

|                   |   |  |
|-------------------|---|--|
| <b>EVENT NAME</b> | Winter Gift & Homeware Fair 2018          |  |
| <b>ORGANISER</b>  | XPO Exhibitions                           |  |
| <b>EVENT DATE</b> | Jun 17-18, 2018                           |  |
| <b>VENUE</b>      | Horncastle Arena, Addington, Christchurch |  |

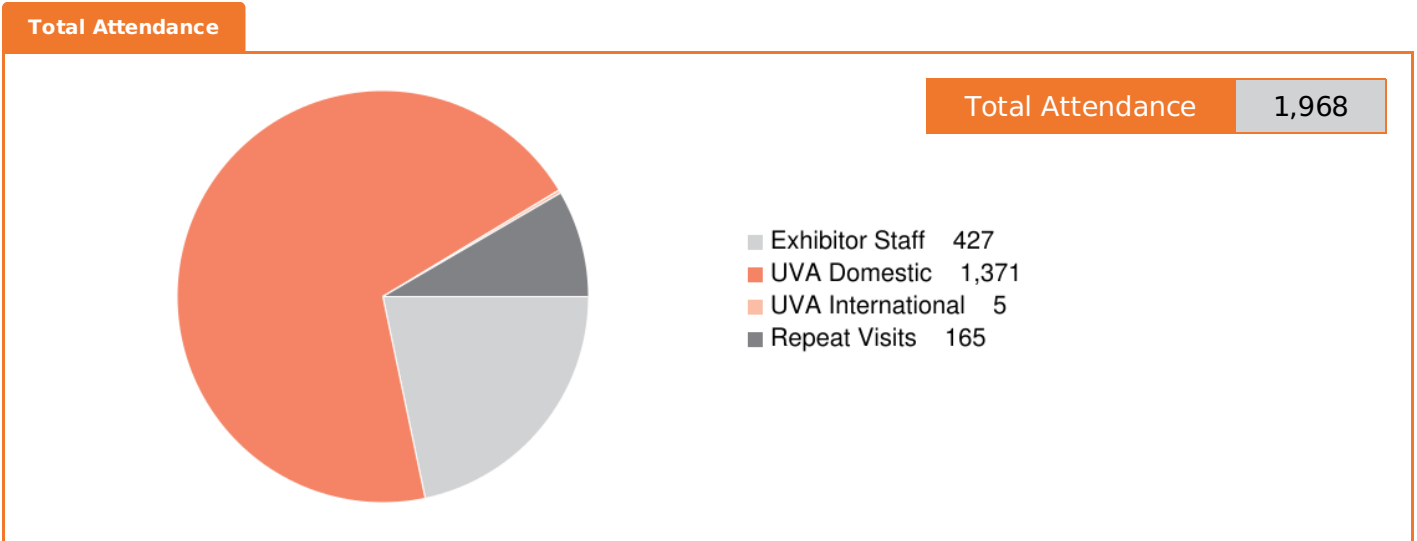
Unique Visitor Attendance (UVA) **1,376**

**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 and speakers.\* Visits and repeat visits are counted as one entry per day. All analysis % are based on the UVA figures, unless otherwise indicated.

**ATTENDANCE BREAKDOWN**

| Daily Total Visits |              |            |              |
|--------------------|--------------|------------|--------------|
| Daily Visits       | UVA          | Repeat     | Total Visits |
| 17 Jun 2018        | 852          |            | 852          |
| 18 Jun 2018        | 524          | 165        | 689          |
| <b>Totals</b>      | <b>1,376</b> | <b>165</b> | <b>1,541</b> |



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

|                                   |       |       |
|-----------------------------------|-------|-------|
| Akaroa                            | 14    | 1.7%  |
| Amberley                          | 14    | 1.5%  |
| Ashburton                         | 48    | 2.8%  |
| Auckland                          | 49    | 3.2%  |
| Christchurch                      | 713   | 52.2% |
| Darfield                          | 16    | 1.1%  |
| Dunedin                           | 31    | 1.5%  |
| Fairlie                           | 14    | 0.9%  |
| Geraldine                         | 23    | 2.0%  |
| Hanmer Springs                    | 40    | 1.1%  |
| Invercargill                      | 32    | 1.6%  |
| Kaiapoi                           | 1     | 1.2%  |
| Kaikoura                          | 2     | 0.7%  |
| Leeston                           | 8     | 1.0%  |
| Lincoln                           | 30    | 1.5%  |
| Methven                           | 12    | 0.6%  |
| Nelson                            | 24    | 0.9%  |
| Oamaru                            | 17    | 1.1%  |
| Oxford                            | 9     | 0.6%  |
| Rangiora                          | 95    | 4.2%  |
| Timaru                            | 37    | 2.6%  |
| Wellington                        | 13    | 1.2%  |
| Other Centres (count less than 8) | 129   | 14.2% |
| Total New Zealand                 | 1,371 | 99.4% |
| Australia                         | 5     | 0.6%  |
| Total Attendees                   | 1,376 | 100%  |



### What best describes your job function?

| Job Function                             | No of Unique Visitors | % of Attendees |
|--|-----------------------|----------------|
| Corporate buyer                          | 52                    | 3.8%           |
| Designer / Display / Florist             | 43                    | 3.1%           |
| Owner / Partner / Director               | 503                   | 36.6%          |
| Shop Manager / Head Buyer                | 142                   | 10.3%          |
| Staff / Shop Assistant / Assistant Buyer | 168                   | 12.2%          |
| Store Manager / Head Buyer               | 2                     | 0.1%           |
| Other                                    | 30                    | 2.2%           |
| No Responses Given                       | 436                   | 31.8%          |
| <b>Total Responses</b>                   | <b>1,376</b>          | <b>100%</b>    |

### What best describes your business type?

| Business Type                                    | No of Unique Visitors | % of Attendees |
|--|-----------------------|----------------|
| Art / Gallery / Museum                           | 36                    | 2.6%           |
| Baby / Childrens products                        | 15                    | 1.1%           |
| Beauty / Hairdresser / Skincare                  | 13                    | 0.9%           |
| Beauty /Hairdresser / Skincare                   | 10                    | 0.7%           |
| Bookseller / Newsagent / Stationer / Post Office | 2                     | 0.1%           |
| Christmas  | 36                    | 2.6%           |
| Clothing / Footwear                              | 6                     | 0.4%           |
| Corporate Buyer / Gift Baskets                   | 56                    | 4.1%           |
| Department Store                                 | 15                    | 1.1%           |
| Discount / Variety                               | 7                     | 0.5%           |
| Duty Free / Souvenir / Tourist                   | 3                     | 0.2%           |
| Education  | 27                    | 2.0%           |
| Fashion Accessories / Jewellery                  | 1                     | 0.0%           |
| Florist  | 14                    | 1.0%           |
| Food / Confectionery                             | 23                    | 1.7%           |
| Furniture  | 18                    | 1.3%           |
| Garden   | 32                    | 2.3%           |
| Gift   | 17                    | 1.2%           |
| Gift Store                                       | 177                   | 12.9%          |
| Handicrafts / Hobbies                            | 12                    | 0.9%           |
| Hardware   | 14                    | 1.0%           |
| Health / Wellbeing                               | 23                    | 1.7%           |

|                               |              |             |
|-------------------------------|--------------|-------------|
| Homewares                     | 10           | 0.7%        |
| Hospitality                   | 62           | 4.5%        |
| Interior Decoratives / Design | 25           | 1.8%        |
| Kitchenware                   | 88           | 6.4%        |
| Manufacturer / Wholesaler     | 6            | 0.4%        |
| Media                         | 12           | 0.9%        |
| Novelty                       | 1            | 0.1%        |
| Other (Please specify)        | 6            | 0.4%        |
| Pet / Accessories             | 28           | 2.0%        |
| Pharmacy                      | 2            | 0.1%        |
| Promotional Company           | 78           | 5.7%        |
| Sports                        | 1            | 0.1%        |
| Supermarket / General         | 12           | 0.9%        |
| Toy Store                     | 1            | 0.1%        |
| Toys                          | 12           | 0.9%        |
| Other                         | 3            | 0.2%        |
| No Responses Given            | 472          | 34.3%       |
| <b>Total Responses</b>        | <b>1,376</b> | <b>100%</b> |

#### What is your purchasing role?

| <b>Purchasing Role Analysis</b>            | No of Unique Visitors | % of Attendees |
|--|-----------------------|----------------|
| Influence / recommend purchasing decisions | 153                   | 11.1%          |
| Influence buying decisions                 | 12                    | 0.9%           |
| No influence on buying decisions           | 1                     | 0.1%           |
| No influence on purchasing decisions       | 11                    | 0.7%           |
| Responsible for buying decisions           | 67                    | 4.8%           |
| Responsible for purchasing decisions       | 522                   | 37.8%          |
| No Response Given                          | 610                   | 44.2%          |
| <b>Total Responses</b>                     | <b>1,376</b>          | <b>100%</b>    |

#### What is your purchasing power?

| <b>Purchasing Power Analysis</b> | No of Unique Visitors | % of Attendees |
|----------------------------------|-----------------------|----------------|
| None                             | 164                   | 11.9%          |
| \$0-\$499                        | 32                    | 2.3%           |
| \$500-\$999                      | 51                    | 3.7%           |
| \$1,000-\$4,999                  | 135                   | 9.8%           |

|                        |              |             |
|------------------------|--------------|-------------|
| \$5,000-\$9,999        | 117          | 8.5%        |
| \$10,000-\$49,999      | 127          | 9.2%        |
| \$50,000-\$99,999      | 54           | 3.9%        |
| \$100,000 +            | 65           | 4.7%        |
| No Responses Given     | 631          | 45.9%       |
| <b>Total Responses</b> | <b>1,376</b> | <b>100%</b> |

#### How many employees are working on your site / store?

| Number of Employees    | No of Unique Visitors | % of Attendees |
|------------------------|-----------------------|----------------|
| Yourself               | 124                   | 9.0%           |
| 1-5                    | 525                   | 38.2%          |
| 6-10                   | 129                   | 9.4%           |
| 11-20                  | 63                    | 4.6%           |
| 21-50                  | 1                     | 0.1%           |
| 51-100                 | 1                     | 0.1%           |
| 101+                   | 1                     | 0.1%           |
| No Responses Given     | 532                   | 38.7%          |
| <b>Total Responses</b> | <b>1,376</b>          | <b>100%</b>    |

#### What products are you interested in?

| Products Interested In        | No of Unique Visitors | % of Attendees |
|-------------------------------|-----------------------|----------------|
| Art                           | 3                     | 0.2%           |
| Baby / Childrens products     | 98                    | 7.1%           |
| Beauty / Skincare             | 77                    | 5.6%           |
| Books / Magazine / Stationery | 76                    | 5.5%           |
| Clothing / Footwear           | 54                    | 3.9%           |
| Duty Free / Souvenirs         | 2                     | 0.1%           |
| Floral                        | 49                    | 3.6%           |
| Food / Confectionery          | 13                    | 0.9%           |
| Furniture                     | 76                    | 5.5%           |
| Garden                        | 25                    | 1.8%           |
| Gift                          | 84                    | 6.1%           |
| Handicrafts / Hobbies         | 9                     | 0.7%           |
| Hardware                      | 10                    | 0.7%           |
| Health / Wellbeing            | 4                     | 0.3%           |
| Interior Decoratives          | 89                    | 6.5%           |

|                         |              |             |
|-------------------------|--------------|-------------|
| Jewellery / Accessories | 28           | 2.0%        |
| Kitchenware / Chinaware | 8            | 0.6%        |
| Novelty                 | 2            | 0.1%        |
| NZ Made                 | 10           | 0.7%        |
| Souvenir / Tourist      | 11           | 0.8%        |
| Children Product        | 111          | 8.1%        |
| Christmas               | 42           | 3.1%        |
| Other                   | 27           | 2.0%        |
| No Response Given       | 468          | 34.0%       |
| <b>Total Responses</b>  | <b>1,376</b> | <b>100%</b> |

#### What are your reasons for attending the Gift Fairs?

| Reasons for Attending                             | No of Unique Visitors | % of Attendees |
|---|-----------------------|----------------|
| To source new suppliers                           | 583                   | 42.4%          |
| To see new products                               | 116                   | 8.4%           |
| To place orders                                   | 9                     | 0.7%           |
| I am thinking of purchasing a stand in the future | 4                     | 0.3%           |
| Other   | 7                     | 0.5%           |
| No Response Given                                 | 657                   | 47.7%          |
| <b>Total Responses</b>                            | <b>1,376</b>          | <b>100%</b>    |

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 4 July 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 4 July 2018

Organiser



**XPO**  
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Registration Statistics  
Provider



**XPO**  
EXHIBITIONS



Endorsed by the  
Exhibition & Event  
Association of Australia

**Next Event Name: Winter Gift & Homeware Fair 2019**  
**Date of Next Event: 09 Jun 2019 - 10 Jun 2019**  
**Next Venue: Horncastle Arena, Addington, Christchurch**