

Auckland



HomeShow

2011 SHOW REPORT



**Sell your product to 46,000+
home owners
renovating or building**

aucklandhomeshow.co.nz

Growing your business

The 2011 Auckland Home Show attracted 46,152 visitors, a 3.5% increase on 2010 and a 13.5% increase on 2009, equating to more business for exhibitors and defying the poor retail climate.

Held annually since 1978, the Auckland Home Show has continued to deliver a high return on investment for exhibitors. The average renovation spend of visitors to the Show was \$76,000 and 62.7% of visitors were actively building or renovating a home. 70.2% of exhibitors gained in excess of 2 months of work. Plus 92.3% of exhibitors said the Auckland Home Show is important to their business.

So high were the satisfaction rates for visitors, that 88.9% said they would visit again in 2012 and 82% made a purchase at the Show.

Visitors are Building/Renovating	%
I am about to start or have commenced my home renovation	52.7
I am about to start or have commenced building my new home	10.0



The average value of homes owned by Show visitors is \$633,662. 25% more than the average Auckland home value.

Quality Visitors Attend

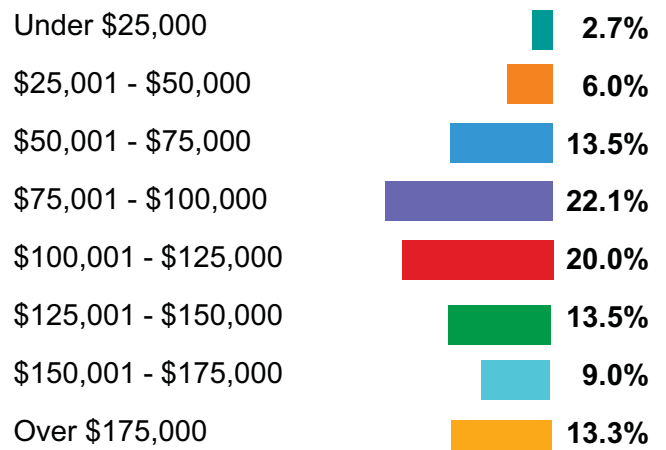
62.7% of visitors are planning a building or renovation project for their home with an average budget of \$75,933.



Visitor Age Group



Visitor Annual Income



The average household income is \$114,776 pa.

Visitor Interests

High 2011 Show Attendance (adults visitors only)

Wednesday	6,118
Thursday	7,431
Friday	8,237
Saturday	14,199
Sunday	10,167
TOTAL	46,152

88.9% of
visitors want to
return in 2012



Main Visitor Product Interests	%
Kitchens	58.8
Outdoor & Gardening	58.6
Bathrooms	50.2
Energy Saving Products	46.9
Kitchen Appliances	45.1
Heating/Cooling	44.1
Bathroom Products	43.4
Flooring	40.2
Lighting	36.2
Water Saving Products	36.2
Furniture	31.7
Windows	28.1

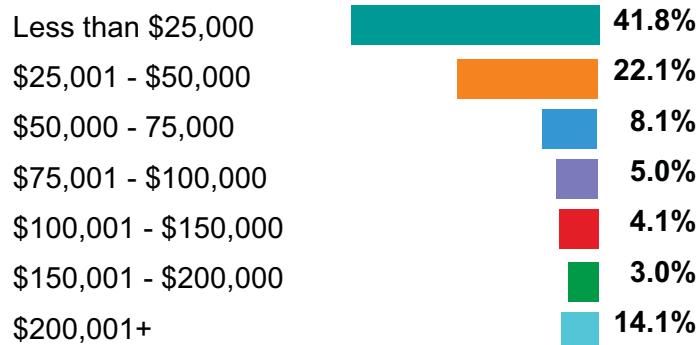


Why visitors attend

Reason	Important to Very Important %
To gather information	99.1
To get new ideas and inspiration for my home	96.7
To see the latest home building and renovation products	93.9
To get expert advice	87.3
To buy Show specials	69.7

Active Renovators Spend

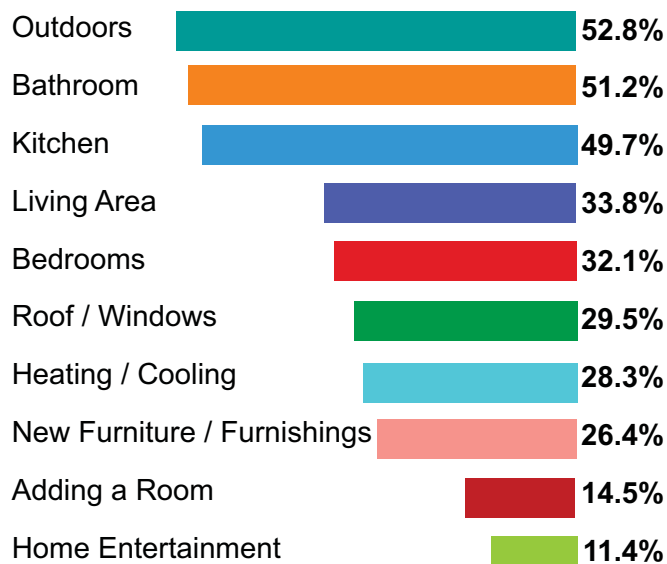
Renovation Spend



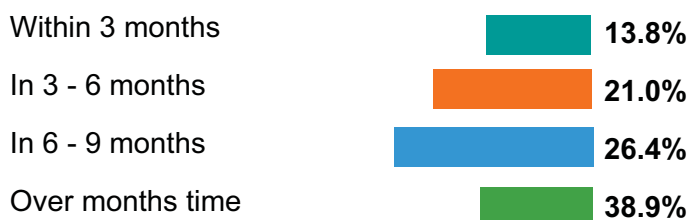
58.2% will spend more than \$25,000 on their renovation or building project.



What are you expecting to renovate in the next 12 months?



When are you expecting to purchase products for your building or renovation project?



82% of visitors made a purchase at the Show - well above the industry benchmark.



High Exhibitor Satisfaction

87% of exhibitors will take the same or more space at next year's Auckland Home Show.

92.3% of exhibitors rate the Show as 'Important' or 'Very Important' to their business.



Show rates highly against other advertising mediums and Shows used by exhibitors.

Exhibitor Satisfaction	Satisfaction %
Generating brand awareness	98.6
Total number of visitors	97.1
Quality of visitor	96.5
Launching a new product	95.8
Gather leads for post show sales	90.2
Secure high value sales leads	89.1
Volume of sales leads	88.0
Meeting building trades	87.3
Making sales at the Show	84.8

Marketing Medium	% that rate the Show as a more effective advertising medium
Newspaper advertising	81.5
Social Media Marketing	81.3
Other Shows & Expos	80.0
Magazine Advertising	78.2
Radio Advertising	76.6
TV Advertising	75.0
Email Marketing	70.8
Internet Advertising	61.5

92.8% of exhibitors were satisfied with the Show's overall performance for their company.

MONTHS OF WORK GAINED

- 19.1% gained continuous work
- 39.7% gained over 4 months work
- 69.5% gained over 2 months work



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Book your stands now



5 - 9 September 2012 - ASB Showgrounds Greenlane



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