

Independent visitor research shows that buyers 'overwhelmingly' back London as IGE venue of choice

The importance of keeping the annual International Gaming Expo in London has been underlined following the publication of independent research conducted through a sample of visitors attending the 2010 IGE in January. The executive summary released by Geoffrey Dixon, principal of research agency Vivid Interface – members of the Market Research Society of Great Britain – states:



London (Tower Bridge)

“Firstly, the overwhelming majority of IGE visitors expressed a high level of satisfaction with London as the location of choice for IGE with 84 per cent stating London as an excellent or good location 12 per cent were neutral in their opinion and 4 per cent stated that London was a poor location.

“We then asked the visitors to rate Earls Court as the venue for IGE and a lower but significant majority (74pc) of visitors expressed a high level of satisfaction with Earls Court.

“The survey then investigated six other alternative European locations for IGE. The top rating alternative location was Barcelona with 29 per cent of visitors selecting this as a possible alternative location and with Amsterdam second favourite with 27 per cent of visitors selecting.

“Of the 29 per cent of visitors that had selected Barcelona

as a possible alternative location a very high 85 per cent of them had also stated that London was an excellent or good location for IGE and only 2 per cent of those selecting Barcelona as a possible alternative location stated that London was a poor location for the show.

“These results indicate clearly that London is by far the event location of choice for visitors to IGE.”

The Vivid Interface research was conducted using an email survey to named recipients. The results are based on 279 responses received to the survey over a two-day period last week.