

This handy editable PDF provides a one page overview of the questions you will be asked, and can be used to help you collate the answers before you take part in the survey, so you have everything in the one place. All questions refer to January – December 2024.

1. **Business Type.** What type of business are you? Please select one response. If more than one then, choose the most relevant option.

2. **Number of staff.** Including yourself, how many **full-time** workers are directly employed by business events?
 Including yourself, how many **part-time** workers are directly employed by business events? (leave blank if not applicable)

3. **Revenue.** Please provide an indication of your annual turnover from business events in 2024. Provide as exact a figure as you can or select from a range on the online survey.

4. **Turnover by quarter.** In 2024, what proportion of your business events turnover fell into the following periods? (approximate figures will suffice if precise figures not known) - total percentages must equal 100

% January - March	% April - June	% July - September	% October - December
<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %

5. **Turnover by event type.** In 2024, what percentage of your business events turnover fell into the following event types? (approximate figures will suffice if precise figures not known) - total percentages must equal 100

% Corporate Event	% Incentive Trips	% B2B Exhibitions	Association Conferences
<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %

6. **Volume of events.** In 2024 how many business events did you work with/host in Scotland? leave blank if unknown

7. **Number of delegates.** In 2024 approximately, how many business event delegates did you host in Scotland? If not applicable leave blank.

8. **Room nights.** If you provide accommodation, how many room nights were attributable to business events delegates? If unknown leave blank.

9. **Average Length of Event.** Estimate the average length of the events you worked with in 2024, e.g. 3 days.

10. **Market.** In 2024 please estimate what % of your events originated in the following markets.

<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %	<input style="width: 100%; height: 25px;" type="text"/> %
Scotland	UK	Europe	North America	Rest of the World

11. **Local authority of business.** Select the Scottish Local Authority in which your business is based and operates - if reporting for a business with multiple sites, select multiple sites.