



canterbury
HomeShow

Canterbury's No.1 Renovation & Building Expo   

18 - 20 OCT 2019

8,426
quality
visitors
attended

Show Report

Essential marketing tool

The Canterbury Home Show is one of the most beneficial marketing and sales opportunities for home building, renovating, decorating and furnishing businesses, attracting over 8,000 targeted homeowners to the 3-day event.

Exhibitors achieve extensive brand and product awareness, and express positive trading with 91% reporting satisfaction with the overall performance of the Home Show for their business when it comes to achieving objectives and ROI.



96% of exhibitors were **'very satisfied'** to **'satisfied'** with the overall brand and product awareness they achieved by exhibiting at the Canterbury Home Show.

91% of exhibitors were **'very satisfied'** to **'satisfied'** with the quality of the attendees.

Quality Visitors Attend

Canterbury Home Show visitors come with a purpose and strong reasons to attend.

The majority are about to start their home renovation project or new home build, and they're looking for the right products and solutions to complete the job.

Or, they're researching products for a future home improvement project.

45% intend to spend over \$50k on their home improvement project.

A further 34% intend to spend over \$200k!

Project Status:

About to start my home renovation	23%
Currently planning a future project	22%
About to start building my new home	20%
Already started my home renovation	16%
Already started building a new home	8%
Upgrading household items now	8%

70% of visitors have already made a purchase or intend to make a purchase from an exhibitor they saw at the Canterbury Home Show.

Project completion timeframe:

30%	0 - 6 months
28%	6 - 12 months
18%	12 - 18 months
14%	18 - 24 months
10%	24-months +



Main reasons for coming to the Home Show:

- 
- 1** To get ideas, advice and purchase the right products for renovating or building my home
 - 2** To see what new products are on the market
 - 3** To purchase home improvement /building products at special prices
 - 4** To compare competing products in one place to assist with my purchasing decisions

We asked... "What are you expecting to renovate/improve in the next 12-months?"

- Outdoor Space (landscaping, furniture etc)
- New home build
- Flooring (wooden, carpet, tiling etc)
- Fencing and/or Decking
- Bathroom (complete redo)
- Window treatments (blinds, curtains etc)
- Wall coverings (wallpaper, paint)
- Kitchen (complete redo)
- Kitchen products (tapware, cabinets etc)
- Lighting & lighting fixtures
- Bathroom/Laundry products (taps, sinks)
- Cabinetry / Storage / Wardrobes
- Windows and/or Doors
- Energy saving products
- Roofing / Gutters / Cladding
- Home ventilation (heating, cooling)
- Home Automation / Home Security
- Upgrade large appliances
- Furnishings
- New furniture
- Purchase a pool or spa
- Beds / Manchester / Bedding
- Upgrade watersaving products
- Home entertainment / home theatre
- Purchase a portable dwelling / Tiny Home

(LIST SHOWN IN PROJECT ORDER - HIGHEST TO LOWEST %)

82% of visitors were satisfied with the 2019 Canterbury Home Show overall.

And **71%** were satisfied with the number of products relevant to them at the Show.

93%
of visitors would recommend the Canterbury Home Show to friends and family.

"This is the best place to come and find the right product for any renovation or new home build. You've thought it out perfectly, everything home owners need/want for their home."

"There was so much to look at. By the end we came out with heaps of ideas and options from different companies."

"This was the best Home Show in Christchurch for several years."

"I love going to the Home Show to see what new products are available."

"It was great. Very well laid out. We will definitely go again next year."

"Amazing set up and excellent presentations and service."



Exhibitors get results!

Exhibitor satisfaction levels:

"Very satisfied" to
"satisfied"

Brand and/or product awareness achieved	96%
Launching a new product	95%
Quality of visitors	91%
Meeting other trade professionals	88%
Generating high value leads for future sales	85%
Total number of visitors	81%
Making sales at the Show	65%
Generating large volume of leads for future sales	64%

72% of exhibitors estimate they generated up to **6-months** worth of work from exhibiting at the 2019 Canterbury Home Show.

A further **18%** estimate over **6-months** of work.

"The Canterbury Home Show was an amazing opportunity to showcase our brand, products and services. I was very impressed with the level of pre-show marketing and the support and advice we received from the team as first time exhibitors. The Canterbury Home Show has helped us as a business achieve a higher brand awareness in the market which was our #1 goal for this show."

Michelle Bennett,
Poolwerx Christchurch

91% of 2019 exhibitors were 'very satisfied' to 'satisfied' with the overall performance of the Canterbury Home Show for their business.

We asked exhibitors what their TWO main objectives for exhibiting were:

57%

Get customer leads for future sales/business.

"The show was a great way to generate new leads and create brand awareness for my company."

Javier Yebenes,
Metro Performance Glass

49%

Increase our brand awareness within our target market

"It's an excellent opportunity to get your brand in front of quality potential clients."

Emma Tillman,
Designer Gates

24%

Engage with customers face-to-face

"The Canterbury Home Show is a great opportunity to showcase our products, increase brand awareness and engage with customers."

Katrin Geilfuss,
Loftmotif

39%

Demonstrate / showcase my products to a large target audience

6%

Launch/increase awareness about a particular product

12%
Make direct sales/orders on the day

10%
Grow my customer database

What else do our exhibitors have to say?

"This is a great platform for us to get our products and services in front of people who may not be aware of how diverse our outdoor product lines are".

Ian Rae, Stratco NZ

"The Canterbury Home Show is always a great place to meet new clients and promote your products. For LMA Timber, being a fledgling business, it creates a unique platform to take our products to the masses."

Martin Thompson, LMA Timber

"We love being part of the show, it's important to meet clients face to face and give the brand more credibility."

Hannah Turner, Williams Corporation

"As usual, the Canterbury Home Show attracted a high number of visitors this year and continues to be a great avenue for brand building for us."

Jason McKenzie, Trident Homes

"From my perspective the Home Show was a roaring success. It was 100% worth being involved and certainly something we're keen to do in years to come!"

Jessica Jellie, Classic Builders

"We're very satisfied with the enquiries and quality of attendees at the Show."

Neil Blackburn, Midland Brick NZ

"The Canterbury Home Show was once again well run, efficient and professional. Thank you for making it easy for us to promote our business, see you next year."

Sue Roberts, DVS



Book now for 2020!

**16 - 18
October
2020**

Enquire now to secure your space for October 2020!

With limited stands available per category, stands will be booked on a first-in-first-served basis for approved businesses.

Bridget DeGoldi - Exhibition Manager

021 384 279

bridgetdegoldi@eenz.net.nz

canterburyhomeshow.co.nz

exhibitions&eventsnewzealand