

Increased Attendance at 2010 Event

The 2010 Academic Venue Show took place on 12 May at the Emirates Stadium in London. Feedback surveys were sent out following the event, which were completed by 32 exhibitors and over 115 visitors. Please find some of the key statistics, quotes and images below. If you require any additional information or photos, please contact us and we will be happy to help. We will now use the feedback in planning for the 2011 show.

14% increase in visitors - over 450

- 28% were from charities/trade associations
- 22% were from public/private companies
- 13% were group travel organisers
- 39% heard about the show from direct mail
- 17% heard about the show from telemarketing
- 13% heard about the show from e-mails



86% of visitors had not attended in 2009

- 86% rated the show as excellent or good
- 92% rated the quality of exhibitor information as excellent or good
- 81% rated the Emirates as excellent or good for travelling to
- 90% of visitors attended the event to find new venues to hold events
- 80% of visitors said they are planning to use exhibitors' venues

94% of exhibitors would book again in 2011

- 97% rated the show as excellent or good
- 94% rated the VM organisation as excellent or good
- 79% rated the quality of visitors as excellent or good
- Exhibitors took an average of 50 contact details
- Exhibitors took an average of 20 event enquiries
- 4 exhibitors took provisional bookings on the day

Visitor Comment

"First time attending the academic venue show but definitely not the last - very informative and a good day out."

Jackie Moonan
Prospect

Visitor Comment

"An interesting and informative show with a wide choice of venues offering high standard facilities at value for money rates."

Nancy Ackah
BECTU

Exhibitor Comment

"A very lively show this year with excellent attendees. We were impressed with the footfall this year in particular."

Anna-Marie Moody
UEA Conferences