

24<sup>th</sup> October 2023



## Visitors increase again for third Autumn edition

As the doors closed on its 2023 show last week, Harrogate international Nursery Fair reports a further increase in visitors. In fact, following the opening of events allowed post Covid pandemic, the three editions of the new October dates are showing an increase in attendance of over 20%.

This year saw a third consecutive increase in visitors for each day of the three-day show.

Adrian Sneyd, show organiser, comments: “We were thrilled with turnout for the fair again this year. The return of the show to an autumn date as opposed to March dates we used to operate is clearly popular with visitors. Everyone was so keen to get back to face-to-face business after the forced cancellation of our 2020 show when the first lockdown was suddenly announced, but it now appears that both exhibitors and our visitors are seeing the benefits of staying closer to home to conduct their business instead of travelling abroad. This not only massively reduces their cost of travel but also means less time away from the office and very much meets the green agenda and reduction in all our carbon footprints”.



This year, Harrogate boasted five halls of the Harrogate Convention Centre filled with well over 200 brands and participants from more than 15 countries. Over 45 exhibitors were new to the show with a high majority of brands located in the new Hall Q that experienced the highest through flow from its direct entrance that was opened for this edition.

One new exhibitor was Toynamics UK & Ireland and Abi Gardner of the company comments: “Overall the show was very positive for us. We built on relationships with current customers and made some great connections with new ones which has opened doors in the nursery industry for us – which a key growth area for the business. The quality of customers we met with, both new and existing, was high which has resulted in some interesting and positive leads for the business in the nursery industry.”

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Another new international exhibitor was Jollein from the Netherlands. Susan Heijenga, export manager for the company, comments: “This was our first time at the show and it’s been really good. We didn’t know what to expect, but we talked to the buyers we hoped to speak to and created brand awareness. The people we spoke to really loved our brand, products and colours and we would really like to come back to the show next year.”

Harrogate 2023 was also another successful event for well-known brands and returning exhibitors too with Andy Crane of BabyStyle commenting: “The show was a great success and we met nearly all of the customers we expected – both nationals and independents – and the ordering level and overall enthusiasm for our ranges more than exceeded my expectations. We had great engagement for all of our existing products, but more importantly for the new home range products that were on offer. Many retailers took shop floor models to give them a try and this is invaluable for our company.

“We will definitely be back next year – it is our celebratory 25<sup>th</sup> year as BabyStyle and we plan something very special, including a bigger and better party on the Sunday afternoon!”

Photos and videos of the 2023 show will be available to view shortly under the ‘see our show’ tab on the website.

#### Diary Dates for Next Year

Next year’s show will take place at the Harrogate Convention Centre from 13<sup>th</sup> to 15<sup>th</sup> October 2024. The Priority Booking period will open in December 2023, where existing exhibitors will be offered the opportunity to either rebook their existing space or request a new position, before stands then go onto general availability late January 2024.

More information can be found at [www.nurseryfair.com](http://www.nurseryfair.com)

Ends