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Size matters in London



Size does matter when it comes to holding your event in London, reveals results of Visit London's Business Tourism Monitor.

Organisers are holding fewer but larger events across London's venues and as a result the larger London venues have seen a rise in organisers' budgets and a rise in the number of people attending events.

~~Chairman of Unique Venues of London and director of Corporate Relations at Somerset House, Charlotte Reeves said:~~ "It is an encouraging trend for the events industry, not only for venues but event suppliers too. Organisers are looking to hold events that truly inspire, and the way to do that is to have bigger budgets to create exciting and engaging events and to encourage more people to attend.

"People might say that organisers are throwing all their eggs into one basket, but in fact they are in a better position to put their energies into getting one or two events right each year, instead of spreading their budgets and time across four or even five events."

The trend for organisers to hold large events has resulted in larger venues with a meeting capacity of more than 200 outperforming smaller London venues.

VisitLondon's commercial director, David Hornby, said: "Competition between venues can only be healthy. We have some prestigious small venues in the capital, which provide an exclusive, intimate setting for events. However results from the Business Tourism Monitor show that smaller venues need to work hard to attract more business and remain competitive."

