

ICE London attendance tops 36,000 to record 8th straight year of growth

ICE London 2019 has confirmed its status as the world's most popular business-to-business gaming expo with attendance figures recorded at 36,092, an 8 percent increase on the 2018 figure and the eighth consecutive year of growth. The interim figures, which have been calculated on the raw registration and attendance data for ICE London 2019, will now be forwarded for independent audit.

Kate Chambers, Managing Director of Clarion Gaming, believes the attendance figures tell only part of the ICE London success story. She said: "These are very encouraging and of course I'm delighted to be able to report on what would be our eighth consecutive year of growth. I would like to pay tribute to our exhibitors who once again brought fantastic theatre and creativity to their ICE London show presence, contributing magnificently to the energy and atmosphere visitors experienced at ExCeL London. The event industry has a tendency to be consumed by attendance when actually it's the chemistry of an event and, as a result, the quality of the interactions and connections that take place between visitor and exhibitor, visitor and visitor and between exhibitors that really count and which distinguish a good show from a great show.

"The internationalism of ICE London remains a stand out characteristic and the global gaming industry turned out in force with representatives from Botswana and Honduras raising the number of nations present at ExCeL London to 155 – a remarkable statistic by any standards. The figures are showing fantastic growth from key geographical regions, notably LatAm which recorded an increase of no less than 43 percent."

"Once our attendance data has been interrogated and verified by the independent audit, we will be in a position to share more insights with the huge community of international gaming professionals which participate in and have an interest in ICE London."

After London, the ICE brand moves across the Atlantic to Boston (MA) for the first edition of ICE North America (May 13 –15). This new event has attracted the support of 45 global organisations, comprising commercial, sports federation, trade association and media sponsors for what promises to be the biggest sports betting and interactive gaming event in North America. ICE North America's pioneering agenda will focus on the five key verticals comprising Sports Betting, iGaming, Affiliate Marketing, iLottery and Esports. To find out more, go to: icenorthamerica.com