



PRESS ANNOUNCEMENT FOR IMMEDIATE RELEASE

IDEAL HOME SHOW RECORDS BEST VISITORS FIGURES IN A DECADE

The biggest UK consumer Home Show records its most successful year for the past decade.

The new-look Ideal Home Show recorded its most successful visitor numbers in the past decade by reaching a staggering 250,000 visitors across the 17-day event.

This year's figures saw an increase of 100,000 on last year's numbers, with a new 17 day format (8 days fewer than 2009).

On opening weekend the Ideal Home Show saw 43,000 visitors through the doors, the most the show has seen on its opening weekend for over 10 years. Just one week in, the show reached over 150,000 visitors through the doors, and by the close of play on Monday 5th April, the total number of visitors across the 17 day event exceeded a staggering 250,000, the biggest annual increase the show has ever seen.

With new owners on board for the first time in its 102 year history, 2010 has marked the show's landmark return, bringing Britain's most loved home show back to the public, and back to its former glory, proving that consumer spending is on the up.

The new owners of the Ideal Home Show, Media 10 who purchased the show just 6 months ago (September 2010), were staggered by the public response.

Lee Newton, Managing Director of Media 10 commented: *"We are overwhelmed with how well the newly branded Ideal Home Show has been received by the public and we couldn't have predicted the increase in visitor and exhibitor numbers from 2009 when we acquired the show in September last year.*

"The Ideal Home Show is one of Britain's greatest events of all time. The show traditionally brought to life concepts, trends, full scale homes, industry firsts and jaw dropping features that catch the imagination of all of our visitors. The success of this year's show just proves that the Ideal Home Show is back, and stronger than ever."

Rob Nathan Group Marketing Manager commented: *"To increase the visitor gate by 100,000 in 7 fewer days than previous years, and to break the all time record for pre-show sold tickets to the event, is an amazing testimony to all those in the marketing and PR teams that worked on this.*

“Not only did we double break records along the way, we also doubled ticket revenues year on year. We have taken a brand that was on its knees and turned it into arguably, the biggest success story in recent exhibition history.”

The lack of confidence in the economy seems to steadily be recovering on reflection of the success of this year’s Ideal Home Show as exhibitors experienced record sales across the 17 day event as consumers look to purchase and seek improvements rather than necessarily moving house.

As the housing market is seemingly unstable and first time buyers are increasingly affected by the economic down turn, the Ideal Home Show with its previous image wasn’t set to be quite the credit buster it has proven to be. Combined with the increasing popularity of home improvement T.V. shows such as The Home Show, Restoration Man, and many others, more and more consumers are looking for professional advice on renovations, improvements, and DIY.

Headline sponsor npower, who last exhibited in 2007, have been shocked with just how well they have done. Danny Davies the Sales Manager commented: *“This is the best show npower has ever done, half way through the show we had already reached over and above our targets as well as signing up on average 200 new customers each day.”*

The Sunseeker Portofino 48 which was showcasing in the Central Marina at The Ideal Home Show, on the first day saw an order completed for a summer 2010 delivery. Christopher Head, Sales Director of Sunseeker London and Sunseeker Poole LTD, the two companies representing Sunseeker at The Ideal Home Show comments; *“We are thrilled to be exhibiting one of Sunseeker’s latest models at Earls Court. The 48 Portofino looked fantastic on the water. Over the weekend Sunseeker London and Sunseeker Poole saw a positive amount of interest and enquiries from visitors to the show which they anticipate in the near future will result in some positive sales.”*

Vogue Kitchens, bespoke Kitchen manufacturers across all price ranges have been exhibiting at the show for 10 years, with an exception to last year. Sharan Johal the Director commented: *“Last year we refused to do it as previously they were not getting the customers through the door and then we were hit with the recession and could not risk the cost of exhibiting for 4 weeks.*

“This has turned out to be the best show regarding Marketing and PR we’ve ever done, which has reflected on our sales and subsequently we won’t be needing to do any more shows this year with the orders we have gained at the Ideal Home Show.”

The Cub House, by Cube Housing Solutions, a brand new housing concept in affordable and sustainable living was unveiled for the first time ever and enjoyed phenomenal interest. Designer and Director, Charlie Gregg, former owner of fashion brand Warehouse commented:

“I’ve had an overwhelming response of interest from customers at the Ideal Home Show in regards to the Cub House, with many people signing up as an obvious solution to first time buying and getting on to the property market. It has taken a bit of educating to understand a new concept in affordable living, which is both innovative and practical but I am extremely happy with how well it has been received.”

In 2009 the Ideal Home Show, then run by DMG media saw just 4,900 visitors through the doors on its first day, blamed in part by the UK's struggling economy, suffering from falling visitor numbers and dissatisfied customers.

Since taking over the show, Media 10, the award winning publishing and events company and owners of the award winning event Grand Designs Live, are continuing to buck the downward trend of the exhibitions market. In just six months Media 10 have turned around a deteriorating show, hailing this year's show an unrivalled success story.

With record figures, increased sales and a positive response from consumers about the new-look Ideal Home Show, organisers are now looking forward to building on the event for 2011.

"We are looking to build on this show again for next year. It's quite evident that there is a huge consumer appetite for home shows, and expert advice, and we believe that this year's event has revived the brand, and set a marker in our plans to once again make the Ideal Home Show Britain's most loved home event that will see it into the next 100 years", said Lee Newton.

Celebrity ambassadors, George Clarke (Ideal Home Improvements), Fiona Phillips (Ideal Woman), Linda Barker (Ideal Interiors), Suzi Perry (Ideal Gadgets), Gregg Wallace (Ideal Food) and Monty Don (Ideal Gardens) all took part in the new-look show, representing dedicated sections of the event, at the green clad Earls Court's, with its newly fashioned grassy façade.

For the first time in five years, Media 10 unveiled a full scale residential street, complete with five full scale properties, cobbled street paving and landscaped gardens, as well as seven other dedicated sections, revealing content for everyone from interiors and home improvements, to food, shopping, lifestyle, gardens, gadgets and innovative technology: this year's show had it all.

Visitors were also invited to feast their eyes on the first ever Edible Chocolate Garden, the UK's first Floating Office, the Ideal Home of the Future and the world launch of the Cub House, and much more!

The Ideal Home Show's new-look and re-vamp has been a huge success for all and the new team are excited about the next show, running from 11th- 27th March 2011, Earls Court London.

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For further information please contact Alexandra Davison on 0207 096 5816 or email alex@stuart-higgins.com The Ideal Home Show, the UK's biggest and longest running consumer event, was acquired by award-winning events and publishing company Media 10, just two months ago from DMG World Media, the first time the show has changed hands in just over 100 years.