

BIGGA TURF MANAGEMENT EXHIBITION
BTME
 & EDUCATIONAL SEMINAR PROGRAMME

&

ClubHouse

REVIEW 2003

...Success yet again!

Every year we at BIGGA set ourselves a challenge of producing a better Harrogate week than the year before. As you can imagine, given that by common consent each year so far we have succeeded, it means that it becomes an increasingly difficult task. However, we do believe we have done it again.

This year we had the added attraction of the ClubHouse Show for the first time. With over 40 exhibitors, and a steady flow of visitors over the three days to Hall D, ClubHouse had a pleasing debut and from these solid foundations it will be expected to expand and develop over the next few years.

Measuring success is also not easy. We pride ourselves on producing a "feel good" show, but that isn't really quantifiable. What we need is for people to say they have taken more orders than before and for more people to attend in record numbers and take time to see the entire show.

Well, we have reports of people doing record business over the three days while the attendance figures also produced new records. Adding up the figures for those who attended each day we reach the staggering figure of 10,359, well up on the 8,629 figure we achieved when the show first went to its three day format last year. Within those figures were 5,693 individuals, again up on the previous year's total of 5,201. This highlights just how many of those visitors remain at Harrogate for more than one day which is encouraging for those Exhibitors who worry that visitors won't be able to get round every Hall in just a one day.

