

NZ GIFT & HOMEWARE FAIRS

Winter Gift Post Show Report

8 - 9 June 2025

Air Force Museum of NZ, Christchurch

Achieving More Together at the Winter Gift Fair

Celebrating another successful Winter Gift Fair in 2025.

As the fastest-growing region, Canterbury and the greater South Island are key markets for brands seeking real impact in New Zealand.

The Winter Gift Fair continues to provide one of the most effective gateways to this valuable market.

Vital for building relationships, creating new business opportunities, and generating future sales beyond the event itself, we're always exploring ways to enhance the experience. We're pleased with all the positive feedback on the new XPO leads app, which has made capturing leads easier and more effective.

Visitors have told us they appreciate the quality and diversity of suppliers - and want even more, showing strong ongoing demand.

We're excited to keep connecting businesses with customers and look forward to continuing to build with you, our valued partners. Thank you for being essential to this year's success. We look forward to welcoming you again soon!

Thank you.



2025 Key Highlights

The Winter Gift Fair attracts the largest concentration of South Island retailers, who bring strong buying intent and significant purchasing power.

71
EXHIBITORS

30%
NEW TO
FAIR



\$33,592

Average Purchasing Power

\$12,328,181

Total Purchasing Power

90% of visitors
were from the
South Island
(76% from Canterbury)

82% of visitors agree
'The Winter Gift Fair
is an important
event for South Island retailers.'

One of the few trade events that
capture the South Island market.



Visitor Stats

More than

50% of all visitors made an order with an exhibitor on the day.

80% of orders made were valued at \$1,000 - \$5,000 or more.

66% of visitors intend to spend \$1,000 - \$5,000 or more with an exhibitor in the next 12 months as a result of seeing them at Winter Gift Fair 2025.

39% of visitors travelled from outside Christchurch to join the event.

“ I have been to the last three Gift Fair's in the South Island and found this one really interesting with a great variety of different stalls, just loved it!! Thank you. ”

“ Great opportunity to meet suppliers and browse new products. ”



Visitor Stats

TOP 10 INDUSTRIES IN ATTENDANCE

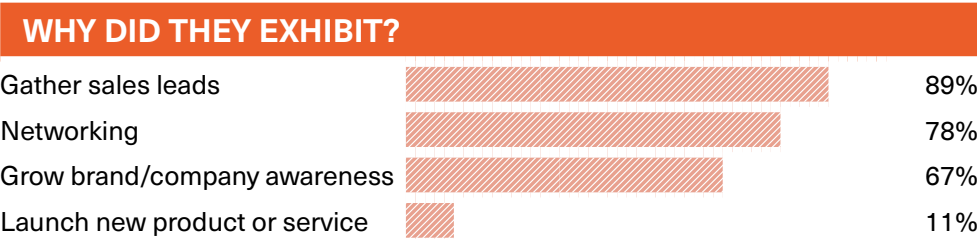
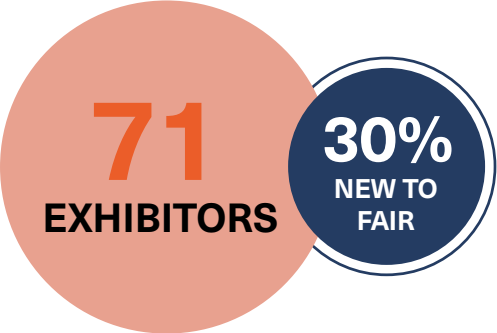
Gift	23%
Pharmacy	8%
Homewares	6%
Interior Decoratives / Design	6%
Bookseller / Newsagent / Stationer / Post Office	4%
Florist	4%
Art / Gallery / Museum	4%
Clothing / Footwear	3%
Furniture	3%
Hospitality	3%

MAIN OBJECTIVE FOR ATTENDING

To look for new products	76%
To look for new / alternative suppliers	72%
To make purchasing decisions	55%
To see existing suppliers	52%
To place orders	48%
To keep abreast of industry trends	31%



Exhibitors Stats



86% of exhibitors surveyed anticipate further sales/orders post-event as a result of the Winter Gift Fair.



“ We really enjoyed the fair and had several highly quality prospective stockists through, which was well worth it! ”

“ Was actually a great opportunity to connect with so many exceptional fellow exhibitors and industry peers. ”

Celebrating Our Best in Fair Winners

The Best in Fair Awards are our way of celebrating the incredible exhibitors who go above and beyond to create a brilliant experience for all our visitors. These awards are extra special because they allow attendees like you to vote for your favourite stands and products.

A huge thank you to everyone who took the time to vote, and a massive congratulations to our worthy winners! Your hard work and dedication to excellence not only make your stands shine but also help to make the entire event a truly memorable one for everyone.

And the awards go to...

Best Stand: Take a Whiff

Best New Product: Check Your Bits

Best Customer Service: Soleiz



Visitor Competition

House of Travel

Every five orders made put visitors in the daily draw to win 1 of 4 \$500 Travel Vouchers.

Congratulations to our winners:

- Liz V - Coco Gifts, Christchurch
- Lotus G - The Sewing Room, Darfield
- Maree H - Maree Hynes Interior, Timaru
- Jane R - Penguin Blue Books, Blenheim



Congratulations to our winners!

Best Stand Take a Whiff



Best Customer Service Soleiz



Best New Product Check Your Bits



Marketing Results

We leverage our digital platforms and communications to ensure an exceptional turnout of qualified visitors to the Winter Gift Fair, including targeted online campaigns, enhanced social media presence, and email and SMS communications.

Social Stats



11.3K+ Followers



6.1K+ Followers



16K+ Website visitors



31,000+ Emails sent



3,330+ SMS Sent

Email Marketing

Robust direct marketing campaign including emails to our 23,000+ subscriber database. Winter Gift emails included:

On This Sunday

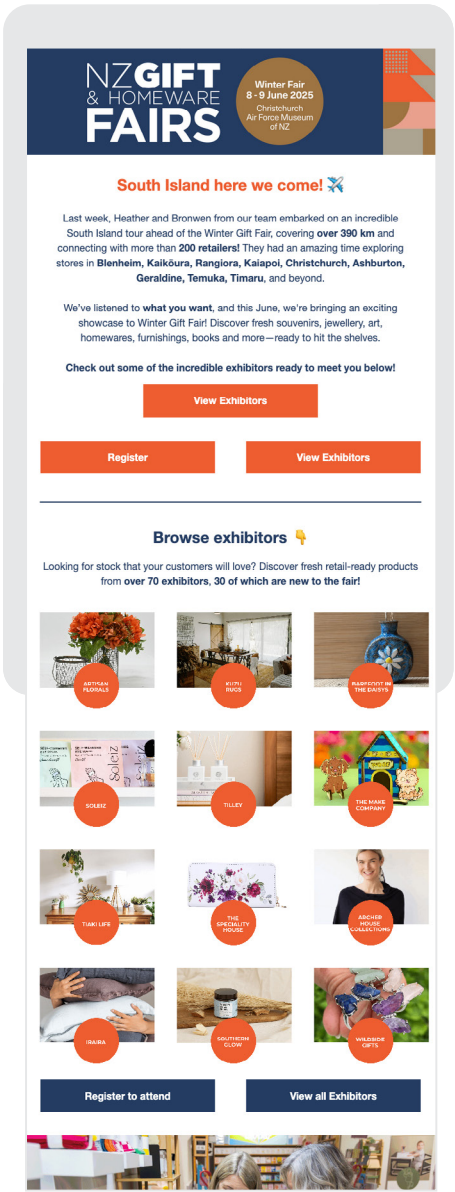
- Open rate 24%
- Click rate 3.9%

Gift Magazine Out Now

- Open rate 20.2%
- Click rate 3.6%

Industry average open rate 23%
Industry average click through rate 2.1%

View Gift Magazine [online](#)



Interested in exhibiting?

Autumn Fair
1 - 3 March 26

Auckland
Showgrounds

Winter Fair
14 - 15 June 26

Christchurch
Air Force Museum
of NZ

Spring Fair
30 Aug - 1 Sept 26

Auckland
Showgrounds



EXHIBIT NOW

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Facilities
Integrate»

THE NATIONAL
SAFETY SHOW

WAIKATO
HOME &
GARDEN
SHOW

HomeXPO

SOUTH
MACH



The
Food
Show

fine NEW ZEALAND
food

FOODTECH
PACKTECH

MHLEXPO

THE Hutchwilco NEW ZEALAND
BOAT SHOW

NZ GIFT
& HOMEWARE
FAIRS

BabyShow