

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 organisations are utilising these events to enhance their business deliverables. This survey which follows on from our 2024 report, delves into the preferences, expectations, and experiences of businesses when hosting meetings and away days.

The purpose of this 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. It also offers a richer picture of how organisations are adapting their meeting formats, choosing venues, and prioritising the attendee experience. We explore trends in location preferences, meeting length, and post-lunch engagements strategies, as well as the growing emphasis on service quality, wellness, and memorable experiences.

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 share the latest findings from our ongoing research into business meetings and away days, which build upon the strong foundations laid last year. The results show a market that is not only thriving but evolving, with organisations placing ever greater importance on the quality and character of their chosen venues. We have seen a growing return from familiar faces alongside a wave of new interest, reflecting both the enduring appeal of Foxhills and the broader momentum behind off-site gatherings as a vital tool for strategy, creativity, and team connection.

This year's insights reveal a clear shift in how businesses are structuring their events. While single-day formats remain popular, there is an increasing appetite for extended programmes that allow more time for reflection, collaboration, and informal interaction. Location has emerged as a defining factor in decision-making, with planners seeking spaces that not only accommodate their practical needs but also inspire their teams.

We have also seen a growing focus on the delegate journey — from the way teams re-energise after lunch, to the balance between healthy choices and indulgent treats, and the desire for spaces that foster both focused work and personal connection. Attentive, anticipatory service remains the single most consistent marker of a memorable event, underscoring the truth that while venues and programmes matter greatly, it is people who make the lasting difference.

At Foxhills, we remain committed to delivering environments, experiences, and hospitality that enable teams to achieve their best, both during the meeting and long after it ends.

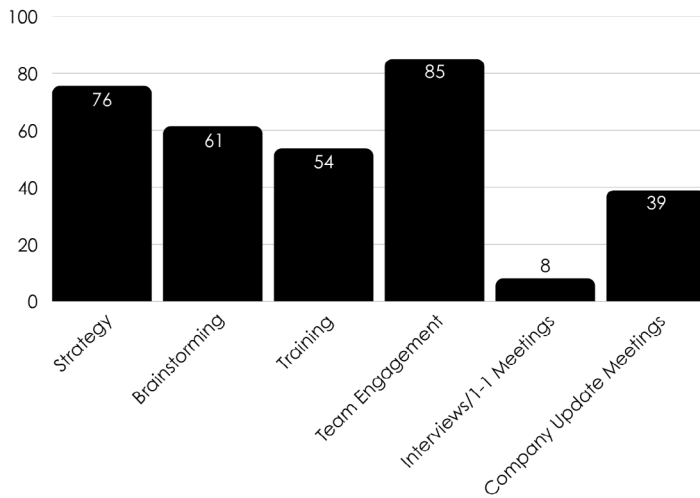
We look forward to welcoming you for your next business meeting or away day and to helping your team achieve even greater success.

Tej Walia FIH MI
Managing Director, Foxhills Club & Resort



Which events are best held off-site? (multiple choice)

The findings show that focus is strongest on team engagement and strategic activities, moderate on brainstorming and training, and weakest on formal updates and interviews, highlighting priorities in internal interaction and development.

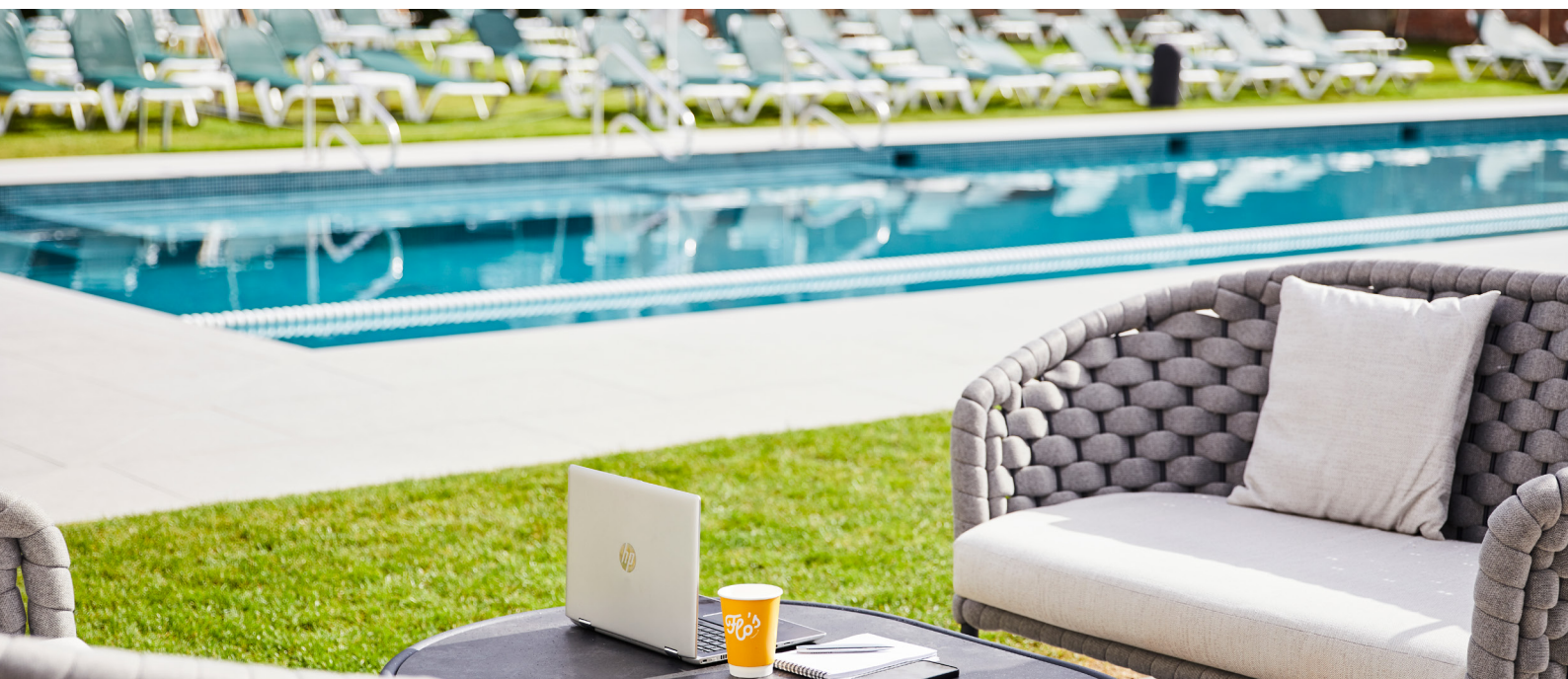


While many business meetings are still held within offices owned by companies or share spaces, it's clear that those surveyed are continuing to prefer to hold key strategy meetings, brainstorming, training and team engagement activities in an off-site setting to allow for clarity.

It's likely that by getting out of the usual office and with teams working remotely, gathering in new locations allows for a fresh take on business matters and to bring a focus on getting the team together as a group regularly.

“We often find that meeting and event planners reach out to us here at Foxhills, as they want to take their teams away from the day-to-day of corporate office and hybrid working, allowing them to focus in a new and reviving environment. The ability to think deeply about strategy while also building team togetherness through activities is key for any business.”

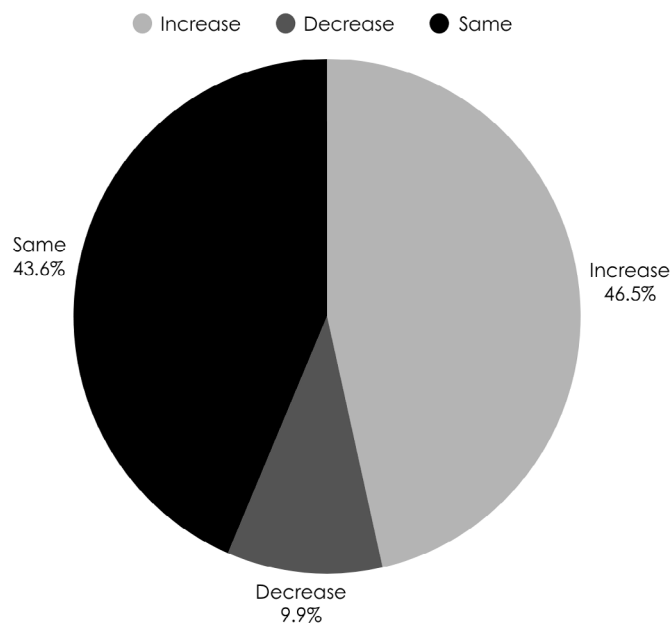
Kelly Elton, Group Sales Director, Foxhills Club & Resort



Trends in Off-Site Meetings and Events

Those surveyed reported whether they had seen an increase or decrease in off-site meetings; overall, the findings show a clear rise in demand, highlighting a strengthening appetite for off-site meetings and events.

Both organisers and delegates are embracing these opportunities with renewed enthusiasm, viewing them as essential for driving engagement, fresh thinking, and team cohesion. This momentum suggests that off-site gatherings are becoming a more integral part of business strategy, with demand showing no signs of levelling off.



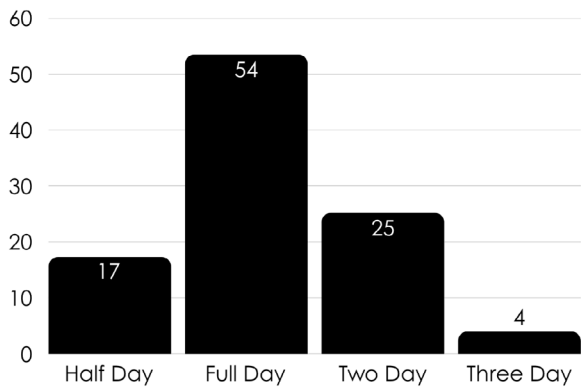
“So far in 2025, we are on track to surpass 2024’s enquiry numbers for Off-sites and Away Days. Last year we received 116 enquiries; this year we have already reached 112, giving us strong confidence that we will exceed last year’s total well before the end of 2025.”

- **Sophia Umney, Senior Partnerhips & Events Manager, Miss Jones**

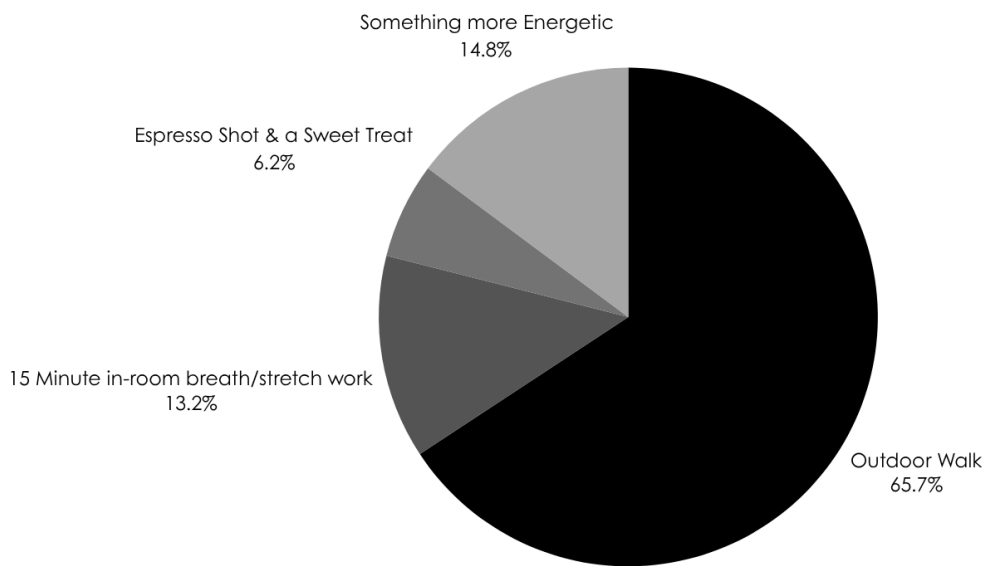


Mindful mornings, active afternoons

Foxhills Top Tip: Survey results show that full-day and two-day formats now lead the way, with respondents also sharing which meeting durations are most in demand. Planners should consider designing agendas that balance focused work with opportunities for collaboration and downtime. Allowing time for extended discussions, creative thinking, and informal connections can enhance outcomes and make the investment of time and resources more impactful for both the business and its delegates. The findings also suggest opportunities for incorporating overnight stays to maximise the time teams can spend together during away days.



It's no secret that concentration tends to dip after lunch, and our survey suggests delegates have a clear preferred remedy. When we asked how to counteract this and gave them several options, a significant 66% voted for an outdoor walk as their top choice to re-energise in the afternoon, up 22% from our 2024 survey. This points to a strong preference for natural light, fresh air, and gentle movement as the most effective way to refocus the mind after a midday meal.



“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.”

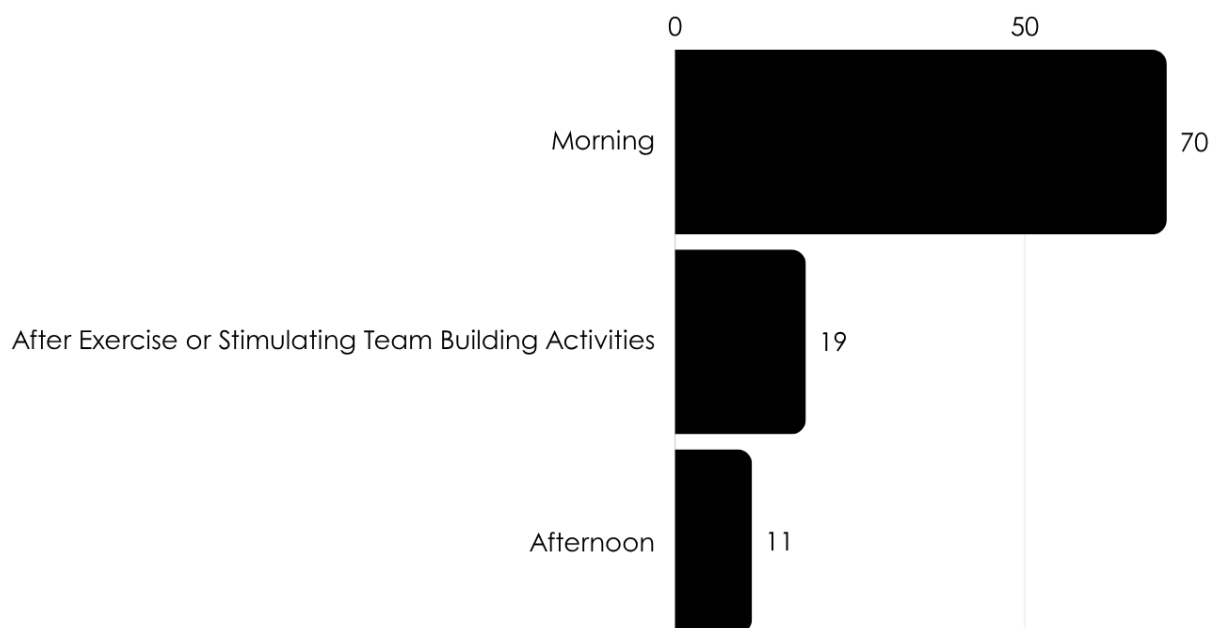
- Mark Lewis, Chief Executive, Hospitality Action





Get creative

When asked, “When is the best time for you to think creatively?”, the results show a strong preference for scheduling creative work in the morning, which has risen by 12% year-on-year. This indicates a growing recognition of the value of tackling idea-driven tasks early in the day. Far fewer respondents favour the afternoon, reinforcing the perception that engagement tends to dip as the day progresses. While a smaller proportion prefer to think creatively after exercise or team-building, this group still represents a meaningful segment who view physical activity as a catalyst for fresh ideas. This upward shift suggests that more organisations are aligning their agendas with natural peaks in focus and energy.

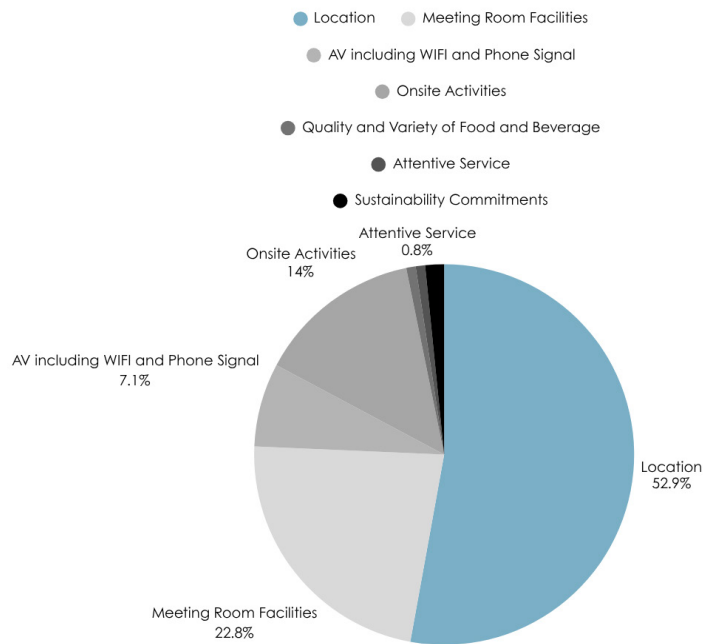


Foxhills top tip: While fewer people favour the afternoon (11%), and some (19%) find creative sparks after exercise or team-building, recognising these preferences can help organisations design flexible agendas that accommodate different working styles and boost overall innovation.



What do you think is the key component of a successful off-site meeting?

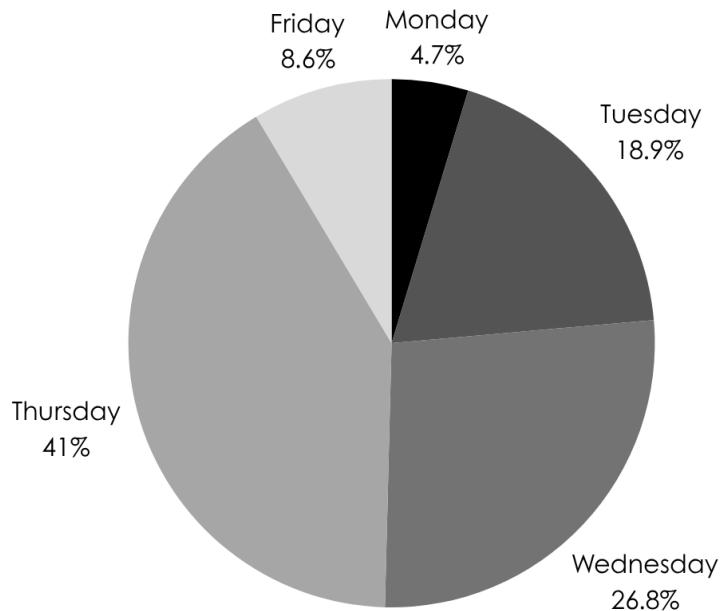
The data clearly shows that when it comes to off-site meetings, location is the single most influential factor in decision-making, far outweighing other considerations, which has grown by 16% year on year. While high-quality meeting facilities and reliable technology remain important, they are seen as supporting elements rather than primary drivers. On-site activities add value for many organisers, but the choice of venue, its accessibility, surroundings, and ability to inspire, ultimately shapes perceptions of success and plays a central role in attendee engagement and satisfaction.



Foxhills Top Tip: By marketing your location effectively, whether it's accessibility, scenic views, or inspiring environments, you create a compelling reason for organisers to choose your venue. While meeting facilities and technology are necessary, they are supporting features. The right location sets the tone, energises attendees, and drives engagement, helping to make any event a memorable success.

Which day of the week works best for an off-site meeting?

Wednesday and Thursday continue to come out top as preferred days for an off-site meeting. Fridays are the least popular, and only 5% say Mondays work for them.

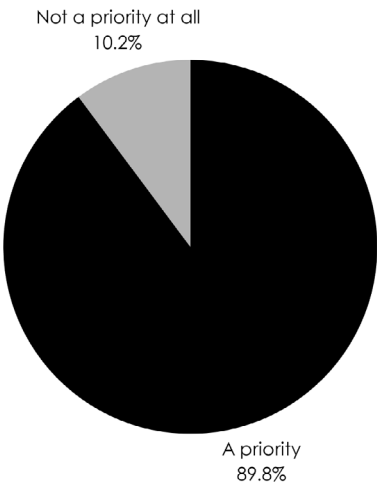


Foxhills Top Tip!
It's important to recognise the days and times people prefer for off-site meetings. For example, consider avoiding Mondays and Fridays unless they form part of an overnight stay.



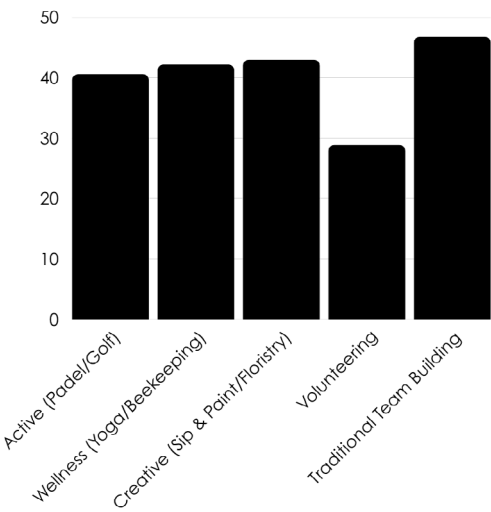
Team-Building

This data highlights that a significant majority value the social and relational aspects of teamwork, viewing team building as an essential component of a healthy work environment. When asked, “Is team building important to you?”, respondents strongly agreed that engaging in conversations beyond work-related topics fosters stronger connections, improves collaboration, and ultimately enhances overall team performance. Feeling part of a team and being included , particularly for hybrid and remote workers, is key, recognising that people need in-person connections as well as digital ones.



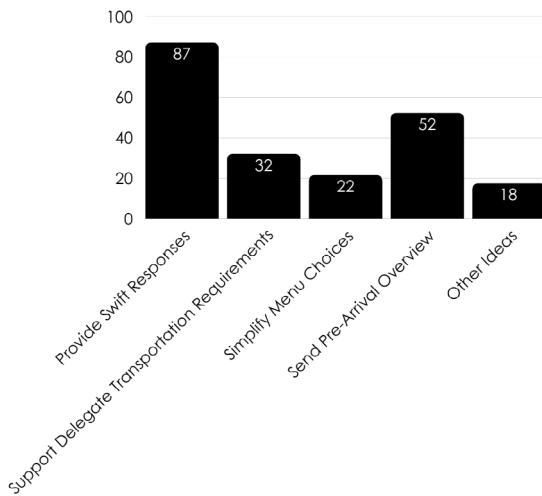
Foxhills Top Tip: Encouraging colleagues to engage outside of daily objectives builds trust and camaraderie, which translates into better collaboration and improved team performance. Investing time in team-building activities isn't just about fun, it's a strategic move to create a supportive, motivated workforce that drives success.

When considering team building activities, which do you lean towards?



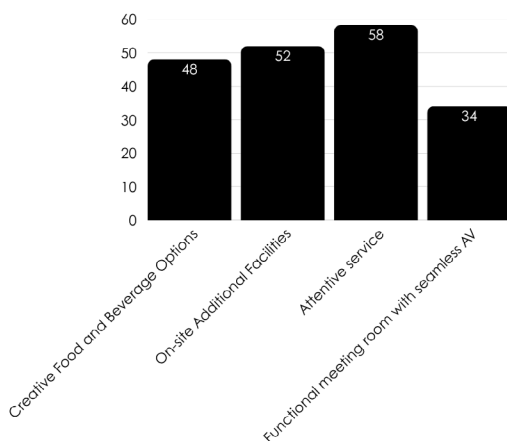
What makes events effortless and truly memorable? (multiple choice)

When asked how venues can make event management easier, the top priority was swift responses during planning, highlighting the critical role of timely communication in reducing stress and maintaining momentum. Other factors, such as delegate transport (32%) and menu choices (22%), were helpful but secondary.



Foxhills Top Tip: Speed shows you care. Anticipate needs wherever possible, whether it's a drink refill, directions, or follow-up information, and act without waiting to be asked. Being responsive isn't just about reacting quickly; it's about creating a seamless, first-class experience from start to finish.

When asked, "What is your most memorable moment when attending off-site meetings and events?(multiple choice)", attendees pointed to the experiences and service they received. While meeting rooms and AV matter, attentive service (58%) and additional facilities (52%) left the strongest impression, followed by creative food and beverage (48%). This highlights how personalised service and added-value experiences make events truly memorable.



When asked about their food preferences during off-site meetings, the majority (63%) expressed a desire for a choice of both healthy options and indulgent treats. Meanwhile, 21% prefer to indulge as a treat, and 16% aim to remain on track with their normal eating habits.

Foxhills Top Tip: It's imperative that events strike a balance between indulgence and healthy options, as you will be catering for a number of preferences it's important to give choice and alternatives for each delegate where possible.





Conclusion

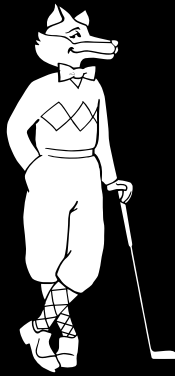
The results from our 2025 survey paint a clear picture: demand is rising, event formats are diversifying, and attendee expectations are becoming more sophisticated.

Organisations are placing greater emphasis on location accessibility, flexible agendas, and post-lunch energy boosters, with wellness and outdoor activities becoming mainstream elements of the corporate meeting experience. Service quality remains a non-negotiable, with attentive, proactive teams making the difference between a good and truly memorable event.

At Foxhills, we remain committed to evolving with these trends — offering inspiring locations, versatile meeting spaces, excellent facilities, and service that goes beyond expectations. By staying attuned to the changing needs of our clients, we aim to ensure that every off-site meeting hosted here delivers not just on objectives, but on lasting impact.

We thank all our participants for their continued feedback and look forward to hosting even more dynamic, creative, and engaging corporate events in the years ahead.

For information about holding your next meeting or away day at Foxhills Club & Resort please visit <https://www.foxhills.co.uk/meetings-events> or email our events team on events@foxhills.co.uk



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

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