

Visitor Profile

11,000 visitors attended over a 4 day public period in 2010. COLLECT will continue to show over four days in 2011 from 6-9 May 2011.

The vast majority of visitors are from the highest socio-economic grades. The majority of London-based visitors came from the wealthiest boroughs, notably Westminster and Kensington and Chelsea.

The COLLECT private events attract a wide ranging audience made up of industry professionals, buying museum curators, private collectors and a wide cross section of press and media.

International visitors made up 15% of visitors to COLLECT 2010, including visitors from the USA and Canada, Australia, Scandinavia, the Netherlands, France, Germany, Italy and Japan. 22% of international collectors were new to COLLECT in 2010.

Close of show sales were strong despite economic climate: COLLECT 2010 close of show was reported at up to £1.47M.

61% of visitors have a professional interest– including international and UK curators from public and private collections, interior designers and architects.

A significant proportion of private collectors attend: 74% of visitors to COLLECT 2010 had purchased craft for their home.

Visitors are attracted from 'cross over' markets: 78% of those who visited COLLECT 2010 had previously bought original art, 66% had previously bought a piece of original design and 55% had previously bought an antique.

COLLECT has a large core of loyal repeat visitors: 55% of COLLECT audiences have visited the event in previous years. With 25% of visitors intending to buy or commission following the event.

Visitors are keen attendees of art fairs and cultural events: 9 out of 10 had attended other art fairs in last 2 years, 81% said they were very or quite likely to attend COLLECT next year.

Visitors were satisfied: 81% of visitors felt that COLLECT 2010 had met or exceeded their expectations.

A strong indication that a new generation of collectors attend: 95% of first time visitors to COLLECT 2010 said they would consider buying a piece at future events.