

EVENT NAME Spring Gift & Homeware Fair 2015
ORGANISER XPO Exhibitions
EVENT DATE 30 Aug 2015 - 01 Sep 2015
VENUE ASB Showgrounds, Greenlane, Auckland

SPRING GIFT & HOMEWARE FAIR

Unique Visitor Attendance (UVA)

5,214

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

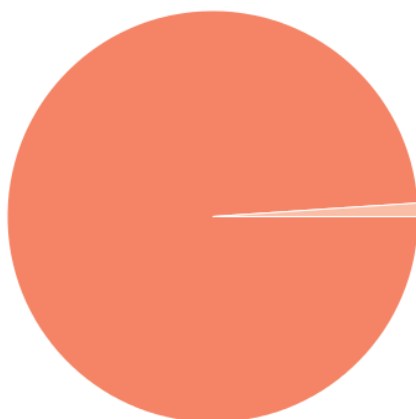
Daily Total Visits

Daily Visits	UVA	Repeat	Total Visits
30 Aug 2015	2,797	-	2,797
31 Aug 2015	1,520	707	2,227
01 Sep 2015	897	637	1,534
Totals	5,214	1,344	6,558

Total Attendance

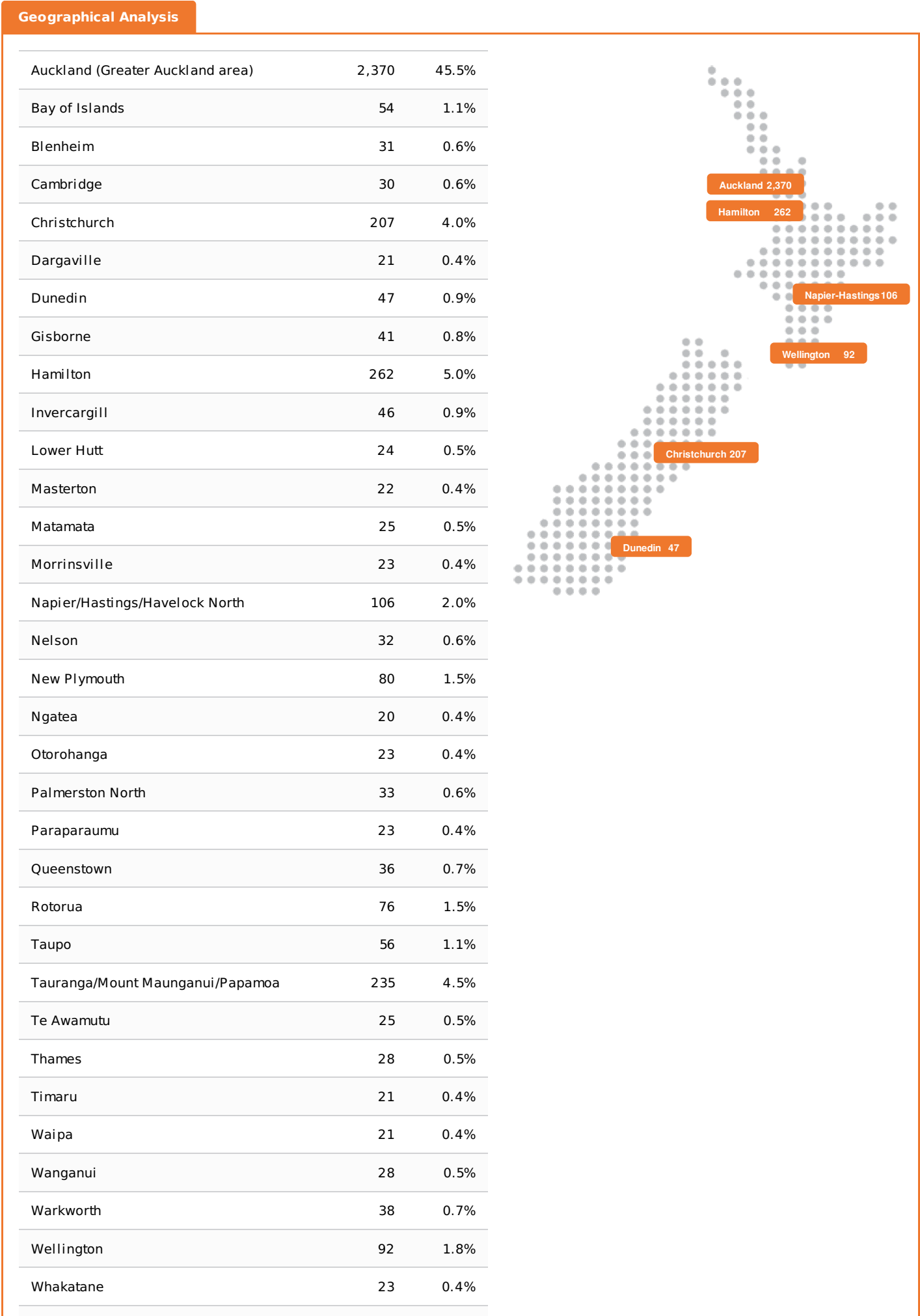
Total Attendance

5,214



■ UVA Domestic 5,159
 ■ UVA International 55

ATTENDEE PROFILE DEMOGRAPHICS



Whangamata	31	0.6%
Whangarei	93	1.8%
Whitianga	32	0.6%
Other cities (count less than 20)	804	15.4%
Total New Zealand	5,159	98.8%
Countries		
Australia	40	0.8%
Other Overseas	15	0.3%
Total Attendees	5,214	100%

What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Category Buyer	9	0.2%
Corporate Buyer	185	3.5%
Designer / Display / Florist	197	3.8%
Owner / Partner / Director	2,065	39.6%
Shop Manager / Head Buyer / Corporate Buyer	661	12.7%
Staff / Shop Assistant / Assistant Buyer	681	13.1%
Other	119	2.3%
No Responses Given	1,297	24.8%
Total Responses	5,214	100%

What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	47	0.9%
Art / Gallery / Museum	103	2.0%
Baby / Childrens products	97	1.9%
Beauty /Hairdresser / Skincare	54	1.0%
Bookseller / Newsagent / Stationer / Post Office	134	2.6%
Christmas	15	0.3%
Clothing / Footwear	147	2.8%
Confectionery / Specialist Foods	3	0.1%
Corporate Buyer / Gift Baskets	58	1.1%
Department Store	37	0.7%
Discount / Variety	34	0.7%
Duty Free / Souvenir / Tourist	79	1.5%

Education	18	0.4%
Fashion Accessories / Jewellery	104	2.0%
Florist	127	2.4%
Food / Confectionery	48	0.9%
Furniture	142	2.7%
Garden	101	1.9%
Gift	789	15.1%
Handicrafts / Hobbies	42	0.8%
Hardware	48	0.9%
Health / Wellbeing	58	1.1%
Homewares	317	6.1%
Hospitality	116	2.2%
Interior Decoratives / Design	335	6.4%
Kitchenware	40	0.8%
Luggage	1	0.0%
Manufacturer / Wholesaler	85	1.6%
Media	7	0.1%
Novelty	10	0.2%
Pet / Accessories	7	0.1%
Pharmacy	327	6.3%
Promotional Company	44	0.9%
Sports	5	0.1%
Supermarket / General	25	0.5%
Toys	77	1.5%
Other	194	3.7%
No Responses Given	1,339	25.7%
Total Responses	5,214	100%

What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	1,023	19.7%
No influence on buying decisions	93	1.8%
Responsible for purchasing decisions	2,757	52.9%
No Responses Given	1,341	25.6%
Total Responses	5,214	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	223	4.3%
\$0-\$499	99	1.9%
\$500-\$999	191	3.7%
\$1,000-\$4,999	799	15.3%
\$5,000-\$9,999	741	14.2%
\$10,000-\$49,999	913	17.5%
\$50,000-\$99,999	224	4.3%
\$100,000 +	439	8.4%
No Responses Given	1,585	30.4%
Total Responses	5,214	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	327	6.3%
1-5	2,085	40.0%
6-10	534	10.2%
11-20	308	5.9%
21-50	125	2.4%
51-100	73	1.4%
101+	69	1.3%
No Responses Given	1,693	32.5%
Total Responses	5,214	100%

What products are you interested in?

Products of Interest	No of Unique Visitors	% of Attendees
Accessories / Jewellery	1,310	25.1%
Art	946	18.1%
Baby / Childrens products	906	17.4%
Beauty / Skincare	674	12.9%
Books / Magazine / Stationery	670	12.9%
Clothing / Footwear	522	10.0%
Duty Free / Souvenirs	305	5.8%
Floral	638	12.2%
Food / Confectionery	584	11.2%

Furniture	1,063	20.4%
Garden	772	14.8%
Giftware	2,464	47.3%
Handicrafts / Hobbies	548	10.5%
Hardware	276	5.3%
Health / Wellbeing	535	10.3%
Interior Decoratives	1,674	32.1%
Kitchenware / Chinaware	900	17.3%
Luggage	170	3.3%
Novelty	567	10.9%
NZ Made	1,271	24.4%
Pet / Accessories	156	3.0%
Pharmacy	380	7.3%
Promotional	277	5.3%
Souvenir / Tourist	704	13.5%
Sports	134	2.6%
Toys / Novelty products	681	13.1%
Other	86	1.6%
Total Responses	19,213	

Analysis had multiple responses - % based on single visits

What are your reasons for attending the Gift Fairs?

Event Exposure	No of Unique Visitors	% of Attendees
To source new suppliers	2,876	55.2%
To see new products	3,174	60.9%
To place orders	2,206	42.3%
I am thinking of purchasing a stand in the future	222	4.3%
Other	18	0.3%
Total Responses	8,496	

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 September 2015. 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.

This report is the copyright property of XPO Exhibitions and the AMAA. This document is valid until 18 September 2016. The AMAA cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information published is correct.

Authorised for issue: Arry Kusnadi - Head | Media Audit Division 18 September 2015

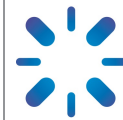
Organiser



XPO
EXHIBITIONS

Level 1, 99/107 Khyber Pass
Road, Grafton, Auckland
ph: +64 9 976 8300
info@xpo.co.nz
www.xpo.co.nz

Registration Statistics
Provider



XPO
EXHIBITIONS



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Spring Gift & Homeware Fair 2016

Date of Next Event: 28 Aug 2016 - 30 Aug 2016

Next Venue: ASB Showgrounds, Greenlane, Auckland