

# UK Conference Venue Market Report 2026

Annual Analysis of Trends, Pricing,  
and Insights from 24,000+ Venues

## **JIGSAW CONFERENCES LTD**

Trading as [InternationalVenues.com](https://www.InternationalVenues.com)

Established 2003 | 24,000+ UK Venues

[www.jigsawconferences.co.uk](https://www.jigsawconferences.co.uk) | 0800 121 4470

## Executive Summary

The UK conference and meetings venue market continues to evolve in 2026, shaped by hybrid working patterns, sustainability demands, and technology integration.

Key findings from our analysis of 24,000+ UK venues:

- Average day delegate rates increased 4.2% year-on-year
- Demand for hybrid-capable venues up 35%
- Sustainability certifications now held by 28% of venues
- London remains the most sought-after location
- Regional cities showing strongest growth
- Unique venues seeing increased demand for memorable experiences

## Pricing Trends

### Day Delegate Rates by Region

Average DDR (including room, standard AV, WiFi, catering):

London Central: £75-120 per delegate

London Greater: £55-85 per delegate

Manchester: £45-70 per delegate

Birmingham: £40-65 per delegate

Edinburgh: £50-75 per delegate

Leeds: £40-60 per delegate

Bristol: £45-70 per delegate

Other regions: £35-55 per delegate

Rates vary significantly by venue type, capacity, and inclusions.

### Price Influencing Factors

- Location and transport links
- Venue prestige and brand
- Season and day of week
- Booking lead time
- Group size

## Regional Insights

### London

Still the dominant market but facing competition. Strong demand for venues with excellent transport links. Premium pricing but also value options available.

### Manchester

Fastest growing regional market. Major investment in new conference facilities. Excellent value compared to London with strong transport links.

### Birmingham

Central location making it popular for national events. HS2 expected to boost demand further. Good mix of venue types.

### Edinburgh

Premium market with unique venues. Strong international appeal. Popular for incentive events and conferences.

## Technology Trends

### Hybrid Meetings

Hybrid capability now expected as standard:

- 78% of venues offer hybrid options
- Average investment in AV technology up 25%
- Dedicated production support increasingly available
- Integration with virtual event platforms common

### Emerging Technology

- AI-powered room booking systems
- Contactless check-in
- Smart room controls
- Enhanced WiFi infrastructure
- Virtual site visits

## Sustainability

### Green Venues

Environmental considerations increasingly important:

- 28% of venues hold sustainability certification
- 45% offer carbon offsetting
- Plant-based catering options standard
- Single-use plastic reduction widespread
- Local sourcing prioritised

Venues with strong sustainability credentials report 15% higher booking rates.

## Market Outlook

### Predictions for 2027

- Continued growth in hybrid events
- Further regional market development
- Increased focus on sustainability
- Technology investment continues
- Experience-led venue selection
- Flexible booking terms becoming standard

## About This Report

This report is compiled by Jigsaw Conferences based on data from our network of 24,000+ UK venues and client booking patterns.

For more insights or to discuss your venue requirements:

Phone: 0800 121 4470

Email: [enquiries@jigsawconferences.co.uk](mailto:enquiries@jigsawconferences.co.uk)

Web: [www.jigsawconferences.co.uk](https://www.jigsawconferences.co.uk)

All data correct at time of publication. Prices and trends may vary.