



# Review of 2004

## Always a Relief

There is always a sense of trepidation in the lead up to a Harrogate week that for some reason it might not live up to expectations. It may be down to something out of control of BIGGA staff - bad weather springs to mind immediately, but you could include things like general economic climate, industrial action, even something like the fuel protests of a few years ago would have a significant impact on the success of a Harrogate week. You never know, do you?

So it is with a sigh of relief that we can report another good week. Weather was amenable and there wasn't any outside factor to act as a fly in the ointment of the week.

More importantly the feedback we've been receiving has been excellent with the vast majority of exhibitors reporting they had enjoyed a successful show and were keen to rebook for 2005.

The statistics also bear out the fact that BTME & ClubHouse 2004 went well.

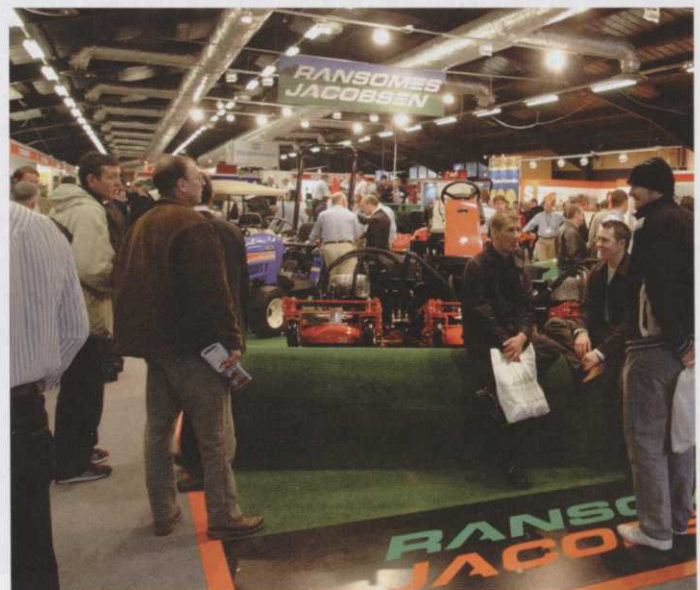
- 25 different countries, excluding the home nations, were represented, travelling from five different continents.
- 25% of visitors were attending Harrogate for the first time.
- The breakdown for British visitors was South 23%, Midlands 24%, Scotland 15% and North 38%, indicating that Harrogate draws from all corners of the UK.
- Other than golf, 15 industries were represented, including local authorities; farms; private estates; theme parks; showgrounds; football; racecourses, tennis clubs and polo fields.
- 35% of those who attended had the power to approve and purchase while a further 26% were in a position to influence approval.
- 10% of those who attend spent up to 25% of their annual budget at the Harrogate. 15% spend up to 10% of their budgets while a further 38% spend up to 5% of their annual budget.

We'd also like to salute the 120 people who have attended all 16 Shows. Let's hope you can keep your attendance records at 100% for many years to come.

It is statistics like those that encourage us to think that we have something to build upon for next year, but no doubt those feelings of trepidation will still be there come January 2005.



▲ George Brown officially opens the show at the Hall M entrance watched by some eminent Past Chairmen



▲ A busy Hall A