

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

10 opportunities to **ride a motorcycle**



75 **riders/celebrities**



Over 225 accredited **Press** visitors

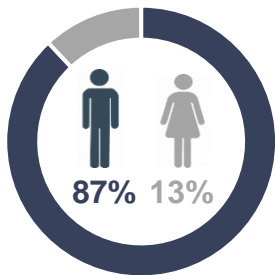


Over 1,400 registered trade visitors to **Trade Day**

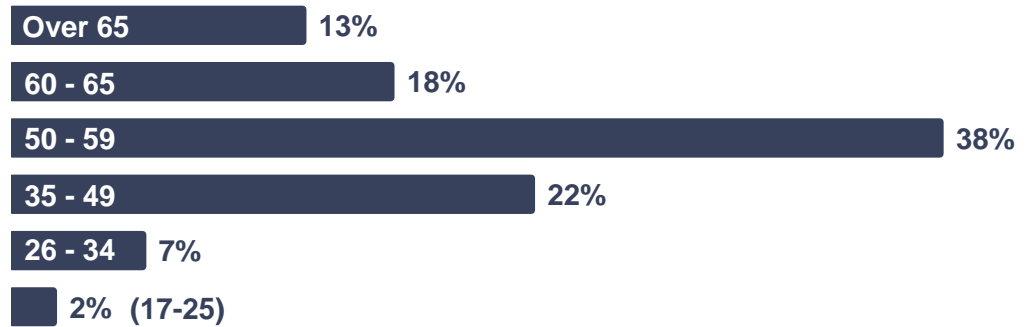
OUR AUDIENCE

Source: 2022 Visitor research

GENDER



AGE



- ▶ **58%** have purchase decision influenced at Motorcycle Live
- ▶ **75%** **travel over an hour** to visit the show
- ▶ **95%** **plan to return**
- ▶ **50%** don't visit any other motorcycle event
- ▶ **90%** have a full licence / **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 2022

Source: Google Analytics

www.motorcyclelive.co.uk
729k page views (where tracking allows)

MOTORCYCLE LIVE SOCIAL CHANNELS



95k likes



45k followers



15.8k followers

Over 733k engagements reached on social channels