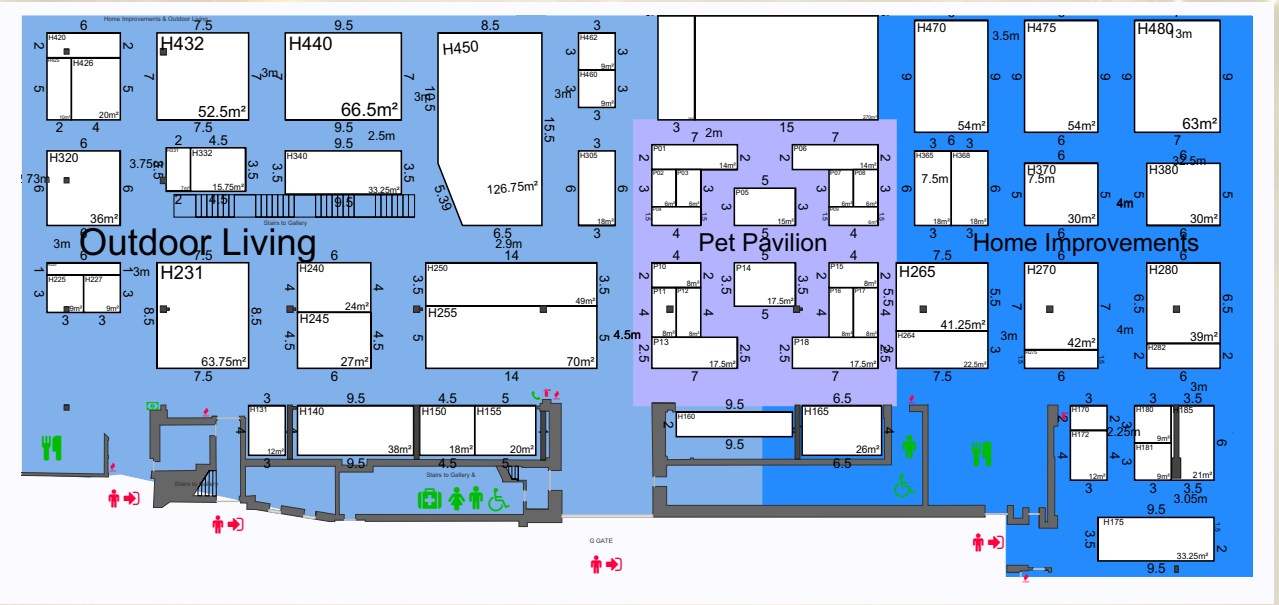
HOME IMPROVEMENTS + OUTDOOR LIVING
LONDON

LONDON VISITOR STATS

- **85%** ABC1 audience
- Average spend at the show: **£744** as a coupe.
- Average household income: **£51,339**

"It has been absolutely brilliant. There is nowhere else where we can go and find an audience that have got the money to buy such products."

Ashley Tong, Britelite



HOME IMPROVEMENTS + OUTDOOR LIVING
MANCHESTER

MANCHESTER VISITOR STATS

- **85%** ABC1 audience
- Average household income: **£52,225**
- **72%** definitely or probably will return in 2017

"It has been absolutely brilliant. There is nowhere else where we can go and find an audience that have got the money to buy such products."

Ashley Tong, Britelite