

land  
leisure &  
tourism  
show.™

co-located with  
**FARM BUSINESS  
INNOVATION™**  
THE DIVERSIFICATION EVENT FOR FARMERS

# 2024 Post Show Report

[agriconnect.com](https://agriconnect.com)

Event produced by  
**Agriconnect™**  
part of the Arc network



A message from Agriconnect:  
The Shows Organisers



**Sarah Whittaker-Smith**, Event Portfolio Director,  
Agriconnect

In 2024, Agriconnect proudly celebrated the 12th anniversary of The Farm Business Innovation Show, now co-located with the rebranded Land Leisure and Tourism Show. Building on our rich legacy, we unveiled a refreshed look for the event, which received enthusiastic appreciation from exhibitors, sponsors, partners, and visitors alike. We are excited to share this Post Show Report, highlighting the insights and successes of this year’s event.

While 2024 has proven to be a success, our commitment to enhancing the event experience remains unwavering. We are dedicated to meeting the evolving needs of our customers and supporting their ongoing business growth.

In response to strong demand from both visitors and exhibitors, I am pleased to announce that the 2025 event will return with renewed focus on Food and Beverage. This will further enrich the experience for all attendees and exhibitors. More on this further down the report.

We are pleased with the success of the 2024 show and look forward to collaborating closely with exhibitors to ensure that 2025 is yet another outstanding year for The Farm Business Innovation Show.

The importance of these 2 key events

The Land, Leisure and Tourism Show (LLTS) and The Farm Business Innovation Show (FBI) together represent the only destination for farm, land, resort, and hospitality owners seeking innovative ideas to diversify their businesses. By leveraging the extensive range of suppliers exhibiting at both events, attendees gain valuable insights into new opportunities for growth.

As the owners of Agriconnect, we maintain a substantial farming database, supported not only by our highly popular Farmers Guardian publication, which celebrated its 180th anniversary in 2024, but also through our portfolio of six key agricultural events. This connection with farmers has deepened our understanding of the critical need for diversification to ensure stability and increase revenue amidst the challenges facing the agricultural industry.

The success of these co-located shows stems from the necessity for both farmers and tourist destinations to stay ahead of the competition by sourcing innovative and unique products whilst farm, holiday park, family attraction and food all cross over with key features overlapping. As the demand for diversification continues to grow, the events have expanded to include key industries, all represented at the combined Land, Leisure and Tourism Show and The Farm Business Innovation Show

Thank you to our 2024 sponsors and supporters





# 2024 Overview

The event took place on November 6-7, 2024, in Halls 19 and 20 at the NEC, Birmingham, featuring two co-located shows.

This year's events welcomed both returning exhibitors and new participants showcasing their products and services to a targeted and engaged audience. The event halls were filled with outstanding offerings, including unique accommodations, innovative storage solutions, and interactive visitor engagement experiences, all designed to captivate attendees.

Exhibiting at these events provides a unique opportunity for businesses to connect directly with potential customers who are eager to explore diversification and growth strategies. Each exhibitor contributed to an atmosphere of innovation, offering valuable insights on how attendees can enhance their operations and generate additional revenue.

With hundreds of diverse products on display, exhibitors have the chance to showcase their solutions and ideas, ensuring that attendees leave with inspiration to implement in their own ventures. By participating, you position your brand at the forefront of industry trends, making meaningful connections that pave the way for future business opportunities.

**378**  
exhibitors

**3**  
dedicated zones

over  
**10,000**  
attendees

**53%**  
of visitors were  
owners or managers  
of the business

**46%**  
of businesses have  
an annual turnover of  
over £250k

**89%**  
of visitors are key  
decision makers or  
have an influence







**Satisfaction of objectives being met**

- 78%** Keep up to date with market trends
- 70%** Identify new opportunities / markets
- 77%** Meet new suppliers
- 68%** See new products / innovations
- 68%** Source new suppliers



A well organised event that showcases the diversity, commitment, innovation and quality of those working in the farming, land management and leisure sector.

Paul Blezard



What a wonderful couple of days, everything was at the event that we were looking for. We were not disappointed and are looking forward to next year

Bonita Fisher



It is an inspiring day out, a chance to look at your farm and land opportunities in a new way.

Vistor feedback, Post Show Survey



A great show with a variety of brands that I could actually talk to rather than relying on the images portrayed on social media.

Jennifer Barnes

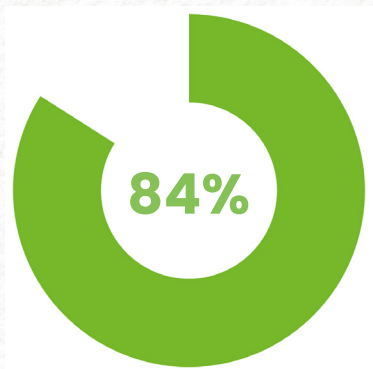


The exhibitors were extremely helpful and informative. Learnt a lot about what is available and gained a lot of inspiration from attending the show

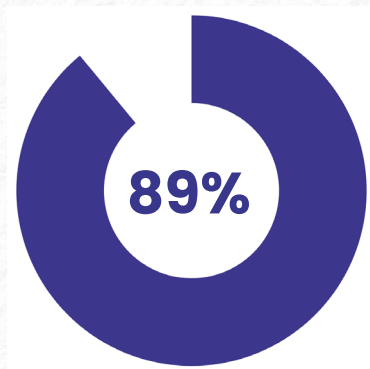
Vistor feedback, Post Show Survey



# Exhibitor Feedback



were satisfied with the event



view the event important



felt their objectives were met

## Satisfaction of objectives being met

- 75% Generate new sales leads
- 87% Increase brand awareness
- 93% Maintain brand position or company profile
- 77% Meeting or selling to customers
- 95% Launching a new brand, product or service

“

This was a well organised event with many innovative exhibitors and plenty of potential buyers.

Adrian, Modulek

“

Superb event, the team were so helpful in providing us everything we needed in the run up, great attendee audience, lots of interesting conversations. Very happy with the outcome!

Mark, UKUAT

“

We’ve enjoyed the show, we’ve spoken to a lot of holiday park owners/buyers, some are interested in buying the pod we are showcasing today.

Tiny Eco Pods

“

The Land, Leisure, and Tourism Show at the NEC Birmingham was a truly fantastic event that quite literally “had it all.” Our stand attracted an incredible variety of visitors, ranging from casual observers with a mild interest in our industry to serious business owners and decision-makers who were eager to delve into the financials and explore the tangible benefits for their businesses. The quality of engagement was outstanding. We left the event with enough solid leads to keep our sales team busy for at least the next three months—a true testament to the calibre of attendees and the event’s excellent organisation. What set this show apart was its perfect balance between the excitement and buzz of the more creative, eye-catching stands and the serious, results-driven conversations that businesses like ours value. It’s rare to find an event that so seamlessly caters to both. We were genuinely disappointed to hear the closing announcement over the PA system—it was that good.

Mike, Plug ‘n’ Go



# Conference Programme

The FBI and LLT Show played host to six different theatres with 70 seminars taking place, where expert speakers were able to educate and inspire attendees on how they can take advantage of government schemes and how they can diversify their businesses.

Our seminar sessions are vital to provide attendees knowledge into how their businesses can expand, whilst having the opportunity to partake in Q&A sessions at the conclusion. On top of that, it allows speakers to promote their offerings to an engaged audience who are willing to learn and seeking new ideas.



“

Amazing seminars over three different rooms. I came away from the show with so much information.

**Visitor feedback, Post Show Survey**

“

Seminars were well thought out and provided much inspiration.

**Visitor feedback, Post Show Survey**

# Selected Seminar Sessions

## CLA THEATRE

- ◊ Diversification: Things often forgotten
- ◊ Funding for Agriculture and the Environment
- ◊ Should I Plant Trees? Grants and other key considerations

## ENVIRONMENT BANK THEATRE

- ◊ Diversifying into Renewables – What you need to know
- ◊ Unlocking Farm Potential: Farmers' perspectives and data-driven solutions for successful diversification.
- ◊ Maximizing Reach: Media Strategies and Marketing for Agri-Businesses

## MAXXTON THEATRE

- ◊ Power Up your Digital Advertising
- ◊ The Challenges of Modern Campsites
- ◊ Monetise your Flexibility in Electricity Consumption

## CLEVELAND CONTAINERS THEATRE

- ◊ Nature Tourism: How creating visitor experiences alongside nature-friendly land management can help the bottom line
- ◊ Farm Diversification: Understanding rural planning and business rates
- ◊ Leasing your land for utility scale solar and battery storage: Benefits and Considerations for Landowners

## SEMINAR THEATRE

- ◊ 10 Ways to Diversify your Land in 30 minutes
- ◊ How to Transform Unused Land into a Lucrative Asset: Diversifying with unique outdoor accommodation
- ◊ Future proofing your Assets Through Strategic Review

## COTTAGES/HOSEASONS THEATRE

- ◊ We didn't see that coming: the surprising new travel trends that have emerged this year and how to make the most of them
- ◊ Maximise your income through holiday letting
- ◊ Design Magic: high-end looks on a low-end budget



## New for 2025

Back by popular demand, we have made the exciting decision to renew our focus on Food and Beverage (F&B) for 2025.

This will enable the F&B industry to thrive within the Land Leisure and Tourism Show, where over 60% of 2024 visitors offered a food and beverage service at their attractions.

Food and Beverage is an ever evolving trend, where business have to stay ahead of the game to cater to various consumer desires. It offers the chance to attract a larger audience of businesses that are looking to further diversify.



## Adam Henson



Farming influencer Adam Henson joined us at the event, discussing the importance of diversity for farmers. Adam has over 92k followers on Instagram and is a regular presenter of BBC's Countryfile. Click on the video to view the full interview.

[agrc.im/henson](https://agrc.im/henson)

“

Lots of farmers are looking at their land and resources and thinking about other ways of making money apart from straight agriculture.

## Marketing Statistics

### WEBSITE STATS

**1.3m** impressions **134k** users

### SOCIAL MEDIA STATS

**972,911** impressions **40,528** engagements

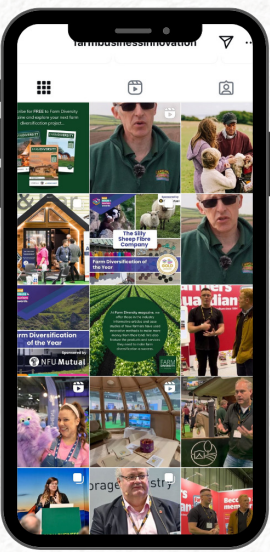
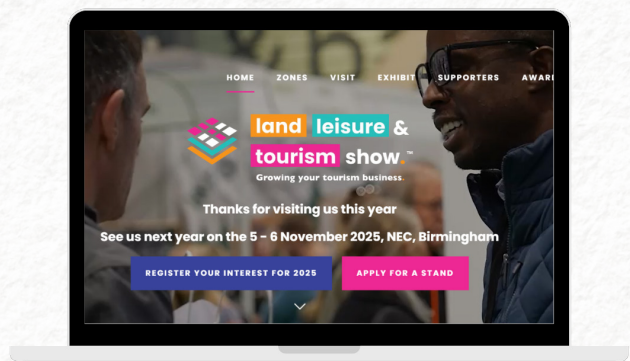
**15,813** organic following

### EMAIL STATS

**1 million** marketing emails sent

**31%** average open rate

**4.9%** average click-through rate







Agriconnect keeps the agricultural community up to date with the latest news and information and brings people together to meet, to share, and to grow their businesses.





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