



Press Release

Association Buyers Snapshot Survey Released Shows Stable Market with indications of some growth in demand and budgets held in 2013

Bridget Baker Consulting and Moneypennies have collaborated again to update research first undertaken in 2010 to investigate the latest buying patterns of Association conference buyers. This time the sample has increased to more than 50 in-depth interviews some of the leading UK based Associations.

The respondents held some 1,300 events with in excess of 231,000 delegates last year. The survey shows the seasonality of events, average delegate numbers, size and type of events and other market data on this this important segment.

This year we include a special section from the Conference Bench showing data trends at leading London hotel venues.

The data is a useful tool for venue sales and management to understand this sector better.

The survey can obtained by emailing bb@bridgetbaker.co.uk

The cost of the survey is £55 (including Vat)

Note:

Bridget Baker Consulting Ltd offers specialist consulting services to the hospitality and conference sectors, including feasibility studies, strategic reviews and acquisition advice.

Moneypennies researches and publishes information about the biggest decision makers in the UK. Who are buying products and services in the conference, incentive and hospitality markets. As well as working on behalf of clients to identify new customers.



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