

French Property Exhibitions

Reader Research

2006

French Property Exhibitions

5 shows, each held over 3 days

- Olympia January 2008
 - Birmingham February 2008
 - Harrogate May 2008
 - Olympia September 2008
 - Bristol November 2008
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- Longest running overseas property show in the UK
 - Established for 19 years
 - The biggest and the best
 - The ONLY overseas show dedicated to France

Our Visitors are Active Buyers

- 82% are actively looking/considering buying a French property
- 85% are ONLY interested in buying property in FRANCE
- 63% ARE LIKELY TO BUY WITHIN THE NEXT YEAR!
- 91% are likely to buy within the next 3 years
- 14% are existing French property owners

Visitor Profile

- Virtually equal men/women split – joint decision & both in attendance
- Average age 52
- 74% employed, 22% retired
- 80% of visitors plan to buy property for their own use – holiday home or retirement

WHAT Our Visitors Want to Know

- 68% come to the show for information on current properties available
- 40% for practical advice on moving to France
- 33% for financial advice
- 36% for regional help/ideas

WHERE Our Visitors Want to Buy

- **Poitou-Charantes** **31%**
- **Languedoc-Roussillon** **28%**
- **Limousin** **24%**
- **Brittany** **20%**
- **Midi-Pyrenees** **17%**
- **Dordogne** **17%**
- **Aquitaine** **16%**
- **Pays de la Loire** **16%**
- **Normandy** **14%**
- **Provence-Alpes-Cote-d'Azur** **10%**
- **Burgundy** **9%**
- **Auvergne** **6%**
- **Rhone-Alpes** **5%**

The most popular area is the South West, followed closely by the West coast and the South East.

HOW MUCH Our Visitors Plan to Spend on a Property

- 77% of visitors know their budget and the average property price they are looking for is £133,943

Overall property value breakdown:

- | | |
|-----------------|-----|
| • < £100K | 26% |
| • £100K - £150K | 19% |
| • £150K - £200K | 15% |
| • £200K + | 17% |
| • N/A | 23% |

Visitor Behaviour Patterns

- **Visitors travel on average 71 miles to attend**
- **57% of visitors have never been to a FPN show before**
- **For 42% of these visitors, it's their first time at *any* such show**
- **42% have visited once or more before**

The shows offer exhibitors a new audience as well as the longer term planners

Keeping Our Customers Satisfied

- 92% of visitors stated that they were satisfied with what the current exhibition has to offer
- 77% of visitors attended seminars and **all** attendees said they added value to the show

Percentage of visitors that found exhibitor categories to be useful:

- | | |
|--------------------------|-----|
| • Estate Agents | 84% |
| • Legal Advice | 53% |
| • Financial Advice | 52% |
| • Private property sales | 41% |
| • Builders/Developers | 40% |
| • Removal Companies | 37% |

Contact Details

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