

EVENT NAME	Autumn Gift & Homeware Fair 2017	
ORGANISER	XPO Exhibitions	
EVENT DATE	Mar 05-07, 2017	
VENUE	ASB Showgrounds, Greenlane, Auckland	

Unique Visitor Attendance (UVA) **3,676**

Statement of Verification Methodology

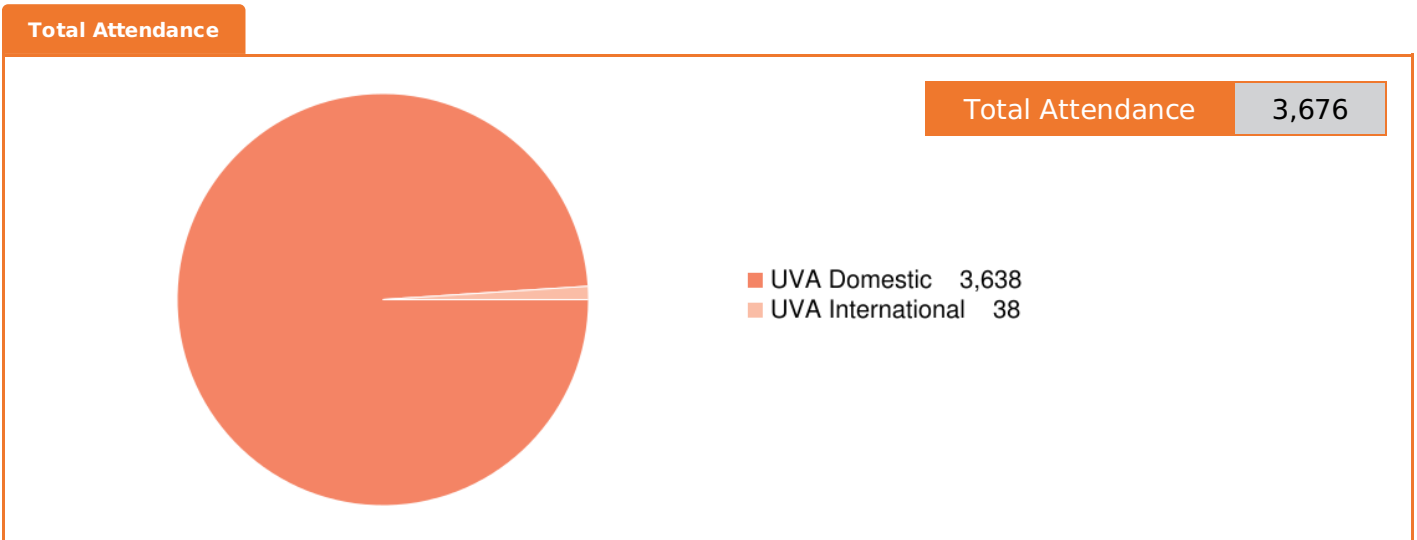
UVA - Total number of unique visitors. Each visitor is counted once only for the duration of the event. A visitor is an individual who attends an exhibition to gather information, purchase or contact exhibitors. Visitors do not include exhibitor staff, media, supplier and organiser staff. Attendees are 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
05 Mar 2017	1,837	-	1,837
06 Mar 2017	1,109	348	1,457
07 Mar 2017	730	316	1,046
Totals	3,676	664	4,340

* Note: The organizer reported 94 unmatched scans resulting in a possible lower number of visits.



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Auckland	1,704	46.4%
Blenheim	20	0.5%
Cambridge	37	1.0%
Christchurch	146	4.0%
Dunedin	26	0.7%
Gisborne	24	0.7%
Hamilton	161	4.4%
Kerikeri	26	0.7%
Masterton	20	0.5%
Matamata	24	0.7%
Napier/Hastings/Havelock North	59	1.6%
New Plymouth	51	1.4%
Palmerston North	40	1.1%
Paraparaumu	23	0.6%
Pukekohe	27	0.7%
Queenstown	25	0.7%
Rotorua	54	1.5%
Taupo	29	0.8%
Tauranga/Mt Maunganui/Papamoa	163	4.4%
Thames	20	0.5%
Waiheke Island	25	0.7%
Warkworth	24	0.7%
Wellington	94	2.6%
Whakatane	20	0.5%
Whangaparaoa	26	0.7%
Whangarei	81	2.2%
Other cities (count less than 20)	689	18.7%
Total New Zealand	3,638	99.0%
Australia	28	0.8%
Other Overseas	10	0.2%
Total Attendees	3,676	100%



What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Category Buyer	432	11.8%
Designer / Display / Florist	152	4.1%
Owner / Partner / Director	1,349	36.7%
Shop Manager / Head Buyer / Corporate Buyer	380	10.3%
Staff / Shop Assistant / Assistant Buyer	317	8.6%
Other	96	2.6%
No Responses Given	950	25.9%
Total Responses	3,676	100%

What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	276	7.5%
Art / Gallery / Museum	71	1.9%
Baby / Childrens products	50	1.4%
Beauty /Hairdresser / Skincare	41	1.1%
Bookseller / Newsagent / Stationer / Post Office	80	2.2%
Christmas	28	0.8%
Clothing / Footwear	111	3.0%
Corporate Buyer / Gift Baskets	34	0.9%
Department Store	38	1.0%
Discount / Variety	21	0.6%
Duty Free / Souvenir / Tourist	50	1.4%
Education	7	0.2%
Fashion Accessories / Jewellery	69	1.9%
Florist	66	1.8%
Food / Confectionery	37	1.0%
Furniture	96	2.6%
Garden	41	1.1%
Gift	390	10.6%
Gift Store	24	0.6%
Handicrafts / Hobbies	35	1.0%
Hardware	22	0.6%
Health / Wellbeing	60	1.6%
Homewares	244	6.6%

Hospitality	69	1.9%
Interior Decoratives / Design	355	9.7%
Kitchenware	37	1.0%
Manufacturer / Wholesaler	52	1.4%
Media	6	0.2%
Novelty	3	0.1%
Pet / Accessories	8	0.2%
Pharmacy	111	3.0%
Promotional Company	17	0.5%
Sports	3	0.1%
Supermarket / General	15	0.4%
Toys	30	0.8%
Other	125	3.4%
No Responses Given	954	25.9%
Total Responses	3,676	100%

What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	250	6.8%
No influence on buying decisions	22	0.6%
Responsible for purchasing decisions	2,200	59.8%
No Responses Given	1,204	32.8%
Total Responses	3,676	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	1,076	29.3%
\$0-\$499	55	1.5%
\$500-\$999	64	1.7%
\$1,000-\$4,999	279	7.6%
\$5,000-\$9,999	259	7.1%
\$10,000-\$49,999	371	10.1%
\$50,000-\$99,999	137	3.7%
\$100,000 +	218	5.9%
No Responses Given	1,217	33.1%
Total Responses	3,676	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	7	0.2%
1-5	1,689	45.9%
6-10	378	10.3%
11-20	190	5.2%
21-50	2	0.0%
51-100	-	0.0%
101+	3	0.1%
No Responses Given	1,407	38.3%
Total Responses	3,676	100%

What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Art	764	20.8%
Baby / Childrens products	604	16.4%
Beauty / Skincare	475	12.9%
Books / Magazine / Stationery	592	16.1%
Clothing / Footwear	375	10.2%
Duty Free / Souvenirs	223	6.1%
Floral	572	15.6%
Food / Confectionery	407	11.1%
Furniture	892	24.3%
Garden	595	16.2%
Gift	1,571	42.7%
Handicrafts / Hobbies	420	11.4%
Hardware	277	7.5%
Health / Wellbeing	361	9.8%
Interior Decoratives	1,267	34.5%
Jewellery / Accessories	941	25.6%
Kitchenware / Chinaware	636	17.3%
Luggage	119	3.2%
Novelty	439	11.9%
NZ Made	1,039	28.3%
Pet / Accessories	124	3.4%
Pharmacy	185	5.0%

Promotional	253	6.9%
Souvenir / Tourist	451	12.3%
Sports	95	2.6%
Toys	424	11.5%
Other	44	1.2%
Total Responses	14,145	

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	1,478	40.2%
To see new products	1,672	45.5%
To place orders	965	26.3%
I am thinking of purchasing a stand in the future	123	3.3%
Other	56	1.5%
Total Responses	4,294	

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 16 March 2017. 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 16 March 2017

Organiser



XPO
EXHIBITIONS

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Registration Statistics
Provider



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EXHIBITIONS



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Autumn Gift & Homeware Fair 2018
Date of Next Event: 04 Mar 2018 - 06 Mar 2018
Next Venue: ASB Showgrounds, Greenlane, Auckland