

<b>EVENT NAME</b>	Spring Gift & Homeware Fair 2019	
<b>ORGANISER</b>	XPO Exhibitions	
<b>EVENT DATE</b>	Aug 25-27, 2019	
<b>VENUE</b>	ASB Showgrounds, Greenlane, Auckland	

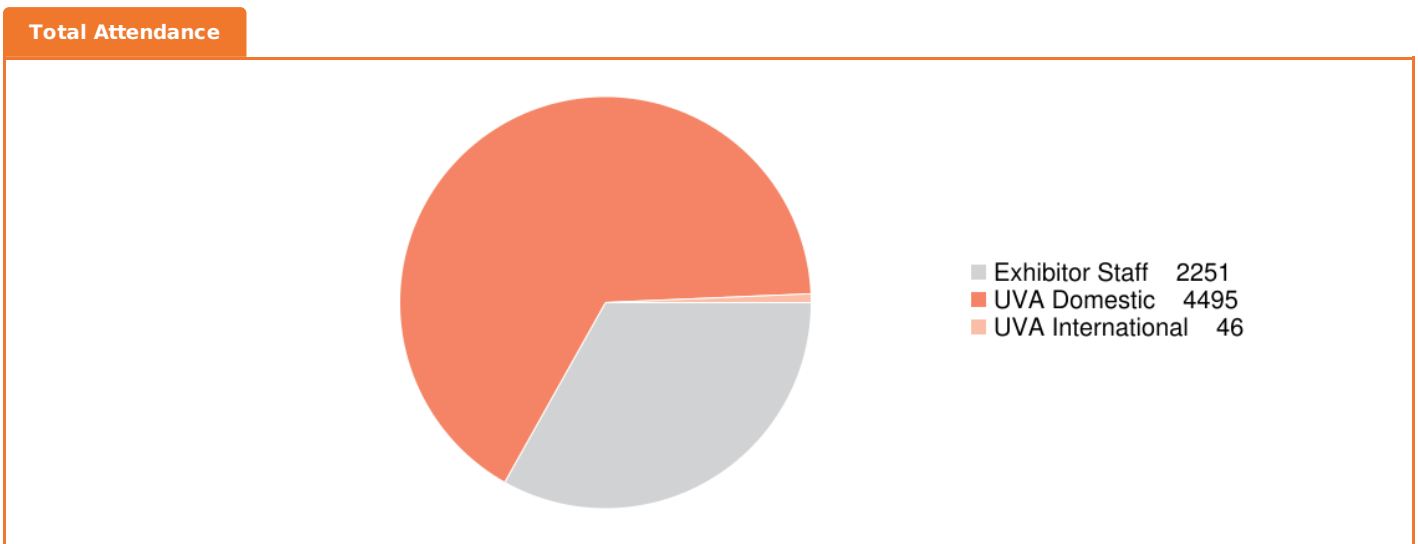
**Unique Visitor Attendance (UVA)** **4,541**

**Total Visits** **5,723**

**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
25 Aug 2019	2,575		2,575
26 Aug 2019	1,200	673	1,873
27 Aug 2019	766	509	1,275
<b>Totals</b>	<b>4,541</b>	<b>1,182</b>	<b>5,723</b>



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

Northland & Whangarei	195	4.3%
Auckland	2,008	44.2%
Hamilton & Waikato	572	12.6%
Bay of Plenty & Tauranga	294	6.5%
Coromandel	49	1.1%
Gisborne	42	0.9%
Hawkes Bay	99	2.2%
Taranaki	84	1.8%
Manawatu-Wanganui	73	1.6%
Wellington	156	3.4%
Nelson & Tasman	36	0.8%
Marlborough	24	0.5%
West Coast	62	1.4%
Christchurch	197	4.3%
Canterbury	145	3.2%
Otago	157	3.5%
Southland	55	1.2%
Kerikeri	35	0.8%
Waiheke Island	25	0.6%
Stewart Island	2	0.0%
Unknown	35	0.8%
Other New Zealand	150	3.3%
Total New Zealand	4,495	99.0%
Australia	29	0.6%
Other Overseas	17	0.4%
Total Attendees	4,541	100%



### What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Owner / Partner / Director	1,847	40.7%
Staff / Shop Assistant / Assistant Buyer	557	12.3%
Shop Manager / Head Buyer	527	11.6%
Corporate buyer	201	4.4%

Designer / Display / Florist	190	4.2%
Sales Manager	11	0.2%
General Manager	6	0.1%
Marketing Manager	6	0.1%
Category Buyer	2	0.0%
Other (Please specify)	63	1.4%
No Responses Given	1,131	24.9%
<b>Total Responses</b>	<b>4,541</b>	<b>100.0%</b>

### What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	71	1.6%
Art / Gallery / Museum	79	1.7%
Baby / Childrens products	73	1.6%
Beauty / Hairdresser / Skincare	24	0.5%
Bookseller / Newsagent / Stationer / Post Office	111	2.4%
Christmas	21	0.5%
Clothing / Footwear	134	3.0%
Corporate Buyer / Gift Baskets	49	1.1%
Department Store	46	1.0%
Discount / Variety	25	0.6%
Duty Free / Souvenir / Tourist	95	2.1%
Education	11	0.2%
Fashion Accessories / Jewellery	85	1.9%
Florist	93	2.0%
Food / Confectionery	63	1.4%
Furniture	144	3.2%
Garden	82	1.8%
Gift & Gift Store	678	14.9%
Handicrafts / Hobbies	36	0.8%
Hardware	48	1.1%
Health / Wellbeing	64	1.4%
Homewares	198	4.4%
Hospitality / Cafe / Restaurant / Accommodation	67	1.5%
Interior Decoratives / Design	394	8.7%
Kitchenware	30	0.7%

Manufacturer / Wholesaler	56	1.2%
Media	9	0.2%
Novelty	7	0.2%
Pet / Accessories	11	0.2%
Pharmacy	233	5.1%
Promotional Company	27	0.6%
Sports	5	0.1%
Supermarket / General	21	0.5%
Tourism	19	0.4%
Toys	31	0.7%
Other (Please specify)	69	1.5%
No Responses Given	1,332	29.2%
<b>Total Responses</b>	<b>4,541</b>	<b>100%</b>

#### What is your purchasing role?

<b>Purchasing Role Analysis</b>	No of Unique Visitors	% of Attendees
Responsible for purchasing decisions	1,135	25.0%
Influence / recommend purchasing decisions	329	7.2%
No influence on purchasing decisions	46	1.0%
No Responses Given	3,031	66.8%
<b>Total Responses</b>	<b>4,541</b>	<b>100%</b>

#### What is your purchasing power?

<b>Purchasing Power Analysis</b>	No of Unique Visitors	% of Attendees
None	298	6.6%
\$0 - \$499	30	0.7%
\$500 - \$999	71	1.6%
\$1,000 - \$4,999	225	5.0%
\$5,000 - \$9,999	215	4.7%
\$10,000 - \$49,999	259	5.7%
\$50,000 - \$99,999	195	4.3%
\$100,000+	190	4.2%
No Responses Given	3,058	67.2%
<b>Total Responses</b>	<b>4,541</b>	<b>100%</b>

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

Number of Employees	No of Unique Visitors	% of Attendees
1-5	2,190	48.2%
6-10	540	11.9%
11-20	269	5.9%
21-50	160	3.5%
51-100	61	1.3%
101+	81	1.8%
No Responses Given	1,240	27.4%
<b>Total Responses</b>	<b>4,541</b>	<b>100%</b>

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

Reasons for Attending	No of Unique Visitors	% of Attendees
To see new products	1,415	31.2%
To source new suppliers	1,227	27.0%
To place orders	868	19.1%
I am thinking of purchasing a stand at the Gift Fair in the future	60	1.3%
Other (Please specify)	16	0.4%
No Responses Given	955	21.0%
<b>Total Responses</b>	<b>4,541</b>	<b>100.0%</b>

### What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Art	1,112	24.5%
Baby / Childrens products	860	18.9%
Beauty / Skincare	769	16.9%
Books / Magazine / Stationery	783	17.2%
Christmas	760	16.7%
Clothing / Footwear	613	13.5%
Duty Free / Souvenirs	330	7.3%
Floral	823	18.1%
Food / Confectionery	622	13.7%
Furniture	1,155	25.4%
Garden	826	18.2%
Gift	2,095	46.1%

Handicrafts / Hobbies	610	13.4%
Hardware	353	7.8%
Health / Wellbeing	559	12.3%
Interior Decoratives	1,671	36.8%
Jewellery / Accessories	1,153	25.4%
Kitchenware / Chinaware	868	19.1%
Lighting	602	13.3%
Linen	682	15.0%
Luggage	198	4.4%
Novelty	647	14.2%
NZ Made products	1,468	32.3%
Packaging	595	13.1%
Pet / Accessories	253	5.6%
Pharmacy	340	7.5%
Promotional	380	8.4%
Souvenir / Tourist	725	16.0%
Sports	102	2.2%
Toys	611	13.5%
Wooden products	8	0.2%
Other (Please specify)	20	0.4%
<b>Total Responses</b>	<b>22,593</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 23rd September 2019. 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 23rd September 2019

Organiser



**XPO**  
EXHIBITIONS

Level 3, Orams Marine Village,  
152 Beaumont Street,  
Westhaven, Auckland, 1010  
+64 9 976 8300  
info@xpo.co.nz  
www.xpo.co.nz

Registration Statistics  
Provider



Endorsed by the  
Exhibition & Event  
Association of Australia

**Next Event Name: Spring Gift & Homeware Fair 2020**  
**Date of Next Event: 30 Aug 2020 - 01 Sep 2020**  
**Next Venue: ASB Showgrounds, Greenlane, Auckland**