

Events Survey MAY 2021



66%

will opt for Central
London to hold their
next event

bringing more business back
into London city centre



JUNE, JULY AND SEPTEMBER 2021

Most popular
months to hold
their next
events

Getting stronger as the
year progresses and into
2022



77%

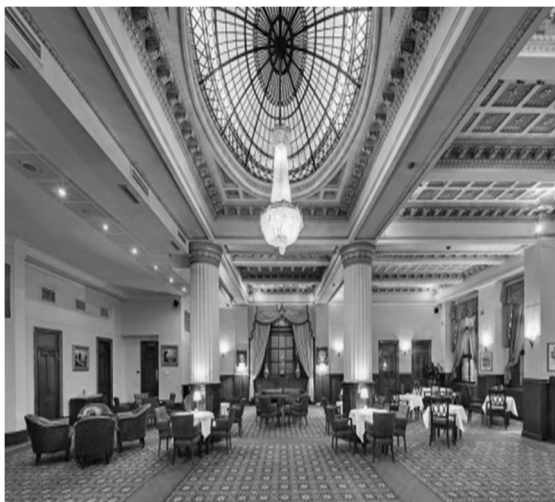
will hold 1 to 4 events
over the next 12
months

foreseeing COVID impact relief and
business restrictions lifting

51% vs 49%

will plan a hybrid
option as part of their
event

an even spread on using virtual
and physical event methods



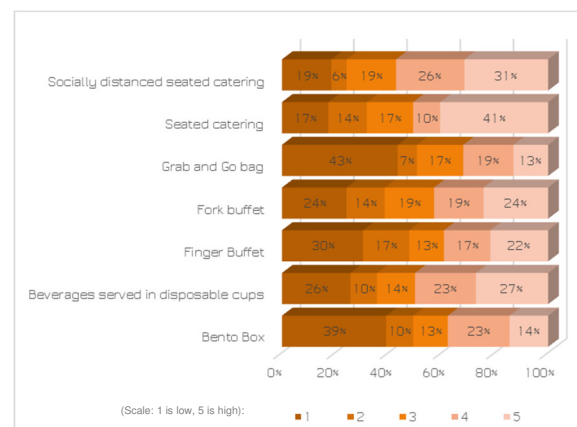
COVID SAFETY

57% most likely to have social distanced seated catering

We asked 76 hospitality companies about plans for holding their next event. As you can see planning is in full swing and many are planning large, and having at least 1 to 4 events over the next 12 months, this will hugely benefit the hospitality sector.

Don't just prepare to receive customers, prepare to retain them

Ensuring customer and employee safety is high focus and when it comes to events many organisers will ensure hand sanitation points and enhanced cleaning regimes, Increased ventilation and temperature screening as top priority safety measures.



"We are planning our next event for mid-September and fingers crossed that we will be heading back towards normality by then"

Companies said their first events will most likely be held for up to 50 guests (29%). The remainder said they were considering 50 to 100 guests (16%), 100 - 150 guests (16%), 150 - 200 guests (4%) and 200+ guests (5%).

We hope you found this useful and we look forward to seeing more venues opening and the industry thriving again ...

Thanks to Victory Services Club and the companies who responded.

The Umbrella Insight Team

For more information on this survey, and the benefits Umbrella Insight brings businesses with their insight and engagement platform please contact:

hello@UmbrellaInsight.com