

Christchurch HOME SHOW



MARCH 2019

Show Report

10,082

quality visitors
attended in
March 2019

** Statistics in this report are taken from
the 2019 Christchurch Home Show
Visitor and Exhibitor Surveys.*

1st Home Show of the year!

The **Christchurch Home Show** has been helping homeowners plan their renovation and new home build projects, since 2013. Initially established due to increasing need for rebuild and home recovery following the Christchurch earthquakes, this great event sits at the beginning of each year to cater to those looking to complete their home improvement in the New Year.

Being the **1st Home Show of the year** in the Canterbury region, this is the perfect opportunity to garner a much-needed boost in sales and customer leads in the first quarter of the new trading year. Leads that will continue to bring in sales in the months following.

92% of 2019 exhibitors were **'very satisfied'** to **'satisfied'** with the overall performance of the Christchurch Home Show for their business.



Strong Demand - Perfect Timing!

Renovations and new home builds are now a year-round trend – gone are the days when renovations were just a SPRING thing!

Summers are longer... industry tradies are in shortage at busy times of the year... and homeowners have more product choice, options and input into the planning process.

Marketing your business at the start of the year really is a no brainer!

The Christchurch Home Show is one of the strongest and most successful events of its kind when it comes to ROI for exhibiting businesses, and is the perfect platform for meeting sales and marketing objectives.



Currently planning their next home improvement project

Looking to spend between \$5k - \$25k

Should finish their home reno/build project in the next 6-12 months

Were very satisfied with the Home Show.

Attended the Home Show to get advice, ideas and compare what products are on the market

Likely to make a purchase(s) from exhibitors they saw at the Home Show, if not already.

Aged between 45-54 years

Income approx. \$75k

**Visitor Profile is based on statistics taken from the 2019 visitor survey research report.*

We deliver motivated, buyers.

Home Improvement project status:

Currently planning a future project	27%
About to start building my new home	20%
About to start my home renovation	19%
Already started my home renovation	17%
Upgrading household items now	8%
Already started building a new home	6%

Project completion timeframe:

6 - 12 months	32%
0 - 6 months	22%
12 - 18 months	21%
18 - 24 months	15%
24-months +	10%

38% of visitors made a purchase or ordered a product / service at the Home Show.

19% of those purchases were between **\$5k - \$10k.**

28% were **over \$10k.**

47% of visitors intend to spend **over \$25k** on their next home improvement project.

27% of visitors are looking to spend **over \$200k** on their home renovations or new home build.

Top Home Improvement projects planned:

- Landscaping and/or gardens
- Kitchen & kitchen products
- Bathroom & bathroom products
- Flooring (carpet, tiles, wooden)
- Deck/outdoor structure/patio/fence
- New blinds/curtains
- Painting (inside & outside)
- New home build
- Heating/cooling/ventilation system
- Lighting (fixtures & fittings)
- Wardrobes, cabinetry
- Energy saving products
- New furniture/furnishings
- Upgrade windows/doors
- Roofing/Guttering
- Purchase new large appliances/white goods
- Upgrade laundry
- Upgrade home interiors
- Upgrade bedrooms/bed/bedding
- Upgrade lounge/living area
- Exterior cladding
- Install/upgrade home security
- Home entertainment system/home theatre
- New garage or outdoor dwelling
- Home automation/smart home
- Purchase a pool or spa

82% of visitors are “**extremely likely**” to “**likely**” to recommend the Christchurch Home Show to friends/family/colleagues.



89% of visitors were “**very satisfied**” to “**satisfied**” with the 2019 Christchurch Home Show.

“Most interesting and diverse Home Show that we’ve been to.”

“Great Show, everything you need in one place.”

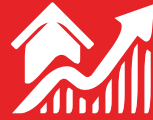
“Several new products made it well worth visiting this year.”

“I love the Home Show and I’ll be back at the end of the year. Buying my first home and a few companies that are in there have definitely caught my eye.”

“We enjoy the Home Show every year. Great to see new products and get lots of ideas for renovations.”

“Really enjoyed it all, people were friendly and helpful and the displays are very well laid out. The landscaping seminar was great and I’m now considering artificial grass, which I didn’t really know much about.”

Exhibitors get results!



Exhibitor satisfaction levels:

“Very satisfied”
to “satisfied”

Brand and/or product awareness achieved	100%
Quality of visitors	97%
Generating high value leads for future sales	91%
Total number of visitors	86%
Generating large volume of leads for future sales	76%
Making sales at the Show	75%

92% of 2019 exhibitors were ‘**very satisfied**’ to ‘**satisfied**’ with the overall performance of the Christchurch Home Show for their business.

54%

of exhibitors had **already rebooked for March 2020**, or were in the process of rebooking at the time of the survey.

95% of

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

36%

of exhibitors est. they generated **\$10k - \$50k in sales/orders**.

A further **21%** est.

they generated **\$50k - \$100k in sales/orders**.

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

71%

Get customer leads for future business/sales.

60%

Increase brand awareness.

33%

Engage with customers face-to-face

24%

Launch/increase awareness about a particular product

15%

Grow my customer database

11%

Demonstrate my products to a target audience

11%

Make direct sales on the day

What else do our exhibitors have to say?

"Our first home show was a nervous yet thrilling experience. Having only opened for business recently we felt that the Christchurch Home Show would give us access to the 'right' type of customer and we were not wrong. This was a really positive experience that we will look to repeat, thanks."

"We had solid direct sales with good quality customers every day of the event."

"Thanks for giving us this opportunity to participate. We had a great time - looking forward to the next show."

"I love what the Home Show team did to entice people to the Show."

Well done. The Home Show team provided us with everything we needed and I really appreciated the bonus video. This added so much more value to the package."

Book now!



Enquire now to secure your space for March 2020!

Christchurch 
HOME SHOW

Friday 27 - Sunday 29 March 2020
Horncastle Arena | 10am - 5pm

christchurchhomeshow.co.nz

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