The University brings thousands of visitors to Reading every year, from visiting parents of current students, prospective students or academics from all over the world attending conferences on campus to businesses, large and small, who host events at the University’s facilities.

Business tourism is worth £3.5 million to the University every year and although the local impact is difficult to calculate local hotels, transport operators, restaurants and shops all benefit from additional business from these visitors.

Venue Reading has hosted nearly 1,000 events in University facilities over the past year, which range from the magnificent Grade 2 listed Great Hall at London Road to the newly refurbished Blandfords Restaurant on the Whiteknights campus. As well as hosting conventional conferences, the University can also help organise functions, concerts, exhibitions and weddings, which all told have attracted more than 5,000 delegates.

During University summer vacation time, Summer Schools are run at the University for overseas students, which bring a positive impact for retailers and leisure services, especially in the town centre.

Universities UK calculate that the benefit to the UK economy of the spend off-campus by international visitors to UK universities every year is £135 million.

Case study
KPMG held its European Leadership summer school at the University over two weeks in September 2011. Four groups of up to 400 British and European delegates took part in seminars, workshops, team building and leisure activities using University halls of residence, sports facilities, bars and teaching spaces as well as a dedicated marquee.

- 4,725 bed nights
- 33,795 meals