

# SPRING GIFT & HOMEWARE FAIR

### A GREAT SUCCESS!

This year's Fair was the largest in over 4 years and it was the first Spring Gift at the Auckland Showgrounds since 2019. With over 340 exhibitors, 90 of which were first time exhibitors, we welcomed two new destinations including Māori Collective and Artisan Village. Spring Gift was a successful 3 days of trading with retailers from all over New Zealand who were able to stock their shelves for the festive season and create meaningful connections with suppliers.

Thank you to all who supported the Fair and we look forward to





# SPRING GIFT & HOMEWARE FAIR

## **2023 KEY HIGHLIGHTS**

3,152

**TOTAL VISITORS** 

324

**TOTAL EXHIBITORS** 

OF WHICH WERE NEW

\$43,624

**PURCHASING POWER** Average purchasing power per visitor

\$75m

**TOTAL PURCHASING POWER** 

47%

WERE FROM OUTSIDE **AUCKLAND** 

74%

**REASON TO ATTEND** Attended to see new products &/or source new suppliers

DAILY ATTENDANCE (TOTAL SCANS)

1453 DAY 1

1018

681

DAY 2

DAY 3





# SPRING

#### **NEW FEATURES**

Two exciting new features were introduced including Artisan Village featuring exclusive food and beverage delights and the Māori Collective celebrating our indigenous artists, makers and creatives.

With a new offering including never seen before product offerings we're excited to confirm these will return bigger and better in 2024!

# **64%** OF VISITORS VISITED MĀORI COLLECTIVE AND RATED IT A 4/5

"Loved the new Māori guarter and I look forward to seeing this build and flourish"

We also introduced a showcase of 'giftable' gourmet food products to sample and stock this summer. Brands included Juno Gin, NZ Gourmet Gift Co, Found For You and Charity Tea.

65% OF VISITORS VISITED ARTISAN VILLAGE AND RATED IT A 4/5











# SPRING

#### **COMPETITIONS FOR VISITORS**

Attendees had lots of opportunities to win some wonderful prizes at the Fair. Among these, we gave away three Bailey leather chairs generously provided by Capulet. Ford offered visitors an exciting opportunity to experience a week-long adventure in the latest Mustang Mach-E GT. Six lucky winners had the chance to walk away with \$500 House of Travel vouchers. In addition, over 250 Key Buyers and visitors were rewarded with an amazing Goodie Bag filled with gorgeous products from our exhibiting wholesalers.

These amazing prizes undoubtedly added an extra layer of excitement and enjoyment to the event.

Congratulations to Katie Smith from Country Living (1), Richard Bateup from Paper Plus Books North City and Rebecca Ryan from Eclectic Studio Paeroa, winners of the Bailey Leather Chairs from the Capulet contest!

Congratulations to Diane James from Chocolate Oasis in Titirangi who has won a week in the new Ford Mustang Mach-E GT (4).

Congratulations to the winners of the \$500 House of Travel vouchers, Trudy - Darfield Pharmacy (2), Christina - Creative Kiwi (3), Sara - Emmas at Oxford, Denise - Paper Plus Gore, Theresa -Cerise and Robyn - Milton Hammer Hardware.









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## **PEOPLE'S CHOICE AWARDS**

Exhibiting at any trade show requires an incredible amount of time, energy and passion to ensure that the overall customer experience is second to none. To all of you who placed a vote and had your say we want to say thank you, and to our winners congratulations on the award!

Best small stand: This is Eden

Best medium stand: NFD Collections

Best large stand: Tikitibu

Best new product: Koha Create

Best customer service: Hello Friday

Best new exhibitor: Paper and Ash





# SPRING

# WHO VISITED?

#### **JOB POSITION**

1396
129
123
68
50
38
35
34
30
31
23
22
20
20
18
16
16
11
10
9







# SPRING GIFT & HOMEWARE FAIR

#### **BUYING DECISIONS**

**OVER 67%** 

ARE RESPONSIBLE FOR MAKING **PURCHASING DECISIONS** 

#### **VISITOR RESULTS**

86%

OF VISITORS WERE VERY SATISFIED WITH SPRING GIFT

91%

OF VISITORS ARE LIKELY TO CONTACT AN **EXHIBITOR AFTER THE FAIR** 

88%

CAME TO SHOW TO PLACE AN ORDER WITH AN EXHIBITOR



# **TOP REASONS FOR ATTENDING**

To look for new/alternative suppliers	88%
To see existing suppliers	76%
To look for new products	95%
To make purchasing decisions/source products	63%
To place orders	59%
To keep abreast of industry trends	56%
Networking	37%
To attend a seminar	6%

"Great fair for retailers to network, meet new suppliers and get to see the actual products and make confident decisions for business."







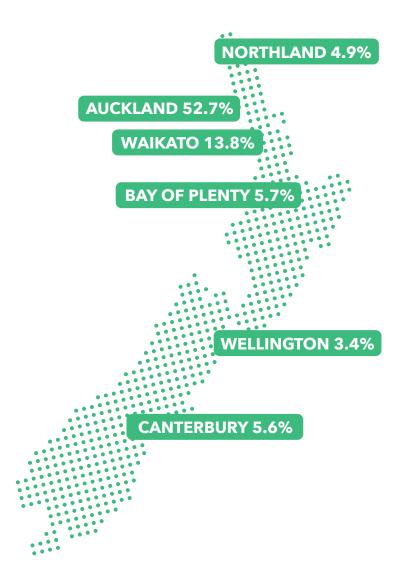


# SPRING GIFT & HOMEWARE FAIR

#### **VISITOR GEOGRAPHY**

Auckland	1410
Canterbury	151
Waikato	370
Bay of Plenty	148
Wellington	90
Northland	130
Otago	71
Manawatu-Wanganui	80
Taranaki	40
Southland	36
Hawke's Bay	55
International	18
Tasman	14
West Coast	12
Nelson	15
Marlborough	16
Gisborne	22

"Gift fair was great, mixing new: small NZ companies alongside bigger players was great. Loved the layout. It had a great feel. Great job at getting lots of new exhibitors there."



## VISITOR TESTIMONIALS

"A great opportunity to meet existing and new suppliers under one roof."

"I'm just starting a new business after owning preschools for over 21 years. It's equine therapy which is very specialised and developing as a successful way to help people deal with mental health issues. I was at the fair for all things horsey which I was able to achieve. Thankyou."

"Attending the Gift Fair may just find you a new supplier of something special to elevate your business. It is a great place to see what is on offer and browse the trends. Always great to attend."

"This was my favourite Gift Fair so far! I enjoyed taking my time cruising around the Fair without too many people doing the same. It was great to see so many exhibitors there, and all the halls used. There was so much to see! My visit was successful; I received the magazine ahead of time and was able to plan my day during the week beforehand. The map and lists were really useful for that. I placed orders with 6 suppliers. I also watched one of the Talk Shop seminars - Lisa Donaldson from RX Group. I found myself taking a lot of notes and went away with a few ideas! All the staff I encountered during the day were lovely, from the people at the Rose Garden Cafe to the lady upstairs at the Key Buyer Lounge. I've received a "Key Buyer" pass every year, but this was the first time I knew to visit the lounge - I just had to ask at the information desk where it was. The goodie bag was definitely a highlight, there were so many wonderful products inside!"



# SPRING GIFT & HOMEWARE FAIR

#### **EXHIBITORS**

324

**EXHIBITORS** 

76%

OF EXHIBITORS WERE SATISFIED WITH THE **QUALITY OF VISITORS** 

91%

OF EXHIBITORS AGREE THAT SPRING GIFT IS **IMPORTANT TO THEIR BUSINESS** 

#### WHY DID THEY EXHIBIT?

Increase company profile	70%
Make sales	90%
Gather sales leads	78%
Promote new products/services	53%
Launch a new product/service	44%
Network	41%
Find agent/distributor/reseller	21%



# SPRING

#### **EXHIBITOR TESTIMONIALS**

"I have so much pleasure in attending as an exhibitor as everyone is so lovely to deal with, helpful and supportive. Tony and Heather are never far away to help to make things perfect. It is always a pleasure to meet other exhibitors and a joy to build these relationships."

"Great opportunity to get to meet face to face with stockists from all across the country and make new connections. Also gave me the chance to showcase my products to store owners who hadn't heard of my brand and for others to see my range in person and feel the quality for themselves."

"Spring Gift is a must attend event as it allows us to showcase new products and to meet our valued customers."

"I just want to say all the staff are incredible and every show we meet other incredible exhibitors. My favourite part of the trade show for sure!"

"We have been exhibiting at the Gift Fairs for 13 years, and the Spring Gift Fair 2023 was the most successful we have had in terms of sales value. The quality of retailers attending our stand was very good."

"Good friendly experience and great opportunity to meet our customers and network."



# SPRING GIFT & HOMEWARE FAIR

#### MARKETING RESULTS

Ensuring a successful turnout for Spring Gift included a multitude of digital marketing initiatives to drive visitor registrations and positive sentiment online. A refreshed look and feel of our social media presence to elevate the show saw an increased level of engagement. Furthermore, we created a montage video of the event to capture various moments and interviewed exhibitors and visitors to gather insights about why they find the Gift Fair valuable to their business.

#### To view video click here



**FACEBOOK FOLLOWERS** 10,700+



**INSTAGRAM FOLLOWERS** 4,800+

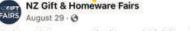


**WEBSITE USERS** (1 Jan - 27 Aug 2023) 45,000+



**EDM DATABASE** 24652 unique emails





We hope that everyone had a wonderful time at the Spring Gift Fair this year! Here's a quick compilation of the past four days highlighting some of the top moments 55

Spring Gift Fair 2023 is the Retail & Trade Buying Event of the year! Perfectly timed for retailers to stock up for the Holiday season as a 🕸





# SPRING GIFT & HOMEWARE FAIR

### **EMAIL MARKETING**

The top performing emails for Spring Gift were the following:

Artisan Village Feature

Open rate 47%

(Industry Average is 23%)

Click rate 4.9%

(Industry Average is 2.1%)

Spring Gift Magazine out now

Open rate 41%

(Industry Average is 23%)

Click rate 4.5%

(Industry Average is 2.1%)





We are on the hunt for 'giftable' Gournet foods who want to hit the ground running and join the launch of our Artisan Village at the Spring Gift Fair 2023!







# SPRING GIFT & HOMEWARE FAIR

#### **INTERVIEWS**

This year we interviewed exhibitors to find out more about their business and why the Gift Fair is valuable to them. Exhibitors included - Jacob Carter, Vacation Vibes and Koha Create. To view video click here

We also interviewed visitors to get a deeper understanding about why they find the Gift Fair valuable.

To view video click here















# Your Brand, Your Story Amplified.































# AUTUMN GIFT & HOMEWARE FAIR

WINTER

**GIFT & HOMEWARE FAIR** 

GIFT & HOMEWARE FAIR

SPRING

3-5 March 2024

**Auckland Showgrounds** 

9-10 June 2024

Air Force Museum of NZ Christchurch

25-27 August 2024

**Auckland Showgrounds** 

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