



Market Report

A Snapshot of your Market Sector

Event Management

This pack has been designed to provide information on setting up a business in the **Event Management** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **January 2025**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Event Management market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The **market value** surged to **£35 billion** in 2022, driven by pent-up demand post-COVID-19, but **declined by 2% in 2023 to £34.3 billion**, 12% below 2019 levels, due to economic challenges and rail strikes. Despite ongoing issues in the conferencing and events sector, the market is projected to grow steadily over the next five years, fuelled by demand for in-person events and an improving economic outlook, with annual growth expected to average **3% between 2024 and 2028**. (Mintel, *Conferencing and Events UK*, July 2024).
- ◆ **IBISWorld** research indicates in 2024–25, slowing inflation is beginning to restore confidence among consumers and businesses, boosting demand for event planning services. Revenue is forecast to rise by 4.4% during this period. Over the five years to 2029–30, revenue is projected to grow at a compound annual rate of 2.4%, reaching £2.6 billion. Rising disposable income and easing inflation are expected to fuel demand for event planning services in the near term. (IBISWorld, *Party and Event Planning*, December 2024).
- ◆ **Mintel** expects the value of the **music concerts and festivals** market in 2024, to be driven by ‘**must-see**’ **events**, with a forecasted **5% rise** as cost-of-living pressures ease. An improving economy in **2025–2026** is expected to boost spending, though smaller venues and independent festivals will face challenges amid the rise of larger-scale events. By **2027–2028**, dedicated ‘**superfans**’ will drive premium spending, supported by new technologies **like AI and livestreaming**, while consumer demand for authentic live performances remains strong. (Mintel, *Concerts and Festivals UK*, 2024).
- ◆ **Conference centres** experienced a revenue **surge by 118.7%** in 2021–22 as postponed events and the economy’s reopening drove recovery, followed by an even **sharper rise of 221.8% in 2022–23** with uninterrupted trading. Revenue **dipped slightly in 2023–24** due to inflation and energy costs. Despite this, revenues **remain above pre-pandemic levels**, with venues consistently booked. (IBISWorld, *Conference Centres Letting and Operating UK*, December 2024).
- ◆ The national organisation for this industry is [Events Scotland](#). Other industry bodies include the [Association of Event Organisers \(AEO\)](#), the [Association of British Professional Conference Organisers \(ABPCO\)](#), [Visit Scotland Business Events](#), the [Events Industry Forum](#), the [Events Services Association \(TESA\)](#), the [Event Supplier and Services Association \(ESSA\)](#), and the [National Outdoor Events Association \(NOEA\) Scotland](#).

Connect with us

Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Statista – Event Ticket Online Bookings by Brand in the UK in 2024 (September 2024)**
Ticketmaster, Eventbrite, and See Tickets were the top three online booking platforms for UK consumers.
- ◆ **IBISWorld – Party and Event Planners UK (October 2024).** Unusual venues and interactive activities are increasingly replacing traditional event functions. Party and event planners incorporate technology to provide more engaging and enjoyable experiences. Integrating VR, apps, high-quality food, and AI-driven analytics enhances client satisfaction and enables event planners to cater to niche markets. Staying updated on emerging technologies and evolving consumer preferences is essential for maintaining a competitive edge.
- ◆ **Mintel-Conferencing and Events UK (June 2024).** Client expectations are increasingly experienced-driven, emphasising personalised and engaging events tailored to attendees' interests. Networking remains a key priority, with effective facilitation crucial to conference value. The shift toward experience-first events prioritises memorable, interactive activities and high-quality production, prompting collaboration between organisers and venues. Meanwhile, data analytics and AI enable personalised agendas, networking, and content recommendations, boosting attendee satisfaction and engagement.
- ◆ **Technavio-Global Events Industry Market 2025-2039 (2024)** . Corporate events and seminars were the largest market segment in 2024 and will remain so in 2029, growing at a slower rate than the overall market. With a CAGR of 12.9%, the segment will expand from \$335.3 billion in 2024 to \$614.8 billion in 2029, contributing 26.2% of the market's incremental growth during this period.

There are also a number of online resources you may find helpful:

- ◆ **The Health and Safety Executive** has guidance on running events safely covering issues such as crowd management, licensing, venue and site design, public welfare and environmental issues. See the [HSE](#) website.
- ◆ **EventScotland** has a range of helpful tools and resources for event planning, social media guide and more. You can contact their Business Events team for further support. [EventScotland](#)
- ◆ **My World Of Work** has a job profile for an [Events Manager](#) which looks at the average UK salary ranges and the number of event managers currently employed in Scotland. It provides information on what to expect, working conditions, qualifications and job opportunities.

Disclaimer: Please note that this research may contain copyrighted material. Copyright belongs to the holders credited and as such, recipients of this research must only use the information for their own internal business purposes, and must not publish, reproduce or repurpose the information, or make it available to any third party, without permission from the original copyright holders. "Repurpose" includes any uploading of the information to AI tools.



Connect with us

How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



Connect with us

What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: January 2025

Updated by: Rachel

Connect with us