

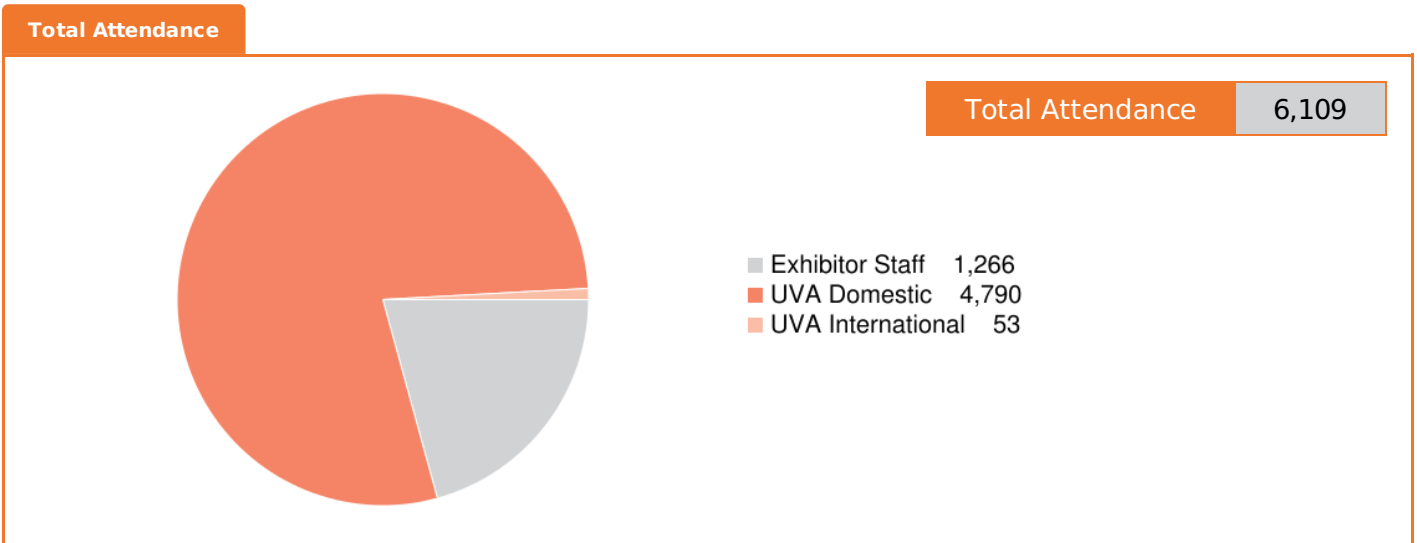
EVENT NAME	Spring Gift & Homeware Fair 2017	
ORGANISER	XPO Exhibitions	
EVENT DATE	Aug 27-29, 2017	
VENUE	ASB Showgrounds, Greenlane, Auckland	

Unique Visitor Attendance (UVA) **4,843**

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
27 Aug 2017	2,533	-	2,533
28 Aug 2017	1,417	610	2,027
29 Aug 2017	893	514	1,407
Totals	4,843	1,124	5,967



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Ashburton	25	0.5%
Auckland (greater Auckland area)	1,926	39.8%
Blenheim	34	0.7%
Cambridge	67	1.4%
Christchurch	210	4.3%
Dunedin	40	0.8%
Gisborne	28	0.6%
Hamilton	207	4.3%
Invercargill	41	0.8%
Kaikati	23	0.5%
Kerikeri	46	0.9%
Masterton	25	0.5%
Matamata	37	0.8%
Napier/Hastings/Havelock North	89	1.8%
Nelson	38	0.8%
New Plymouth	60	1.2%
Palmerston North	23	0.5%
Paraparaumu	21	0.4%
Pukekohe	45	0.9%
Queenstown	22	0.5%
Rangiora	26	0.5%
Rotorua	60	1.2%
Taupo	61	1.3%
Tauranga/Mt Maunganui/Papamoa	201	4.2%
Thames	40	0.8%
Timaru	20	0.4%
Waiheke Island	34	0.7%
Waihi/Waihi Beach	27	0.6%
Warkworth	23	0.5%
Wellington/Lower Hutt	124	2.6%
Whakatane	25	0.5%
Whangamata	28	0.6%
Whanganui	35	0.7%



Whangarei	97	2.0%
Whitianga	29	0.6%
Other cities (count less than 20)	953	19.7%
Total New Zealand	4,790	98.9%
Australia	31	0.6%
Other Overseas	22	0.5%
Total Attendees	4,843	100%

What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Corporate buyer	471	9.7%
Designer / Display / Florist	169	3.5%
Owner / Partner / Director	1,867	38.5%
Shop Manager / Head Buyer	579	12.0%
Staff / Shop Assistant / Assistant Buyer	484	10.0%
Other	85	1.8%
No Responses Given	1,188	24.5%
Total Responses	4,843	100%

What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	290	6.0%
Art / Gallery / Museum	86	1.8%
Baby / Childrens products	70	1.5%
Beauty /Hairdresser / Skincare	48	1.0%
Bookseller / Newsagent / Stationer / Post Office	118	2.4%
Christmas	19	0.4%
Clothing / Footwear	117	2.4%
Corporate Buyer / Gift Baskets	39	0.8%
Department Store	45	0.9%
Discount / Variety	32	0.7%
Duty Free / Souvenir / Tourist	93	1.9%
Education	6	0.1%
Fashion Accessories / Jewellery	87	1.8%
Florist	109	2.3%

Food / Confectionery	40	0.8%
Furniture	112	2.3%
Garden	73	1.5%
Gift	608	12.6%
Gift Store	30	0.6%
Handicrafts / Hobbies	38	0.8%
Hardware	36	0.7%
Health / Wellbeing	89	1.8%
Homewares	317	6.5%
Hospitality	94	1.9%
Interior Decoratives / Design	396	8.2%
Kitchenware	48	1.0%
Manufacturer / Wholesaler	83	1.7%
Media	5	0.1%
Novelty	7	0.1%
Pet / Accessories	3	0.1%
Pharmacy	238	4.9%
Promotional Company	19	0.4%
Supermarket / General	17	0.4%
Toys	52	1.1%
Other	117	2.4%
No Responses Given	1,262	26.1%
Total Responses	4,843	100%

What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	354	7.3%
No influence on buying decisions	28	0.6%
Responsible for purchasing decisions	2,757	56.9%
No Responses Given	1,704	35.2%
Total Responses	4,843	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	1,222	25.2%
\$0-\$499	62	1.3%
\$500-\$999	100	2.1%
\$1,000-\$4,999	369	7.6%
\$5,000-\$9,999	370	7.7%
\$10,000-\$49,999	481	9.9%
\$50,000-\$99,999	229	4.7%
\$100,000 +	277	5.7%
No Responses Given	1,733	35.8%
Total Responses	4,843	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	331	6.8%
1-5	1,917	39.6%
6-10	558	11.5%
11-20	265	5.5%
21-50	8	0.2%
51-100	2	0.0%
101+	5	0.1%
No Responses Given	1,757	36.3%
Total Responses	4,843	100%

What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Art	1,087	22.4%
Baby / Childrens products	812	16.8%
Beauty / Skincare	667	13.8%
Books / Magazine / Stationery	825	17.0%
Clothing / Footwear	502	10.4%
Duty Free / Souvenirs	303	6.3%
Floral	774	16.0%
Food / Confectionery	560	11.6%

Furniture	1,128	23.3%
Garden	855	17.7%
Gift	2,107	43.5%
Handicrafts / Hobbies	552	11.4%
Hardware	407	8.4%
Health / Wellbeing	514	10.6%
Interior Decoratives	1,597	33.0%
Jewellery / Accessories	1,281	26.5%
Kitchenware / Chinaware	43	0.9%
Luggage	142	2.9%
Novelty	582	12.0%
NZ Made	1,480	30.6%
Pet / Accessories	193	4.0%
Pharmacy	368	7.6%
Promotional	313	6.5%
Souvenir / Tourist	663	13.7%
Sports	124	2.6%
Toys	625	12.9%
Other	61	1.3%
Total Responses	18,565	

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	1,722	35.6%
To see new products	1,990	41.1%
To place orders	1,100	22.7%
I am thinking of purchasing a stand in the future	83	1.7%
Other	36	0.7%
Total Responses	4,931	

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 26 September 2017. 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 26 September 2017

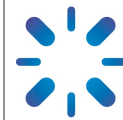
Organiser



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 2018
Date of Next Event: 26 Aug 2018 - 28 Aug 2018
Next Venue: ASB Showgrounds, Greenlane, Auckland