

A Place in the Sun Live

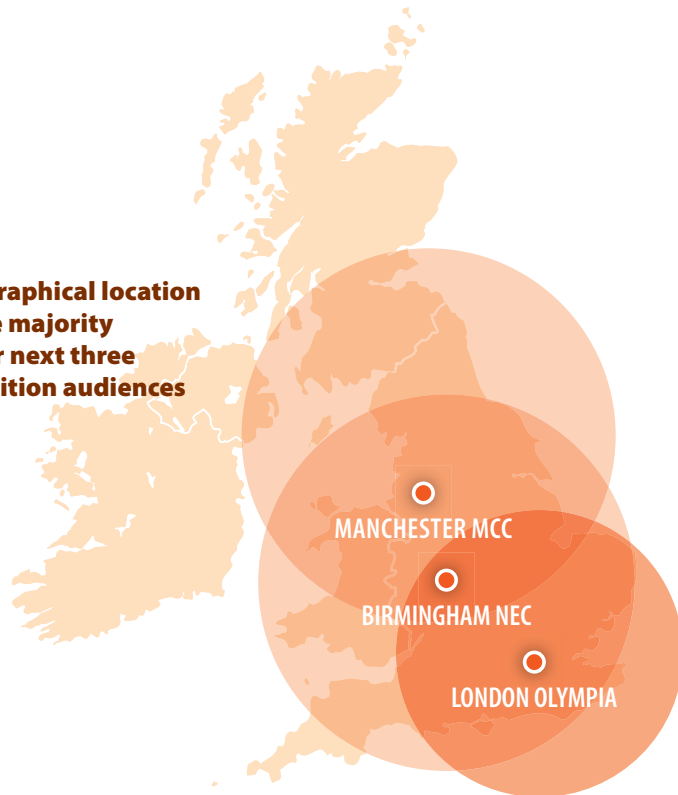
Recent attendance

Birmingham NEC (October 2014) **6,536**
(26% increase year on year)

Manchester Central (March 2015) **6,742**
(First show at this venue)

Olympia London (May 2015) **7,814**
(16% increase year on year)

Geographical location
of the majority
of our next three
exhibition audiences



Visitor profile

£170k

Average budget to
buy a property

87.44% of visitors
are aged between

45-65+

**Where our visitors
are looking to buy**

1. Spain
2. France
3. Italy
4. Portugal
5. Florida
6. Turkey
7. Greece
8. Cyprus
9. Malta
10. Caribbean

77%

serious about buying

21%

thinking about buying

37%

have just started looking
for a property

48%

buying with cash

What our visitors think of the show

96% would recommend

A Place in the Sun Live to a friend

75% found *A Place in the Sun Live*
excellent or very good

95% are looking for buying
advice and wanting to speak to agents

92% do not visit any other property events

When our visitors plan to buy

62% within **12 months**

26% within **24 months**