

<b>EVENT NAME</b>	Autumn Gift & Homeware Fair 2019	
<b>ORGANISER</b>	XPO Exhibitions	
<b>EVENT DATE</b>	Mar 03-05, 2019	
<b>VENUE</b>	ASB Showgrounds, Greenlane, Auckland	

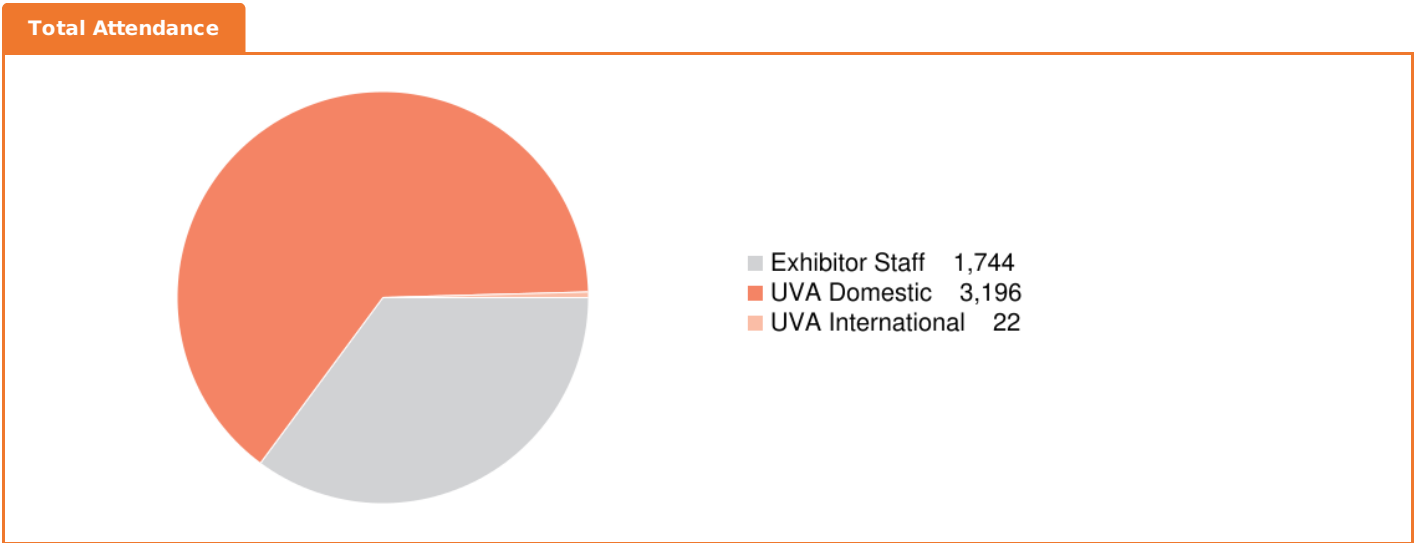
**Unique Visitor Attendance (UVA)** 3,218

**Total Visits** 3,850

**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**

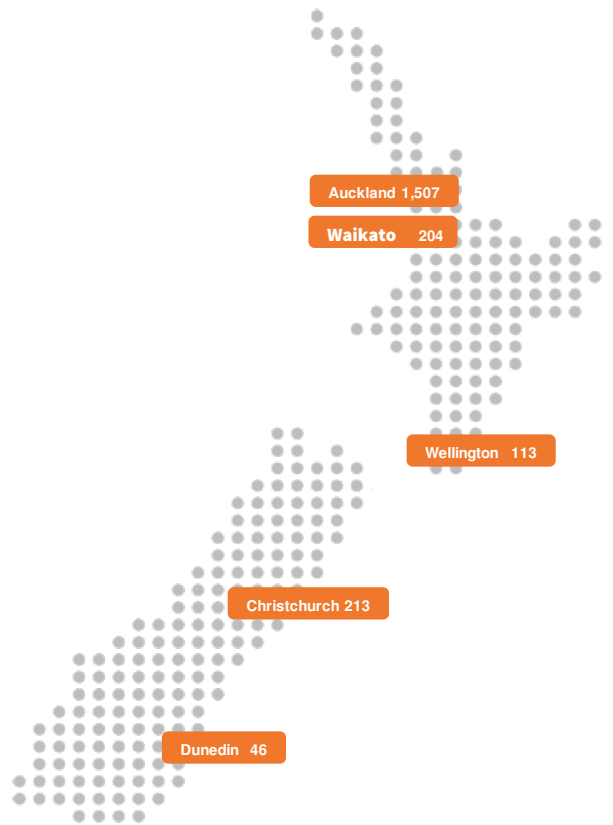
Daily Total Visits			
Daily Visits	UVA	Repeat	Total Visits
03 Mar 2019	1,605		1,605
04 Mar 2019	955	321	1,276
05 Mar 2019	658	311	969
<b>Totals</b>	<b>3,218</b>	<b>632</b>	<b>3,850</b>



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

Auckland	1507	46.83%
Christchurch	213	6.62%
Tauranga	164	5.10%
Waikato	204	7.55%
Other Cities	121	3.76%
Northland	119	3.70%
Wellington	113	3.51%
Coromandel	73	2.27%
Hawkes Bay	58	1.80%
Cambridge	52	1.62%
Palmerston North	48	1.49%
Dunedin	46	1.43%
New Plymouth	45	1.40%
Wairarapa	43	1.34%
Otago	40	1.24%
Rotorua	39	1.21%
Manawatu-Wanganui	35	1.09%
Taupo	32	0.99%
Bay Of Plenty	29	0.90%
Nelson	27	0.84%
Lower Hutt	25	0.78%
Pukekohe	25	0.78%
Gisborne	22	0.68%
Taranaki	22	0.68%
Southland	17	0.53%
Blenheim	15	0.47%
Timaru	12	0.37%
West Coast	11	0.34%
Total New Zealand	3,196	99.32%
Australia	15	0.47%
Other Overseas	7	0.22%
Total Attendees	3,218	100%



### What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Owner / Partner / Director	1247	38.75%
Shop Manager / Head Buyer / Corporate Buyer	466	14.48%
Staff / Shop Assistant / Assistant Buyer	281	8.73%
Designer / Display / Florist	134	4.16%
Other	37	1.15%
Sales Manager	6	0.19%
General Manager	5	0.16%
Category Buyer	4	0.12%
Marketing Manager	3	0.09%
No Responses Given	1035	32.16%
<b>Total Responses</b>	<b>3,218</b>	<b>100%</b>

### What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Gift	386	12.00%
Interior Decoratives / Design	311	9.66%
Homewares	201	6.25%
Pharmacy	98	3.05%
Furniture	95	2.95%
Clothing / Footwear	77	2.39%
Fashion Accessories / Jewellery	72	2.24%
Florist	68	2.11%
Bookseller / Newsagent / Stationer / Post Office	60	1.86%
Art / Gallery / Museum	57	1.77%
Agent	48	1.49%
Garden	48	1.49%
Hospitality	46	1.43%
Manufacturer / Wholesaler	45	1.40%
Baby / Childrens products	44	1.37%
Duty Free / Souvenir / Tourist	42	1.31%
Food / Confectionery	43	1.34%
Other	40	1.24%

Department Store	39	1.21%
Health / Wellbeing	34	1.06%
Hardware	29	0.90%
Christmas	27	0.84%
Handicrafts / Hobbies	27	0.84%
Corporate Buyer / Gift Baskets	24	0.75%
Kitchenware	22	0.68%
Promotional Company	19	0.59%
Gift Store	17	0.53%
Beauty / Hairdresser / Skincare	15	0.47%
Discount / Variety	15	0.47%
Tourism	14	0.44%
Supermarket / General	11	0.34%
Education	10	0.31%
Toys	9	0.28%
Media	7	0.22%
Pet / Accessories	4	0.12%
Novelty	3	0.09%
Sports	3	0.09%
Luggage	2	0.06%
No Responses Given	1106	34.37%
<b>Total Responses</b>	<b>3,218</b>	<b>100%</b>

#### What is your purchasing role?

<b>Purchasing Role Analysis</b>	No of Unique Visitors	% of Attendees
Responsible for purchasing decisions	1,046	32.50%
Influence purchasing decisions	259	8.05%
No influence on Purchasing decisions	27	0.84%
No Responses Given	1,886	58.61%
<b>Total Responses</b>	<b>3,218</b>	<b>100%</b>

#### What is your purchasing power?

<b>Purchasing Power Analysis</b>	No of Unique Visitors	% of Attendees
None	279	8.67%
\$0 - \$499	25	0.78%
\$500 - \$999	66	2.05%

\$1,000 - \$4,999	179	5.56%
\$5,000 - \$9,999	203	6.31%
\$10,000 - \$49,999	248	7.71%
\$50,000 - \$99,999	141	4.38%
100K+	181	5.62%
No Responses Given	1896	58.92%
<b>Total Responses</b>	<b>3,218</b>	<b>100%</b>

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

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	296	9.20%
1-5	1,159	36.02%
6-10	347	10.78%
11-20	131	4.07%
21-50	95	2.95%
51-100	41	1.27%
101+	75	2.33%
No Responses Given	1,074	33.37%
<b>Total Responses</b>	<b>3,218</b>	<b>100%</b>

#### What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Gift	1,316	40.89%
Interior Decoratives	1,164	36.17%
NZ Made	887	27.56%
Furniture	848	26.35%
Jewellery / Accessories	762	23.68%
Art	704	21.88%
Kitchenware / Chinaware	609	18.92%
Garden	562	17.46%
Floral	540	16.78%
Books / Magazine / Stationery	528	16.41%
Baby / Childrens products	527	16.38%
Beauty / Skincare	450	13.98%
Linen	449	13.95%
Souvenir / Tourist	419	13.02%

Christmas	412	12.80%
Clothing / Footwear	411	12.77%
Lighting	401	12.46%
Novelty	401	12.46%
Food / Confectionery	382	11.87%
Handicrafts / Hobbies	377	11.72%
Toys	355	11.03%
Packaging	348	10.81%
Health / Wellbeing	340	10.57%
Hardware	219	6.81%
Promotional	207	6.43%
Duty Free / Souvenirs	202	6.28%
Pharmacy	139	4.32%
Luggage	125	3.88%
Pet / Accessories	121	3.76%
Sports	62	1.93%
Other	36	1.12%
Wooden Products	12	0.37%
Total Responses	14,315	
<b>Analysis had multiple responses - % based on single visits</b>		

#### What are your reasons for attending the Gift Fairs?

Reasons for Attending	No of Unique Visitors	% of Attendees
To source new suppliers	1,080	33.56%
To see new products	931	28.93%
To place orders	575	17.87%
I am thinking of purchasing a stand in the future	48	1.49%
Other	19	0.59%
No Responses Given	565	17.56%
<b>Total Responses</b>	<b>3,218</b>	<b>100.00%</b>

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 4th April 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.

This report is the copyright property of XPO Exhibitions and the AMAA. This document is valid until 4th April 2020. 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 4th April 2019

**Organiser**



**XPO**  
EXHIBITIONS

Level 3, Orams Marine Village,  
152 Beaumont Street,  
Westhaven, Auckland, 1010  
info@xpo.co.nz  
www.xpo.co.nz

Registration Statistics  
Provider



Endorsed by the  
Exhibition & Event  
Association of Australia