

EVENT NAME	Winter Gift & Homeware Fair 2019	WINTER GIFT & HOMEWARE FAIR
ORGANISER	XPO Exhibitions	
EVENT DATE	Jun 09-10, 2019	
VENUE	Horncastle Arena, Christchurch	

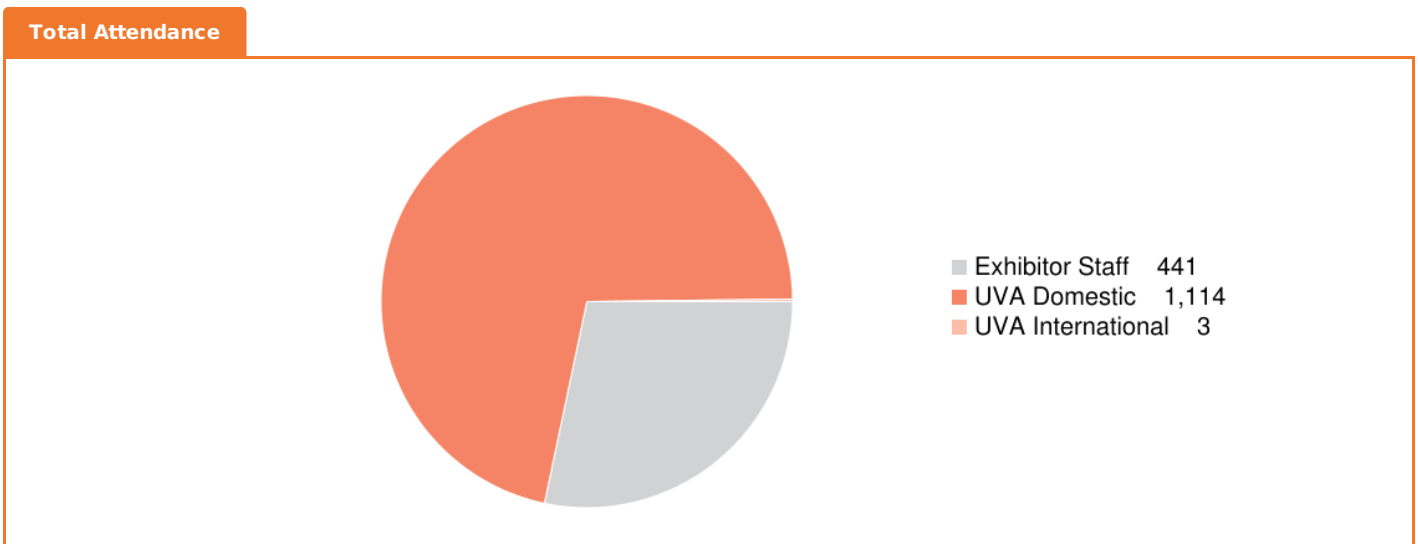
Unique Visitor Attendance (UVA) **1,117**

Total Attendance **1,558**

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
09 Jun 2019	725		725
10 Jun 2019	392	127	519
Totals	1,117	127	1,244



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Akaroa	14	1.3%
Amberley	7	0.6%
Ashburton	49	4.4%
Auckland	17	1.5%
Christchurch	625	56.0%
Darfield	14	1.3%
Dunedin	26	2.3%
Geraldine	7	0.6%
Gisborne	5	0.4%
Hanmer Springs	7	0.6%
Invercargill	14	1.3%
Kaiapoi	12	1.1%
Kaikoura	11	1.0%
Leeston	10	0.9%
Lincoln	16	1.4%
Lyttelton	7	0.6%
Nelson	7	0.6%
Oamaru	6	0.5%
Oxford	9	0.8%
Picton	3	0.3%
Timaru	19	1.7%
Waimakariri	8	0.7%
Wellington	6	0.5%
Other Centres (count less than 8)	215	19.3%
Total New Zealand	1,114	99.7%
Australia	3	0.3%
Total Attendees	1,117	100.0%



What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Corporate buyer	41	3.7%
Designer / Display / Florist	53	4.7%
Owner / Partner / Director	441	39.5%
Sales Manager	6	0.5%
Shop Manager / Head Buyer	126	11.3%
Staff / Shop Assistant / Assistant Buyer	144	12.9%
Other	18	1.6%
No Responses Given	288	25.8%
Total Responses	1,117	100%

What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	21	1.9%
Art / Gallery / Museum	13	1.2%
Baby / Childrens products	6	0.5%
Beauty / Hairdresser / Skincare	9	0.8%
Bookseller / Newsagent / Stationer / Post Office	23	2.1%
Christmas	11	1.0%
Clothing / Footwear	34	3.0%
Corporate Buyer / Gift Baskets	11	1.0%
Department Store	8	0.7%
Discount / Variety	2	0.2%
Duty Free / Souvenir / Tourist	29	2.6%
Education	3	0.3%
Fashion Accessories / Jewellery	17	1.4%
Florist	35	3.1%
Food / Confectionery	18	1.6%
Furniture	24	2.1%
Garden	19	1.7%
Gift	158	14.1%
Gift Store	5	0.4%

Handicrafts / Hobbies	25	2.2%
Hardware	14	1.3%
Health / Wellbeing	17	1.5%
Homewares	35	3.1%
Hospitality	23	2.1%
Interior Decoratives / Design	79	7.1%
Kitchenware	3	0.3%
Luggage	1	0.1%
Manufacturer / Wholesaler	11	1.0%
Media	2	0.2%
Novelty	2	0.2%
Pet / Accessories	2	0.2%
Pharmacy	70	6.3%
Promotional Company	6	0.5%
Sports	2	0.2%
Supermarket / General	9	0.8%
Tourism	3	0.3%
Toys	8	0.7%
Other	22	2.0%
No Responses Given	337	30.2%
Total Responses	1,117	100%

What is your purchasing role?

Purchasing Role Analysis	No of Unique Visitors	% of Attendees
Influence Purchasing Decisions	77	6.9%
No Influence on Purchasing Decisions	9	0.8%
Responsible for Purchasing Decisions	255	22.8%
No Response Given	776	69.6%
Total Responses	1,117	100%

What is your purchasing power?

Purchasing Power Analysis	No of Unique Visitors	% of Attendees
None	58	5.2%
\$1-\$499	5	0.4%
\$500-\$999	21	1.9%
\$1,000-\$4,999	64	5.7%
\$5,000-\$9,999	55	4.9%
\$10,000-\$49,999	63	5.6%
\$50,000-\$99,999	45	4.0%
\$100,000 +	30	2.7%
No Responses Given	776	69.6%
Total Responses	1,117	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
1-5	540	48.3%
6-10	151	13.5%
11-20	57	5.1%
21-50	26	2.3%
51-100	10	0.9%
101+	18	1.6%
No Responses Given	315	28.2%
Total Responses	1,117	100%

What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Art	252	22.6%
Baby / Childrens products	208	18.6%
Beauty / Skincare	213	19.1%
Books / Magazine / Stationery	179	16.0%
Christmas	198	17.7%
Clothing / Footwear	175	15.7%
Duty Free / Souvenirs	280	25.1%
Floral	183	16.4%
Food / Confectionery	165	14.8%
Furniture	230	20.6%
Garden	209	18.7%
Gift	531	47.5%
Handicrafts / Hobbies	160	14.3%
Hardware	98	8.8%
Health / Wellbeing	149	13.3%
Interior Decoratives	369	33.0%
Jewellery / Accessories	314	28.1%
Kitchenware / Chinaware	197	17.6%
Lighting	119	10.7%
Linen	149	13.3%
Luggage	57	5.1%
Novelty	200	17.9%
NZ Made	358	32.1%
Packaging	146	13.1%
Pet / Accessories	63	5.6%
Pharmacy	100	9.0%
Promotional	108	9.7%
Sports	34	3.0%
Toys	155	13.9%
Wooden products	3	0.3%
Other	7	0.6%
Total Responses	5,609	

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
I am thinking of purchasing a stand at the Gift Fair in the future	15	1.3%
To place orders	144	12.9%
To see new products	231	20.7%
To source new suppliers	263	23.5%
Other	5	0.4%
No Response Given	459	41.2%
Total Responses	1,117	100%

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 23 July 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 23 July 2019

Organiser



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Registration Statistics
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