

Records smashed as ATEI and ICE underline market-leading positions

The 2005 editions of ATEI and ICE/ICEi, which took place across 25, 26 and 27 January at London's Earls Court Exhibition Centre, were the most successful on record, according to the three-day attendance figures issued by show organisers, ATE.

The figures, which remain subject to an ABC independent audit, show that a total of 24,278 industry professionals visited the exhibitions, a 9.86 per cent increase on the 2004 total. Of these, 15,270 registered for ATEI (up 3.34 per cent year-on-year) with 9,008 attending ICE (a 23.03 per cent rise on 2004).

The international credentials, which make the London Shows unique within the calendar of gaming and gambling expos, were once again to the fore with 10,067 (41.47 per cent) attendees based outside the UK – a 12.09 per cent increase on the 2004 figure. Within ATEI, international attendees numbered 4,956 (32.45 per cent of the total ATEI audience and 6.37 per cent up on the 2004 figure). In ICE, international visitors totalled 5,111 (56.74 per cent of the overall ICE attendance and 18.26 per cent up on 2004). A total of 110 countries/jurisdictions were represented on the Earls Court show floor.

Peter Rusbridge, ATE's chief executive said: "These figures affirm the widely held view that ATEI and ICE are the pre-eminent events of their type in the world. The international credentials in terms of both the spread of exhibitors and attendees are without equal."

He added: "The continued success of the London Shows is down

to a concerted team effort on the part of our exhibitors, which numbered close to 500, the international community of b2b media who continue to support the exhibitions and my team at ATE who have worked tirelessly to provide the most professional environment in which exhibitors can promote themselves and who have put into place the most extensive communications and marketing programme in the long and distinguished history of ATEI and ICE.”

Next year’s ATEI and ICE shows take place at London’s Earls Court Exhibition Centre on 24, 25 and 26 January 2006. For information visit www.ateonline.co.uk/atei or www.ateonline.co.uk/ice

A full country-by-country breakdown and analysis of visitor trends will be available from the ATE press office from 1 March.