

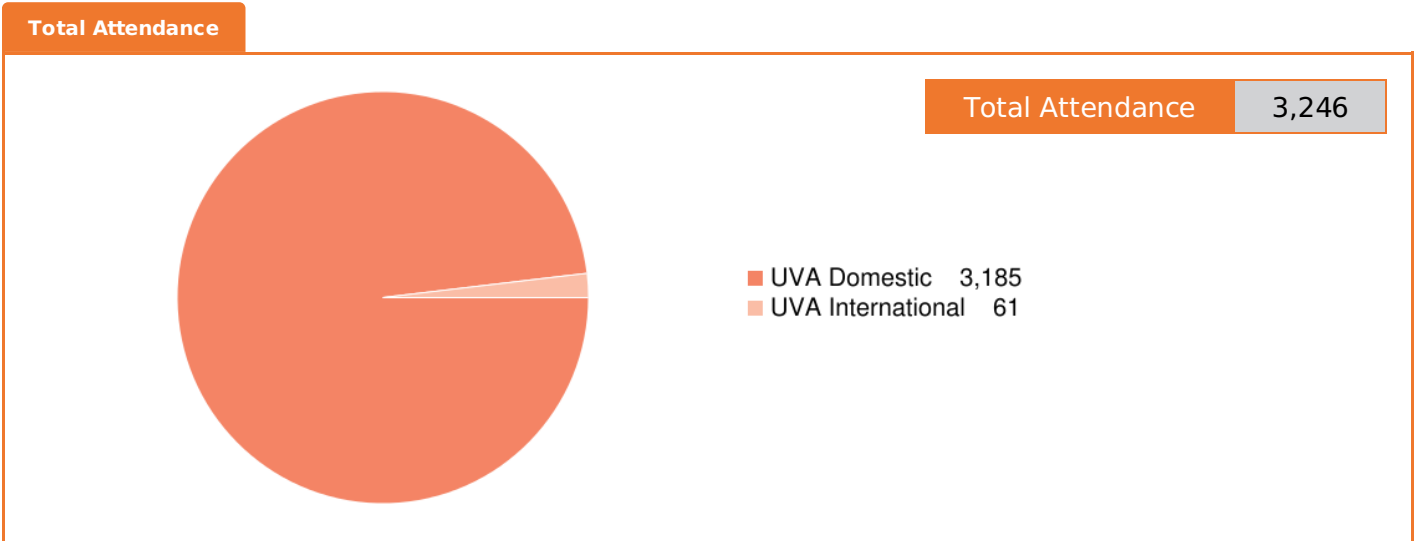
EVENT NAME	Autumn Gift & Homeware Fair 2018	
ORGANISER	XPO Exhibitions	
EVENT DATE	Mar 04-06, 2018	
VENUE	ASB Showgrounds, Greenlane, Auckland	

Unique Visitor Attendance (UVA) **3,246**

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
04 Mar 2018	1,625	-	1,625
05 Mar 2018	919	302	1,221
06 Mar 2018	702	303	1,005
Totals	3,246	605	3,851



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Auckland	1,427	44.0%
Blenheim	28	0.9%
Cambridge	34	1.0%
Christchurch	185	5.7%
Dunedin	48	1.5%
Gisborne	27	0.8%
Hamilton	210	6.5%
Kerikeri	26	0.8%
Matamata	19	0.6%
Napier/Hastings/Havelock North	30	0.9%
New Plymouth	64	2.0%
Palmerston North	90	2.8%
Pukekohe	33	1.0%
Queenstown	39	1.2%
Rotorua	53	1.6%
Taupo	39	1.2%
Tauranga/Mt Maunganui/Papamoa	157	4.8%
Thames	46	1.4%
Waiheke	2	0.1%
Waiheke Island	26	0.8%
Warkworth	63	1.9%
Wellington	121	3.7%
Whakatane	20	0.6%
Whangarei	68	2.1%
Other Cities	330	10.2%
Total New Zealand	3,185	98.1%
Australia	45	1.4%
Other Overseas	16	0.5%
Total Attendees	3,246	100%



What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Category Buyer	186	5.7%
Designer / Display / Florist	131	4.1%
Owner / Partner / Director	1,208	37.2%
Shop Manager / Head Buyer / Corporate Buyer	331	10.2%
Staff / Shop Assistant / Assistant Buyer	280	8.6%
Other	68	2.1%
No Responses Given	1,042	32.1%
Total Responses	3,246	100%

What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	77	2.4%
Art / Gallery / Museum	40	1.2%
Baby / Children's products	43	1.3%
Beauty /Hairdresser / Skincare	34	1.1%
Bookseller / Newsagent / Stationer / Post Office	69	2.1%
Christmas	25	0.8%
Clothing / Footwear	89	2.7%
Corporate Buyer / Gift Baskets	42	1.3%
Department Store	28	0.9%
Discount / Variety	14	0.4%
Duty Free / Souvenir / Tourist	37	1.1%
Education	6	0.2%
Fashion Accessories / Jewellery	60	1.9%
Florist	52	1.6%
Food / Confectionery	19	0.6%
Furniture	93	2.9%
Garden	52	1.6%
Gift	394	12.1%
Gift Store	18	0.6%
Handicrafts / Hobbies	19	0.6%
Hardware	29	0.9%
Health / Wellbeing	42	1.3%
Homewares	218	6.7%

Hospitality	54	1.7%
Interior Decoratives / Design	290	8.9%
Kitchenware	26	0.8%
Manufacturer / Wholesaler	47	1.5%
Media	11	0.3%
Novelty	1	0.0%
Pet / Accessories	3	0.1%
Pharmacy	84	2.6%
Promotional Company	19	0.6%
Sports	3	0.1%
Supermarket / General	16	0.5%
Toys	17	0.5%
Other	58	1.8%
No Responses Given	1,117	34.4%
Total Responses	3,246	100%

What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	288	8.9%
No influence on buying decisions	34	1.0%
Responsible for purchasing decisions	1,491	45.9%
No Responses Given	1,433	44.2%
Total Responses	3,246	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	463	14.3%
\$0-\$499	30	0.9%
\$500-\$999	61	1.9%
\$1,000-\$4,999	273	8.4%
\$5,000-\$9,999	273	8.4%
\$10,000-\$49,999	353	10.9%
\$50,000-\$99,999	131	4.0%
\$100,000 +	195	6.0%
No Responses Given	1,467	45.2%
Total Responses	3,246	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	252	7.8%
1-5	1,249	38.5%
6-10	285	8.8%
11-20	155	4.8%
21-50	1	0.0%
51-100	1	0.0%
101+	4	0.1%
No Responses Given	1,299	40.0%
Total Responses	3,246	100%

What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Art	645	19.9%
Baby / Children's products	541	16.7%
Beauty / Skincare	466	14.4%
Books / Magazine / Stationery	513	15.8%
Christmas	272	8.4%
Clothing / Footwear	363	11.2%
Duty Free / Souvenirs	191	5.9%
Floral	501	15.4%
Food / Confectionery	327	10.1%
Furniture	801	24.7%
Garden	510	15.7%
Gift	1,350	41.6%
Handicrafts / Hobbies	346	10.7%
Hardware	217	6.7%
Health / Wellbeing	297	9.1%
Interior Decoratives	1,077	33.2%
Jewellery / Accessories	765	23.6%
Kitchenware / Chinaware	554	17.1%
Lighting	284	8.7%
Linen	334	10.3%
Luggage	120	3.7%
Novelty	375	11.6%

NZ Made	839	25.8%
Pet / Accessories	225	6.9%
Pharmacy	150	4.6%
Promotional	199	6.1%
Souvenir / Tourist	377	11.6%
Sports	75	2.3%
Toys	338	10.4%
Other	21	0.6%
Total Responses	13,073	

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	1,359	41.9%
To see new products	1,576	48.6%
To place orders	988	30.4%
I am thinking of purchasing a stand in the future	71	2.2%
Other	52	1.6%
Total Responses	4,046	

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 14 April 2018. 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 14 April 2018

Organiser



XPO
EXHIBITIONS

Level 1, 99/107 Khyber Pass
Road, Grafton, Auckland
www.xpo.co.nz
info@xpo.co.nz
www.xpo.co.nz

Registration Statistics
Provider



XPO
EXHIBITIONS



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Autumn Gift & Homeware Fair 2019
Date of Next Event: 03 Mar 2019 - 05 Mar 2019
Next Venue: ASB Showgrounds, Greenlane, Auckland