


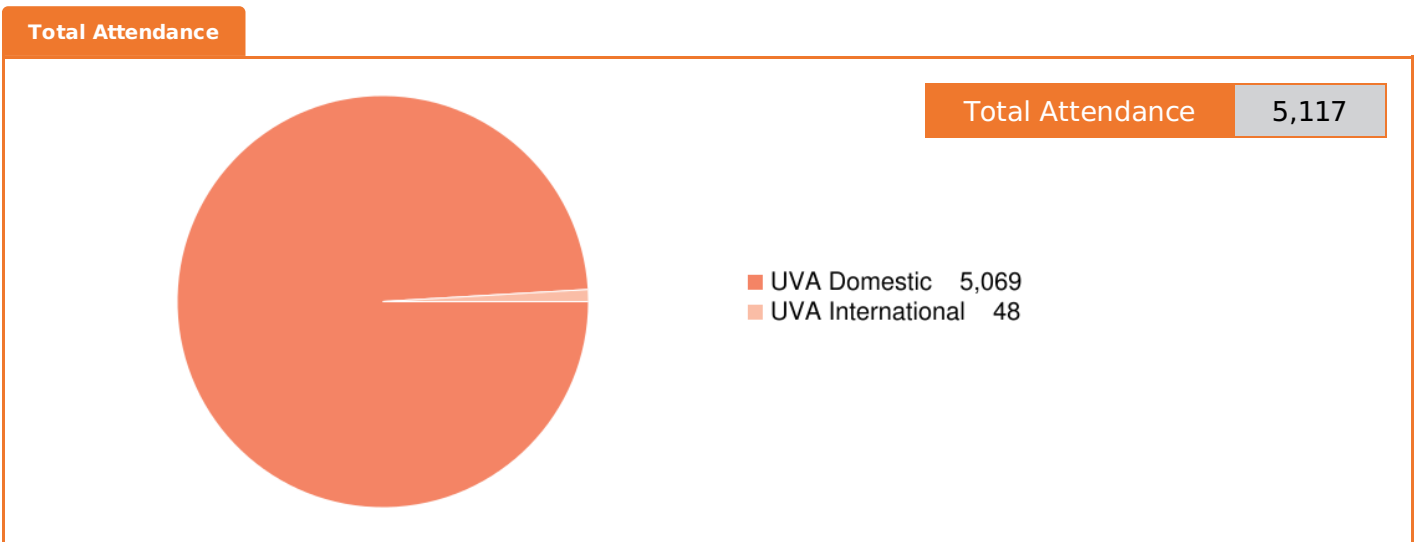
EVENT NAME	Spring Gift & Homeware Fair 2016	
ORGANISER	XPO Exhibitions	
EVENT DATE	Aug 28-30, 2016	
VENUE	ASB Showgrounds, Greenlane, Auckland	

Unique Visitor Attendance (UVA) **5,117**

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, speakers, children.* Visits and repeat visits are counted as one entry per day. All analysis % are based on the UVA figures, unless otherwise indicated.
 *Children are only included in Total Attendance where the organiser can prove they influence purchase decisions.

ATTENDANCE BREAKDOWN

Daily Total Visits			
Daily Visits	UVA	Repeat	Total Visits
28 Aug 2016	2,815	-	2,815
29 Aug 2016	1,421	706	2,127
30 Aug 2016	881	601	1,482
Totals	5,117	1,307	6,424



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Auckland (greater Auckland area)	2,307	45.1%
Blenheim	27	0.5%
Cambridge	46	0.9%
Christchurch	201	3.9%
Dunedin	45	0.9%
Feilding	21	0.4%
Gisborne	38	0.7%
Hamilton	224	4.4%
Invercargill	40	0.8%
Kerikeri	39	0.8%
Masterton	21	0.4%
Matamata	28	0.5%
Napier/Hastings/Havelock North	100	2.0%
Nelson	47	0.9%
New Plymouth	67	1.3%
Palmerston North	26	0.5%
Queenstown	32	0.6%
Rotorua	79	1.5%
Taupo	38	0.7%
Tauranga/Mt Maunganui/Papamoa	255	5.0%
Thames	28	0.5%
Timaru	21	0.4%
Waihi	26	0.5%
Wanaka	20	0.4%
Warkworth	39	0.8%
Wellington	120	2.3%
Whangamata	32	0.6%
Whanganui	21	0.4%
Whangarei	113	2.2%
Whitianga	38	0.7%
Other cities (count less than 20)	930	18.2%
Total New Zealand	5,069	99.1%
Australia	30	0.6%



Other Overseas	18	0.4%
Total Attendees	5,117	100%

What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Corporate Buyer	200	3.9%
Designer / Display / Florist	195	3.8%
Owner / Partner / Director	1,969	38.5%
Shop Manager / Head Buyer	648	12.7%
Staff / Shop Assistant / Assistant Buyer	687	13.4%
Other	135	2.6%
No Responses Given	1,283	25.1%
Total Responses	5,117	100%

What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	48	0.9%
Art / Gallery / Museum	71	1.4%
Baby / Childrens products	79	1.5%
Beauty /Hairdresser / Skincare	48	0.9%
Bookseller / Newsagent / Stationer / Post Office	134	2.6%
Christmas	19	0.4%
Clothing / Footwear	122	2.4%
Corporate Buyer / Gift Baskets	48	0.9%
Department Store	44	0.9%
Discount / Variety	21	0.4%
Duty Free / Souvenir / Tourist	85	1.7%
Education	16	0.3%
Fashion Accessories / Jewellery	99	1.9%
Florist	139	2.7%
Food / Confectionery	54	1.1%
Furniture	147	2.9%
Garden	74	1.5%
Gift	709	13.9%
Gift Store	31	0.6%
Handicrafts / Hobbies	43	0.8%

Hardware	77	1.5%
Health / Wellbeing	83	1.6%
Homewares	290	5.7%
Hospitality	112	2.2%
Interior Decoratives / Design	360	7.0%
Kitchenware	37	0.7%
Luggage	4	0.1%
Manufacturer / Wholesaler	82	1.6%
Media	15	0.3%
Novelty	14	0.3%
Pet / Accessories	10	0.2%
Pharmacy	306	6.0%
Promotional Company	40	0.8%
Sports	10	0.2%
Supermarket / General	19	0.4%
Toys	69	1.3%
Other	201	3.9%
No Responses Given	1,357	26.5%
Total Responses	5,117	100%

What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	1,011	19.8%
No influence on buying decisions	92	1.8%
Responsible for purchasing decisions	2,655	51.9%
No Responses Given	1,359	26.5%
Total Responses	5,117	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	242	4.7%
\$0-\$499	95	1.9%
\$500-\$999	190	3.7%
\$1,000-\$4,999	731	14.3%
\$5,000-\$9,999	756	14.8%
\$10,000-\$49,999	856	16.7%

\$50,000-\$99,999	250	4.9%
\$100,000 +	428	8.4%
No Responses Given	1,569	30.6%
Total Responses	5,117	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	293	5.7%
1-5	2,207	43.1%
6-10	553	10.8%
11-20	308	6.0%
21-50	3	0.1%
51-100	-	0.0%
101+	-	0.0%
No Responses Given	1,753	34.3%
Total Responses	5,117	100%

What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Accessories / Jewellery	43	0.8%
Art	902	17.6%
Baby / Childrens products	794	15.5%
Baby products	31	0.6%
Beauty / Skincare	642	12.5%
Books / Magazine / Stationery	689	13.5%
Clothing / Footwear	511	10.0%
Confectionery / Specialist Foods	17	0.3%
Duty Free / Souvenirs	292	5.7%
Floral	649	12.7%
Food / Confectionery	521	10.2%
Furniture	1,093	21.4%
Garden	712	13.9%
Gift	2,361	46.1%
Handicrafts / Hobbies	529	10.3%
Hardware	312	6.1%
Health / Wellbeing	542	10.6%

Interior Decoratives	1,637	32.0%
Jewellery / Accessories	1,161	22.7%
Kitchenware	900	17.6%
Luggage	165	3.2%
Novelty	564	11.0%
NZ Made	1,250	24.4%
Pet / Accessories	181	3.5%
Pharmacy	378	7.4%
Promotional	283	5.5%
Souvenir / Tourist	731	14.3%
Sports	148	2.9%
Toys	674	13.2%
Other	77	1.5%
Total Responses	18,789	

Analysis had multiple responses - % based on single visits

What are your reasons for attending the Gift Fairs?

Reasons for Attending	No of Unique Visitors	% of Attendees
To source new suppliers	2,814	55.0%
To see new products	3,151	61.6%
To place orders	2,134	41.7%
I am thinking of purchasing a stand in the future	149	2.9%
Other	24	0.5%
Total Responses	8,272	

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 6 September 2016. 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 6 September 2016

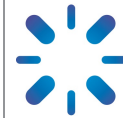
Organiser



XPO
EXHIBITIONS

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Registration Statistics
Provider



XPO
EXHIBITIONS



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Spring Gift & Homeware Fair 2017
Date of Next Event: 27 Aug 2017 - 29 Aug 2017
Next Venue: ASB Showgrounds, Greenlane, Auckland