

PTSB Ideal Home Show SPRING 2026 IN NUMBERS

27,112
VISITORS



25.7 million

PEOPLE REACHED
THROUGH PR &
SOCIAL MEDIA



€ 2.94 million

TOTAL VALUE OF PR
& SOCIAL MEDIA
CAMPAIGN



20.8 million

PR REACH



4.9 million

SOCIAL MEDIA
REACH



€1,872,072

VALUE OF PR
CAMPAIGN



€1,078,305

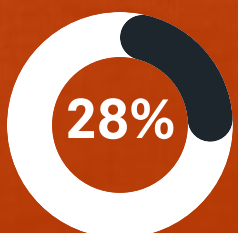
VALUE OF SOCIAL
MEDIA CAMPAIGN

STATS FROM VISITOR EXIT SURVEY

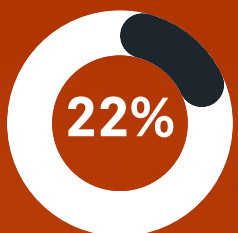
HOW DID YOU HEAR
ABOUT THE SHOW?



NEWSPAPER
& RADIO ADS

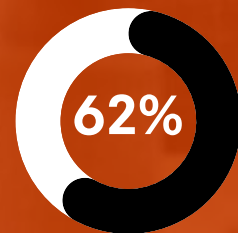


SOCIAL MEDIA &
ONLINE ADVERT



EMAIL FROM
ORGANISER

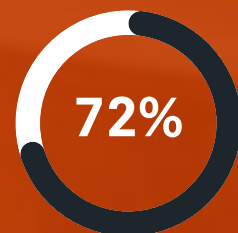
VISITOR TOP
DEMOGRAPHICS:



FEMALE



AGE 35-54



ABC1
ECONOMIC GROUP