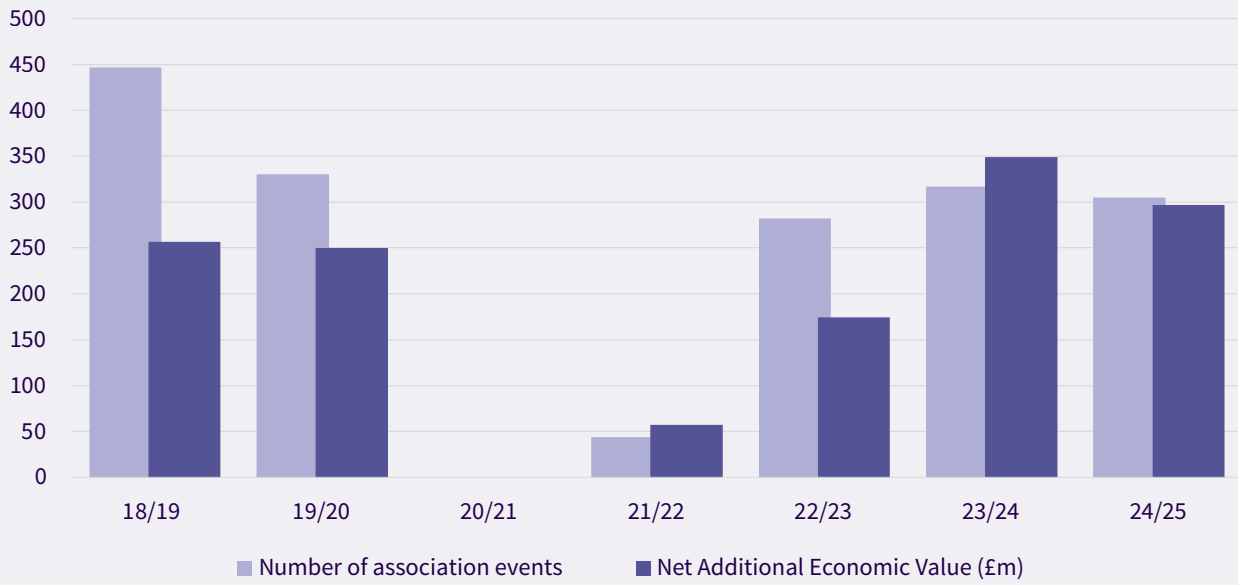


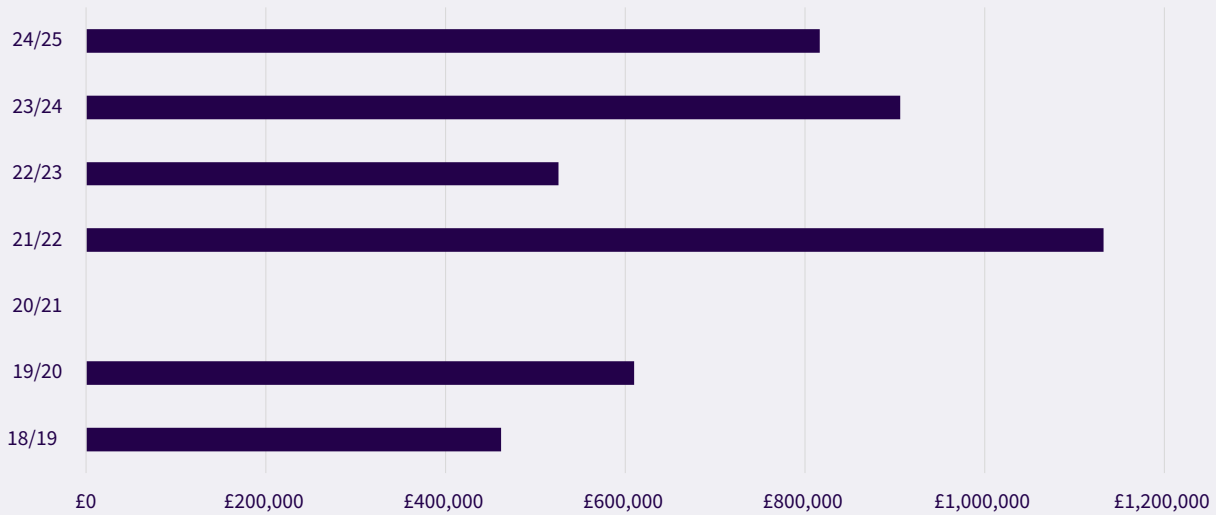
# SCOTTISH ASSOCIATION SURVEY 2024/25

Technical Appendix

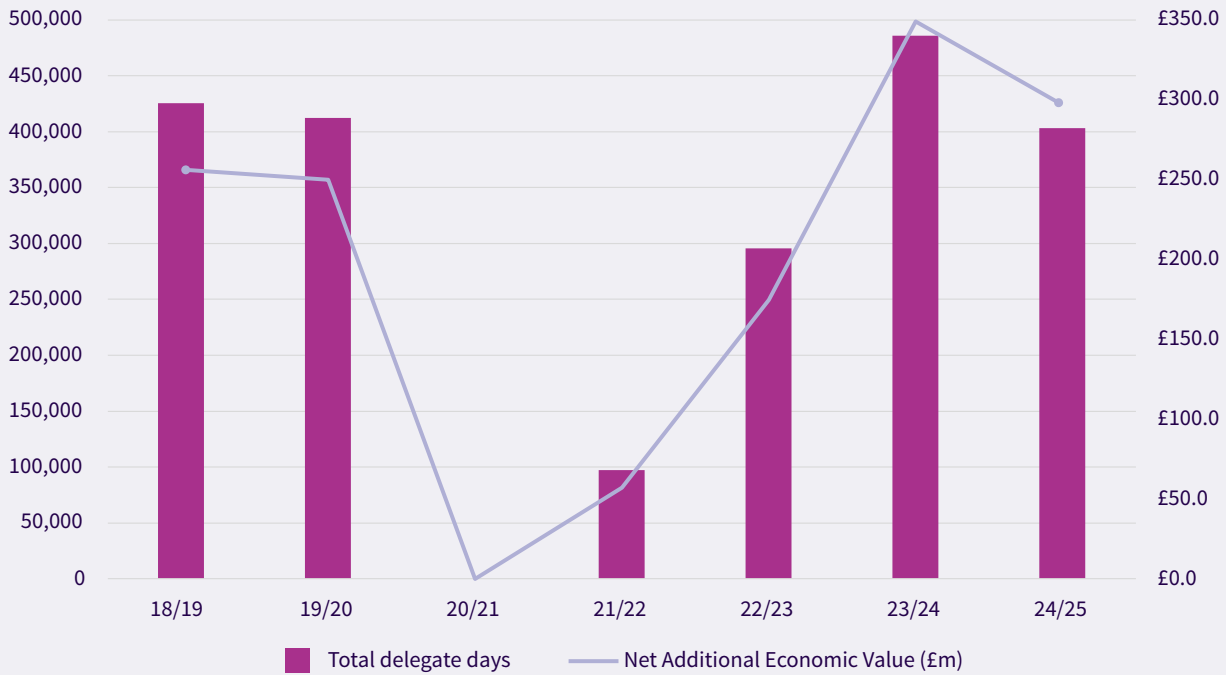
### Year on year comparison of number of events hosted and net economic impact



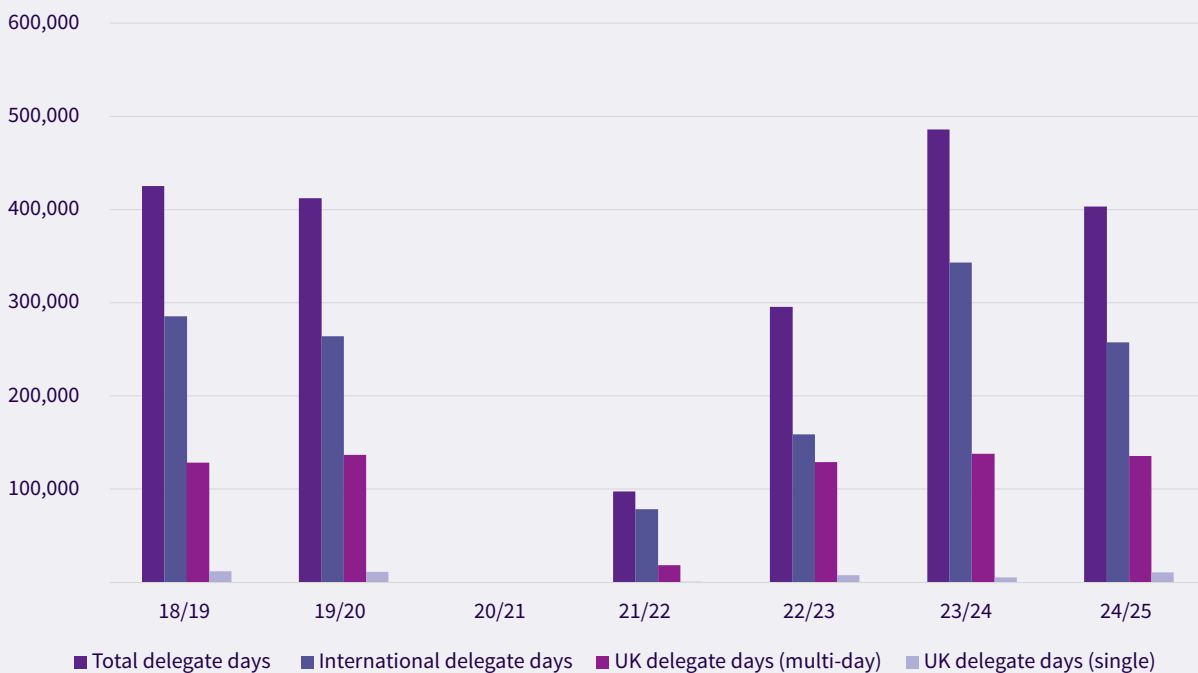
### Average value per event held in Scotland



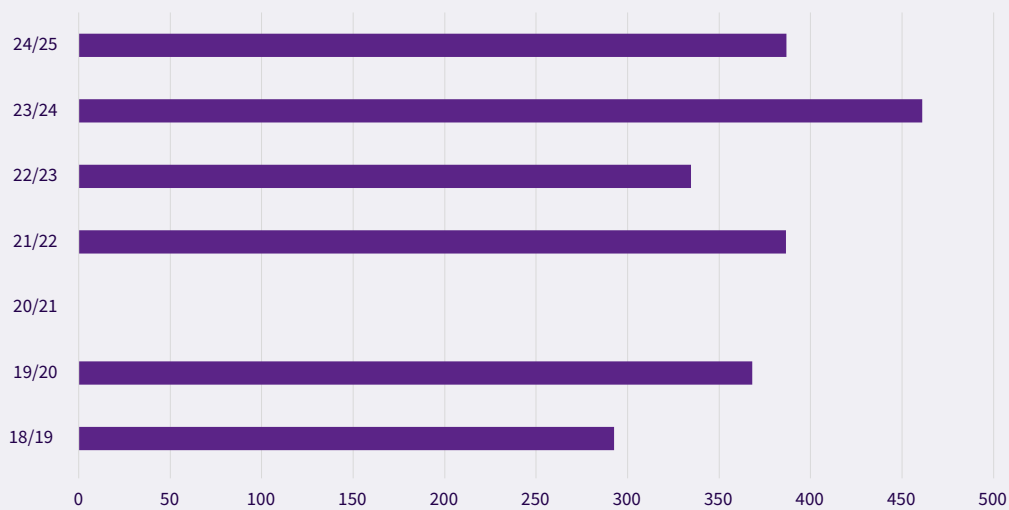
### Year on year comparison of number of delegate days generated and net economic impact



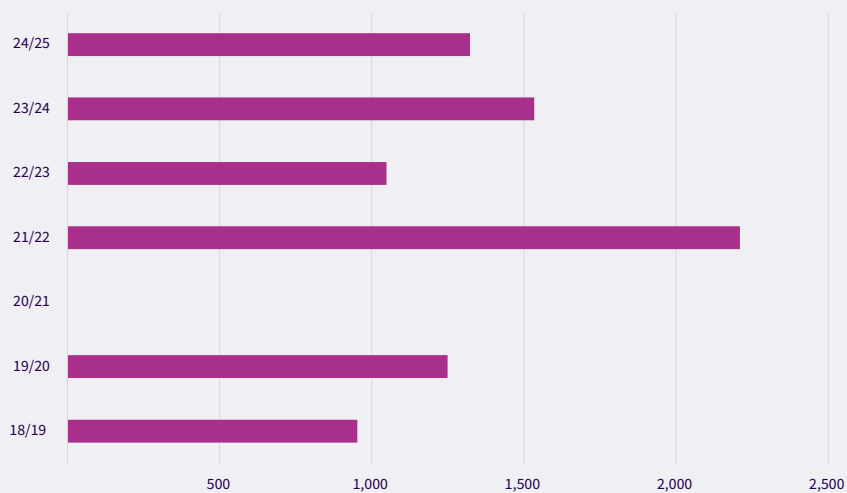
### Year on year comparison of the number of delegate days spent in Scotland, and the type of event generating those delegate days



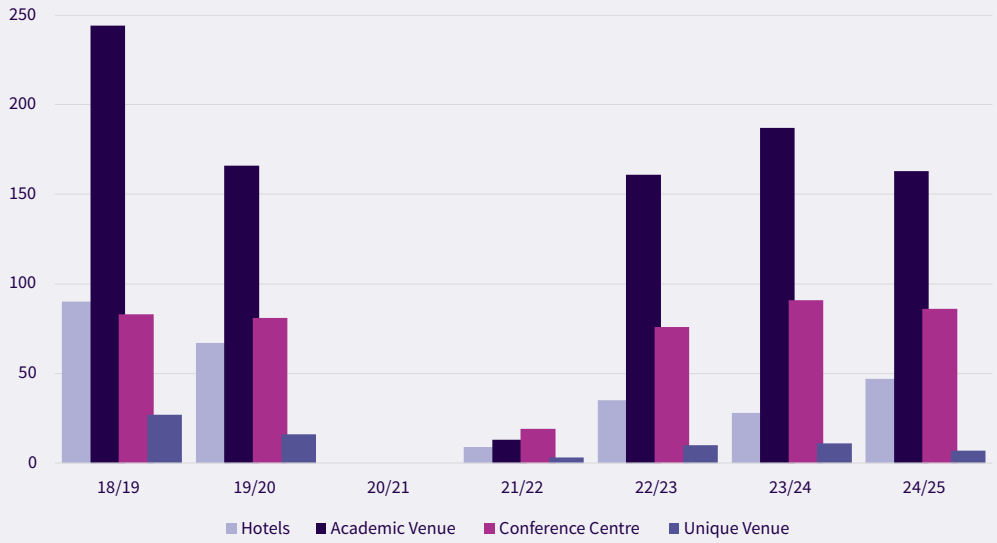
### Average Delegate per Event



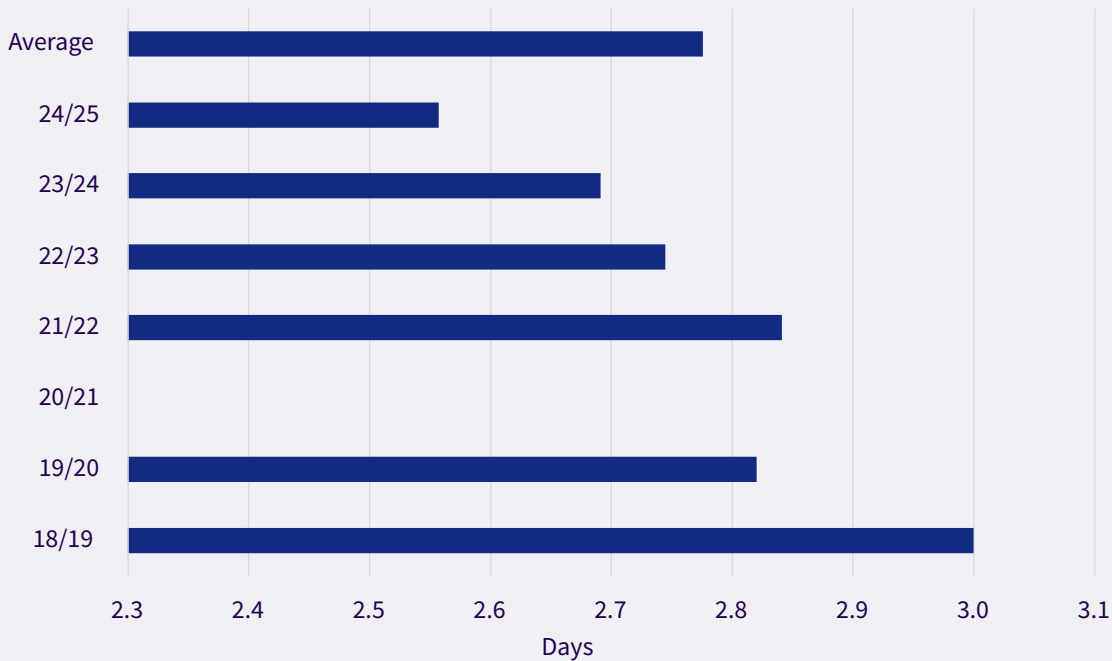
### Average Delegate days per Event



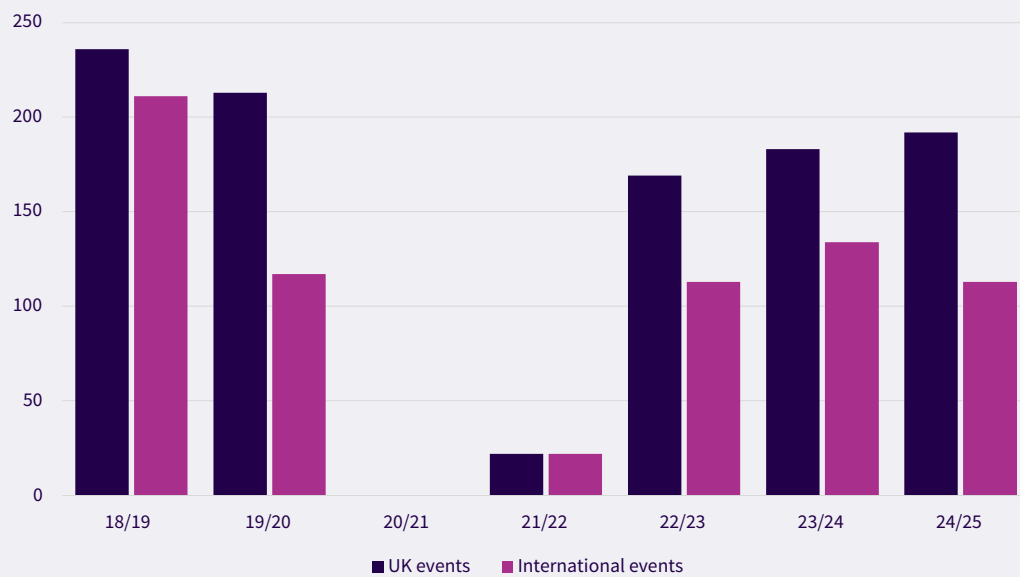
Annual comparison of the type of venue used as principle conference venue – in absolute numbers, and as a % of all events.



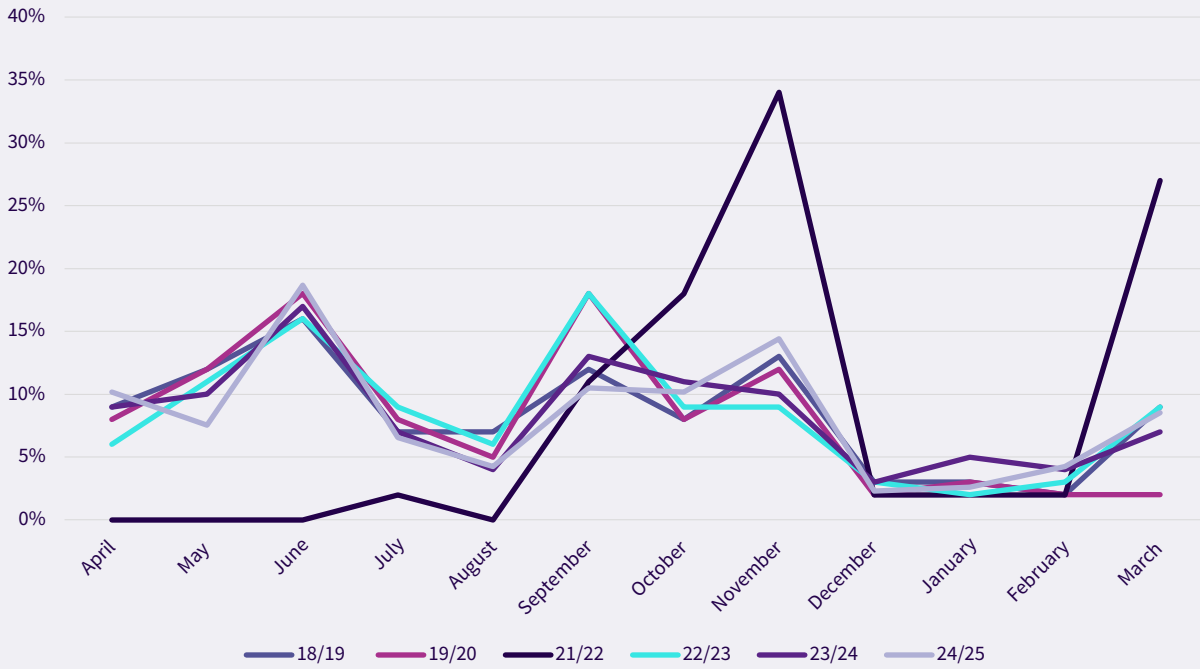
### Average length of Events



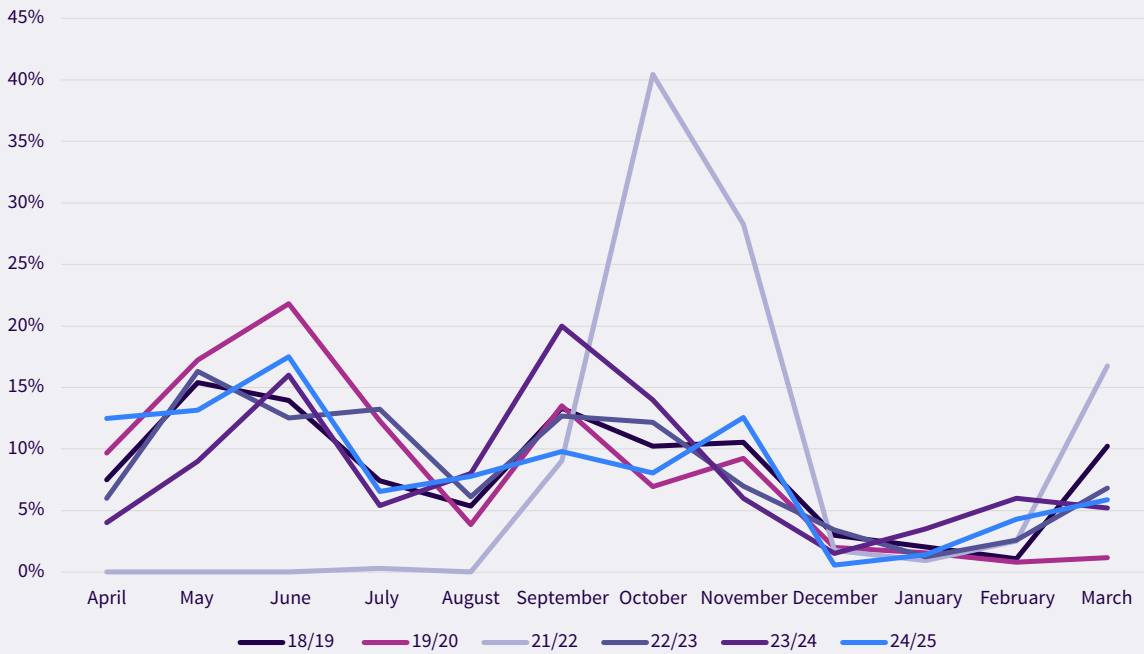
### Annual comparison of events by origin – UK or International





### Annual comparison of events taken place by month held



### Annual comparison of monthly delegate numbers as % of annual delegates





Key Headline Impacts 	Year & Value						Yr on Yr % Change	Yr on Yr % Change
	18/19	19/20	21/22	22/23	23/24	24/25	19/20 - 24/25	23/24 - 24/25
<b>Event Profile</b>								
Total events	447	330	44	282	317	305	-8%	-4%
UK events	236	213	22	169	183	192	-10%	5%
International events	211	117	22	113	134	113	-3%	-16%
Total Delegates	130,786	121,440	17,009	94,353	146,121	117,954	-3%	-19%
Total delegate days	425,629	412,273	97,254	295,590	486,089	403,469	-2%	-17%
<b>Net Additional Impact</b>								
Economic Value (£m)	£256.4	£250.1	£57.2	£174.6	£349.1	£296.7	19%	-15%
Total FTE jobs	3,461	3,395	721	2,106	3,975	3,243	-4%	-18%
GVA (£m)	£149.6	£146.0	£33.0	£100.6	£203.9	£172.4	18%	-15%

Economic Impact Breakdown 	Year & Value						Yr on Yr % Change	Yr on Yr % Change
	18/19	19/20	21/22	22/23	23/24	24/25	19/20 - 24/25	23/24 - 24/25
<b>Gross Spending</b>								
Economic value from association events (£m)	£206.3	£201.3	£49.8	£148.3	£287.2	£249.1	24%	-13%
Economic Value from extenders (£m)	£5.6	£5.1	£0.8	£4.0	£6.7	£7.6	48%	14%
Economic Value from potential repeat visitors (£m)	£5.5	£6.8	£1.0	£5.2	£8.4	£9.4	38%	12%
Gross Economic Value (£m)	£217.4	£213.3	£51.6	£157.4	£302.2	£266.0	25%	-12%
Net Economic Value (with Type II Multiplier)	£256.4	£250.1	£57.2	£174.6	£349.1	£296.7	19%	-15%
<b>Net FTE Jobs (Full Time Equivalents)</b>								
FTE jobs from events	3,285	3,205	696	1,984	3,778	3,036	-5%	-20%
FTE jobs from extenders	90	82	11	53	87	93	13%	6%
FTE jobs from repeat visits	87	108	14	69	110	114	5%	4%
Total FTE jobs	3,461	3,395	721	2,106	3,975	3,243	-4%	-18%
<b>Net Additional Impact</b>								
Economic Value (£m)	£256.4	£250.1	£57.2	£157.4	£349.1	£296.7	19%	-15%
Total FTE jobs	3,461	3,395	721	2,106	3,975	3,243	-4%	-18%
GVA (£m)	£149.6	£146.0	£33.0	£100.6	£203.9	£172.4	18%	-15%

Notes:

- Tables show Year on Year change from both 2023/24 to 2024/25 (direct year on year comparison) and 2019/20 to 2024/25, 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.

<b>Economic Impact Breakdown</b> 	Year & Value						Yr on Yr % Change	Yr on Yr % Change
	18/19	19/20	21/22	22/23	23/24	24/25	19/20 - 24/25	23/24 - 24/25
<b>Events (UK v International)</b>								
Total events	447	330	44	282	317	305	-8%	-4%
UK events	236	213	22	169	183	192	-10%	5%
International events	211	117	22	113	134	113	-3%	-16%
<b>Duration</b>								
% of events that lasted one day	19%	22%	11%	18%	18%	26%	19%	44%
% of events that lasted two days	28%	26%	30%	27%	29%	26%	-2%	-11%
% of events that lasted three days	30%	24%	45%	31%	31%	27%	11%	-14%
Longest event (days)	8	9	13	7	9	7	-22%	-22%
% of UK delegate days from multi-day UK events	92%	92%	98%	94%	96%	93%	0%	-4%
<b>Delegate Days</b>								
Total delegate days	425,629	412,273	97,254	295,590	486,089	403,469	-2%	-17%
International delegate days	285,443	263,861	78,770	158,590	343,022	257,450	-2%	-25%
UK delegate days (multi-day)	128,568	137,027	18,084	129,346	137,792	135,373	-1%	-2%
UK delegate days (single)	11,618	11,385	400	7,654	5,275	10,646	-6%	102%
% of Delegate Days from Int events	67%	64%	81%	54%	71%	64%	0%	-10%
% of Delegate Days from multiday UK events	30%	33%	19%	44%	28%	34%	1%	18%
% of Delegate Days from single day UK events	3%	3%	0%	3%	1%	3%	-4%	143%
<b>Venue</b>								
No. of events at Hotels	90	67	9	35	28	47	-30%	68%
No. of events at Academic Venue	244	166	13	161	187	163	-2%	-13%
No. of events at Conference Centre	83	81	19	76	91	86	6%	-5%
No. of events at Unique Venue	27	16	3	10	11	7	-56%	-36%
No. of events at Unknown venue type	3	0	0	0	0	2	-	-
<b>Key Sectors</b>								
% of Delegate Days from Life Science events	55%	42%	52%	53%	30%	59%	41%	95%
% of Delegate Days from ICT & Data events	8%	10%	2%	4%	3%	3%	-69%	10%
% of Delegate Days from Social Sciences	7%	11%	2%	4%	5%	2%	-79%	-51%
% of Delegate Days from Energy	2%	6%	0.7%	7%	24%	2%	-58%	-90%
% of Delegate Days from Education	5%	5%	0%	6%	11%	3%	-49%	-77%
% of Delegate Days from Creative Industries					0.4%	10%		

<b>Economic Impact Breakdown</b> 	Year & Value						Yr on Yr % Change	Yr on Yr % Change
	18/19	19/20	21/22	22/23	23/24	24/25	19/20 - 24/25	23/24 - 24/25
Additional Value								
Average UK delegate extension (days)	2.9	2.8	2.8	2.8	2.8	2.8	0%	0%
Average Int delegate extension (days)	3	3.2	3.2	3.2	3.2	3.2	0%	0%
% of UK delegates that extend	42%	42%	42%	42%	42%	42%	0%	0%
% of Int delegates that extend	37%	36%	36%	36%	36%	36%	0%	0%
% of UK delegates that intend to return to Scotland	95%	94%	94%	94%	94%	94%	0%	0%
% of Int delegates that intend to Scotland	87%	87%	87%	87%	87%	87%	0%	0%