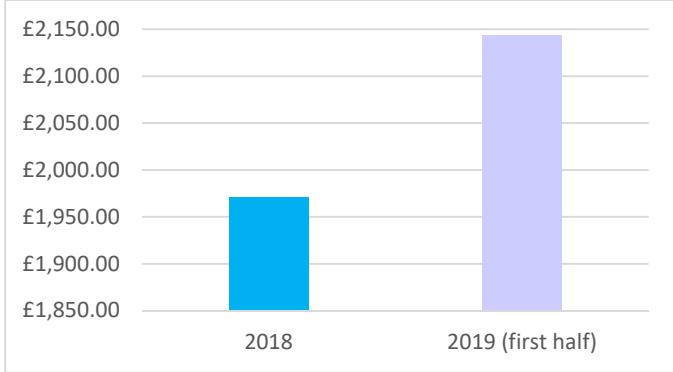


HBAA Meetings Barometer reports on first half of 2019

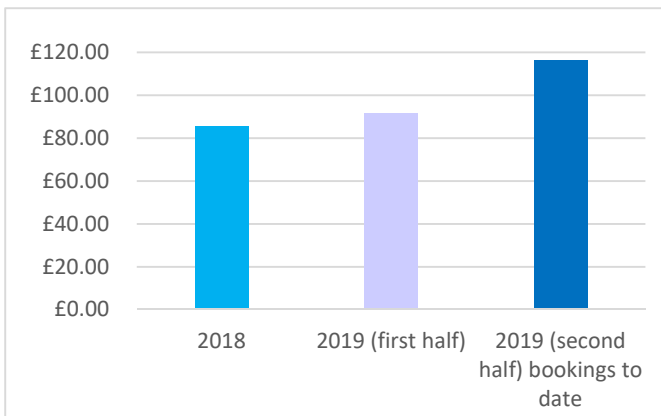


2018 vs 2019 (first half) Average Meeting Spend



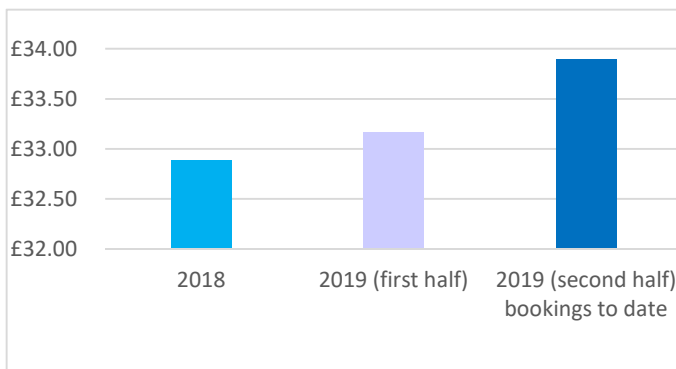
The average spend per meeting has increased by 8.8 per cent to £2,144 from £1,971, the average spend throughout 2018.

2018 vs 2019 (first half) Average Spend per Delegate]



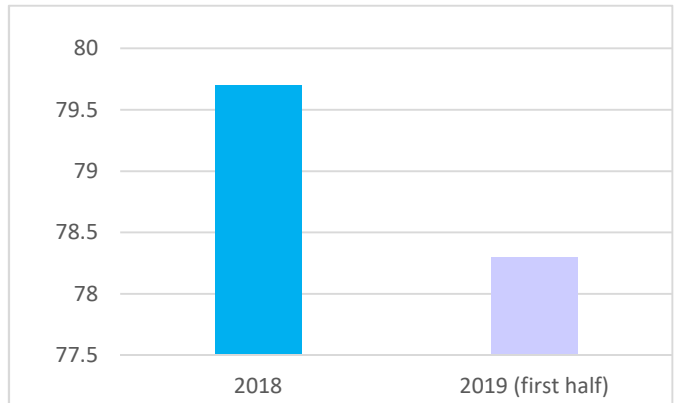
The average spend per delegate has also increased by 6.7 per cent, from £85.71 in 2018 to £91.46 and is currently £116.54 for bookings to date for the second half of the year.

2018 vs 2019 (first and second half) Average Day Delegate Rate



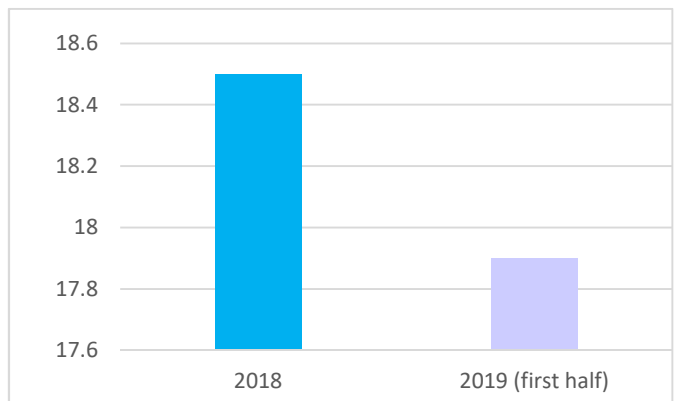
The average day delegate rate (DDR) has risen slightly from £32.89 last year to £33.17 and is currently £33.90 for the second half of the year.

2018 vs 2019 (first half) Average Lead Time



The average lead time for forward booking of events has gone down from 79.7 days to 78.3.

2018 vs 2019 (first half) Average Conversion Time



The average conversion time went down slightly from 18.5 days last year to 17.9 days so far in 2019

“It’s been a good first half of the year for the UK meetings industry and bookings for the rest of the year indicate that this buoyancy will continue until at least the end of the year.” **Angie Mason, HBAA Chair.**



As a HBAA Member, if you’d like to know more about accessing this data and its extensive reporting suite in real-time, contact Meetings Benchmark [here](#) for further information.