

# Show Insights

## Wi-Fi Tracking

**At the NEC we build connections between audiences and events and between physical and digital worlds.**

To reaffirm our commitment to be the best-connected venue digitally as well as physically, in 2022 we completed a Wi-Fi upgrade which saw 1,800 state-of-the-art Wi-Fi access points installed as part of a £7 million technology infrastructure investment. This also saw the NEC become the first venue in the UK to adopt WaitTime, an artificial intelligence solution that provides real-time measurement of venue capacity and crowd density data.

After 12 months of building and testing, through these technological advancements and working with our movement strategies partner GHD, we are trialling Show Insights. This will include a dashboard that will display key insights about our events to be shared with Organisers.

**The Show Insights trial includes:**

### Tracked metrics

- **Footfall by time of day**  
by day, hall and standard zone
- **Occupancy by time of day**  
by day, hall and standard zone
- **Dwell time by day**  
by hall and standard zone
- **Arrival/departure profiles**  
for the event per day
- **Volume of visitors per day split**  
into relevant segments

### Organiser benefits

- **Hard data to evidence what you see on your show floor.**
- **Understand customer habits and profiles.**
- **Discover the popularity of each area of your event to help plan growth strategy.**
- **Insight into highest dwell areas to identify opportunities for upsell.**



**Wi-Fi Location  
Tracking**



**Live Capacity  
Counting**



**Show Insights  
Dashboard**