

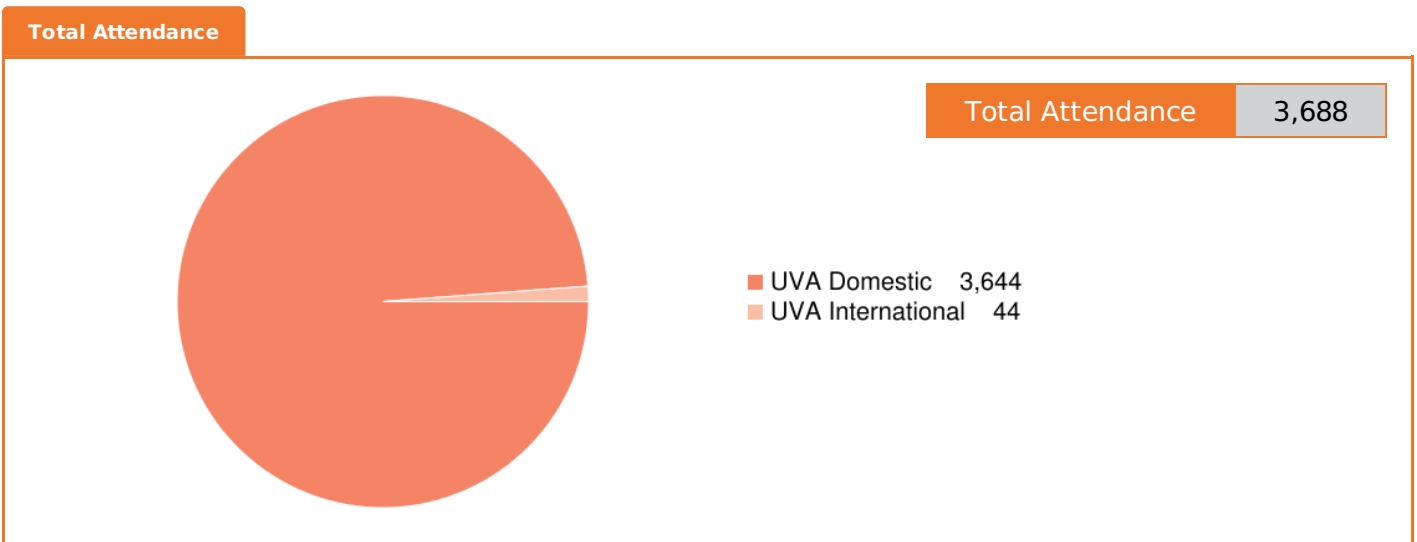
EVENT NAME	Autumn Gift & Homeware Fair 2016	
ORGANISER	XPO Exhibitions	
EVENT DATE	Mar 06-08, 2016	
VENUE	ASB Showgrounds Greenlane, Auckland	

Unique Visitor Attendance (UVA) **3,688**

Statement of Verification Methodology
 UVA - Total number of unique visitors. Each visitor is counted once only for the duration of the event. A visitor is an individual who attends an exhibition to gather information, purchase or contact exhibitors. Visitors do not include exhibitor staff, media, supplier and organiser staff. Attendees are all individuals attending an exhibition and include visitors, exhibitors, media, speakers, children.* Visits and repeat visits are counted as one entry per day. All analysis % are based on the UVA figures, unless otherwise indicated.
 *Children are only included in Total Attendance where the organiser can prove they influence purchase decisions.

ATTENDANCE BREAKDOWN

Daily Total Visits			
Daily Visits	UVA	Repeat	Total Visits
06 Mar 2016	1,815	-	1,815
07 Mar 2016	1,172	349	1,521
08 Mar 2016	701	318	1,019
Totals	3,688	667	4,355



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Auckland	1,676	45.4%
Bay of Islands (Kerikeri/Paihia/Russell)	38	1.0%
Cambridge	45	1.2%
Christchurch	146	4.0%
Dunedin	26	0.7%
Gisborne	27	0.7%
Hamilton	174	4.7%
Katikati	26	0.7%
Lower Hutt	17	0.5%
Matamata	22	0.6%
Napier/Hastings/Havelock North	67	1.8%
Nelson	19	0.5%
New Plymouth	50	1.4%
Palmerston North	31	0.8%
Pukekohe	37	1.0%
Queenstown	17	0.5%
Rangiora	24	0.7%
Rotorua	45	1.2%
Taupo	29	0.8%
Tauranga/Mount Maunganui/Papamoa	171	4.6%
Thames	22	0.6%
Waiheke Island	17	0.5%
Wanganui	19	0.5%
Warkworth	17	0.5%
Wellington	58	1.6%
Whangaparaoa	35	0.9%
Whangarei	67	1.8%
Other cities (count less than 17)	722	19.6%
Total New Zealand	3,644	98.8%
Australia	34	0.9%
Other Overseas	10	0.3%
Total Attendees	3,688	100%



What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Category Buyer	6	0.2%
Designer / Display / Florist	141	3.8%
Owner / Partner / Director	1,418	38.4%
Shop Manager / Head Buyer / Corporate Buyer	546	14.8%
Staff / Shop Assistant / Assistant Buyer	434	11.8%
Other	91	2.5%
No Responses Given	1,052	28.5%
Total Responses	3,688	100%

What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	31	0.8%
Art / Gallery / Museum	51	1.4%
Baby / Childrens products	50	1.3%
Beauty /Hairdresser / Skincare	38	1.0%
Bookseller / Newsagent / Stationer / Post Office	99	2.7%
Christmas	33	0.9%
Clothing / Footwear	84	2.3%
Corporate Buyer / Gift Baskets	32	0.9%
Department Store	36	1.0%
Discount / Variety	13	0.3%
Duty Free / Souvenir / Tourist	48	1.3%
Education	10	0.3%
Fashion Accessories / Jewellery	89	2.4%
Florist	81	2.2%
Food / Confectionery	36	1.0%
Furniture	106	2.9%
Garden	66	1.8%
Gift	471	12.8%
Gift Store	32	0.9%
Handicrafts / Hobbies	31	0.8%
Hardware	27	0.7%
Health / Wellbeing	44	1.2%
Homewares	277	7.5%

Hospitality	70	1.9%
Interior Decoratives / Design	309	8.4%
Kitchenware	29	0.8%
Luggage	3	0.1%
Manufacturer / Wholesaler	37	1.0%
Media	4	0.1%
Novelty	8	0.2%
Pet / Accessories	8	0.2%
Pharmacy	146	4.0%
Promotional Company	34	0.9%
Sports	11	0.3%
Supermarket / General	13	0.3%
Toys	36	1.0%
Other	111	3.0%
No Responses Given	1,084	29.4%
Total Responses	3,688	100%

What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	639	17.3%
No influence on buying decisions	76	2.1%
Responsible for purchasing decisions	1,888	51.2%
No Responses Given	1,085	29.4%
Total Responses	3,688	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	181	4.9%
\$0-\$499	56	1.5%
\$500-\$999	139	3.8%
\$1,000-\$4,999	523	14.2%
\$5,000-\$9,999	500	13.6%
\$10,000-\$49,999	606	16.4%
\$50,000-\$99,999	149	4.0%
\$100,000 +	322	8.7%
No Responses Given	1,212	32.9%
Total Responses	3,507	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	248	6.7%
1-5	1,514	41.0%
6-10	371	10.1%
11-20	184	5.0%
21-50	6	0.1%
51-100	-	0.0%
101+	2	0.1%
No Responses Given	1,363	37.0%
Total Responses	3,688	100%

What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Art	605	16.4%
Baby / Childrens products	534	14.5%
Beauty / Skincare	424	11.5%
Books / Magazine / Stationery	448	12.1%
Clothing / Footwear	348	9.4%
Duty Free / Souvenirs	166	4.5%
Floral	452	12.3%
Food / Confectionery	359	9.7%
Furniture	842	22.8%
Garden	546	14.8%
Gift	1,528	41.4%
Handicrafts / Hobbies	388	10.5%
Hardware	173	4.7%
Health / Wellbeing	300	8.1%
Interior Decoratives	1,180	32.0%
Jewellery / Accessories	771	20.9%
Kitchenware / Chinaware	45	1.2%
Luggage	96	2.6%
Novelty	369	10.0%
NZ Made	789	21.4%
Pet / Accessories	130	3.5%

Pharmacy	172	4.7%
Promotional	194	5.3%
Souvenir / Tourist	431	11.7%
Sports	85	2.3%
Toys	410	11.1%
Other	47	1.3%
Total Responses	11,832	

Analysis had multiple responses - % based on single visits

What are your reasons for attending the Gift Fairs?

Reasons for Attending	No of Unique Visitors	% of Attendees
To source new suppliers	1,945	52.7%
To see new products	2,153	58.4%
To place orders	1,503	40.8%
I am thinking of purchasing a stand in the future	143	3.9%
Other	26	0.7%
Total Responses	5,770	

Analysis had multiple responses - % based on single visits

All data published in this Certificate of Attendance has been audited by the AMAA Auditors and is authorised for issue by the Exhibition Division of the AMAA as at 18 March 2016. The audit was conducted in accordance with generally accepted auditing principles and industry standards. The statements made in this document fairly and accurately represent the attendance at this exhibition.

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Authorised for issue: Arry Kusnadi - Head | Media Audit Division 18 March 2016

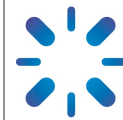
Organiser



XPO
EXHIBITIONS

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Registration Statistics
Provider



XPO
EXHIBITIONS



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Autumn Gift & Homeware Fair 2017
Date of Next Event: 05 Mar 2017 - 07 Mar 2017
Next Venue: ASB Showgrounds Greenlane, Auckland