

F: EVALUATION OF XPO'S PORTFOLIO OF AUCKLAND EVENTS.

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EXECUTIVE SUMMARY

XPO Exhibitions Ltd (XPO) is an Auckland-based company that owns and organises a portfolio of 13 of New Zealand's largest and longest-running 'business-to-business' trade show exhibitions and events. The purpose of this report is to evaluate the impact of five of XPO's Auckland events on tourism and GDP in the region:

- buildnz | designex 2013
- EMEX 2014
- Foodtech Packtech 2014
- Autumn Gift & Homewares Fair 2014
- Spring Gift & Homewares Fair 2014

Purchases of goods & services from exhibitors (trade purchases) are beyond the scope of this evaluation.

The tourism and GDP impacts are measured against the counterfactual of these events not being held in Auckland or elsewhere in New Zealand.

The key results of the evaluation are:

- Almost 1,400 companies exhibited at events held by XPO in Auckland. The exhibition stands were staffed by 9,605 people and a further 22,423 people attended the events as official registrants.
- These events attracted 11,550 visitors to Auckland, generating 25,453 visitor nights.
- XPO's portfolio of Auckland events increased output (gross expenditure) in Auckland by \$9.34 million excluding GST and trade purchases made at or after the events. The change in regional output is made up of:
 - \$3.19 million through the organisation and delivery of the events
 - \$3.75 million through expenditure by visiting exhibitors.
 - \$2.39 million through expenditure by visiting attendees.
- The increase in regional output of \$9.34 million resulted in an increase in regional GDP of \$7.28 million. This represents a return on regional investment of 161%, calculated as \$7.28 million (the return over and above the initial investment) divided by \$4.51 million (the region's investment in the event). This means that Auckland recovered each dollar it invested in these events plus an additional \$1.61 per dollar invested.
- Around 90% of people attending XPO's events have influence over the purchasing decisions of the companies they represent. The average spending power of each attendee is \$75,772 (including those who have no influence over purchasing decisions), and total spending power across XPO's portfolio of Auckland events is \$1.70 billion.
- Post-event surveys show that around \$23.3 million worth of deals were closed at the Autumn Gift Fair and a further \$26.8 million at the Spring Gift Fair. Further deals are likely to have been concluded in the weeks and months after the events.
- XPO's events mainly occur during off-peak periods, with the exception of the Autumn Gift Fair which is held in early March. In total XPO's portfolio of Auckland events generated 18,694 off-peak visitor nights and increased regional output and GDP during off-peak periods by \$7.18 million and \$5.60 million respectively. XPO's portfolio of Auckland events is therefore largely counter-seasonal, bringing money into Auckland during periods when tourism demand is traditionally low.

TABLE 1 SUMMARY OF RESULTS FOR XPO'S PORTFOLIO OF AUCKLAND EVENTS

	buildnz designex 2013	Emex 2014	Foodtech Packtech 2014	Autumn Gift Fair 2014	Spring Gift Fair 2014	Total
Companies exhibiting	210	146	198	347	486	1,387
Exhibitor headcount	2,059	1,160	1,347	2,138	2,901	9,605
Attendee headcount	4,894	4,316	3,487	4,414	5,312	22,423
Total headcount	6,953	5,476	4,834	6,552	8,213	32,028
Local	5,389	3,789	3,448	3,581	4,270	20,478
Domestic	1,447	1,588	1,254	2,845	3,791	10,925
International	117	99	132	126	152	626
Visitor nights	3,401	2,925	3,109	6,759	9,259	25,453
Domestic	2,960	2,502	2,551	6,234	8,574	22,821
International	441	422	558	525	685	2,632
Change in regional output	1,304,864	989,157	1,554,810	2,154,393	3,333,957	9,337,181
Event budget	530,784	340,080	773,898	515,191	1,032,560	3,192,514
Visiting exhibitors	464,157	302,860	522,907	984,561	1,475,535	3,750,019
Visiting attendees	309,923	346,217	258,005	654,642	825,862	2,394,648
GDP:output multiplier	0.78	0.78	0.78	0.78	0.78	0.78
Change in regional GDP	1,017,794	771,542	1,212,752	1,680,427	2,600,486	7,283,001
Regional investment	795,591	528,596	1,021,954	821,281	1,345,364	4,512,785
Return on regional investment	128%	146%	119%	205%	193%	161%
Influence purchasing decisions	86%	82%	85%	98%	97%	90%
Average spending power	76,614	98,014	128,527	51,141	42,624	75,772
Total spending power (\$m)	375.0	422.8	447.8	226.2	227.2	1,699.0
Value of deals at the event (\$m)	n/a	n/a	n/a	23.3	26.8	n/a

INTRODUCTION

XPO Exhibitions Ltd (XPO) is an Auckland-based company that owns and organises a portfolio of 13 of New Zealand's largest and longest-running 'business-to-business' trade show exhibitions and events. XPO purchased the majority of its trade shows from the subsidiary of the Daily Mail Group UK, DMG Worldwide Media NZ Ltd in January 2010. In 2013 XPO acquired an additional portfolio of industry trade shows from Hayley Media. XPO has also launched a number of new trade shows including the New Zealand Food Innovation Showcase and Mybiz Expo.

The purpose of this report is to evaluate the impact of five of XPO's Auckland events on tourism and GDP in the region:

- buildnz | designex 2013
- EMEX 2014
- Foodtech Packtech 2014
- Autumn Gift & Homewares Fair 2014
- Spring Gift & Homewares Fair 2014

XPO will run two additional events in Auckland in 2015 that will be evaluated in the future:

- National Safety Show
- Materials Handling & Logistics Show

XPO also runs four events in Christchurch that fall outside the scope of this report:

- Winter Gift & Homewares
- SouthMach
- South Island Hospitality Show
- Canterbury buildnz | designex

High level descriptions of the five events evaluated in this report are provided in the table below.

TABLE 2 EVENTS EVALUATED IN THIS REPORT

Show	Who attends	Supporting bodies/associations
buildnz designex 2013	<p>Professionally qualified builders, construction industry professionals, designers, architects, developers (residential & commercial).</p> <p>Attendees have three days to research and procure leading products and services and attend workshops, conferences (leading national and international speakers) and networking functions.</p>	Registered Master Builders Association, Certified Builders Assoc of NZ, The NZ Institute of Architects Incorporated, DINZ, Architectural Designers Institute of NZ, BRANZ, NASH, MBIE Dept of Building & Housing, Auckland Council.

EMEX 2014	<p>National manufacturing and engineering industry.</p> <p>Attendees have three days to research and procure leading products, machinery and services and attend workshops, conferences (leading national and international speakers) and networking functions.</p>	IPENZ, Kiwinet, Industrial & Engineering Distributors Association, NZTE, Callaghan Innovation, Manufacturing NZ, EPMU.
Foodtech Packtech 2014	<p>Food manufacturers and food packaging specialists from around the country.</p> <p>Attendees have three days to research leading products, machinery, technology and services and attend workshops, conferences (leading national and international speakers) and networking functions.</p>	The NZ Food Innovation Network, Callaghan Innovation, ATEED, NZTE, 6 national universities, NZ Institute of Food Science & Technology, PAC NZ, Pride n Print, NZ Food Awards, Australian Packaging Association, The Canton Chef's Association.
Autumn Gift & Homewares Fair 2014	<p>New Zealand's major and independently owned retailers.</p> <p>Attendees have three days to research and procure product for shops nationwide. Also to attend workshops, conferences (leading national and international speakers) and networking functions.</p>	The New Zealand Gift Trade Association, Retail NZ (formerly the Retail Association of NZ), Buy NZ Made.
Spring Gift & Homewares Fair 2014	<p>NZ's major and independently owned retailers.</p> <p>Attendees have three days to research and procure product for shops nationwide. Also to attend workshops, conferences (leading national and international speakers) and networking functions.</p>	The New Zealand Gift Trade Association, Retail NZ (formerly the Retail Association of NZ), Buy NZ Made.

Data sources

The results in this report are based on:

- Registrant and exhibitor data provided by XPO
- Confidential budget and financial information provided by XPO
- Post-event surveys of registrants and exhibitors conducted by XPO
- Tourism analysis conducted by Fresh Information
- Economic analysis conducted by Fresh Information

All of XPO's registrant and exhibitor data and statistics are audited and signed off by the Media Audit Division of the Audited Media Association of Australia, formerly the Circulations Audit Board of Australasia (CAB).

Approach

Event evaluation involves identifying the economic activity caused by an event (the 'factual' scenario) and comparing this against a state of the world in which the event does not exist (the 'counterfactual' scenario). The impact of an event is the difference between what actually happens (the factual) and what would have happened in the alternative state of the world (the counterfactual). Event evaluation is therefore concerned with identifying the *change* in activity that can be attributed to an event relative to the counterfactual.

An economic evaluation requires assessment of the major cash flows generated by an event, as well as a detailed understanding of where the various cash flows originate, where they are spent and where they would have been spent in the absence of the event. The major cashflows in this study relate to:

1. The operation of the event budget – it is important to understand how the event budget moves money into Auckland (exports) and out of Auckland (imports). This involves a line-item analysis of the event profit & loss statement to determine where the event income would have been spent in the absence of the event (to determine the opportunity cost of using the money in this way), and where the money is actually spent in order to deliver the event. This process reveals whether the event budget is bringing additional money into Auckland, or removing money from it.
2. Expenditure by domestic and international visitors while they are in Auckland. This involves estimation of:
 - The number of *additional* visitors to Auckland that can be causally linked to the event
 - The number of nights these people stay in Auckland
 - The amount of money these visitors spend in Auckland

Purchases of goods & services from exhibitors (trade purchases) are beyond the scope of this evaluation.

The visitor counts in this report are based on actual data provided by XPO. The length of stay and spend estimates are based on assumptions made by Fresh Information based on learnings from previous evaluations.

Money spent by Auckland residents is zero-rated for evaluation purposes i.e. spend by local exhibitors, attendees and sponsors is counted as neither a cost nor a benefit to the region. Money spent by non-locals is considered to be incremental unless it can be shown that this money would have been spent in Auckland in the absence of the event *and/or* the event causes the loss of some 'normal' business activity.

The changes in economic activity caused by event operations and tourism are summed and then converted to regional GDP using economic multipliers. The return on regional investment is calculated as the change in regional GDP attributable to the event divided by the region's overall investment in the event.

Counterfactual

The tourism and GDP impacts in this report are measured against the counterfactual of these events not being held in Auckland or elsewhere in New Zealand.

EVALUATION

Event footprint

Almost 1,400 companies exhibited at XPO's portfolio of Auckland events including 454 companies from elsewhere in New Zealand and 80 from overseas. The exhibition stands were staffed by 9,605 people at an average of 6.93 people per stand, and a further 22,423 people attended the events as official registrants. The exhibitor and attendee counts are all based on 'unique people' and therefore count each person only once, even if they attended the event on more than one day.

TABLE 3 EVENT DEMOGRAPHICS FOR XPO'S PORTFOLIO OF AUCKLAND EVENTS

	buildnz designex 2013	Emex 2014	Foodtech Packtech 2014	Autumn Gift Fair 2014	Spring Gift Fair 2014	Total
Companies exhibiting	210	146	198	347	486	1,387
Local	156	105	126	200	266	852
Domestic	46	30	53	130	196	454
International	9	11	19	17	24	80
Unique exhibitor head count	2,059	1,160	1,347	2,138	2,901	9,605
Local	1,648	933	946	1,397	1,788	6,712
Domestic	372	170	330	668	1,011	2,551
International	39	58	71	72	102	342
Unique exhibitors per company	9.80	7.95	6.80	6.16	5.97	6.93
Local	10.60	8.86	7.51	6.98	6.73	7.87
Domestic	8.16	5.67	6.26	5.16	5.15	5.62
International	4.39	5.37	3.69	4.17	4.24	4.26
Unique attendee head count	4,894	4,316	3,487	4,414	5,312	22,423
Local	3,741	2,857	2,502	2,184	2,482	13,766
Domestic	1,076	1,418	924	2,177	2,780	8,374
International	78	41	61	53	50	283



XPO's portfolio of Auckland events attracted 11,550 visitors to Auckland comprising 10,925 domestic visitors and 626 international visitors. These visitors spent 25,453 nights in Auckland at an average of 2.20 nights per visitors. Exhibitors stayed an average of 4.12 nights in Auckland while attendees stayed an average of 1.56 nights.

TABLE 4 TOURISM ACTIVITY CAUSED BY XPO'S PORTFOLIO OF AUCKLAND EVENTS

	buildnz designex 2013	Emex 2014	Foodtech Packtech 2014	Autumn Gift Fair 2014	Spring Gift Fair 2014	Total
Number of visitors						
Domestic	1,447	1,588	1,254	2,845	3,791	10,925
Exhibitors	372	170	330	668	1,011	2,551
Attendees	1,076	1,418	924	2,177	2,780	8,374
International	117	99	132	126	152	626
Exhibitors	39	58	71	72	102	342
Attendees	78	41	61	53	50	283
Total	1,564	1,687	1,386	2,971	3,943	11,550
Exhibitors	411	227	401	741	1,113	2,893
Attendees	1,153	1,459	985	2,230	2,830	8,657
Average stay (nights)						
Domestic	2.05	1.58	2.03	2.19	2.26	2.09
Exhibitors	4.00	4.00	4.00	4.00	4.00	4.00
Attendees	1.37	1.29	1.33	1.64	1.63	1.51
International	3.78	4.27	4.22	4.18	4.50	4.21
Exhibitors	5.00	5.00	5.00	5.00	5.00	5.00
Attendees	3.17	3.24	3.31	3.08	3.48	3.25
Total	2.18	1.73	2.24	2.28	2.35	2.20
Exhibitors	4.09	4.25	4.18	4.10	4.09	4.12
Attendees	1.49	1.34	1.46	1.67	1.66	1.56
Visitor nights						
Domestic	2,960	2,502	2,551	6,234	8,574	22,821
Exhibitors	1,486	678	1,320	2,674	4,044	10,202
Attendees	1,474	1,824	1,231	3,560	4,530	12,619
International	441	422	558	525	685	2,632
Exhibitors	195	289	356	362	510	1,712
Attendees	246	133	202	164	175	920
Total	3,401	2,925	3,109	6,759	9,259	25,453
Exhibitors	1,681	967	1,676	3,036	4,554	11,914
Attendees	1,720	1,957	1,433	3,723	4,705	13,539

Economic footprint

XPO's portfolio of Auckland events increased output (gross expenditure) in Auckland by \$9.34 million excluding GST. This result does not take into account deals transacted at or after the events and is measured against the counterfactual of these events not being held in Auckland or elsewhere in New Zealand. The change in regional output is made up of:

- \$3.19 million through the organisation and delivery of the events i.e. Auckland received \$3.19 million more from the budgets for these events than it contributed to them.
- \$3.75 million through expenditure by visiting exhibitors.
- \$2.39 million through expenditure by visiting attendees.

More detailed breakdowns of these cashflows are provided in the following sections.

TABLE 5 CHANGE IN REGIONAL OUTPUT CAUSED BY XPO'S PORTFOLIO OF AUCKLAND EVENTS

	buildnz designex 2013	Emex 2014	Foodtech Packtech 2014	Autumn Gift Fair 2014	Spring Gift Fair 2014	Total
Event operations	530,784	340,080	773,898	515,191	1,032,560	3,192,514
Visiting exhibitors	464,157	302,860	522,907	984,561	1,475,535	3,750,019
Visiting attendees	309,923	346,217	258,005	654,642	825,862	2,394,648
Total	1,304,864	989,157	1,554,810	2,154,393	3,333,957	9,337,181

Event operations

The total cost of organising and delivering XPO's portfolio of Auckland events was \$7.71 million, all of which was spent in Auckland to deliver the events (including profits retained by XPO). Only 59% of this money (\$4.51 million) would have been spent in Auckland in the absence of the events – the remaining \$3.19 million would have been spent elsewhere in New Zealand or overseas. XPO's portfolio of Auckland events therefore attracted \$3.19 million of new money into the Auckland economy, lifting Auckland's output by the same amount.

Expenditure by visiting exhibitors

Visiting exhibitors spent \$3.75 million in the Auckland economy on general tourism goods & services (accommodation, food & beverage, transport, entertainment etc) and exhibition-related expenses. These figures exclude money paid directly to XPO (e.g. exhibitor fees which are counted in the event operations calculations), airfares and GST.

Each visiting exhibitor spent an average of \$742 on general tourism goods & services in Auckland or \$180 per visitor night. In addition each visiting exhibitor spent an average of \$3,000 on exhibition-related goods & services such as locally sourced staff, stand materials and furnishings, stand installation services and marketing activity.

TABLE 7 EXPENDITURE IN AUCKLAND BY VISITING EXHIBITORS (EXCL. GST)*

	buildnz designex 2013	Emex 2014	Foodtech Packtech 2014	Autumn Gift Fair 2014	Spring Gift Fair 2014	Total
Domestic exhibitors						
Number of visitors	372	170	330	668	1,011	2,551
Visitor nights in Auckland	1,486	678	1,320	2,674	4,044	10,202
Expenditure in Auckland	395,107	207,715	387,710	853,845	1,292,517	3,136,894
Tourism	258,440	117,960	229,567	465,001	703,304	1,774,273
Non-tourism	136,667	89,754	158,143	388,844	589,212	1,362,620
Tourism spend per visitor	696	696	696	696	696	696
Tourism spend per night	174	174	174	174	174	174
Other spend per exhibitor	3,000	3,000	3,000	3,000	3,000	3,000
International exhibitors						
Number of visitors	39	58	71	72	102	342
Visitor nights in Auckland	195	289	356	362	510	1,712
Expenditure in Auckland	69,049	95,146	135,197	130,716	183,018	613,126
Tourism	42,383	62,834	77,340	78,666	110,870	372,092
Non-tourism	26,667	32,311	57,857	52,050	72,148	241,034
Tourism spend per visitor	1,087	1,087	1,087	1,087	1,087	1,087
Tourism spend per night	217	217	217	217	217	217
Other spend per exhibitor	3,000	3,000	3,000	3,000	3,000	3,000
All visiting exhibitors						
Number of visitors	411	227	401	741	1,113	2,893
Visitor nights in Auckland	1,681	967	1,676	3,036	4,554	11,914
Expenditure in Auckland	464,157	302,860	522,907	984,561	1,475,535	3,750,019
Tourism	300,823	180,794	306,907	543,667	814,174	2,146,366
Non-tourism	163,333	122,066	216,000	440,894	661,361	1,603,654
Tourism spend per visitor	733	795	765	734	732	742
Tourism spend per night	179	187	183	179	179	180
Other spend per exhibitor	3,000	3,000	3,000	3,000	3,000	3,000

*Excludes expenditure captured in the event budget such as exhibitor fees

Expenditure by visiting attendees (excluding trade purchases)

Visiting attendees spent \$2.39 million in Auckland on general tourism goods & services such as accommodation, food & beverage, transport, and entertainment. This figure excludes attendance fees (which are counted in the event operations calculations), airfares and GST. Each visiting attendee spent an average of \$277 on general tourism goods & services or \$177 per visitor night.

Purchases of goods & services from exhibitors (trade purchases) are beyond the scope of this evaluation.

TABLE 8 EXPENDITURE IN AUCKLAND BY VISITING ATTENDEES (EXCL. GST)*

	buildnz designex 2013	Emex 2014	Foodtech Packtech 2014	Autumn Gift Fair 2014	Spring Gift Fair 2014	Total
Domestic attendees						
Number of visitors	1,076	1,418	924	2,177	2,780	8,374
Visitor nights in Auckland	1,474	1,824	1,231	3,560	4,530	12,619
Tourism spend in Auckland	256,356	317,216	214,054	619,094	787,864	2,194,585
Tourism spend per visitor	238	224	232	284	283	262
Tourism spend per night	174	174	174	174	174	174
International attendees						
Number of visitors	78	41	61	53	50	283
Visitor nights in Auckland	246	133	202	164	175	920
Tourism spend in Auckland	53,567	29,000	43,951	35,548	37,998	200,064
Tourism spend per visitor	690	705	720	669	757	706
Tourism spend per night	217	217	217	217	217	217
All visiting exhibitors						
Number of visitors	1,153	1,459	985	2,230	2,830	8,657
Visitor nights in Auckland	1,720	1,957	1,433	3,723	4,705	13,539
Tourism spend in Auckland	309,923	346,217	258,005	654,642	825,862	2,394,648
Tourism spend per visitor	269	237	262	294	292	277
Tourism spend per night	180	177	180	176	176	177

*Excludes expenditure captured in the event budget such as attendance fees and purchases of goods and services exhibited at the event

Contribution to GDP & return on regional investment (excluding trade purchases)

The increase in regional output of \$9.34 million caused by XPO's portfolio of Auckland events contributed \$7.28 million to Auckland's GDP. Auckland's investment in the event is defined as the amount of event income sourced from within Auckland (\$4.51 million) and the return on this investment is the contribution to GDP of \$7.28 million. The return on Auckland's investment in XPO's portfolio of Auckland events was therefore 161%, calculated as \$7.28 million divided by \$4.51 million.

TABLE 9 CHANGE IN REGIONAL GDP CAUSED BY XPO'S PORTFOLIO OF AUCKLAND EVENTS

	buildnz designex 2013	Emex 2014	Foodtech Packtech 2014	Autumn Gift Fair 2014	Spring Gift Fair 2014	Total
Change in regional output	1,304,864	989,157	1,554,810	2,154,393	3,333,957	9,337,181
Event budget	530,784	340,080	773,898	515,191	1,032,560	3,192,514
Visiting exhibitors	464,157	302,860	522,907	984,561	1,475,535	3,750,019
Visiting attendees	309,923	346,217	258,005	654,642	825,862	2,394,648
GDP:output multiplier	0.78	0.78	0.78	0.78	0.78	0.78
Change in regional GDP	1,017,794	771,542	1,212,752	1,680,427	2,600,486	7,283,001
Regional investment	795,591	528,596	1,021,954	821,281	1,345,364	4,512,785
Return on regional investment	128%	146%	119%	205%	193%	161%

OTHER STATISTICS

Purchasing power

Around 90% of people attending XPO's events have influence over the purchasing decisions of the companies they represent. The average spending power of each attendee is \$75,772 (including those who have no influence over purchasing decisions), and total spending power across XPO's portfolio of Auckland events is \$1.70 billion.

The actual value of deals transacted as a result of each event is difficult to estimate. However, post-event surveys show that around \$23.3 million worth of deals were closed at the Autumn Gift Fair and a further \$26.8 million at the Spring Gift Fair. Further deals are likely to have been concluded in the weeks and months after the event.

TABLE 10 PURCHASING POWER OF EVENT ATTENDEES

	buildnz designex 2013	Emex 2014	Foodtech Packtech 2014	Autumn Gift Fair 2014	Spring Gift Fair 2014	Total
Influence purchasing decisions						
Attendees from Auckland	85%	81%	84%	98%	97%	88%
Visiting attendees	88%	82%	88%	98%	98%	93%
All attendees	86%	82%	85%	98%	97%	90%
Average spending power (m)						
Attendees from Auckland	76,923	96,344	124,123	52,872	45,818	80,108
Visiting attendees	75,655	101,145	139,354	49,639	40,110	68,878
All attendees	76,614	98,014	128,527	51,141	42,624	75,772
Total spending power (\$m)						
Attendees from Auckland	287.7	275.2	310.6	115.5	113.7	1,102.7
Visiting attendees	87.3	147.6	137.2	110.7	113.5	596.3
All attendees	375.0	422.8	447.8	226.2	227.2	1,699.0
Value of deals at the event (\$m)						
Attendees from Auckland	n/a	n/a	n/a	11.5	12.5	n/a
Visiting attendees	n/a	n/a	n/a	11.8	14.3	n/a
All attendees	n/a	n/a	n/a	23.3	26.8	n/a

Seasonality

XPO's events mainly occur during off-peak periods, with the exception of the Autumn Gift Fair which is held in early March. In total XPO's portfolio of Auckland events generated 18,694 off-peak visitor nights and increased regional output and GDP in off-peak periods by \$7.18 million and \$5.60 million respectively. XPO's portfolio of Auckland events is therefore largely counter-seasonal, bringing money into Auckland during periods when tourism demand is traditionally low.

TABLE 11 SEASONALITY OF XPO'S PORTFOLIO OF AUCKLAND EVENTS

Month	Season	Event	Visitor nights	Change in regional output	Change in regional GDP
Jun-13	Off-peak	buildnz designex 2013	3,401	1,304,864	1,017,794
Jul-13	Off-peak				
Aug-13	Off-peak				
Sep-13	Off-peak				
Oct-13	Off-peak				
Nov-13	Shoulder				
Dec-13	Peak				
Jan-14	Peak				
Feb-14	Peak				
Mar-14	Peak	Autumn Gift Fair 2014	6,759	2,154,393	1,680,427
Apr-14	Shoulder				
May-14	Off-peak	Emex 2014	2,925	989,157	771,542
Jun-14	Off-peak				
Jul-14	Off-peak				
Aug-14	Off-peak				
Sep-14	Off-peak	Spring Gift Fair 2014	9,259	3,333,957	2,600,486
Oct-14	Off-peak	Foodtech Packtech 2014	3,109	1,554,810	1,212,752
	Peak	All events	6,759	2,154,393	1,680,427
	Shoulder	All events	0	0	0
	Off-peak	All events	18,694	7,182,788	5,602,574
	Total	All events	25,453	9,337,181	7,283,001