

The logo for Auckland HomeShow, featuring the word 'auckland' in a small, lowercase, sans-serif font above the word 'HomeShow' in a large, bold, teal-colored sans-serif font.

auckland HomeShow

New Zealand's No.1 Renovation & Building Expo   

SHOW REPORT



DELIVERING A QUALITY AUDIENCE READY TO SPEND

2018 ATTENDANCE: 42,188

QUALITY & QUANTITY

The annual Auckland Home Show is one of the most beneficial marketing and sales opportunities for home building, renovating and decorating businesses.

With over **42,000 quality visitors** attending the 5-day event each year, this event is an essential marketing tool for New Zealand's most successful home improvement brands. Auckland Home Show exhibitors continue to report strong trading at the event, with **90%** reporting their satisfaction with the quality of visitors.

The 2018 Auckland Home Show audience included homeowners actively seeking home improvement products and solutions to complete their next renovation/build project, with **45%** planning to spend over \$50k.

The Auckland Home Show consistently delivers a strong financial ROI for exhibiting businesses, which is why it remains in such strong demand.



75% of 2018 exhibitors will 'definitely' rebook for 2019, with a further **21%** stating they were likely to rebook!

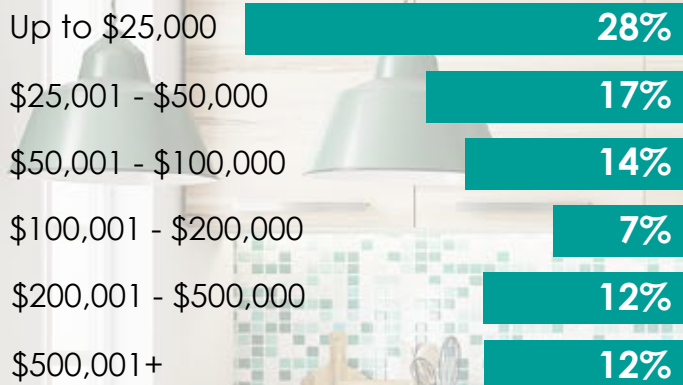
**All statistics compiled by Exhibitions & Events New Zealand*

GENUINE BUYERS ATTEND

Why your brand & products need to be here



HIGH RENOVATION SPEND



74% will make a purchase from a Home Show exhibitor

23% OF 2018 VISITORS WERE NEW TO THE AUCKLAND HOME SHOW

A further **33%** of visitors attended in previous years but not in 2017

QUALITY VISITORS

98% are planning a renovation, building or home improvement project

35% own more than one property

32% have a household income of over **\$150,000**

45% will spend over **\$50,000** on their next home improvement project

Visitors have an average renovation budget of **\$110,561**

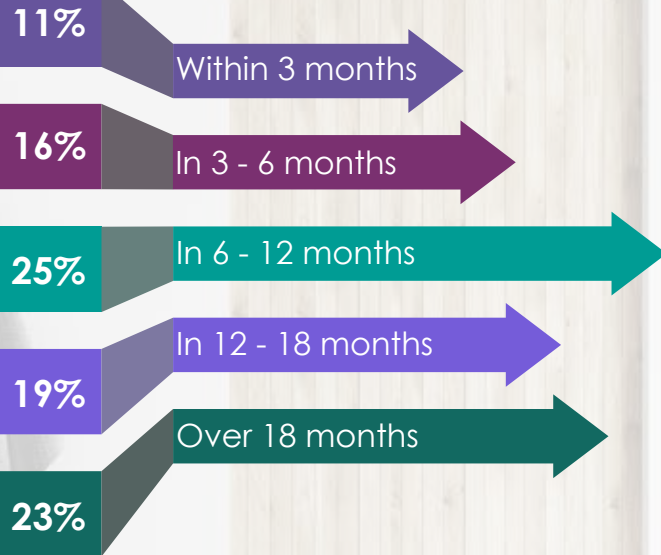


MOTIVATED, TARGETED CUSTOMERS

52% of visitors undertaking a building or renovation project expect to be completed within 12-months.

Visitors renovating now

Project completion time-frame



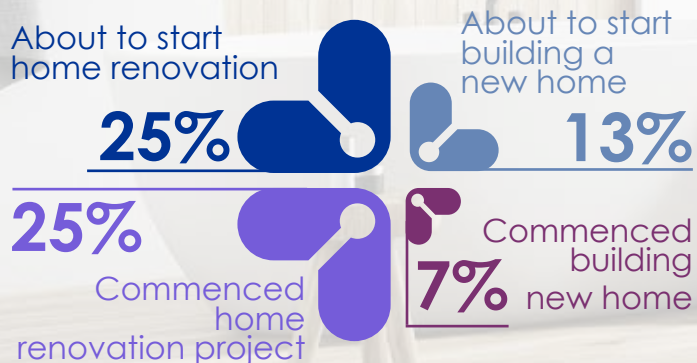
Visitors seek your products

Landscaping/Outdoor/Garden	45%
Kitchens	42%
Flooring/Carpet/Floor Tiles	42%
Bathrooms	40%
Bathroom/Laundry Products	34%
Cabinetry/Wardrobes	32%
Kitchen appliances	29%
Lighting	29%
Furniture	26%
Blinds/Curtains	26%
Energy saving products	26%
Heating/Cooling	25%
Windows	24%
Home Security/Automation	21%
Interiors (Paints/Wallpaper)	21%
Portable Homes	20%
Roofing/Gutters	18%

Renovation projects planned

Landscaping/patio/decking	44%
Bathrooms & bathroom products	36%
Interiors	36%
Kitchens & kitchen products	34%
Flooring	32%
New furniture/furnishings	27%
Roofing/windows	26%
House exterior/cladding	22%
Heating & cooling	21%
Upgrade Appliances	18%
Bedrooms	18%
Home security	14%

Project status



DELIVERING IMMEDIATE SALES AND RETURN ON INVESTMENT FOR YOUR BUSINESS



Exhibitor satisfaction levels

Launching a new product	96%
Generating brand or product awareness	94%
Quality of visitors	90%
Generating high value leads	81%
Total number of visitors	79%
Making sales at the Show	77%
Meeting building/industry trade	73%
Generating large volume of leads	71%



51%

of exhibitors generated up to 3 months of work.

35%

generated 4+ months of work.

EXHIBITOR BENEFITS

Make direct sales on the day
It's not just about branding!

Showcase/demonstrate your product
Receive immediate customer feedback

Increase brand & product awareness
With 000's of motivated customers

Connect with new customers
Put your brand front of mind

Grow your customer database
Generate leads & build your online community

Network with industry peers
Build & strengthen relationships

PLUS: EXHIBITORS ESTIMATE AN AVERAGE RETURN ON INVESTMENT OF
\$191,333

EXHIBITOR FEEDBACK

“The 2018 Home Show was absolutely AMAZING. We have just launched our new business and our official launch was at the Home Show. We knew the statistics for the amount of people that would be attending but did not expect it to be as successful as it was. We were blown away with how much success we had. With over 150 enquiries, it has set us up for the remainder of the year. The staff were so friendly and helpful which made a new and stressful experience an absolute pleasure. Thank you so much, we can't wait for next year! ”

Jade, Owner | NOOK

“This event has been, for the last 22 years, our premier promotional opportunity. We wouldn't miss it for the world. Once again, we are booking in advance for 2019 and look forward to the next Show. ”

Mark, CEO | GAF ROOFING

“Great work. Very successful Show!

Great Show with very friendly and professional organisers.

Thank you for another well structured and organised event, much appreciated as always. ”

Secure your space for 2019 NOW!

Contact us to see what space options are still available.
Please note: some product categories may already be at capacity.

p: 09 394 8120

e: aucklandhomeshow@eenz.net.nz

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Wed 4 - Sun 8 September 2019

ASB Showgrounds, Greenlane
aucklandhomeshow.co.nz

exhibitions&eventsnewzealand