

# WEST MIDLANDS: MICE ECONOMIC IMPACT 2019 - 2022

October 2023

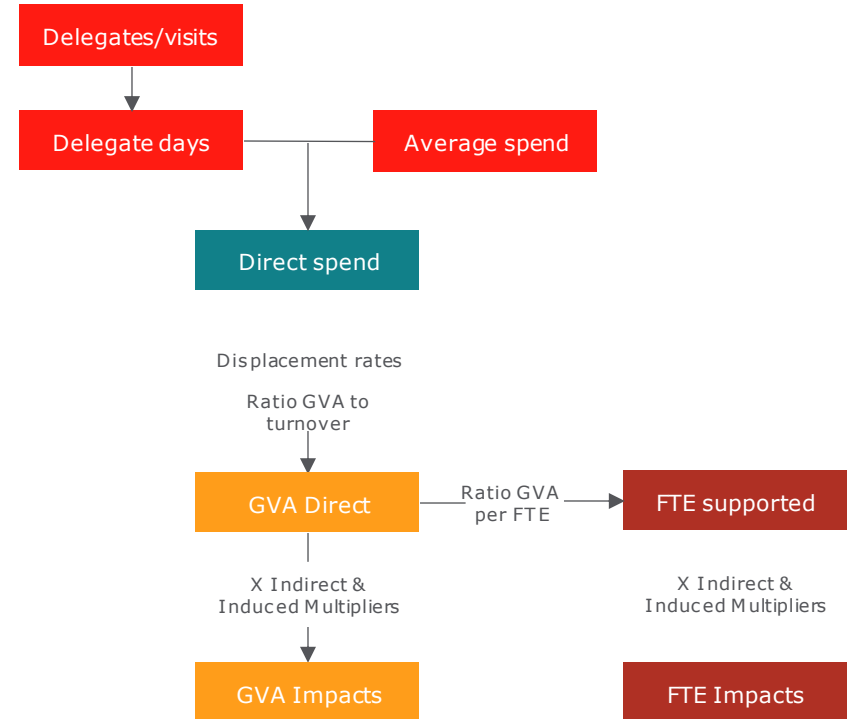


# BACKGROUND AND METHODOLOGY



The estimates of MICE impact are based on a three-stage approach:

1. An audit of the overall supply of conference and exhibition venues.
2. A survey of venues to identify their performance.
3. Development of an impact model that estimates the volume, value and impact of the MICE sector.

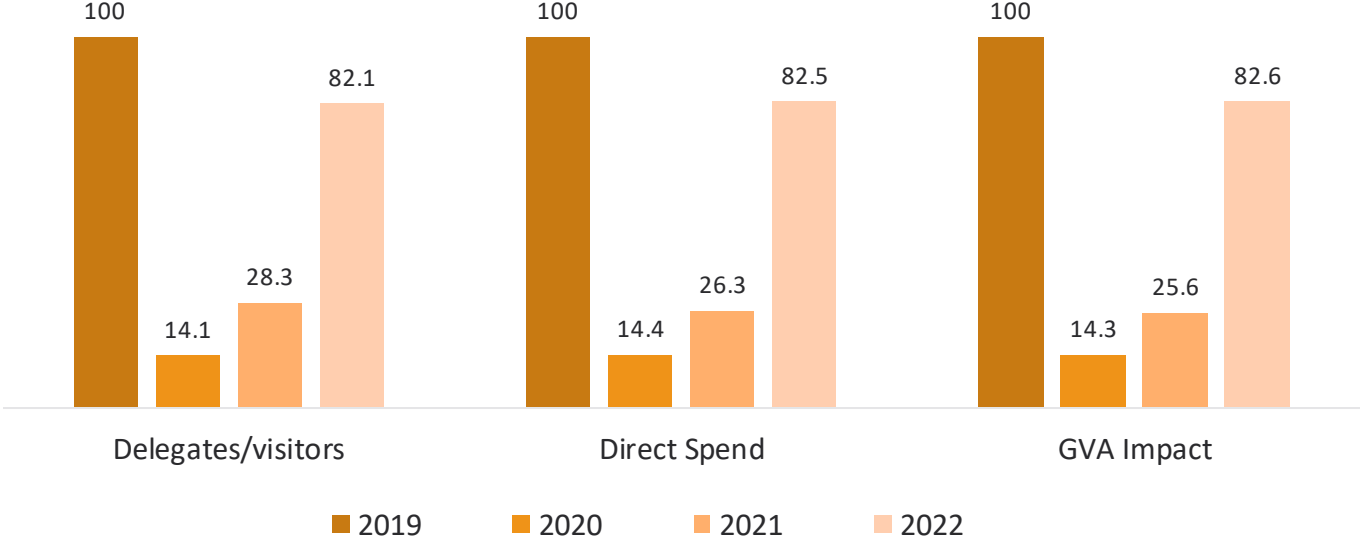


# MICE IMPACTS – AN OVERVIEW



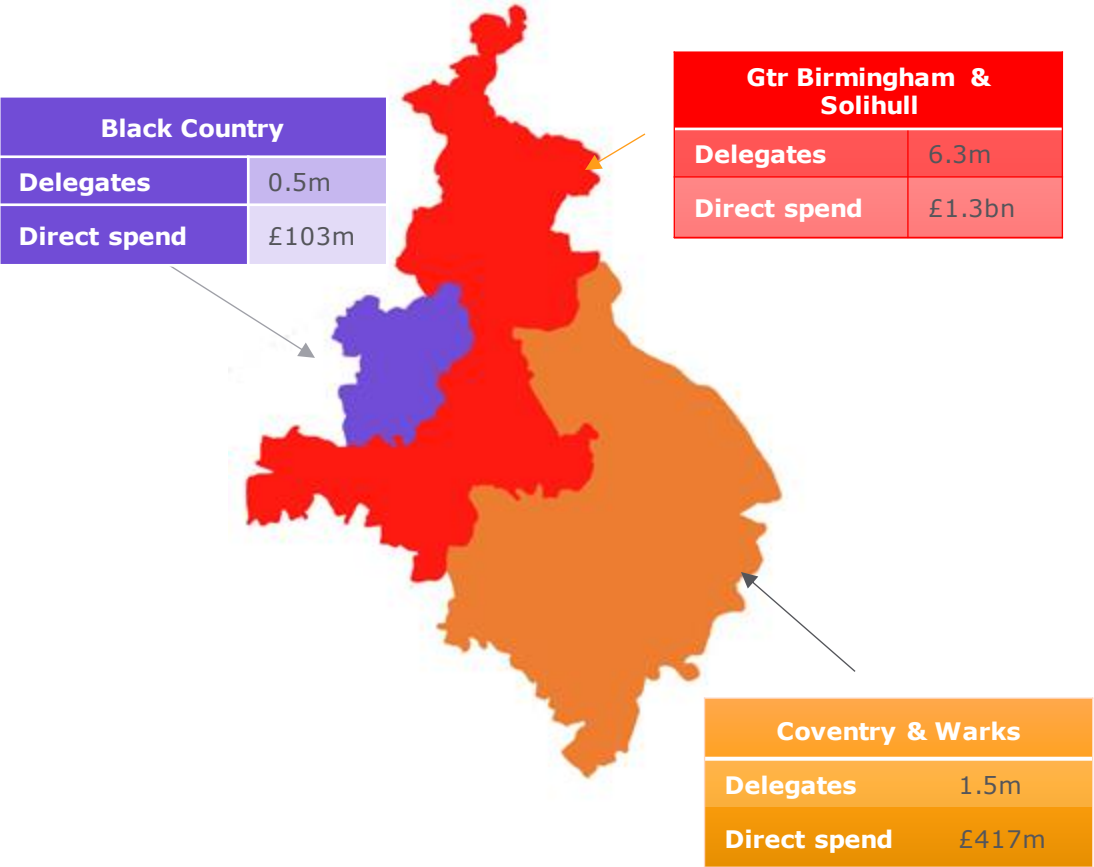
MICE Impacts	2019	2020	2021	2022
No. of delegates (m)	10.1	1.4	2.9	8.3
No. of delegate days (m)	14.5	2.0	3.9	11.6
Direct Spend (£m)	2,258	326	593	1,862
GVA Direct (£m)	899	130	232	737
GVA Impact (£m)	1,390	199	356	1,147
FTE Direct	37,900	4,700	8,600	26,900
FTE Impact	60,500	7,500	13,700	43,000

# MICE IMPACTS – TREND

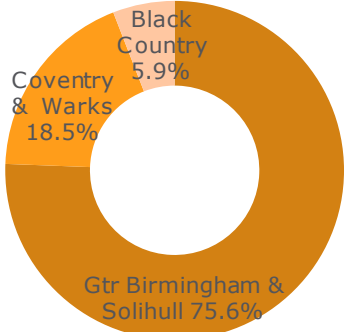


Note: 2019, as the base year, is indexed to 100. Performance in other years is presented relative to this.

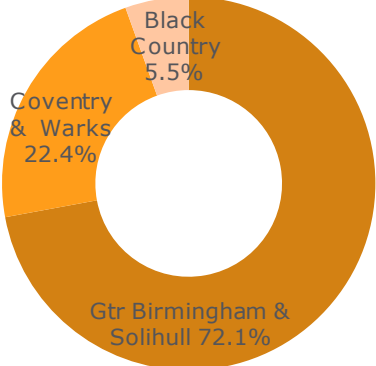
# IMPACT BY AREA



Delegates – % share



Direct spend – % share



# MICE IMPACTS – KEY POINTS



## Total Impacts\* – 2022



81.7k business events



£1.9bn direct spend



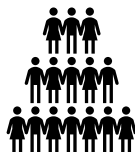
Delegates / visitors from UK (outside West Midlands) were the most significant in 2022 – 54% of spend. Overseas visits accounted for 9%.



Exhibitions accounted for nearly 26% of spend in 2022. Consumer events generated the most visitors and spend overall.



8.3 million delegates



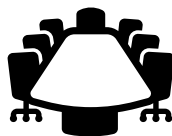
43,000 Full Time Equivalents (FTEs) supported



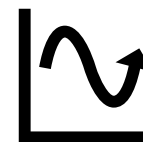
Gtr. Birmingham & Solihull – 72% of direct spend in 2022. Coventry & Warks 22% and Black Country 6%.



11.6 million delegate days



Meetings & conferences was the most significant MICE category – 74% of direct spend in 2022. Corporates were the largest segment (63% of spend).



The MICE had bounced back well from the Covid-19 pandemic – value in 2022 was about 83% of 2019 levels.

\* Impact includes trips and spend by West Midlands residents



**WEST  
MIDLANDS  
GROWTH COMPANY**

**Shannon Chu**  
**Senior Research and Evaluation Manager**  
[\*\*shannon.chu@wmgrowth.com\*\*](mailto:shannon.chu@wmgrowth.com)

