

# THE SHOW



EUROPE'S 2<sup>ND</sup> LARGEST ANNUAL MOTORCYCLE SHOW

9 DAYS PACKED WITH:

50+ MANUFACTURERS

MULTIPLE OPPORTUNITIES TO RIDE

150+ RETAIL AND DISPLAY STANDS

c.100,000 VISITORS

SOCIAL AUDIENCES:

45k

97k

18k



# VISITORS



75% OF SHOW VISITORS TRAVEL OVER AN HOUR TO VISIT

89% PLAN TO RETURN TO A FUTURE SHOW

49% DO NOT VISIT ANY OTHER MOTORCYCLE EVENT



# KEY DEMOGRAPHICS



A CAPTIVE, ENTHUSIASTIC AUDIENCE MADE UP OF:

89% MALES

11% FEMALE

WITH 53% OF ATTENDEES BETWEEN 35 AND 59 YEARS OF AGE.

OVER 10,000 NEW VISITORS, EVERY YEAR!

# GENDER

