

EVENT NAME	Winter Gift & Homeware Fair 2017	
ORGANISER	XPO Exhibitions	
EVENT DATE	Jun 18-20, 2017	
VENUE	Horncastle Arena, Addington, Christchurch	

Unique Visitor Attendance (UVA) **1,367**

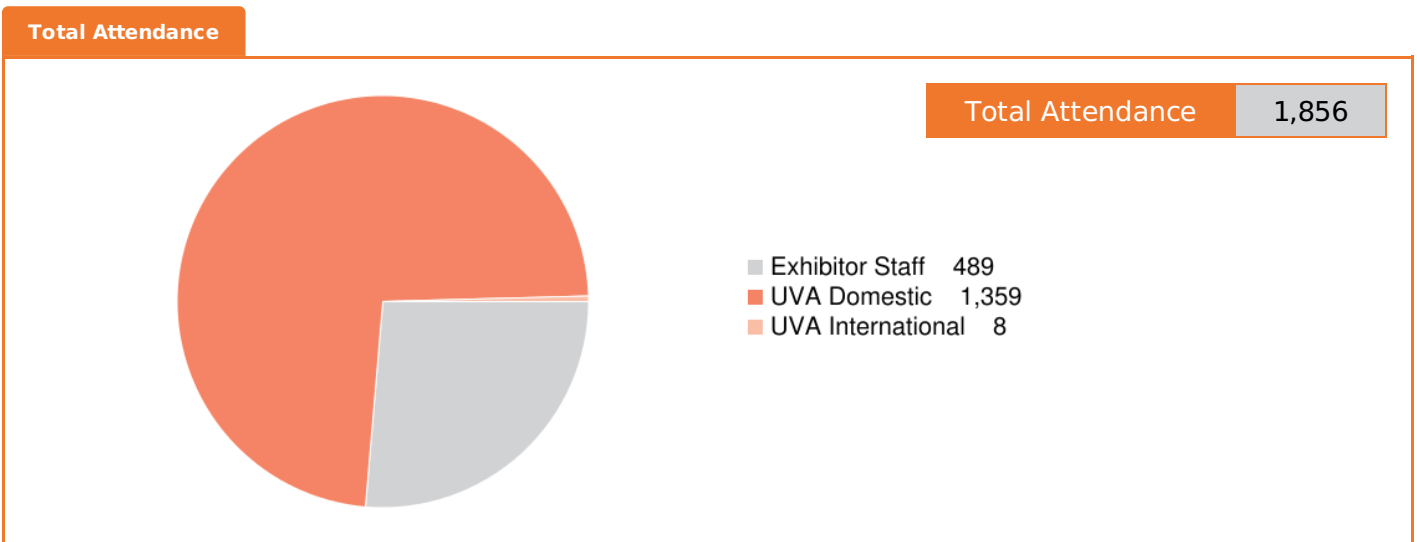
Statement of Verification Methodology

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
18 Jun 2017	670	-	670
19 Jun 2017	443	72	515
20 Jun 2017	254	290	544
Totals	1,367	362	1,729



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Akaroa	23	1.7%
Amberley	20	1.5%
Ashburton	38	2.8%
Auckland	44	3.2%
Christchurch	713	52.2%
Darfield	15	1.1%
Dunedin	20	1.5%
Fairlie	12	0.9%
Geraldine	27	2.0%
Hanmer Springs	15	1.1%
Invercargill	22	1.6%
Kaiapoi	16	1.2%
Kaikoura	10	0.7%
Leeston	14	1.0%
Lincoln	20	1.5%
Methven	8	0.6%
Nelson	12	0.9%
Oamaru	15	1.1%
Oxford	9	0.6%
Rangiora	58	4.2%
Timaru	36	2.6%
Wellington	17	1.2%
Other Centres (count less than 8)	195	14.2%
Total New Zealand	1,359	99.4%
Australia	8	0.6%
Total Attendees	1,367	100%



What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Corporate buyer	116	8.5%
Designer / Display / Florist	44	3.2%
Owner / Partner / Director	501	36.6%
Shop Manager / Head Buyer	141	10.3%
Staff / Shop Assistant / Assistant Buyer	172	12.6%
Other	28	2.0%
No Responses Given	365	26.8%
Total Responses	1,367	100%

What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	91	6.7%
Art / Gallery / Museum	15	1.1%
Baby / Childrens products	15	1.1%
Beauty /Hairdresser / Skincare	12	0.9%
Bookseller / Newsagent / Stationer / Post Office	27	2.0%
Christmas	2	0.1%
Clothing / Footwear	37	2.7%
Corporate Buyer / Gift Baskets	14	1.0%
Department Store	13	1.0%
Discount / Variety	3	0.2%
Duty Free / Souvenir / Tourist	24	1.8%
Education	2	0.1%
Fashion Accessories / Jewellery	13	0.9%
Florist	29	2.1%
Food / Confectionery	17	1.2%
Furniture	32	2.3%
Garden	16	1.2%
Gift	139	10.2%
Gift Store	12	0.9%
Handicrafts / Hobbies	19	1.4%
Hardware	19	1.4%
Health / Wellbeing	20	1.5%
Homewares	64	4.7%

Hospitality	54	4.0%
Interior Decoratives / Design	93	6.8%
Kitchenware	6	0.4%
Manufacturer / Wholesaler	21	1.5%
Media	1	0.1%
Novelty	3	0.2%
Pet / Accessories	1	0.1%
Pharmacy	103	7.5%
Promotional Company	3	0.2%
Supermarket / General	12	0.9%
Toys	17	1.2%
Other	22	1.6%
No Responses Given	396	29.0%
Total Responses	1,367	100%

What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	111	8.1%
No influence on buying decisions	13	1.0%
Responsible for purchasing decisions	757	55.4%
No Responses Given	486	35.5%
Total Responses	1,367	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	365	26.7%
\$0-\$499	21	1.5%
\$500-\$999	42	3.1%
\$1,000-\$4,999	145	10.6%
\$5,000-\$9,999	106	7.8%
\$10,000-\$49,999	98	7.2%
\$50,000-\$99,999	49	3.6%
\$100,000 +	51	3.7%
No Responses Given	490	35.8%
Total Responses	1,367	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	109	8.0%
1-5	507	37.1%
6-10	156	11.4%
11-20	89	6.5%
21-50	-	0.0%
51-100	-	0.0%
101+	-	0.0%
No Responses Given	506	37.0%
Total Responses	1,367	100%

What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Art	317	23.2%
Baby / Childrens products	220	16.1%
Beauty / Skincare	196	14.3%
Books / Magazine / Stationery	226	16.5%
Clothing / Footwear	159	11.6%
Duty Free / Souvenirs	78	5.7%
Floral	214	15.7%
Food / Confectionery	127	9.3%
Furniture	277	20.3%
Garden	242	17.7%
Gift	597	43.7%
Handicrafts / Hobbies	168	12.3%
Hardware	140	10.2%
Health / Wellbeing	142	10.4%
Interior Decoratives	450	32.9%
Jewellery / Accessories	399	29.2%
Kitchenware / Chinaware	273	20.0%
Luggage	34	2.5%
Novelty	180	13.2%
NZ Made	397	29.0%
Pet / Accessories	46	3.4%

Pharmacy	133	9.7%
Promotional	83	6.1%
Souvenir / Tourist	181	13.2%
Sports	44	3.2%
Toys	164	12.0%
Other	21	1.5%
Total Responses	5,508	

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	520	38.0%
To see new products	635	46.5%
To place orders	356	26.0%
I am thinking of purchasing a stand in the future	36	2.6%
Other	20	1.5%
Total Responses	1,567	

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 5 July 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.

This report is the copyright property of XPO Exhibitions and the AMAA. This document is valid until 4 July 2018. 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 5 July 2017

Organiser



XPO
EXHIBITIONS

Level 1, 99/107 Khyber Pass
Road, Grafton, Auckland
+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 2018
Date of Next Event: 17 Jun 2018 - 19 Jun 2018
Next Venue: Horncastle Arena, Addington, Christchurch