

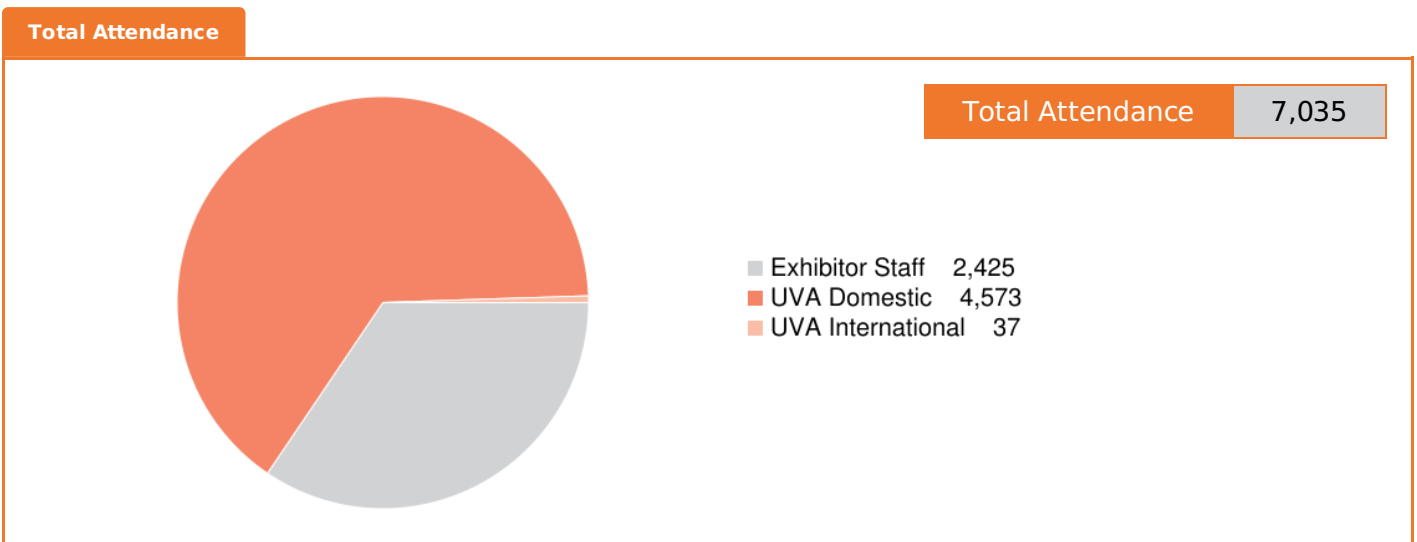
<b>EVENT NAME</b>	Spring Gift & Homeware Fair 2018	
<b>ORGANISER</b>	XPO Exhibitions	
<b>EVENT DATE</b>	Aug 26-28, 2018	
<b>VENUE</b>	ASB Showgrounds, Greenlane, Auckland	

Unique Visitor Attendance (UVA) **4,610**

**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
26 Aug 2018	2,496		2,496
27 Aug 2018	1,237	656	1,893
28 Aug 2018	877	491	1,368
<b>Totals</b>	<b>4,610</b>	<b>1,147</b>	<b>5,757</b>



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

Ashburton	26	0.6%
Auckland	1,934	42.0%
Bay of Plenty & Tauranga	262	5.7%
Canterbury	104	2.3%
Christchurch	176	3.8%
Coromandel	91	2.0%
Dunedin	47	1.0%
Gisborne	50	1.1%
Hamilton & Waikato	397	8.6%
Hawkes Bay	105	2.3%
Invercargill	41	0.9%
Kaikoura	10	0.2%
Kapiti Coast	17	0.4%
Katikati	19	0.4%
Manawatu-Wanganui	74	1.6%
Marlborough	31	0.7%
Nelson & Tasman	59	1.3%
New Plymouth	66	1.4%
Northland & Whangarei	194	4.2%
Otago	47	1.0%
Palmerston North	43	0.9%
Queenstown	33	0.7%
Rotorua	59	1.3%
Southland	14	0.3%
Stewart Island	3	0.1%
Taranaki	45	1.0%
Taupo	65	1.4%
Waiheke island	42	0.9%
Wanaka	18	0.4%
Wellington	171	3.7%
West Coast	19	0.4%
Unknown	158	3.4%
Other New Zealand	153	3.3%



<b>Total New Zealand</b>	<b>4,573</b>	<b>99.2%</b>
Australia	23	0.5%
Other Overseas	14	0.3%
<b>Total Attendees</b>	<b>4,610</b>	<b>100%</b>

#### What best describes your job function?

<b>Job Function</b>	<b>No of Unique Visitors</b>	<b>% of Attendees</b>
Category Buyer	8	0.2%
CEO/Owner/Director/Partner	1,804	39.1%
Corporate buyer	263	5.7%
Designer / Display / Florist	126	2.7%
General Manager	6	0.1%
Marketing Manager	3	0.1%
Sales Manager	6	0.1%
Shop Manager/Store Manager	473	10.3%
Staff / Shop Assistant / Assistant Buyer	557	12.1%
Other (Please specify)	88	1.9%
No Responses Given	1,276	27.7%
<b>Total Responses</b>	<b>4,610</b>	<b>100%</b>

#### What best describes your business type?

<b>Business Type</b>	<b>No of Unique Visitors</b>	<b>% of Attendees</b>
Agent	97	2.1%
Art / Gallery / Museum	73	1.6%
Baby / Childrens products	77	1.7%
Beauty / Hairdresser / Skincare	44	1.0%
Bookseller / Newsagent / Stationer / Post Office	98	2.1%
Christmas	18	0.4%
Clothing / Footwear	135	2.9%
Corporate Buyer / Gift Baskets	50	1.1%
Department Store	47	1.0%
Discount / Variety	25	0.5%

Duty Free / Souvenir / Tourist	81	1.8%
Education	10	0.2%
Fashion Accessories / Jewellery	112	2.4%
Florist	92	2.0%
Food / Confectionery	51	1.1%
Furniture	128	2.8%
Garden	72	1.6%
Gift & Gift Store	665	14.4%
Handicrafts / Hobbies	37	0.8%
Hardware	45	1.0%
Health / Wellbeing	69	1.5%
Homewares	242	5.2%
Hospitality / Cafe / Restaurant / Accommodation	68	1.5%
Interior Decoratives / Design	342	7.4%
Kitchenware	30	0.7%
Manufacturer / Wholesaler	62	1.3%
Media	2	0.0%
Novelty	2	0.0%
Packaging	1	0.0%
Pet / Accessories	6	0.1%
Pharmacy	250	5.4%
Promotional Company	21	0.5%
Sports	18	0.4%
Supermarket / General	22	0.5%
Tourism	7	0.2%
Toys	30	0.7%
Other (Please specify)	102	2.2%
No Responses Given	1,379	30.0%
<b>Total Responses</b>	<b>4,610</b>	<b>100%</b>

### What is your purchasing role?

Purchasing Role Analysis	No of Unique Visitors	% of Attendees
Influence purchasing decisions	501	10.9%
No influence on purchasing decisions	46	1.0%
Responsible for purchasing decisions	1,971	42.8%
No Responses Given	2,092	45.5%
<b>Total Responses</b>	<b>4,610</b>	<b>100%</b>

### What is your purchasing power?

Purchasing Power Analysis	No of Unique Visitors	% of Attendees
None	591	12.8%
Under \$1000	162	3.5%
\$1,000 - \$4,999	357	7.7%
\$5,000 - \$9,999	439	9.5%
\$10,000 - \$49,999	443	9.6%
\$50,000 - \$99,999	232	5.0%
\$100,000+	246	5.3%
\$ 250,000+	1	0.0%
No Responses Given	2,139	46.6%
<b>Total Responses</b>	<b>4,610</b>	<b>100%</b>

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

Number of Employees	No of Unique Visitors	% of Attendees
1	343	7.4%
2-5	1,766	38.3%
6-10	550	11.9%
11-20	262	5.7%
21-50	6	0.1%
51-100	3	0.1%
101+	2	0.0%
No Responses Given	1,678	36.5%
<b>Total Responses</b>	<b>4,610</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	110	2.4%
To see new products	770	16.7%
To place orders	1,199	26.0%
I am thinking of purchasing a stand in the future	58	1.3%
Other	565	12.3%
No Responses Given	1,908	41.3%
<b>Total Responses</b>	<b>4,610</b>	<b>100.0%</b>

### What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Art	1,033	22.4%
Baby / Childrens products	863	18.7%
Beauty / Skincare	809	17.5%
Books / Magazine / Stationery	729	15.8%
Christmas	629	13.6%
Clothing / Footwear	618	13.4%
Duty Free / Souvenirs	322	7.0%
Floral	711	15.4%
Food / Confectionery	575	12.5%
Furniture	1,055	22.9%
Garden	823	17.9%
Giftware	2,123	46.1%
Handicrafts / Hobbies	596	12.9%
Hardware	355	7.7%
Health / Wellbeing	530	11.5%
Interior Decoratives	1,487	32.3%
Jewellery / Accessories	1,228	26.6%
Kitchenware/Chinaware	904	19.6%
Lighting	430	9.3%
Linen	477	10.3%
Luggage	200	4.3%
Novelty	642	13.9%
NZ Made products	1,381	30.0%

Packaging	478	10.4%
Pet / Accessories	253	5.5%
Pharmacy	383	8.3%
Promotional	358	7.8%
Souvenir / Tourist	708	15.4%
Sports	135	2.9%
Toys	647	14.0%
Wooden products	13	0.3%
Other	119	2.6%
<b>Total Responses</b>	<b>21,614</b>	

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 4th October 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 4th October 2018

Organiser



**XPO**  
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Registration Statistics  
Provider



Endorsed by the  
Exhibition & Event  
Association of Australia

**Next Event Name: Spring Gift & Homeware Fair 2019**  
**Date of Next Event: 25 Aug 2019 - 27 Aug 2019**  
**Next Venue: ASB Showgrounds, Greenlane, Auckland**