



2025

OLYMPIA
18 & 19
OCTOBER

2025

**WHO ARE MTN?
2024 REVIEW
2025 WHY OLYMPIA?
SHOW LAYOUT
SHOW FEATURES
STAND OPTIONS
SPONSORSHIP
MARKETING PLAN
Q&A**



WHO ARE MTN?

EXPERIENCE

15 LISTEX LIVE EVENTS SINCE 2012

OVER 50 STANDS AT SNOW SHOWS SINCE 2000

TEAM



JAMES



BABSI



CARRIE

PARTNERS



2024 REVIEW



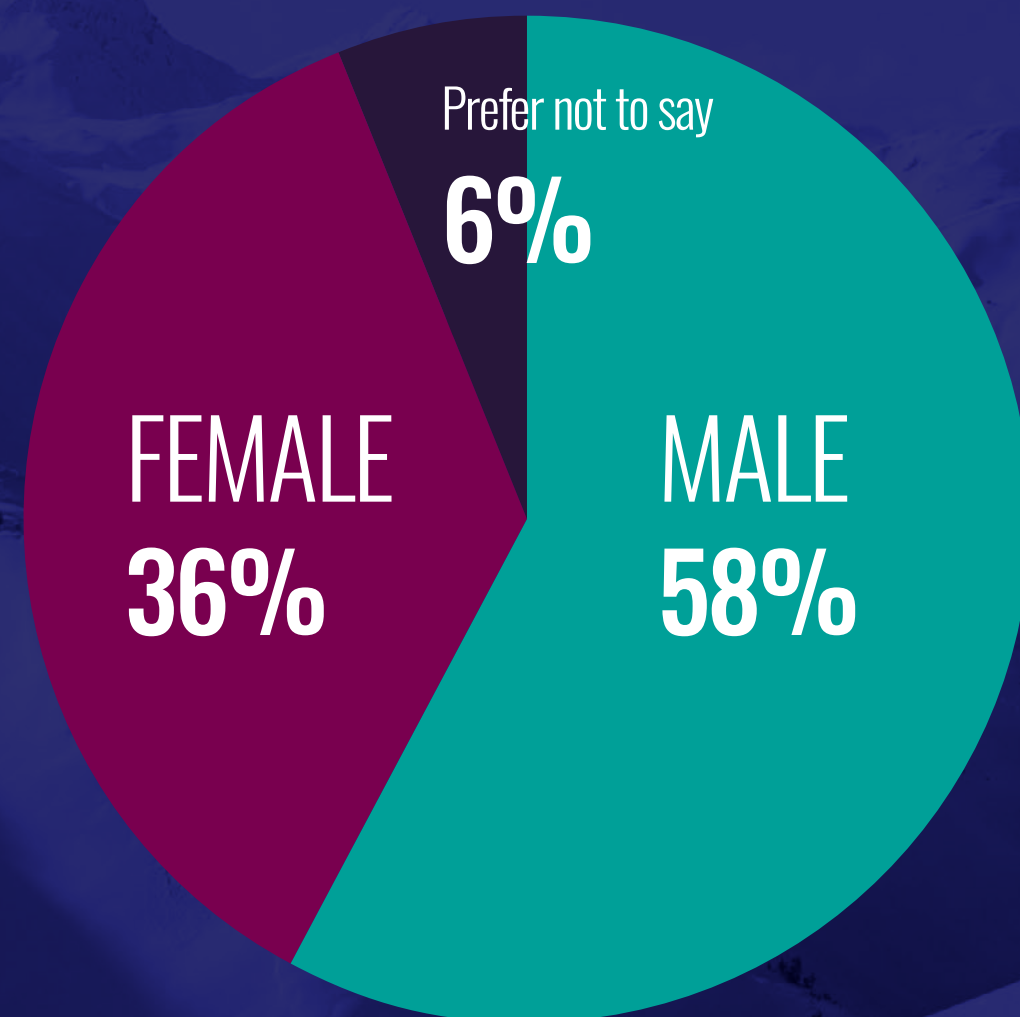
The background of the entire page is a photograph of a skier in a white suit and helmet skiing down a steep, snowy mountain slope. The skier is in a dynamic, forward-leaning position, carving a turn. The background shows a vast, snow-covered mountain range under a clear blue sky. The overall color palette is dominated by white, light blue, and pale yellow tones.

**POST
EVENT
REPORT**

A skier in a white suit and helmet is shown in a dynamic pose, skiing down a snowy mountain slope. The skier is wearing a backpack and holding ski poles. The background shows a vast, snow-covered mountain range under a clear sky. The entire image has a blue tint.

TOTAL VISITORS // 10,037
DAY 1 // 6,472
DAY 2 // 3,565

GENDER



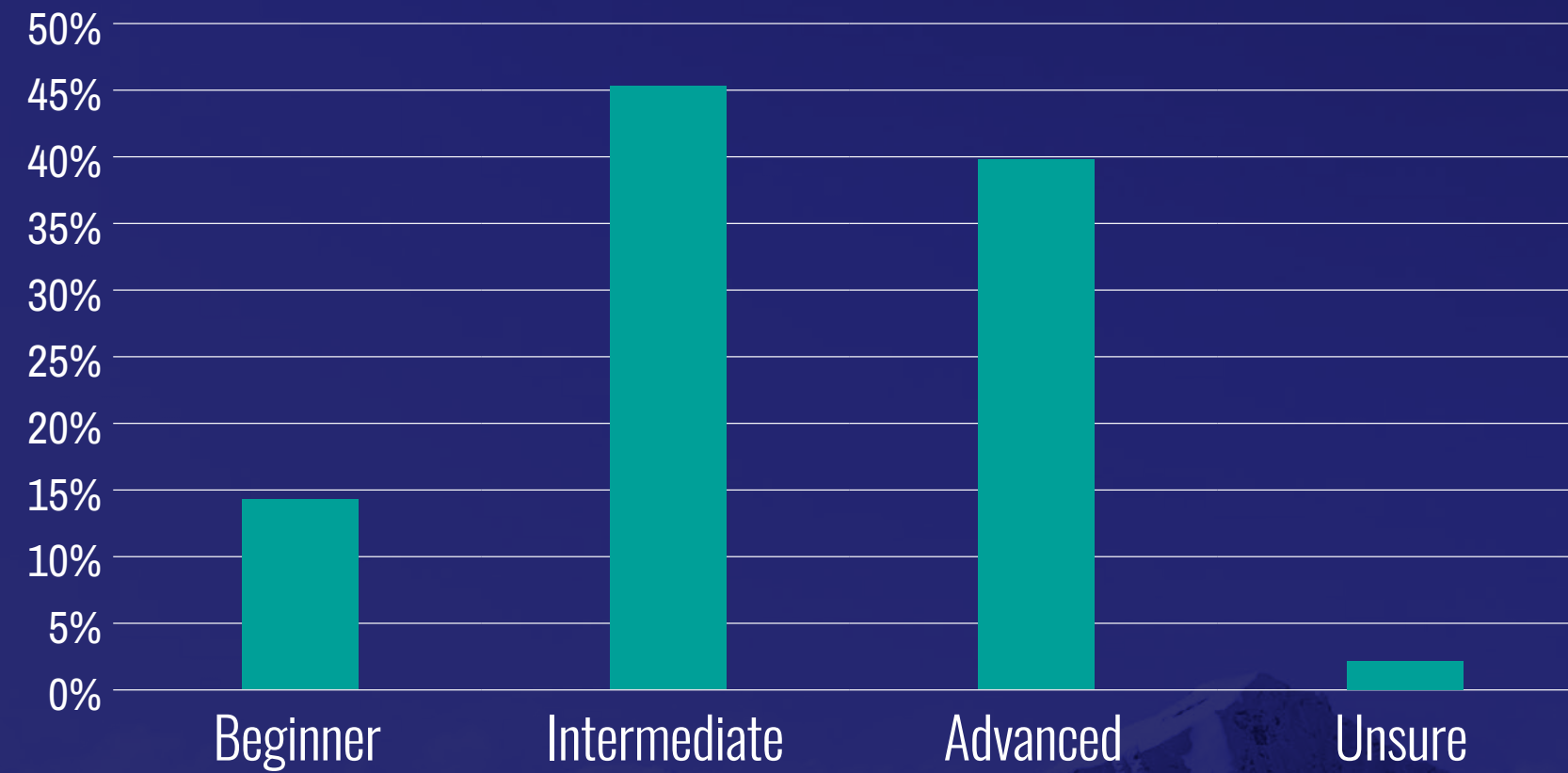
GEOGRAPHIC LOCATION

Greater London	38%
South East England	23%
East England	15%
South West England	5%
West Midlands	4%
East Midlands	4%
Yorkshire & the Humber	2%
North West England	2%
North East England	1%
Wales	1%

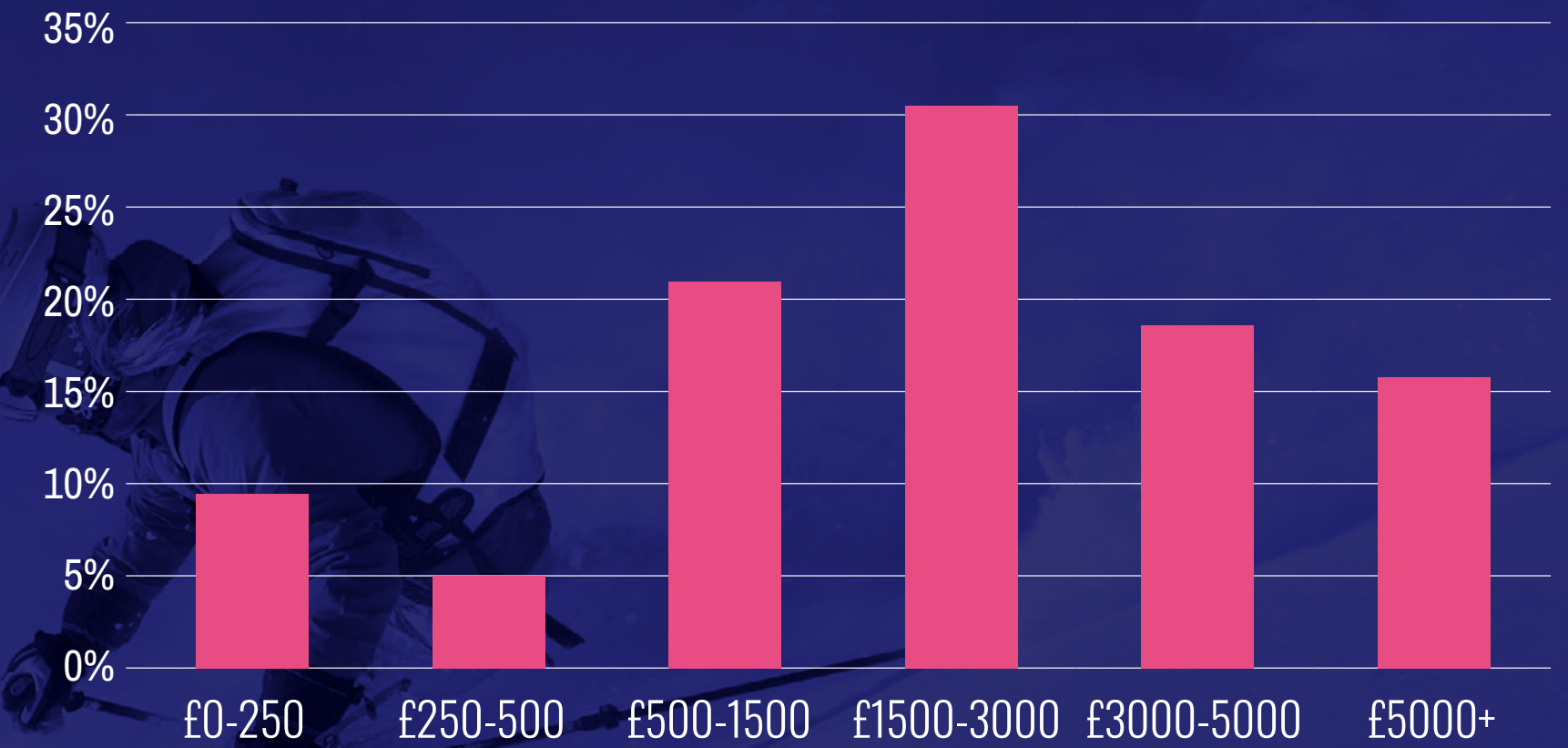


**DEMO
GRAPHICS**

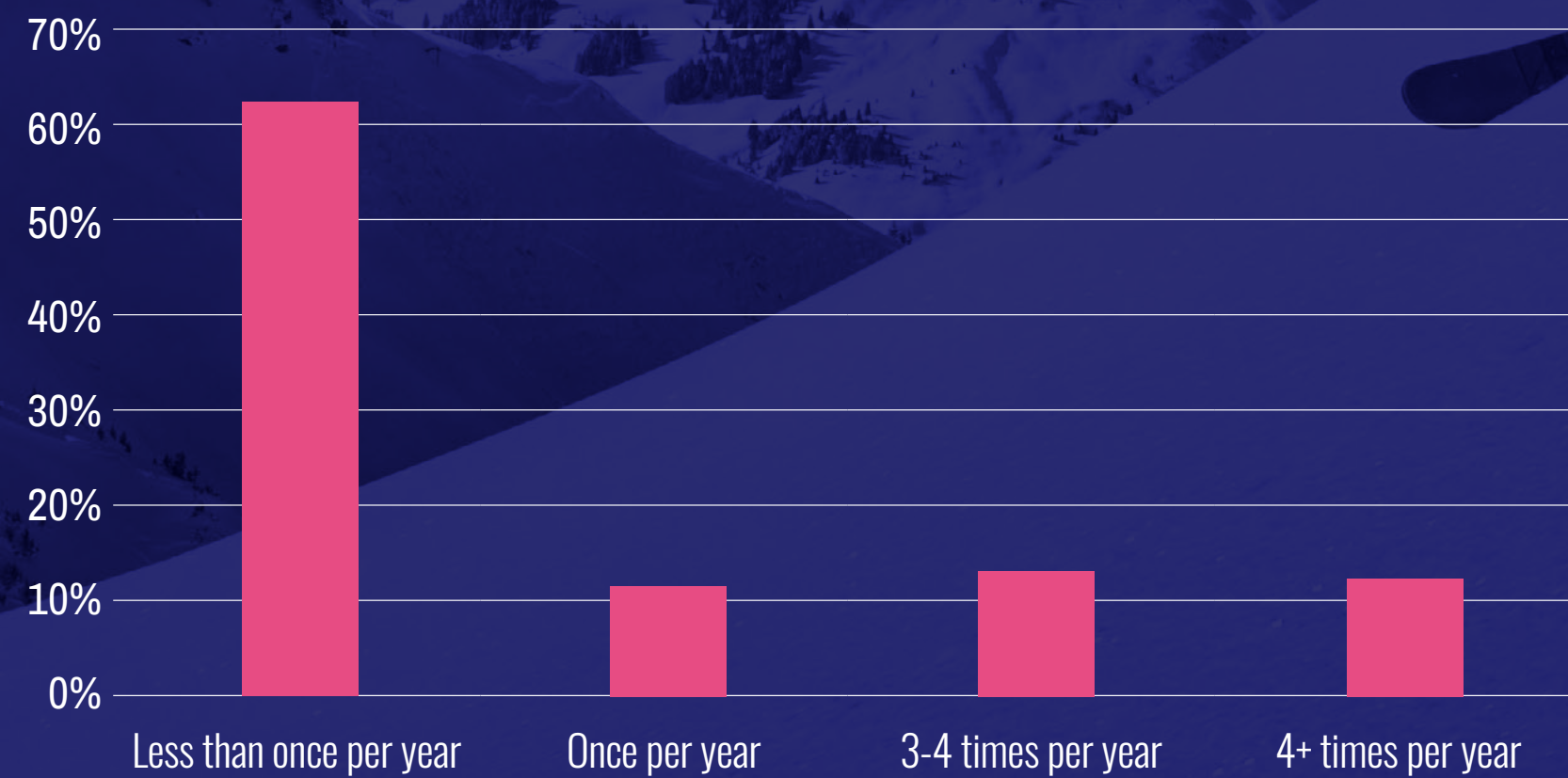
LEVEL OF SKILL



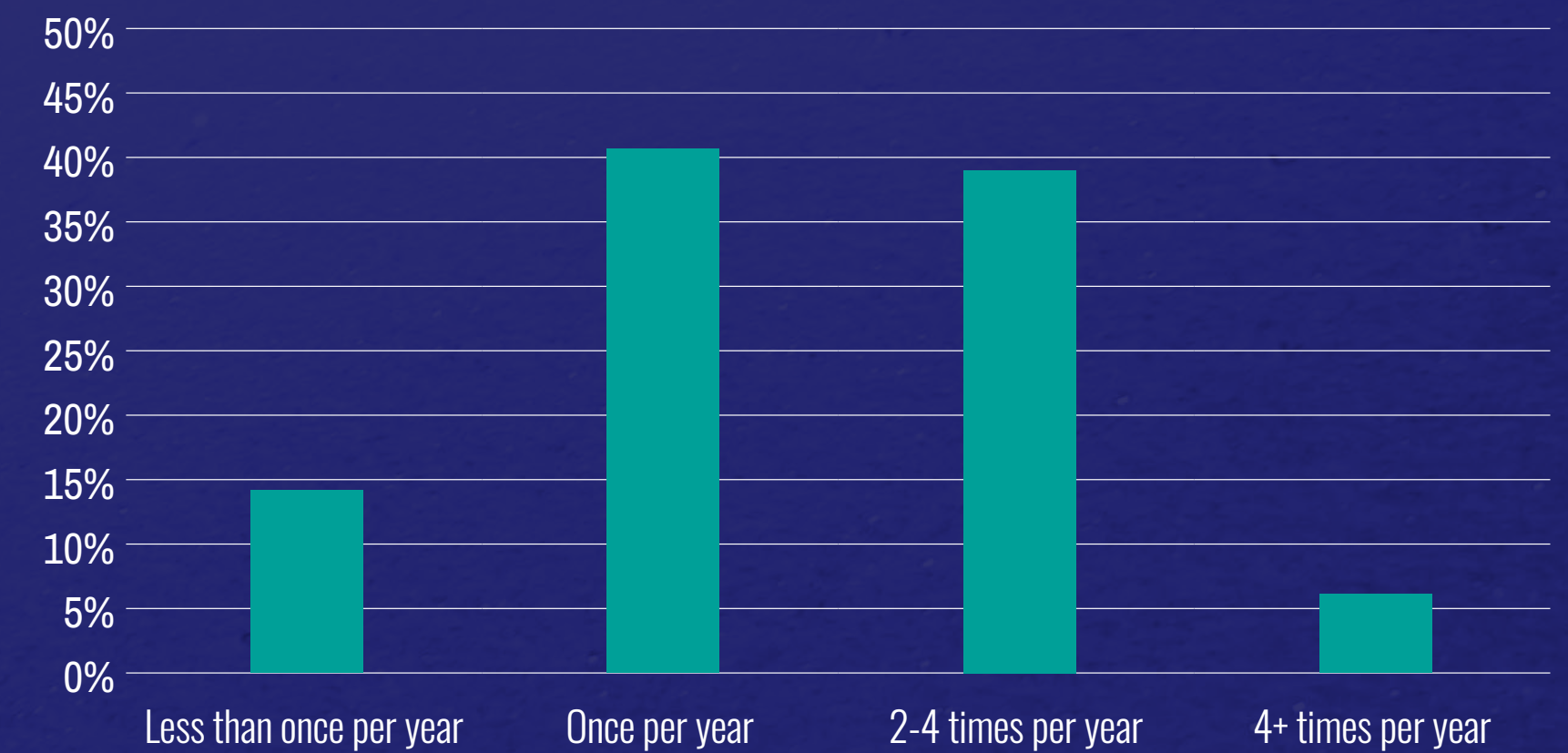
ON AVERAGE, HOW MUCH DO YOU SPEND PER YEAR ON WINTER SPORTS AND EXCURSIONS? (£)



HOW OFTEN DO YOU SKI/SNOWBOARD IN THE UK?



HOW OFTEN DO YOU SKI/SNOWBOARD ABROAD?



2025

WHY OLYMPIA?

THE PEOPLE WANT IT!

**IT WAS THE VENUE
FOR OVER 30 SKI SHOWS
UNTIL 2010**

**SPACE
NATURAL LIGHT
TWO LEVELS
EASY ACCESS**

SHOW LAYOUT

**ZONED LAYOUT
SNOW SHOW RADIO
FOOD & DRINKS
BIG SCREEN?**

SHOW FEATURES

**MOUNTAIN TALK THEATRE
EQUIPMENT & INSTRUCTION THEATRE
FITNESS & WELLNESS ARENA
ALPINE BAR WITH LIVE BANDS
MOUNTAIN EXPLORATION THEATRE
ALPINE STROLL
FAMILY FEATURE
RED BULL ACTION ZONE**

STAND **OPTIONS**

FRONT ROW
BRAND ALLEY
ALPINE STROLL
LUXURY ZONE
SPACE ONLY
SHELL SCHEME
SHELL PACKAGE

SPONSORSHIP

**PRE, DURING & POST SHOW
EMAIL 35K
WEBSITE
SOCIAL
SHOW BRANDING
BIG SCREEN
SNOW SHOW RADIO
THEATRES
ZONES
BAR
FAMILY FEATURE**

MARKETING PLAN

TARGET AUDIENCES

KEEN SKIERS (£2000, 2+)

FAMILIES

SEASONAIRES

FIRST TIMERS



MARKETING PLAN

PAST VISITORS

FULL DATABASE

PARTNERS // SKI CLUB, INTHE SNOW, RED BULL

PR // SKI PRESS

OLYMPIA





**THIS IS
YOUR SHOW.
IT'S OUR
ONLY CONSUMER SHOW
AND WE ARE COMMITTED
TO MAKING IT
THE BEST IT CAN BE
IN OUR FIRST YEAR!**



TICKET PRICES & CODES

DAY TICKETS // £10

WEEKEND TICKETS // £15

FAMILY DAY TICKETS // £25 (2 ADULTS + 2 KIDS)

A limited number of ticket codes will be available through our Exhibitors, Partners and Ambassadors



Q&A

