

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

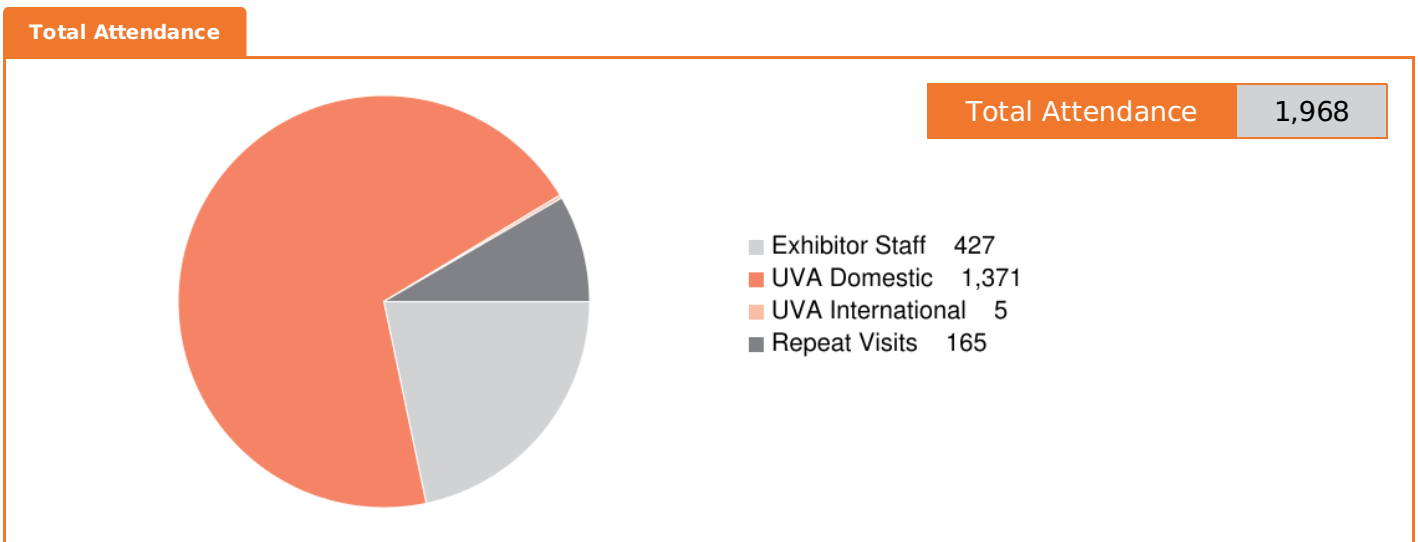
Unique Visitor Attendance (UVA) 1,376

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
Totals	1,376	165	1,541



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%
Total Responses	1,376	100%

What best describes your business type?

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

Homewares	62	4.5%
Hospitality	25	1.8%
Interior Decoratives / Design	88	6.4%
Kitchenware	6	0.4%
Manufacturer / Wholesaler	12	0.9%
Media	1	0.1%
Novelty	6	0.4%
Other (Please specify)	28	2.0%
Pet / Accessories	2	0.1%
Pharmacy	78	5.7%
Promotional Company	1	0.1%
Sports	3	0.2%
Supermarket / General	12	0.9%
Toy Store	1	0.1%
Toys	12	0.9%
Other	3	0.2%
No Responses Given	469	34.1%
Total Responses	1,376	100%

What is your purchasing role?

Purchasing Role Analysis	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%
Total Responses	1,376	100%

What is your purchasing power?

Purchasing Power Analysis	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%
Total Responses	1,376	100%

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%
Total Responses	1,376	100%

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%
Total Responses	1,376	100%

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%
Total Responses	1,376	100%

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.

This report is the copyright property of XPO Exhibitions and the AMAA. This document is valid until 4 July 2019. 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 4 July 2018

Organiser



XPO
EXHIBITIONS

Level 3, Orams Marine Village,
152 Beaumont Street,
Westhaven Auckland NZ 1010
+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: Winter Gift & Homeware Fair 2019
Date of Next Event: 09 Jun 2019 - 10 Jun 2019
Next Venue: Horncastle Arena, Addington, Christchurch