

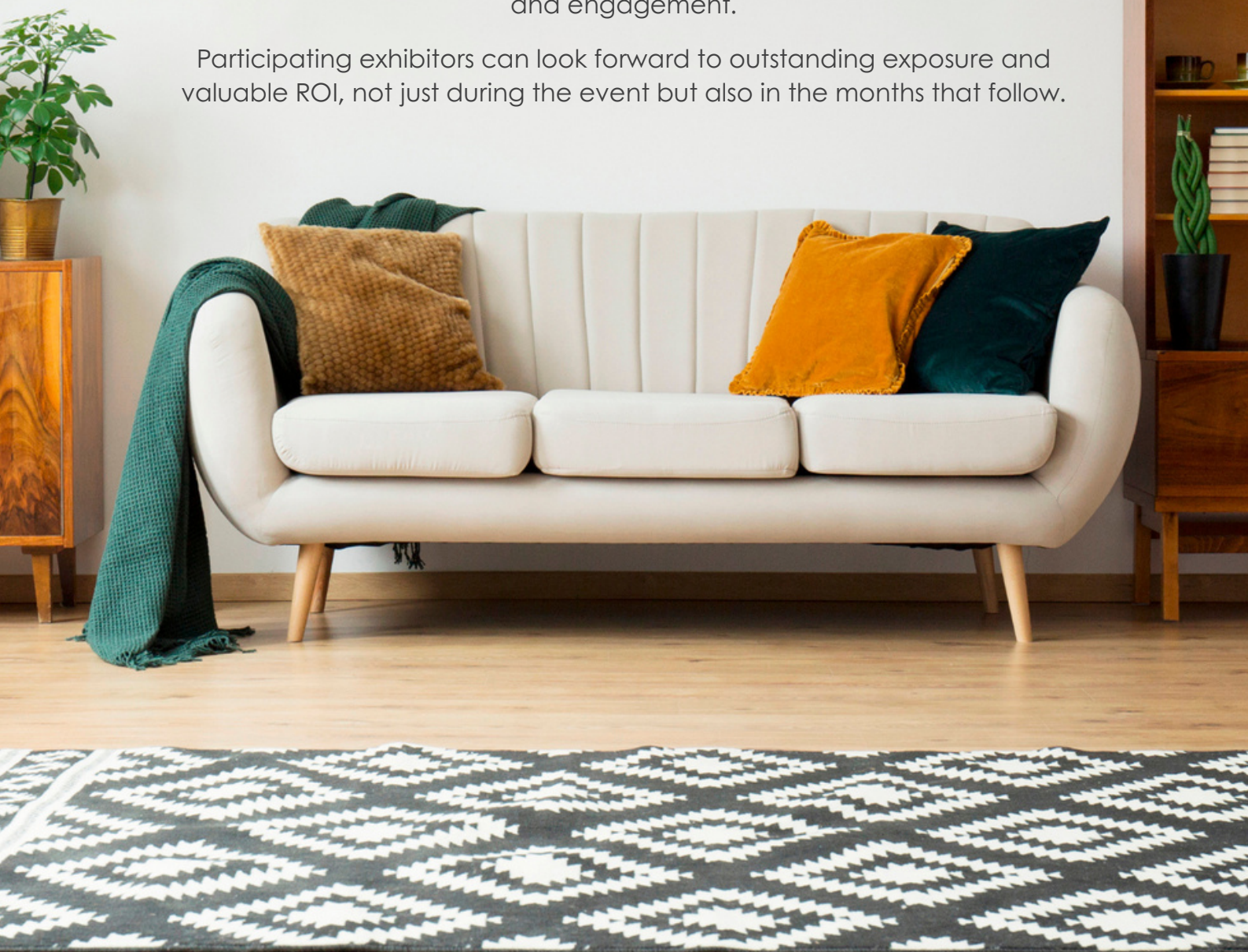
auckland Home Show

New Zealand's No. 1 Home Renovation & Building Expo

The Auckland Home Show offers excellent marketing and sales potential for businesses in the home improvement, construction, renovation, decoration, and furnishing sectors.

Drawing in thousands of homeowners and home improvement enthusiasts who perfectly match your target audience, this four-day event provides valuable opportunities for direct customer interaction and engagement.

Participating exhibitors can look forward to outstanding exposure and valuable ROI, not just during the event but also in the months that follow.



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** Statistics in this report are taken from the September 2023
Auckland Home Show Visitor and Exhibitor Surveys.*



Event Summary - September 2023

The Auckland Home Show made a triumphant return in 2023, marking over 40 years as Australasia's largest home-related event.

36,723
attendees

This iconic showcase featured an impressive lineup of over 450 exhibitors, offering the latest trends, innovations, and ideas in home renovation, furnishing, and construction. It served as a valuable platform for face-to-face interactions between industry experts, product specialists, and the discerning audience of 36,723 visitors who flocked to the event over four days.

450+
exhibitors

The event went beyond mere exhibition, offering attendees a range of additional features that added value and delight. From informative home design, renovation, and decoration seminars to practical How To Workshops for DIY enthusiasts. BBQ Steak Cookoff competitions paired with Friday's Food Truck Festival, and the beloved Family Fun Day on Sunday.

4
days

This four-day extravaganza was a resounding success, with exhibitors reaping the rewards of abundant leads and promising prospects. Event organisers attributed the show's strategic spring timing to its success, aligning perfectly with the public's eagerness to embark on new home improvement projects.

As the undisputed largest home event in Australasia, the Auckland Home Show is already preparing for 2024 and beyond at the Auckland Showgrounds.

We eagerly anticipate welcoming everyone back from 5th to 8th September 2024, for another incredible showcase of home innovation and inspiration.

Exceptional Brand Exposure and Customer Interaction

When it comes to reaching your business goals, nothing beats the power of a customer-focused event like the Auckland Home Show. It's your one-stop shop for sales and marketing, helping you achieve your objectives quickly and smoothly. This event packs unmatched opportunities into a short timeframe, making it a game-changer for your business.

87%

of visitors are **very likely to recommend** visiting the Auckland Home Show to friends and family.

83%

of visitors are **highly satisfied** with what the Auckland Home Show offers them.



TOP REASONS VISITORS ATTEND THE AUCKLAND HOME SHOW...

To **get ideas, advice and purchase** the right products for renovating or building their home

To see what **new products** are on the market

To **speak to experts** and get the right **advice** for their next project

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

To purchase home improvement/building products at **special prices**



"We loved getting to talk to the product people in person about our planned renovations. Being able to see all the products and displays first hand in one place was very beneficial."

Amplify Your Brand Influence with the Auckland Home Show



Visitors attend the Auckland Home Show to **gather ideas** and **seek advice** from industry professionals; discover the **latest innovations** on the market; **compare products** effortlessly, and save time by accessing everything in one convenient location.



78%

of visitors surveyed already **intend to make a purchase** from an exhibitor they saw at the Show

60%

of visitors surveyed intend to **spend over \$25k** on their next home improvement project

And
19%

of visitors surveyed intend to **spend over \$200k** on their next home improvement project

"The Auckland Home Show was a rousing success for our company. The quality of visitors was exceptional and we will have plenty of follow up work to do over the coming weeks."

William Cowper - WilliamsWarn NZ Ltd



WHAT ARE AUCKLAND HOME SHOW VISITORS PLANNING TO RENOVATE/PURCHASE?

listed in order (highest to lowest %)

Outdoor Space / Backyard
Flooring
Bathroom (complete reno)
Wall coverings
Kitchen (complete reno)
Fencing / Decking
Window treatments
Cabinetry / Storage / Wardrobes
Bathroom / Laundry products (eg. sinks)
Lighting / Lighting fixtures
Kitchen products (eg. tapware, cabinets)
Window / Doors
Large appliances / Whiteware
Energy saving products
Home automation / Home security
New furniture
Home ventilation (heating, cooling)
Roofing / Guttering / Cladding
Pool / Spa
Furnishings
New home build
Water saving products
Beds / Manchester / Bedding
Home entertainment / Home theatre
Tiny Home

PROJECT COMPLETION TIMEFRAME

0 - 6 months	6 - 12 months	12 - 18 months	18 - 24 months	24+ months
34%	26%	18%	13%	9%



89%

of exhibitors are highly satisfied with the **quality of attendees** that attend the Show.

"We are pleased with the quality of visitors who attended the September Show. Their sales contributions enabled us to meet our set target. The show was well-organised, and the Home Show team was incredibly helpful and supportive in every aspect."

Maria Grigoratou - Kitchen Things

WHERE IN THE PROJECT STAGE ARE VISITORS?

About to start their home renovation	29%
Already started their home renovation	26%
Currently planning a future project	21%
Upgrading household items	13%
About to start building their new home	7%
Already started building their new home	5%

Why Exhibit?

Because Exhibitors Achieve Measurable Results

Discover remarkable brand exposure and engagement at the Auckland Home Show, where nothing rivals the impact of direct, in-person connections with thousands of precisely targeted consumers, all in one place and at one moment.



This unique platform offers an ideal chance to spotlight your product, connect with potential customers, and, ultimately, boost sales for your brand.



91%

of exhibitors estimate they **generate up to 6 months worth of work** from exhibiting at the Show

83%

of exhibitors are **highly satisfied with the overall performance** of the Auckland Home Show for their business

"Having exhibited at various other shows post covid and in 2022, I can safely say that nothing beats the Auckland Home Show. The quality of exhibitors and visitors meant that after the first morning of the 2023 show, we already had more leads than all of the other shows we've exhibited in since Auckland 2019 combined! We are looking forward to 2024."

Marnie - Natural Stone Imports

We asked exhibitors what their main objectives for exhibiting were:



Exhibitor satisfaction levels:

"Very satisfied" to "satisfied"



"There is simply no better way to meet high intent homeowners than the Auckland Home Show - it's THE must do event!"

Ken Johnson - AES

"Great way to get our brand and our services in front of a "captive" audience. Quality of leads garnered was excellent."

Ross Johnston - DCS Holdings Ltd

Save the Dates!

auckland Home Show

New Zealand's No. 1 Home Renovation & Building Expo

5 - 8 September 2024 | Auckland Showgrounds

aucklandhomeshow.co.nz

"I was very impressed with the numbers through the Show, and the genuine interest in the products we had on display."

**Paul O'Regan
De'Longhi**

"We were first-time exhibitors at the Sept '23 Auckland Home Show. The show definitely exceeded our expectations and we will definitely be back."

**Kathryn Williams
KIWI Cabins and Sheds**

"I was surprised by how powerful the Auckland Home Show is. We got successful brand awareness and enquiries from various customers and industry professionals."

**Jin Noh
Warmstone Ltd**

Enquire now about securing your space at the next Auckland Home Show.

Contact one of our Exhibition Sales Managers:

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