

Foxhills

Mindful Mornings,
Active Afternoons
Industry Research



Introduction

The landscape of corporate culture is ever evolving, with business meetings and away days becoming increasingly crucial in fostering collaboration, innovation and team cohesion. With this in mind, Foxhills Club & Resort sought to understand how companies are utilising these events to enhance their business deliverables. This survey report delves into the preferences, expectations and experiences of businesses when hosting meetings and away days. The purpose of the survey is to gather insights that will contribute to a broader understanding of the role that environment, amenities and services play in the success of corporate meetings. By analysing the feedback from a diverse array of businesses, this report aims to highlight the factors that make for an effective and memorable corporate event, in order to educate the events sector.

The survey covers a range of topics, including the importance of location, the impact of the environment on creativity and productivity, and the specific amenities and services that contribute to a successful event. Participants included team members and decision-makers from various industries who attend business away days, providing a comprehensive overview of what modern businesses require when planning their meetings and away days.

As organisations continue to prioritise team building and strategic planning, the insights gained from this survey will be invaluable in ensuring venues are tailoring their proposition and set up to deliver what the industry needs.

Executive Summary

I am pleased to present the findings of our recent survey on business meetings and away days. I have always believed in the importance of creating spaces that not only meet but exceed the expectations of our corporate clients. This survey has provided us with invaluable insights into how businesses like yours are leveraging facilities to foster collaboration, innovation and team cohesion.

The survey revealed that the environment in which a meeting or away day is held plays a pivotal role in its success. Highlighted in the report is the significance of a serene and inspiring setting, which Foxhills is proud to offer. The surroundings, and a choice of leisure facilities for teambuilding, were consistently mentioned as key factors that enhance creativity, productivity and overall satisfaction.

We look forward to welcoming you for your next business meeting or away day and to helping your team achieve even greater success.

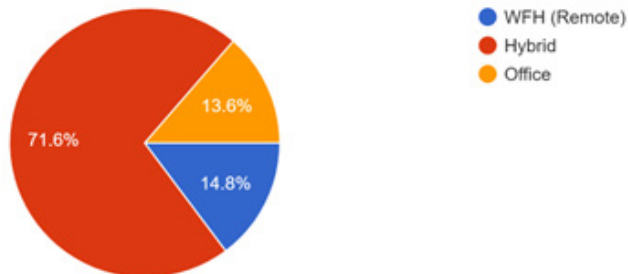


Tej Walia FIH MI
Managing Director, Foxhills



Hybrid working is still the norm

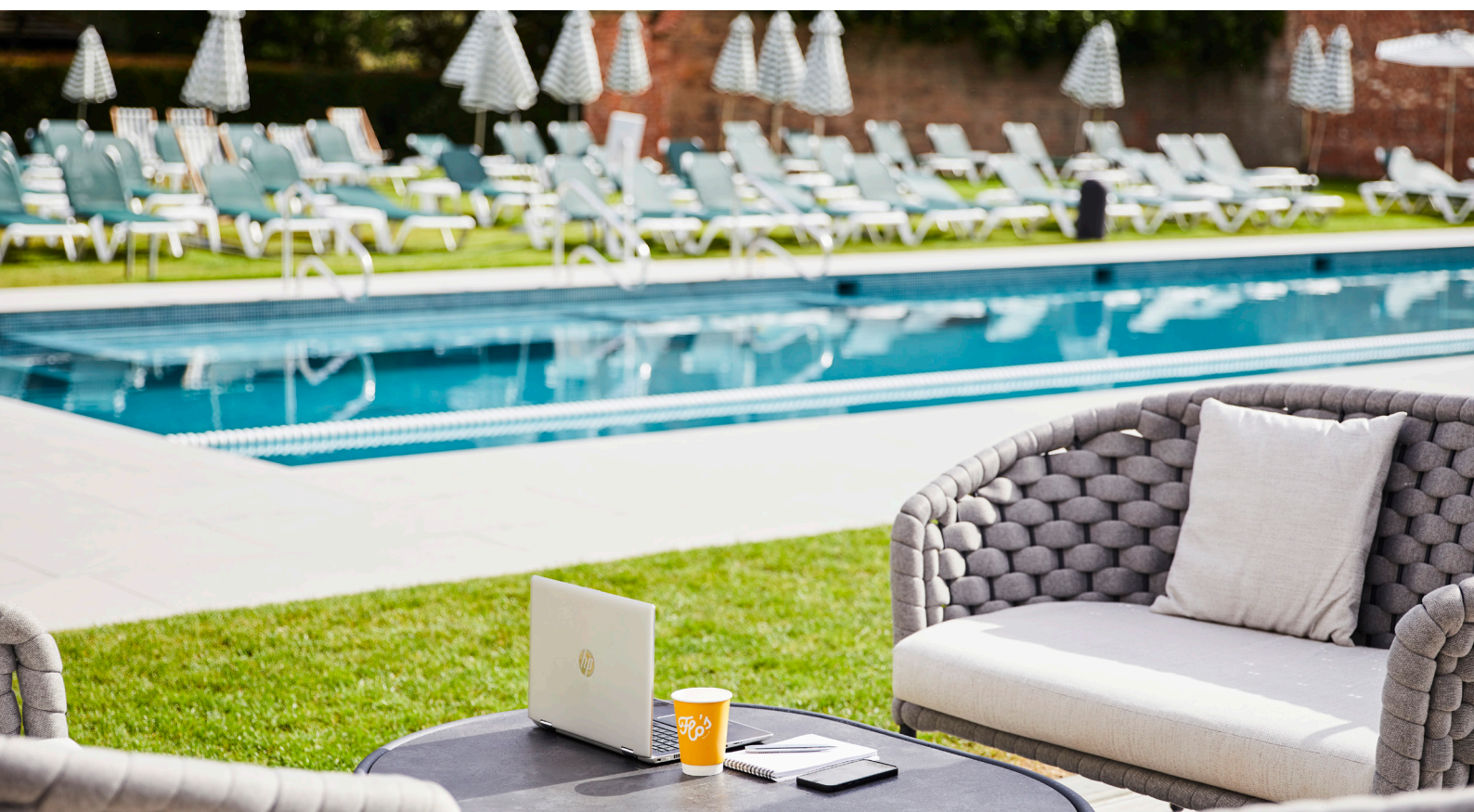
More than **70%** of respondents continue hybrid working, with a relatively equal split of the remaining working fully from home or the office.



With the majority of companies still working within a hybrid working environment, it has never been so important to make sure that in-person meetings and company away days are as impactful as possible. Maintaining company culture, fostering team cohesion, and ensuring equal opportunities for career growth require thoughtful management and intentional strategies. Businesses must navigate potential pitfalls such as employee isolation, communication gaps and the complexity of managing a distributed workforce, all of which can utilise the power of business away days and off-site meetings.

“Curiosity is a great way to bring workforces of different ages together.”

Lisa-Marie Sikand, Founder, Soulitude7



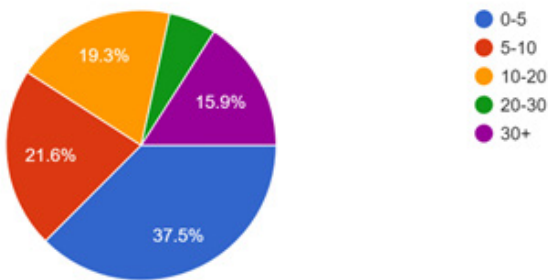
Off-site meetings foster collaboration

When asked how many off-site meetings companies arrange annually, the results indicate a diverse approach to off-site meetings among companies, with a significant portion (37.5%) organising between 0-5 off-site meetings annually.

However, a notable **19.3%** of businesses are more frequent in their use of off-site venues, arranging **10-20 meetings each year**.

This trend suggests that while some organisations are selective about off-site engagements, a substantial number recognise the value of regular off-site meetings in fostering collaboration, strategic planning and team building. The data underscores the growing importance of these gatherings in enhancing business outcomes and maintaining a dynamic corporate culture.

28.4% of respondents said that they are seeing an increase in number of off-site meetings, with 52.3% saying that levels seem to have stayed the same.



“We are seeing a noticeable increase in enquiries for away days given the critical need to bring teams together, especially at venues with unique outdoor spaces.”

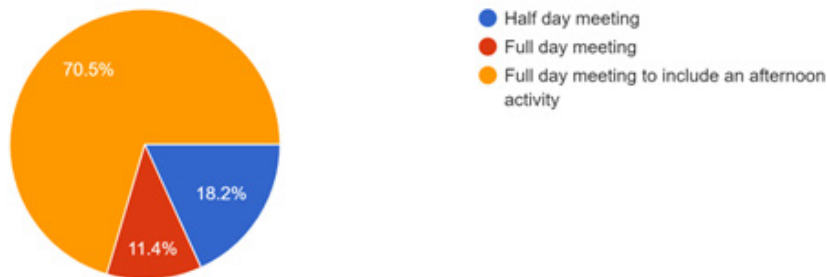
- Gary Peters, Director, Evolve Events

Foxhills Top Tip: In order to increase the number of off-site meetings your clients are having, you need to examine exactly what they are looking to achieve from their events. This will help to build a return on investment to the company if the event is managed to enhance the attendees' learnings, team building or concentration levels throughout.

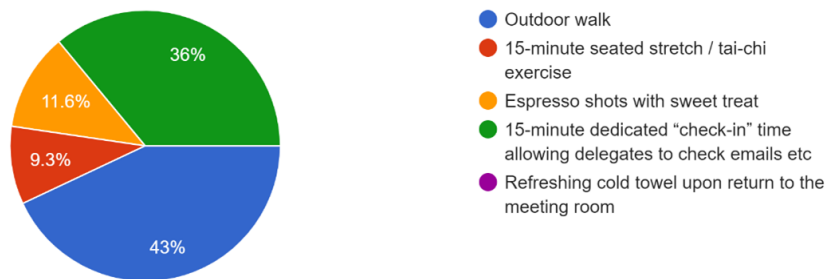


Mindful mornings, active afternoons

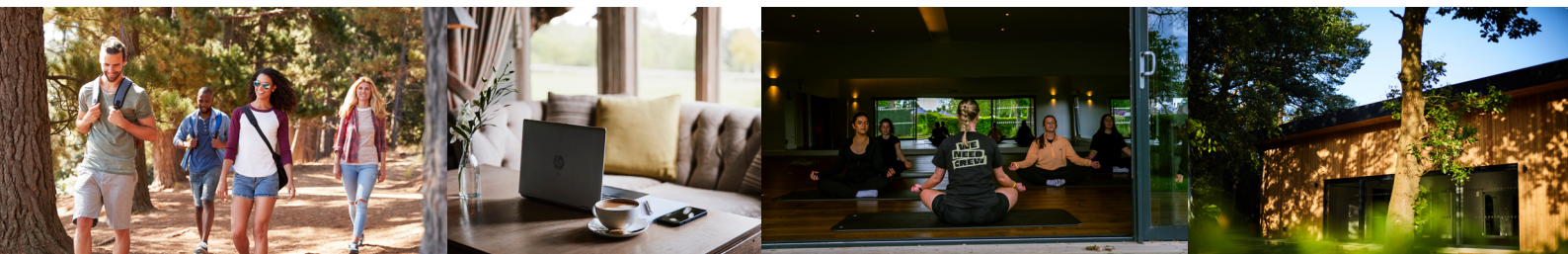
When asked about delegate behaviours and whether limiting scheduling would get more out of delegates, a significant **70.5%** of respondents believe that a full-day meeting with an afternoon activity is the most effective format, suggesting that combining structured sessions with interactive or recreational activities leads to better outcomes. In contrast, only 18.2% favour a half-day meeting, and even fewer (11.4%) preferring a full-day meeting without additional activities. This highlights the growing recognition that a balanced schedule, which integrates team-building activities, enhances productivity and participant satisfaction during corporate events.



Studies show that delegates dip post lunch. When asked about preferred after-lunch activities, the majority (43%) answered that an **outdoor walk** would be preferable to activities such as yoga or tai chi (9.3%), or an espresso shot and a sweet treat (11.6%). However, **36% preferred a dedicated time to checking emails**, which shows that delegates value the opportunity to get 'back to business' and check in with work during breaks.



“Businesses are understanding the importance of staff wellbeing more than ever, getting outside and enjoying fresh air is proven to improve mental health and is a great opportunity to connect with colleagues.”
- Mark Lewis, Chief Executive, Hospitality Action

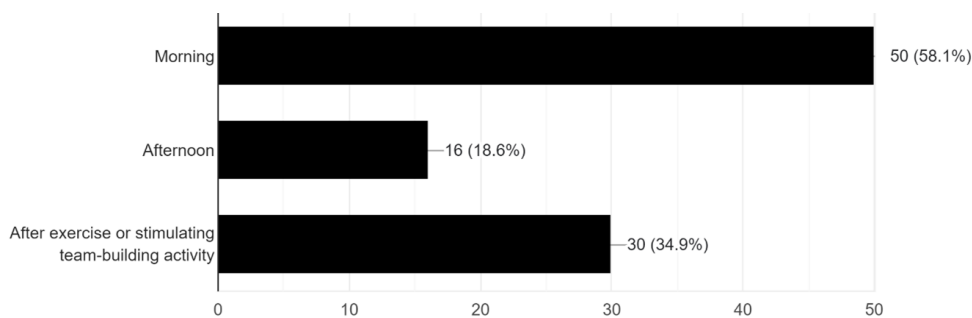




Get creative

Out of those surveyed, a staggering **98%** answered that they prefer to attend meetings off-site when it comes to strategy meetings and brainstorming.

The majority of respondents (58.1%) find the **morning to be the most conducive time** for creative thinking. However, 34.9% also highlighted the effectiveness of engaging in creative tasks after exercise or a stimulating team-building activity, suggesting that physical activity can significantly boost creativity. Strategically scheduling meetings and incorporating activities that energise participants can aid in generating fresh ideas and innovative solutions. The afternoon, favoured by just 18.6%, appears to be less optimal for creative tasks, reinforcing the value of morning sessions and active breaks in maximising creative output.

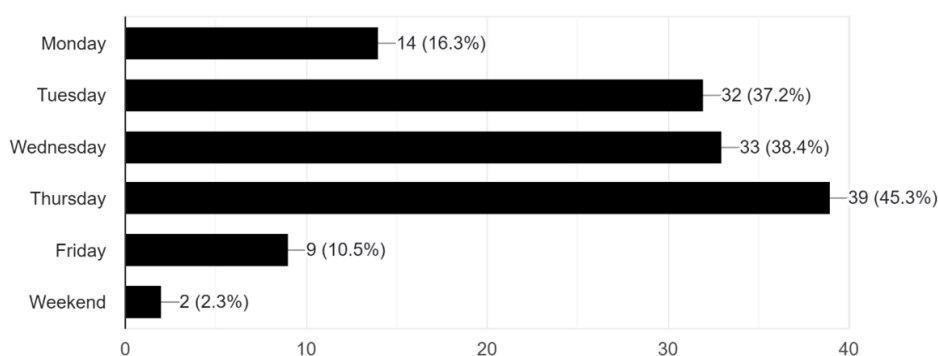


The finer details

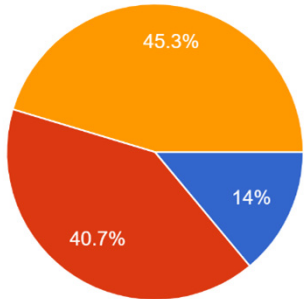
When asked about the most important component for an off-site meeting, the most crucial factor is **venue location**, with **36%** of respondents identifying it as the top priority. Accessibility and a setting that aligns with the needs of attendees are key factors. Meeting room facilities, including AV equipment, are also a significant consideration, with 26.7% of respondents emphasising their importance for effective presentations and discussions. While additional on-site activities to engage delegates are valued at 18.6%, and quality and variety of food and beverage offerings are less critical at 9.3%, they still contribute to the overall experience. These insights highlight that while a prime location and high-quality facilities are essential, integrating engaging activities and good catering can further enhance the effectiveness and enjoyment of off-site meetings.

Timing is everything

Tuesday, Wednesday and Thursday continue to come out top as preferred days for a good strategy session. Fridays and weekends are the least popular, and only 16.3% say Mondays work for them.



“The pandemic has certainly changed working practices, with many more people now regularly working remotely on Mondays and Fridays. Therefore, it is not a surprise that Tuesday, Wednesday and Thursday are the more popular choices. Thursday likely pips at the post because delegates are happy to continue the working day into socialising during the early evening, knowing the following day will not demand an early commute.” – Jane Pendlebury, CEO, HOSPA



- One day is enough
- Staying the night prior or night of the meeting is my preference
- Stay after meetings to socialise

When asked about whether preferring one day meetings with no socialising, or staying overnight before or after to socialise, the message is pretty clear... there is a strong preference among respondents for extending the duration of their off-site meetings to maximise the opportunity to spend time together. While only 14% believe that one day is sufficient, a significant **40.7% prefer staying the night** either before or after the meeting, and **45.3% value the opportunity to stay after meetings to socialise**. Creating opportunities for informal interactions and extended networking are therefore an important factor to consider, to enhance team bonding and foster deeper connections beyond the formal agenda. This preference for extended stays indicates that many businesses see the value in not just the meetings themselves, but also in the additional time spent together in a more relaxed setting.

Foxhills Top Tip: To truly leverage the benefits of your off-site meeting, consider extending your stay to include social time either the night before or after the event.

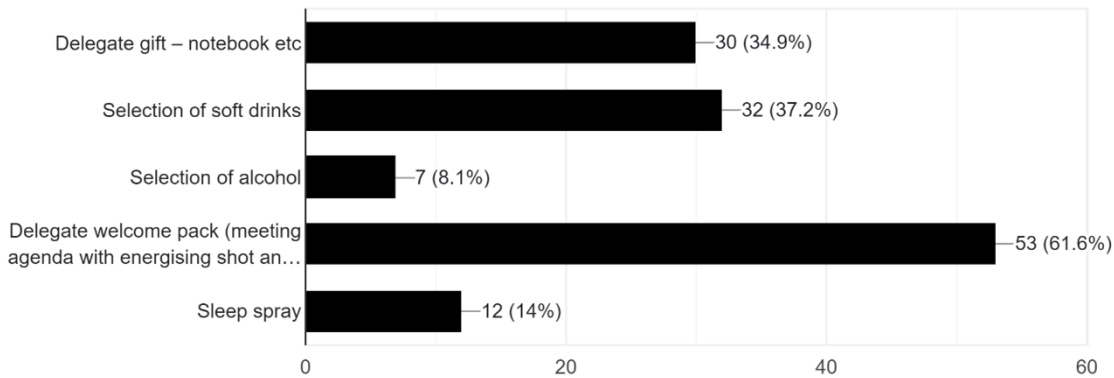
“Here at the Meetings Industry Association, we’ve evolved our popular Connect days to include a networking dinner the night before, as a direct response to feedback. Our attending booking agents are keen to maximise the opportunity and spend time getting to know our members in a relaxed environment before the main event commences.”

- **Kerrin MacPhie, Chief Executive, the Meetings Industry Association**



You're welcome!

Delegates staying overnight were asked what they would expect to receive in the room on arrival, with the majority (61.6%) wanting to see a **delegate pack and welcome letter with a gift or energising shot** to start the event off. There was not an expectation of having alcohol in the room on arrival, and specialised items such as sleep sprays were not high on the list either.



When asked about whether they prefer to indulge or remain on track with regards to food when on off site meetings, the results were mixed – those preferring to indulge pipped the scale with only **54%**, showing the importance of making sure the event menu caters for everyone.

Foxhills Top Tip: When planning menus, giveaways and activities, bear in mind that it is important to give attendees a wide range of choice to appeal to both camps!





Conclusion

The “Mindful Mornings, Active Afternoons” survey conducted by Foxhills Club & Resort has provided valuable insights into the evolving preferences and needs of businesses when organising off-site meetings and away days. The data underscores the significance of strategic scheduling, the integration of stimulating activities and the importance of extending time together to maximise the impact of these off-site events. It is clear that businesses increasingly recognise the value of not only the formal aspects of meetings, but also the informal social interactions that contribute to stronger team dynamics and enhanced productivity.

At Foxhills, we are committed to continuously refining our offerings to meet these evolving needs. By providing an inspiring environment, world-class facilities and a range of activities that energise and engage participants, we aim to ensure that every corporate event hosted at our resort is not only successful but also memorable - with an underlying focus on wellness.

We thank all the participants for their valuable feedback and look forward to welcoming you to Foxhills, where we are dedicated to helping your team achieve its best, both in and out of the meeting room.

For information about holding your next meeting or away day at Foxhills Club & Resort, please visit www.foxhills.co.uk/meetings-events or email events@foxhills.co.uk



www.foxhills.co.uk | events@foxhills.co.uk

Stonehill Road, Ottershaw, Surrey, KT16 0EL