

EVENT NAME	Autumn Gift & Homeware Fair 2021	
ORGANISER	XPO Exhibitions	
EVENT DATE	Apr 18-20, 2021	
VENUE	ASB Showgrounds Auckland	

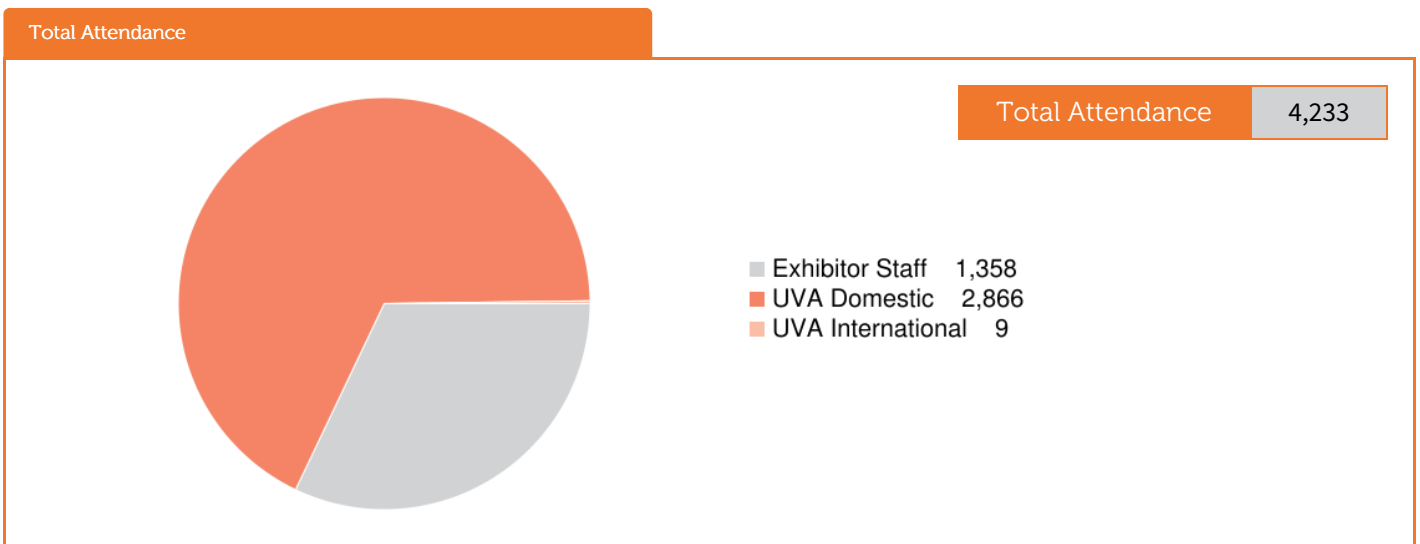
Unique Visitor Attendance (UVA) **2,875**

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

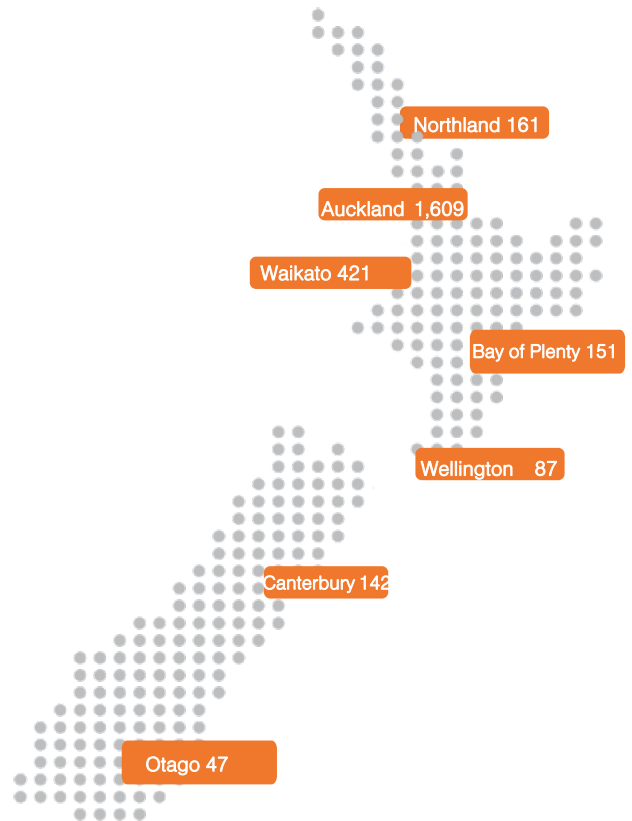
Daily Total Visits			
Daily Visits	UVA	Repeat	Total Visits
18 Apr 2021	1,520		1,520
19 Apr 2021	865	122	987
20 Apr 2021	490	135	625
Totals	2,875	257	3,132



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Auckland	1609	55.97%
Waikato	421	14.64%
Northland	161	5.60%
Bay of Plenty	151	5.25%
Canterbury	142	4.94%
Wellington	87	3.03%
Manawatu-Wanganui	75	2.61%
Hawkey's Bay	66	2.30%
Taranaki	53	1.84%
Otago	47	1.63%
Gisborne	15	0.52%
Southland	15	0.52%
Marlborough	10	0.35%
Tasman	8	0.28%
Nelson	5	0.17%
West Coast	1	0.03%
Total New Zealand	2,866	99.69%
Australia	2	0.07%
Other Overseas	7	0.24%
Total Attendees	2,875	100%



What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Owner / Partner / Director	1249	43.44%
Shop Manager / Head Buyer / Corporate Buyer	430	14.96%
Staff / Shop Assistant / Assistant Buyer	297	10.33%
Designer / Display / Florist	105	3.65%
Other	105	3.65%
Sales Manager	13	0.45%
General Manager	7	0.24%
No Responses Given	669	23.27%
Total Responses	2,875	100%

What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
Accommodation (e.g. Hotel, Motel)	1	0.03%
Agent	54	1.88%
Art / Gallery / Museum	46	1.60%
Baby / Childrens products	42	1.46%
Beauty / Hairdresser / Skincare	51	1.77%
Bookseller / Newsagent / Stationer / Post Office	57	1.98%
Christmas	18	0.63%
Clothing / Footwear	109	3.79%
Corporate Buyer / Gift Baskets	50	1.74%
Department Store	25	0.87%
Discount / Variety	18	0.63%
Duty Free / Souvenir / Tourist	29	1.01%
Education	10	0.35%
Fashion Accessories / Jewellery	69	2.40%
Florist	56	1.95%
Food / Confectionery	39	1.36%
Furniture	98	3.41%
Garden	50	1.74%
Gift	375	13.04%
Gift Store	6	0.21%
Handicrafts / Hobbies	18	0.63%
Hardware	20	0.70%
Health / Wellbeing	45	1.57%
Homewares	181	6.30%
Hospitality	63	2.19%
Interior Decoratives / Design	259	9.01%
Kitchenware	13	0.45%
Luggage	1	0.03%
Manufacturer / Wholesaler	29	1.01%
Media	5	0.17%
Non-Exhibiting Supplier	1	0.03%
Novelty	3	0.10%

Other	109	3.79%
Packaging	1	0.03%
Pet / Accessories	3	0.10%
Pharmacy	101	3.51%
Printing	1	0.03%
Promotional Company	22	0.77%
Sports	3	0.10%
Supermarket / General	8	0.28%
Tourism	3	0.10%
Toys	16	0.56%
No Responses Given	767	26.68%
Total Responses	2,875	100%

What is your purchasing role?

Purchasing Role Analysis	No of Unique Visitors	% of Attendees
Responsible for purchasing decisions	1,581	54.99%
Influence purchasing decisions	463	16.10%
No influence on Purchasing decisions	58	2.02%
No Responses Given	773	26.89%
Total Responses	2,875	100%

What is your purchasing power?

Purchasing Power Analysis	No of Unique Visitors	% of Attendees
None	199	6.92%
\$0 - \$499	72	2.50%
\$500 - \$999	105	3.65%
\$1,000 - \$4,999	421	14.64%
\$5,000 - \$9,999	396	13.77%
\$10,000 - \$49,999	412	14.33%
\$50,000 - \$99,999	200	6.96%
100K+	312	10.85%
No Responses Given	758	26.37%
Total Responses	2,875	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	299	10.40%
1-5	1,138	39.58%
6-10	310	10.78%
11-20	153	5.32%
21-50	99	3.44%
51-100	39	1.36%
101+	60	2.09%
No Responses Given	777	27.03%
Total Responses	2,875	100%

What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Accessories / Jewellery	9	0.31%
Art	689	23.97%
Baby / Childrens products	491	17.08%
Baby products	7	0.24%
Beauty / Skincare	478	16.63%
Books / Magazine / Stationery	524	18.23%
Christmas	477	16.59%
Clothing / Footwear	433	15.06%
Confectionery / Specialist Foods	5	0.17%
Cosmetics	208	7.23%
Duty Free / Souvenirs	161	5.60%
Floral	457	15.90%
Food / Confectionery	392	13.63%
Furniture	760	26.43%
Garden products	557	19.37%
Giftware	1,422	49.46%
Handicrafts / Hobbies	387	13.46%
Hardware	267	9.29%
Health / Wellbeing	467	16.24%
Interior Decoratives	1,058	36.80%

Jewellery / Accessories	676	23.51%
Kitchenware / Chinaware	570	19.83%
Lighting	400	13.91%
Linen	474	16.49%
Luggage	122	4.24%
Novelty	352	12.24%
NZ Made products	916	31.86%
Other (Please specify)	36	1.25%
Packaging Materials	480	16.70%
Pet / Accessories	175	6.09%
Pharmacy products	159	5.53%
Promotional	302	10.50%
Souvenir / Tourist	304	10.57%
Sports	67	2.33%
Toys / Novelty products	342	11.90%
Wooden products	5	0.17%
Total Responses	14,629	

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	1,725	60.00%
To see new products	1,542	53.63%
To place orders	948	32.97%
I am thinking of purchasing a stand in the future	89	3.10%
Other (Please specify)	21	0.73%
Total Responses	4,325	

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 8th June 2021. 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 8th June 2021

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