

A Place in the Sun Live



UK LIFESTYLE ZONE AT A PLACE IN THE SUN LIVE 2026

ABOUT A PLACE IN THE SUN LIVE

- Around **4,500 paying visitors** expected in both **London and Birmingham 2026**.
- The UK's leading overseas property exhibition, attracting a **motivated, high-net-worth audience** actively planning a move abroad but still retaining a property in the UK.
- **58% of visitors** are looking to buy within **12 months** and most are **cash or equity-rich buyers**.
- Many visitors are planning to **sell or downsize in the UK** to fund their purchase overseas.

ABOUT THE NEW UK LIFESTYLE AREA

We're introducing a brand-new **UK Lifestyle Area** at A Place in the Sun Live 2026 to complement our overseas property zones.

This new area will showcase **UK lifestyle and downsizing opportunities**, giving visitors the chance to explore:

- **Lodges and park homes**
- **Retirement and over-50s communities**
- **Static caravans and holiday cottages**

Many visitors to **A Place in the Sun Live** are considering selling their main home to **release equity**—either to fund a move abroad, or to buy a smaller, low-maintenance home in the UK while still owning a property overseas. The UK Lifestyle Area will help them explore both sides of that journey: sell, downsize, simplify — then buy abroad.



WHO SHOULD EXHIBIT

We're seeking UK-based businesses who can help visitors take the next step in their lifestyle move:

Property Sellers & Developers

- Lodge and park home operators
- Retirement developers

Professional Services

- Conveyancing solicitors and legal advisors
- Equity release and financial services providers
- Removal and relocation companies
- Home insurance specialists

This is a **unique opportunity** to meet a pre-qualified audience of equity-rich UK homeowners ready to act — whether that means buying in the UK, overseas, or both.

STAND PACKAGE INCLUDES

- Stand shell, carpet and nameboard
- 1m wide panels for your artwork
- Exhibitor profile entry in the **Show Guide**
- Profile listing on the **Digital Floor Plan**

WHY EXHIBIT

- Be part of the UK's best-known property brand.
- Meet motivated UK homeowners planning major lifestyle changes.
- Position your brand alongside the trusted *A Place in the Sun* name.
- Generate leads for UK-related sales.
- Benefit from cross-promotion online via **aplaceinthesun.com** and in visitor marketing.

For more information, please
email **agents@aplaceinthesun.com**
or call **020 3207 2925**