

# just show

8-10 July 2016  Olympia, London

## 2016 Show Review: Headline stats from another record breaking event

The fourth edition of the Just V Show was another massive success and a significant leap forward for both visitors and exhibitors alike. Below are key stats from this record-breaking show.

### 34,463 total attendance for co-located shows

- Visitors per show:
  - Just V Show **30,327**
  - The Allergy & Free From Show **34,463**
  - Love Natural Love You **28,949**
- Visitors per day:
  - Friday 8,960
  - Saturday 13,441
  - Sunday 12,062



- More than ever before, 11.3% increase in total visitor numbers from 2015, and 18.1% increase in Just V specific numbers
- 26% of visitors attended with children (up 11% from last year)– these are not included in the visitor numbers above as under 16s do not require tickets
- Audience included over 250 influential trade buyers and over 500 prescribing health care professionals
- Over 85 bloggers / vloggers attended the three shows

### Exhibitors: 463

- Record number of exhibitors, **12%** overall increase on 2015
  - **80** stands within Just V Show
  - **260** stands within Allergy & Free From Show
  - **123** stands within Love Natural Love Organic
- A significant number of exhibitors had very positive meetings with trade buyers / distributors with follow up meetings arranged already

### Here's what we know about our attending vegetarians, vegans and 'meat reducers'...

- Show attendees spend over **£59.6 million** on their 'V' lifestyle choice, per year (**up** a massive **76%** on 2015 figures)
- The average visitor spend at the Show was £74.60
- **62%** of visitors had not attended the show before
- **82%** of attendee's were female, with an average age of 33 years younger buyers: **household decision makers on food, health and living**
- Visitors average household income is £52,454.31
- **42%** said their 'V' status was shared by more than one person in their household

- **93%** of visitors bought products from exhibitors onsite, and **95%** said they will spend money with exhibitors over the coming year
- **91%** of visitors stated their main reason for attending was 'Exhibitors (shopping/products)'
- **68%** stated their leading V motivation was health & wellbeing
- Attendees' 'V' status:
  - Vegan 40%
  - Vegetarian (of varying type) 35%
  - 'Meat Reducer' 22% (**up more than 50%** on last year's attendee's)
  - Plant based lifestyle 3%
- Show dwell time was 4 hrs 01 minute (up from 3 hrs 37 minutes last year) - a **record dwell time at any of our shows...EVER!**
- **94%** of visitors will recommend brands they saw at the show
- **81%** said attending this show was their favourite way to discover new products
- **93%** said they are more likely to buy a product that they have seen / tried at this show, rather than because of a TV, newspaper, radio, magazine or web ad
- **80%** of visitors said they bought items they would otherwise have not bought
- **58%** said they found exhibiting companies they wouldn't have otherwise considered using
- **56%** of attendees are in regular contact with a group / network of other people that share a similar lifestyle / ethical mind-set. Due to the fact these visitors will discuss show brands within these groups; **these visitor advocates extend the events direct reach by 2.3m people!**
- **85%** of visitors said they were 'satisfied' or 'very satisfied' with the event, and the show had a satisfaction rating of 4.28 (out of 5 max). This is up from 4.03% achieved last year
- Consequently the show achieved a 'net promoter score' of 43 (an amazing result – event industry benchmark is 19!)
- **82%** attendees were from Greater London and the South East, 8% from Midlands, 5% from South West
- **93%** said they will return to the show next year
- 'V' Products visitors are interested in:
  - Food 99%
  - Drink 67%
  - Hair / Body / Skincare 54%
  - Household Items 36%
  - Clothing 29%
  - Shoes 32%
  - Lifestyle Services 23%

### In summary:

1. Another record breaking show in terms of number of exhibitors, and number of visitors
2. The visitors were extremely happy with the show, and the products they saw / tried / bought
3. Well over 30,000 visitors were directly relevant to our exhibitors, a phenomenal increase from last year
4. The show is visitors' favourite way to learn about and discover new products. The Show is a more effective way to influence sales compared to TV, newspaper, radio magazine or web ad
5. Our visitor's primary reason for attending is to purchase products. With over £59.6m spent per year on their 'V' lifestyle, our visitors not only buy onsite, but will continue to buy from brands they engaged with at the Show

**Brands at the show** enjoy lucrative onsite sales. They also ensure their brand is recognised, recommended and that spend is directed their way for the next 12 months. **Brands not at the show... don't!**