

THE SHOW

Motorcycle Live covers over 60,000m² of floor space:



over **200 stands**



54 motorcycle **manufacturers**



17 features including live **entertainment**, themed displays and interaction

9 opportunities to **ride a motorcycle**



122 **riders/celebrities**



Over 200 accredited **Press** visitors

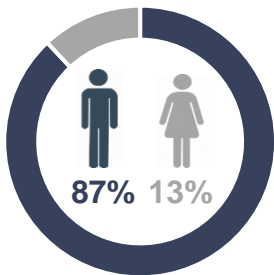


Over 1,000 registered trade visitors to **Trade Day**

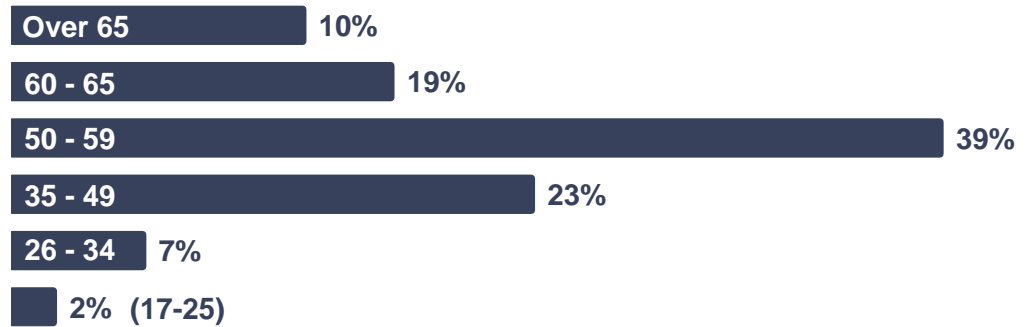
OUR AUDIENCE

Source: 2021 Visitor research

GENDER



AGE



- ▶ **92%** of visitors are interested in **a retail opportunity**
- ▶ **58%** have purchase decision influenced at Motorcycle Live
- ▶ **76%** **travel over an hour** to visit the show
- ▶ **98%** **plan to return**
- ▶ **52%** don't visit any other motorcycle event
- ▶ **85%** **own and ride** a motorcycle

TOP REASONS TO VISIT:

- ① To see/sit on bikes
- ② A great day out
- ③ To buy bike-related products

WEBSITE

From August 1st – December 31st 2021

Source: Google Analytics

www.motorcyclelive.co.uk
773k page views (where tracking allows)

MOTORCYCLE LIVE SOCIAL CHANNELS



92k likes



45k followers



13.4k followers

Over 535k engagements reached on social channels
Reach of 10.54m