

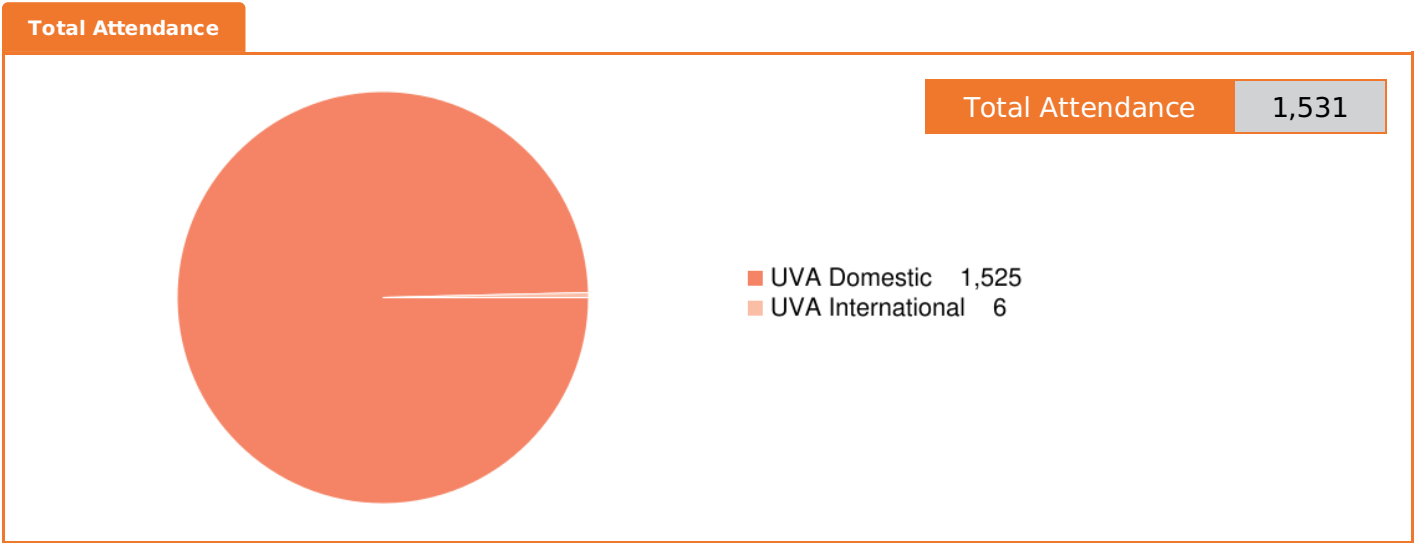
<b>EVENT NAME</b>	Winter Gift & Homeware Fair 2016	
<b>ORGANISER</b>	XPO Exhibitions	
<b>EVENT DATE</b>	Jun 12-14, 2016	
<b>VENUE</b>	Horncastle Arena, Addington, Christchurch	

Unique Visitor Attendance (UVA) **1,531**

**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
12 Jun 2016	831	-	831
13 Jun 2016	441	119	560
14 Jun 2016	259	204	463
<b>Totals</b>	<b>1,531</b>	<b>323</b>	<b>1,854</b>



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

Amberley	10	0.7%
Ashburton	41	2.7%
Auckland	57	3.7%
Blenheim	21	1.4%
Christchurch	856	55.9%
Dunedin	33	2.2%
Greymouth	11	0.7%
Hanmer Springs	9	0.6%
Invercargill	12	0.8%
Kaiapoi	20	1.3%
Kaikoura	8	0.5%
Leeston	11	0.7%
Lincoln	17	1.1%
Methven	9	0.6%
Nelson	26	1.7%
Oamaru	35	2.3%
Oxford	12	0.8%
Queenstown	13	0.8%
Rangiora	33	2.2%
Timaru	78	5.1%
Twizel	2	0.1%
Wanaka	4	0.3%
Wellington	15	1.0%
Other Towns less than 10	192	12.5%
Total New Zealand	1,525	99.6%
Australia	5	0.3%
Other Overseas	1	0.1%
Total Attendees	1,531	100%



### What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Category Buyer	1	0.1%
Designer / Display / Florist	51	3.3%
Owner / Partner / Director	582	38.0%
Shop Manager / Head Buyer / Corporate Buyer	214	14.0%
Staff / Shop Assistant / Assistant Buyer	245	16.0%
Other	40	2.6%
No Responses Given	398	26.0%
<b>Total Responses</b>	<b>1,531</b>	<b>100%</b>

### What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Agent	14	0.9%
Art / Gallery / Museum	16	1.0%
Baby / Childrens products	18	1.2%
Beauty /Hairdresser / Skincare	9	0.6%
Bookseller / Newsagent / Stationer / Post Office	29	1.9%
Christmas	8	0.5%
Clothing / Footwear	51	3.3%
Corporate Buyer / Gift Baskets	15	1.0%
Department Store	9	0.6%
Discount / Variety	6	0.4%
Duty Free / Souvenir / Tourist	36	2.4%
Fashion Accessories / Jewellery	17	1.1%
Florist	39	2.5%
Food / Confectionery	15	1.0%
Furniture	37	2.4%
Garden	25	1.6%
Gift	203	13.3%
Gift Store	15	1.0%
Handicrafts / Hobbies	23	1.5%
Hardware	24	1.6%
Health / Wellbeing	14	0.9%
Homewares	69	4.5%
Hospitality	56	3.7%

Interior Decoratives / Design	1	0.1%
Kitchenware	123	8.0%
Luggage	8	0.5%
Manufacturer / Wholesaler	11	0.7%
Media	1	0.1%
Novelty	3	0.2%
Pet / Accessories	1	0.1%
Pharmacy	109	7.1%
Promotional Company	4	0.3%
Sports	14	0.9%
Supermarket / General	1	0.1%
Toys	11	0.7%
Other	73	4.8%
No Responses Given	423	27.5%
<b>Total Responses</b>	<b>1,531</b>	<b>100%</b>

#### What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	327	21.4%
No influence on buying decisions	22	1.4%
Responsible for purchasing decisions	751	49.1%
No Responses Given	431	28.1%
<b>Total Responses</b>	<b>1,531</b>	<b>100%</b>

#### What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	52	3.4%
\$0-\$499	26	1.7%
\$500-\$999	87	5.7%
\$1,000-\$4,999	249	16.3%
\$5,000-\$9,999	224	14.6%
\$10,000-\$49,999	260	17.0%
\$50,000-\$99,999	46	3.0%
\$100,000 +	88	5.7%
No Responses Given	499	32.6%
<b>Total Responses</b>	<b>1,531</b>	<b>100%</b>

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

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	102	6.7%
1-5	625	40.8%
6-10	176	11.5%
11-20	91	5.9%
21-50	1	0.1%
51-100	-	0.0%
101+	-	0.0%
No Responses Given	536	35.0%
<b>Total Responses</b>	<b>1,531</b>	<b>100%</b>

### What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Accessories / Jewellery	16	1.0%
Art	228	14.9%
Baby / Childrens products	221	14.4%
Baby products	8	0.5%
Beauty / Skincare	165	10.8%
Books / Magazine / Stationery	187	12.2%
Clothing / Footwear	152	9.9%
Duty Free / Souvenirs	92	6.0%
Floral	167	10.9%
Food / Confectionery	125	8.2%
Furniture	303	19.8%
Garden	220	14.4%
Gift	709	46.3%
Giftware	27	1.8%
Handicrafts / Hobbies	155	10.1%
Hardware	97	6.3%
Health / Wellbeing	142	9.3%
Interior Decoratives	495	32.3%
Jewellery / Accessories	361	23.6%
Kitchenware / Chinaware	246	16.1%
NZ Made	311	20.3%
Pharmacy	121	7.9%

Promotional	95	6.2%
Souvenir / Tourist	188	12.3%
Toys / Novelty products	365	23.8%
Other	13	0.8%
<b>Total Responses</b>	<b>5,209</b>	

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	796	52.0%
To see new products	935	61.1%
To place orders	636	41.5%
I am thinking of purchasing a stand in the future	30	2.0%
Other	5	0.3%
<b>Total Responses</b>	<b>2,402</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 28 June 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 28 June 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 2016**  
**Date of Next Event: 28 Aug 2016 - 30 Aug 2016**  
**Next Venue: ASB Showgrounds Greenlane, Auckland**