



auckland
HomeShow

New Zealand's No.1 Renovation & Building Expo    SEPT 2019

Show Report

40,112
quality
visitors
attended

Essential marketing tool

The Auckland Home Show is one of the most beneficial marketing and sales opportunities for home building, renovating and decorating businesses. Exhibitors continuously report strong trading, with **94%** reporting satisfaction with the quality of visitors to the 2019 event.

With over **40,000+ quality visitors** attending the 5-day event, this annual event is an essential marketing tool for New Zealand's most successful home improvement brands.

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

94% of exhibitors were 'very satisfied' to 'satisfied' with the quality of the attendees.

90% of exhibitors were 'very satisfied' to 'satisfied' with the overall performance of the Auckland Home Show for their business and achieving their objectives.

Quality Visitors Attend

Auckland Home Show visitors come with a purpose and strong reasons to attend.

The majority have already started or are about to start their home renovation project or new home build, and they're looking for the right products and solutions to complete the job.

Or, they're researching products for a future home improvement project.

49% intend to spend over \$50k on their home improvement project.

A further 27% intend to spend over \$200k!

Project Status:

About to start my home renovation	27%
Already started my home renovation	22%
Currently planning a future project	20%
About to start building my new home	13%
Upgrading household items now	10%
Already started building a new home	6%

80% of visitors made a purchase or intend to make a purchase from an exhibitor they saw at the Auckland Home Show.

Project completion timeframe:

32%	0 - 6 months
26%	6 - 12 months
19%	12 - 18 months
13%	18 - 24 months
10%	24-months +



Main reasons for coming to the Auckland Home Show

1 To get ideas, advice and purchase the right products for renovating or building my home

4 To purchase home improvement products at special prices

5 To purchase outdoor products (e.g. landscaping, outdoor furniture, decking etc)

6 To purchase new household appliances

7 To purchase furniture, furnishings, decor, window treatments, flooring etc

2 To see what new products are on the market

3 To compare competing products in one place to assist with my purchasing decisions

8 Specifically to see the 'Tiny Homes'



We asked... "What are you expecting to renovate/improve in the next 12-months?"

- Flooring (wooden, carpet, tiling etc)
- Outdoor Space (landscaping, furniture etc)
- Kitchen (complete redo)
- Bathroom (complete redo)
- Fencing and/or Decking
- Window treatments (blinds, curtains etc)
- Wall coverings (wallpaper, paint)
- Lighting & lighting fixtures
- Kitchen products (tapware, cabinets etc)
- Bathroom/Laundry products (taps, sinks)
- Cabinetry / Storage / Wardrobes
- Windows and/or Doors
- New home build
- Upgrade large appliances
- Home ventilation (heating, cooling)
- New furniture
- Roofing / Gutters / Cladding
- Home Automation / Home Security
- Furnishings
- Energy saving products
- Purchase a pool or spa
- Upgrade watersaving products
- Home entertainment / home theatre
- Beds / Manchester / Bedding
- Purchase a portable dwelling / Tiny Home

87% of visitors were satisfied with the 2019
Auckland Home Show overall.

And **75%** were satisfied with the number of
products relevant to them at the Show.

"First time at the Home Show and we loved the diversity of products on show."

"Lots of innovative ideas. Always a fantastic Show."

"Well organized show and lots of things to choose from for our new build."

"I really enjoyed the Home Show and plan to attend again next year! Highly recommended!"

"We had a great day visiting the Home Show and getting information and inspiration."

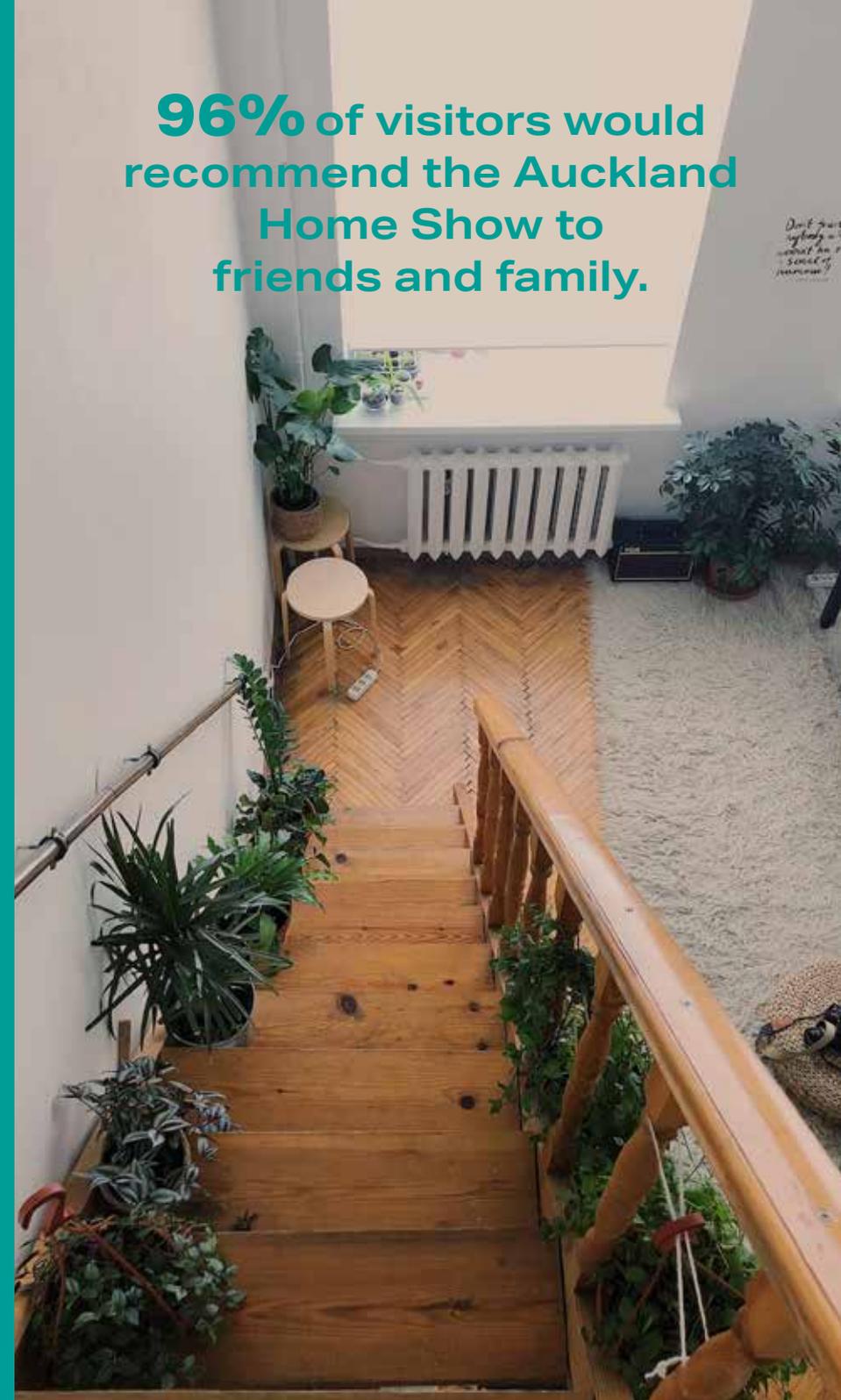
"My husband and I were pleasantly surprised by the Home Show, attractive displays and engaging salespeople. I took home many brochures and we will use 3-4 of these services before Christmas. I would definitely go again next year."

"The Home Show is great! Having one central place to see all the products I'm interested in finding info on."

"The Auckland Home Show is an awesome event to attend, as new homeowners and keen DIYers my wife and I really enjoyed the event. It gave us so many ideas for our renovation."

"This was the second year that I've attended, and I always find myself spending a lot more than I intend to, such is the variety of products to look at."

96% of visitors would
recommend the Auckland
Home Show to
friends and family.



Exhibitors get results!

Exhibitor satisfaction levels:

"Very satisfied" to
"satisfied"

Brand and/or product awareness achieved	97%
Quality of visitors	94%
Generating high value leads for future sales	78%
Total number of visitors	73%
Making sales at the Show	70%
Generating large volume of leads for future sales	64%

89% of 2019 exhibitors were 'very satisfied' to 'satisfied' with the overall performance of the Auckland Home Show for their business.

66% of exhibitors estimate they generated **up to 6-months** worth of work from exhibiting at the 2019 Auckland Home Show.

A further **17%** estimate **over 6-months** of work.

81% of exhibitors **had already rebooked** for Auckland Home Show (Sept 2020), or, were planning to rebook at the time of this report (Oct 2019).

We asked exhibitors what their TWO main objectives for exhibiting were:

54%

Increase our brand awareness within our target market

"We've been displaying at the Auckland Home Show for 4 years now and the results get better and better. We've booked again for next year."
Andrew Ross, The TankGuy

7%

Grow my customer database

"We'll be back next year—what a show!"
Kirby Maxwell, Marley

46%

Get customer leads for future business/sales.

21%

Engage with customers face-to-face

*"Yet another very successful show for our team at Carpet Mill, a big thanks to the organisers and everyone in the background to ensure it runs smoothly!
Rebook me for 2020!"*
Mitch Dickeson, Carpet Mill

22%

Make direct sales/orders on the day

30%

Demonstrate / showcase my products to a large target audience

14%

Launch/increase awareness about a particular product

What else do our exhibitors have to say?

"The Auckland Home Show never fails to deliver. It's a great way to get your name out there in the shortest amount of time, whether that's introducing or increasing your brand awareness."
Bruce Wenzlick, Northbridge Estate

"The 2019 Auckland Home Show was very successful for our company. There is no better form of advertising than to be face-to-face with your potential clients."

Matt McIsaac, Industry Landscapes

"Fantastic Show! Draws a considerable crowd of highly motivated property owners that are heavily planning their new home/alteration."

Ashley, Trendz Outdoors

"Great exposure for our company and our brand awareness as well as showcasing to the public what we are capable of doing."

Mark O'Shea, Frontier Electrical

"We love exhibiting at the Auckland Home Show knowing the quality of customer and numbers you talk to are always going to be significantly higher than anywhere else we exhibit."
William Cowper, WilliamsWarn NZ Ltd

"Great show as always, is there such a thing as getting too much work?"

Fraser, Diamond Fusion NZ

"You really can't beat the sheer number of visitors that come through the door, the exposure is invaluable."

Gina, Build Tiny Ltd



Book now for 2020!

**9 - 13
September
2020**

ASB Showgrounds

Enquire now to secure your space for September 2020!

With limited stands available per category, stands will be booked on a first-in-first-served basis for approved businesses.

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