

PRESS RELEASE

EICMA 2023: THE EICMA EFFECT ALSO SPREADS ON THE WEB

The success of the 80th International Two-Wheeler Exhibition is also confirmed on the web, on social media, in the press review generated and in the services offered by the event

MILAN, NOV. 23 - Just over a week after the physical closure of the 80th edition of the International Two-Wheeler Exhibition with exciting numbers, the organization today released data on the digital performance of the exhibition, those related to communication and to special areas.

The fulcrum of EICMA's digital platform, the event's website eicma.it, which also includes the official ticket shop, channeled the interest of 1.7 million users and more than 3.5 million page views with an average visit duration of more than two minutes. The exhibition week then also gave a considerable acceleration to EICMA's social profiles: 6 million users reached by the Facebook page and almost 10 million impressions, while 3.8 million unique users were involved by the posts of the Instagram profile, which totaled more than 4.5 million impressions and saw the number of followers grow by more than 24 thousand in the six days of EICMA alone. The work of the press office and its editorial staff was also impressive. Thirty-five press releases were issued in two languages (Italian and English) before and during the event, more than 290 news items were published on the official EICMA website, more than 40 video reports were produced during the exhibition week, 10 thousand photos were taken and 450 minutes of b-roll videos were shot, and hundreds of downloads of content produced and made available to the media in the digital press room.

More than 50, on the other hand, were the press conferences included in the official calendar on the first two days, joined by dozens of other moments with the media organized independently by the exhibitors. A work that altogether led, among other results, to more than 4,500 articles published with the mention of EICMA on Italian newspapers alone, with a potential estimate of impressions of several million individuals, while there were more than 100 TV and radio reports. On the other hand, the activity generated on social media by accredited content creators and the public in attendance was immense, with tens of thousands of mentions, while there were hundreds of mentions on the international press review, proving the attractiveness of EICMA also for journalists, communication operators and influencers from more than 60 countries this year.

As for the special initiatives proposed in 2023, noteworthy is the success of the EICMA Esports Arena, the brand new and engaging content dedicated to the gaming world, which was attended by thousands of young people and numerous VIPs and riders: the online motocross championship on four stages organized in the run-up to the Exhibition, whose finals were played on the very Saturday of EICMA in this area, involved more than 16 thousand people between those who downloaded the game and the competitors who participated in the tournament.

Also among the special initiatives, the EICMA EFFECT shooting area stands out, where the international photographer Zak Andrea Zaccone, author among other things of the shots for the ADV 2023 campaign signed by the advertising executive Lorenzo Marini, immortalized with his staff the expressions of the visitors, expressing the emotions aroused by the visiting experience and making them available in real time to visitors on the eicma.it website and via e-mail: more than 10,000 photos were taken during the week.

Very significant, finally, was the feedback on the digital services offered by the organization: the new platform for preregistration and scheduling of B2B meetings, the EICMA Business Meeting, developed to promote the meeting between market supply and demand, facilitating dialogue and the emergence of concrete business opportunities, totaled more than 7,000 accesses. On the other hand, the online ticket shop on the EICMA website was chosen as the mode of ticket purchase by 88 percent of the public, while 12 percent opted for the physical box office.