

ICE 2002 Visitor Statistics – key points

- Visitors from 90 territories attended ICE 2002, five of which – Bolivia, Canary Islands, Costa Rica, Lesotho and Tanzania – were previously unrepresented at the London casino event. This is the first time that ICE has surpassed its sister coin-op amusements show, ATEI, in terms of geographical spread.
- The number of buyers from the United Kingdom (1,860) increased by 5.7 percent from 1,760 in 2001. A decrease in the number of visitors travelling from overseas resulted in an overall deficit of 1.3 percent (a total of 5,069 attended ICE 2002 compared with 5,136 the previous year). These totals are unique ICE-registered entrants to the show and exclude thousands more crossover visitors from ICE's sister shows, ATEI and the Visitor Attractions Show.
- ICE 2002 experienced a growth in visitors from South and Central America (up 48.1 percent to 114), Southern and Central Africa (up 7.4 percent to 73), Australasia and the Pacific (up 66.7 percent to 45) and Asia (up 116.7 percent to 13).

INDIVIDUAL NATIONS:

- Netherlands became the top overseas visitor nation at ICE 2002 with 280 attendees, an increase of 17.2 percent on the previous year's total of 239.
- Germany moved up into second place, increasing its visitor tally by more than 10 percent to 253.
- The United States slipped into third place, experiencing a fall-off of nearly a fifth.
- The Irish Republic and Russian Federation made substantial headway in the top 10 list of overseas visitor nations, sharing eighth place with 95 visitors apiece. Ireland moved up from 14th place last year with 69 visitors, an increase of 37.7 percent. The number of Russian buyers increased by 13.1 percent year-on-year.
- With 82 visitors this year, Canada increased its ICE presence by over two thirds, moving from 19th to 11th place in the list of overseas nations.
- Other significant visitor increases were registered by traditional casino territories: South African buyers rose by 35.4 percent to 65; Monaco more than doubled its presence to 59; the number of Australian visitors rose by 61.5% to 42.
- ICE 2002 welcomed growth in the number of buyers from nearly every country in South America. The year-on-year comparisons are as follows: Argentina (up by 18 to 30), Brazil (up by eight to 19), Venezuela (up by four to 19), Peru (up by five to 9), Colombia (up by three to 5), Chile (up by two to 3), Panama (unchanged at 1), Bolivia (first ever visitor), Uruguay (down by two to 1) Ecuador (down by one to 0).
- Other nations increasing their presence at ICE 2002 included: Portugal (up by seven to 40), Malta (up by six to 27), Ukraine (up by nine to 17), Croatia (up by nine to 13), Taiwan (up by six to 13), Malaysia (up by eleven to 12), Curacao (up by ten to 11), Antigua & Barbuda (up by two to 8), Lithuania (up by three to 8) and Kuwait (up by four to 6).