

LONDON BRIDAL SHOW

Over 2,200 bridal buyers came to Olympia Central to browse the latest trends and styles at this trade event.

Event Type: Trade
Visitors: 2,210

Venue: Olympia Central
Organiser: Ocean Media



The London Bridal Show returned to Olympia Central for three days of bridal buying in 2014 with Ocean Media welcoming more than 2,200 visitors; a figure that exceeded all expectations. Over 100 of the most established bridal designers showcased their collections with more buyers from overseas than ever before visiting to stock up on the latest trends.

The London Bridal Show replaced Ocean Media's Spring Harrogate Show. The organisers' main challenge was to ensure their visitors, who were used to a more intimate town setting, were comfortable with the new location and travel links to and from the city. This was helped by the venues dedicated rail station plus the extensive travel planning feature on its website.

With the event starting in Olympia West and now moving to Olympia National for 2015, The London Bridal Show is a strong example of how shows can grow within Olympia London.

Wendy Adams, Head of Bridal at The London Bridal Show, said:

"We were really pleased with Olympia London as our event venue. The central location proved beneficial to the show as we were in the heart of London meaning our guests could easily make their way to us whilst enjoying the many local attractions on offer. The website has fantastic travel tools that we were able to utilise and share with our visitors; there's even advice for those travelling from overseas which proved invaluable. Next year, we expand into Olympia National and look forward to what the larger space will offer."