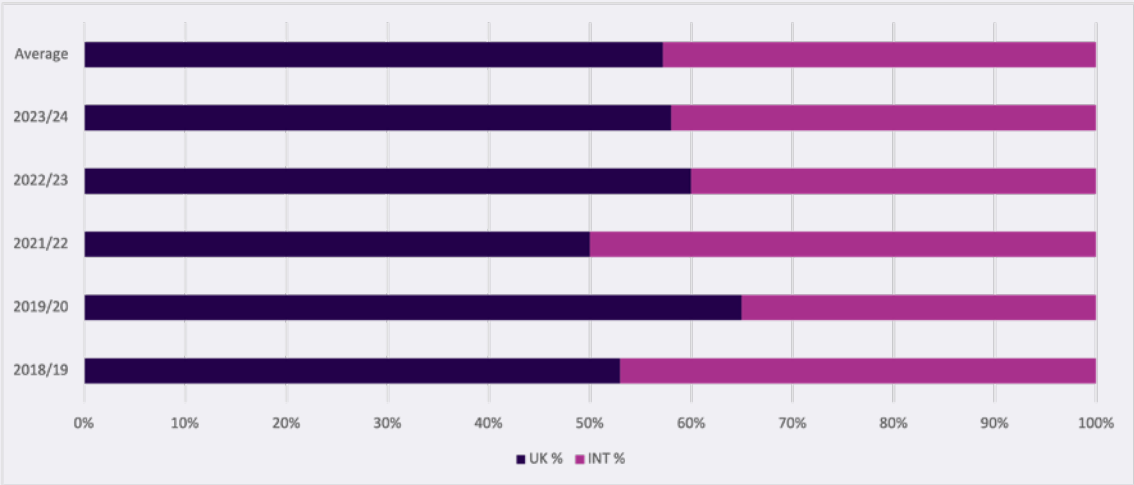


Average length of Events

Annual comparison of events by origin – UK or International

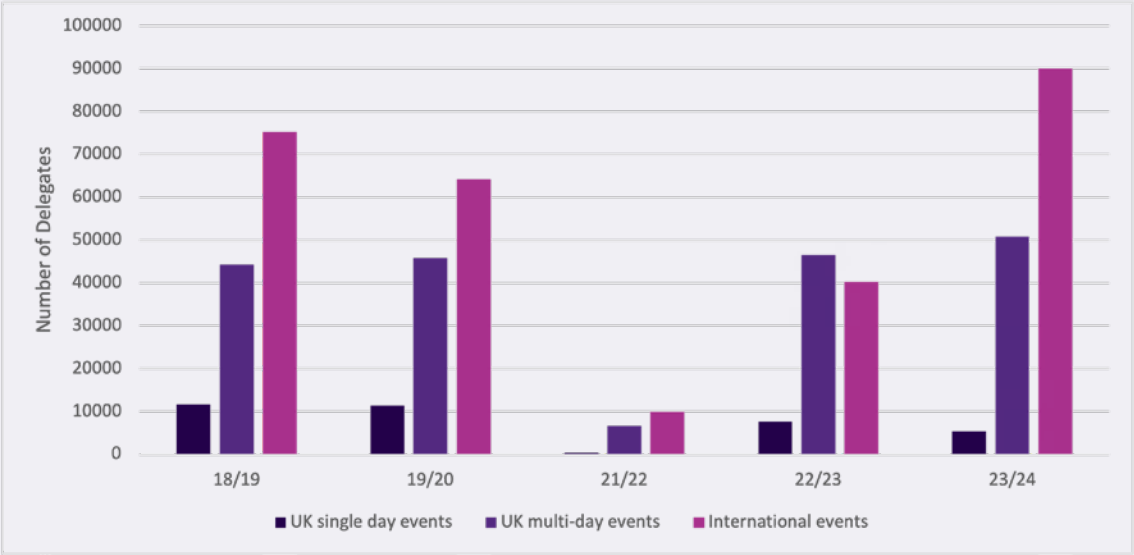


Number of Events by origin

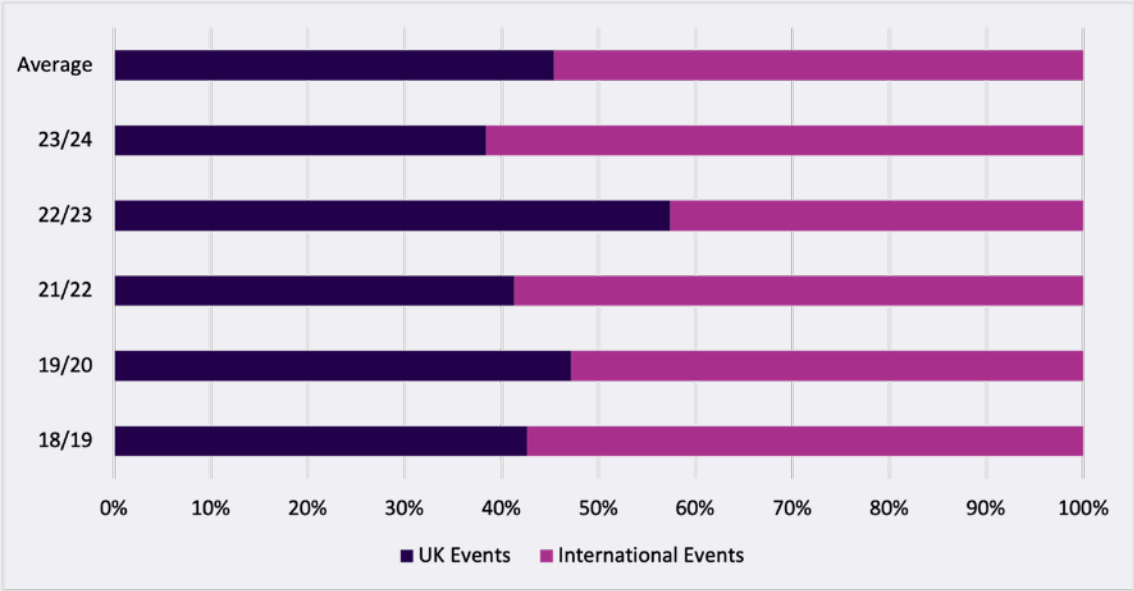


Event origin by year

Annual comparison of delegates by event origin

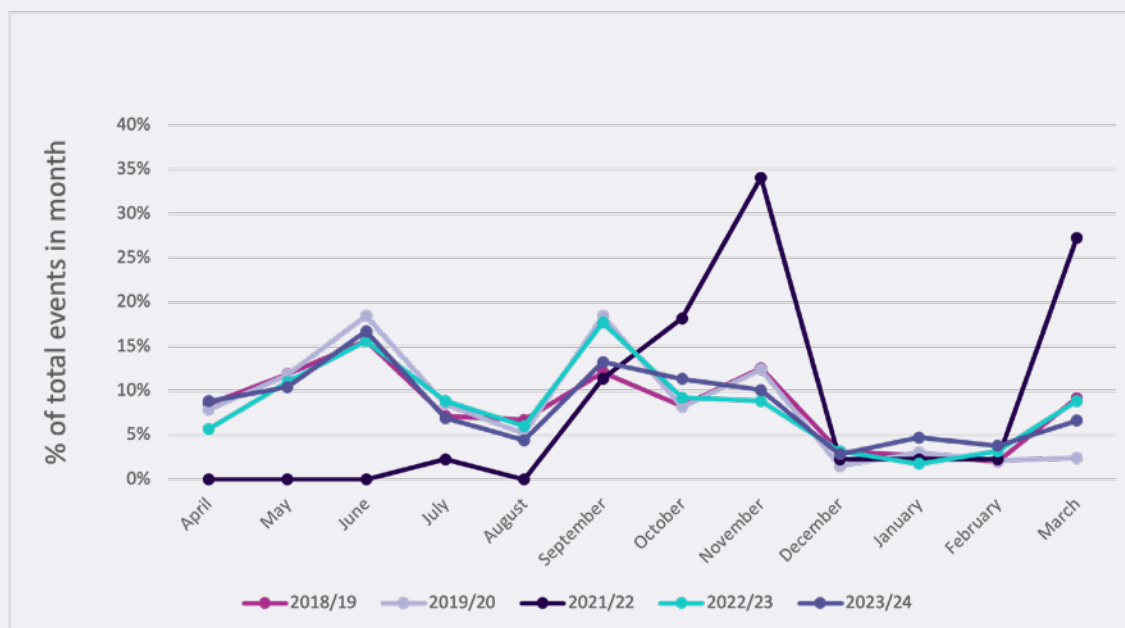


Delegates by event origin



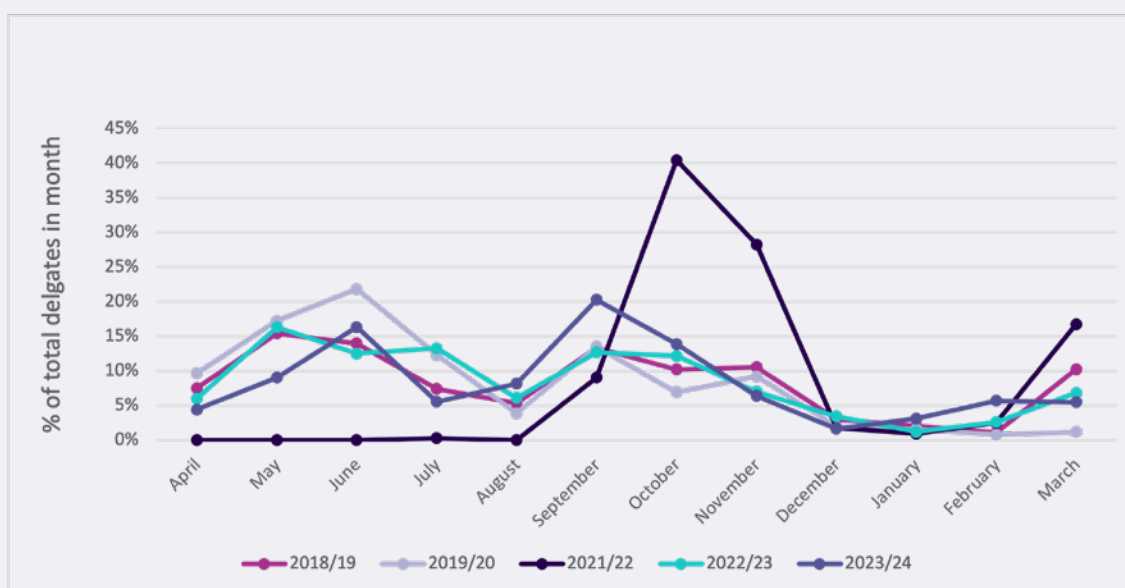
Delegates by event origin - annual %

Annual comparison of events taken place by month held





Events by Month

Annual comparison of monthly delegate numbers as % of annual delegates




Delegates by Month


<div>Key Headline Impacts</div> <div></div>	Year & Value					Yr on Yr % Change	Yr on Yr % Change
	18/19	19/20	21/22	22/23	23/24	19/20 - 23/24	22/23 - 23/24
Event Profile							
Total events	447	330	44	282	317	-4%	12%
UK events	236	213	22	169	183	-14%	8%
International events	211	117	22	113	134	15%	19%
Total Delegates	130,786	121,440	17,009	94,353	146,121	20%	55%
Total delegate days	425,629	412,273	97,254	295,590	486,089	18%	64%
Net Additional Impact							
Economic Value (£m)	£256.4	£250.1	£57.2	£174.6	£349.1	40%	100%
Total FTE jobs	3,461	3,395	721	2,106	3,975	17%	89%
GVA (£m)	£149.6	£146.0	£33.0	£100.6	£203.9	40%	103%

<div>Economic Impact Breakdown</div> <div></div>	Year & Value					Yr on Yr % Change	Yr on Yr % Change
	18/19	19/20	21/22	22/23	23/24	19/20 - 23/24	22/23 - 23/24
Gross Spending							
Economic value from association events (£m)	£206.3	£201.3	£49.8	£148.3	£287.2	43%	94%
Economic Value from extenders (£m)	£5.6	£5.1	£0.8	£4.0	£6.7	29%	68%
Economic Value from potential repeat visitors (£m)	£5.5	£6.8	£1.0	£5.2	£8.4	23%	62%
Gross Economic Value (£m)	£217.4	£213.3	£51.6	£157.4	£302.2	42%	92%
Net Economic Value (with Type II Multiplier)	£256.4	£250.1	£57.2	£174.6	£349.1	40%	100%
Net FTE Jobs (Full Time Equivalents)							
FTE jobs from events	3,285	3,205	696	1,984	3,778	18%	90%
FTE jobs from extenders	90	82	11	53	87	7%	65%
FTE jobs from repeat visits	87	108	14	69	110	2%	59%
Total FTE jobs	3,461	3,395	721	2,106	3,975	17%	89%
Net Additional Impact							
Economic Value (£m)	£256.4	£250.1	£57.2	£157.4	£349.1	40%	122%
Total FTE jobs	3,461	3,395	721	2,106	3,975	17%	89%
GVA (£m)	£149.6	£146.0	£33.0	£100.6	£203.9	40%	103%

Notes:

- Tables show Year on Year change from both 2022/23 to 2023/24 (direct year on year comparison) and 2019/20 to 2023/24, to show a comparison to pre-pandemic records.
- 2021/22 and 2022/23 were both years badly affected by the pandemic, with events only possible for a short period of time in 2021/22, and a steady return to meeting in person in 2022/23. No events took place in 2020/21 due to national lockdown restrictions on meeting in person.

<div> <div>Economic Impact Breakdown</div>  </div>	Year & Value					Yr on Yr % Change	Yr on Yr % Change
	18/19	19/20	21/22	22/23	23/24	19/20 - 23/24	22/23 - 23/24
Events (UK v International)							
Total events	447	330	44	282	317	-4%	12%
UK events	236	213	22	169	183	-14%	8%
International events	211	117	22	113	134	15%	19%
Duration							
% of events that lasted one day	19%	22%	11%	18%	18%	-18%	1%
% of events that lasted two days	28%	26%	30%	27%	29%	10%	6%
% of events that lasted three days	30%	24%	45%	31%	31%	29%	-1%
Longest event (days)	8	9	13	7	9	0%	29%
% of UK delegate days from multi-day UK events	92%	92%	98%	94%	96%	4%	2%
Delegate Days							
Total delegate days	425,629	412,273	97,254	295,590	486,089	18%	64%
International delegate days	285,443	263,861	78,770	158,590	343,022	30%	116%
UK delegate days (multi-day)	128,568	137,027	18,084	129,346	137,792	1%	7%
UK delegate days (single)	11,618	11,385	400	7,654	5,275	-54%	-31%
% of Delegate Days from Int events	67%	64%	81%	54%	71%	10%	32%
% of Delegate Days from multiday UK events	30%	33%	19%	44%	28%	-15%	-35%
% of Delegate Days from single day UK events	3%	3%	0%	3%	1%	-61%	-58%
Venue							
No. of events at Hotels	90	67	9	35	28	-58%	-20%
No. of events at Academic Venue	244	166	13	161	187	13%	16%
No. of events at Conference Centre	83	81	19	76	91	12%	20%
No. of events at Unique Venue	27	16	3	10	11	-31%	10%
No. of events at Unknown venue type	3	0	0	0	0		
Key Sectors							
% of Delegate Days from Life Science events	55%	42%	52%	53%	30%	-28%	-44%
% of Delegate Days from ICT & Data events	8%	10%	2%	4%	3%	-72%	-28%
% of Delegate Days from Social Sciences	7%	11%	2%	4%	5%	-57%	32%
% of Delegate Days from Energy	2%	6%	0.7%	7%	24%	302%	228%
% of Delegate Days from Education	5%	5%	0%	6%	11%	120%	72%

Economic Impact Breakdown 	Year & Value					Yr on Yr % Change	Yr on Yr % Change
	18/19	19/20	21/22	22/23	23/24	19/20 - 23/24	22/23 - 23/24
Additional Value							
Average UK delegate extension (days)	2.9	2.8	2.8	2.8	2.8	0%	0%
Average Int delegate extension (days)	3	3.2	3.2	3.2	3.2	0%	0%
% of UK delegates that extend	42%	42%	42%	42%	42%	0%	0%
% of Int delegates that extend	37%	36%	36%	36%	36%	0%	0%
% of UK delegates that intend to return to Scotland	95%	94%	94%	94%	94%	0%	0%
% of Int delegates that intend to Scotland	87%	87%	87%	87%	87%	0%	0%