

# auckland Home Show

New Zealand's No. 1 Home Renovation & Building Expo

The Auckland Home Show made a triumphant return in September 2023, marking over 40 years as Australasia's largest home-related event.

This iconic showcase featured an impressive lineup of over 450 exhibitors, offering the latest trends, innovations, and ideas in home renovation, furnishing, and construction. It served as a valuable platform for face-to-face interactions between industry experts, product specialists, and the discerning audience of 36,723 visitors who flocked to the event over four days.

**36,723**  
attendees

**450+**  
exhibitors

**4**  
days

Brought to you by

**eenz**  
exhibitions&eventsnewzealand

*\* Statistics in this report are taken from the September 2023 Auckland Home Show Visitor and Exhibitor Surveys.*



# Exceptional Brand Exposure and Customer Interaction

When it comes to reaching your business goals, nothing beats the power of a customer-focused event like the Auckland Home Show. It's your one-stop shop for sales and marketing, helping you achieve your objectives quickly and smoothly. This event packs unmatched opportunities into a short timeframe, making it a game-changer for your business.

**87%**

of visitors are **very likely to recommend** visiting the Auckland Home Show to friends and family.

**83%**

of visitors are **highly satisfied** with what the Auckland Home Show offers them.

**25%**

of visitors who attended were **NEW**, targeted, first-time Home Show visitors

## TOP REASONS VISITORS ATTEND THE AUCKLAND HOME SHOW...

To **get ideas, advice and purchase** the right products for renovating or building their home

To see what **new products** are on the market

To **speak to experts** and get the right **advice** for their next project

To **compare competing products** in one place to assist with my purchasing decisions

To purchase home improvement/building products at **special prices**



*"We loved getting to talk to the product people in person about our planned renovations. Being able to see all the products and displays first hand in one place was very beneficial."*



# Your Brand Influence is Amplified at the Auckland Home Show



Visitors attend the Auckland Home Show to **gather ideas** and **seek advice** from industry professionals; discover the **latest innovations** on the market; **compare products** effortlessly, and save time by accessing everything in one convenient location.



78%

of visitors surveyed already **intend to make a purchase** from an exhibitor they saw at the Show

60%

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

And  
19%

of visitors surveyed intend to **spend over \$200k** on their next home improvement project

*"The Auckland Home Show was a rousing success for our company. The quality of visitors was exceptional and we will have plenty of follow up work to do over the coming weeks."*

**William Cowper - WilliamsWarn NZ Ltd**





## WHAT ARE AUCKLAND HOME SHOW VISITORS PLANNING TO RENOVATE/PURCHASE?

*listed in order (highest to lowest %)*

- Outdoor Space / Backyard
- Flooring
- Bathroom (complete reno)
- Wall coverings
- Kitchen (complete reno)
- Fencing / Decking
- Window treatments
- Cabinetry / Storage / Wardrobes
- Bathroom / Laundry products (eg. sinks)
- Lighting / Lighting fixtures
- Kitchen products (eg. tapware, cabinets)
- Window / Doors
- Large appliances / Whiteware
- Energy saving products
- Home automation / Home security
- New furniture
- Home ventilation (heating, cooling)
- Roofing / Guttering / Cladding
- Pool / Spa
- Furnishings
- New home build
- Water saving products
- Beds / Manchester / Bedding
- Home entertainment / Home theatre
- Tiny Home

## PROJECT COMPLETION TIMEFRAME

0 - 6 months	6 - 12 months	12 - 18 months	18 - 24 months	24+ months
<b>34%</b>	<b>26%</b>	<b>18%</b>	<b>13%</b>	<b>9%</b>



# 89%

of exhibitors are highly satisfied with the **quality of attendees** that attend the Show.

*"We are pleased with the quality of visitors who attended the September Show. Their sales contributions enabled us to meet our set target. The show was well-organised, and the Home Show team was incredibly helpful and supportive in every aspect."*

**Maria Grigoratou - Kitchen Things**

## WHERE IN THE PROJECT STAGE ARE VISITORS?

About to start their home renovation	<b>29%</b>
Already started their home renovation	<b>26%</b>
Currently planning a future project	<b>21%</b>
Upgrading household items	<b>13%</b>
About to start building their new home	<b>7%</b>
Already started building their new home	<b>5%</b>



# Exhibitors Achieved Measurable Results

There's remarkable brand exposure and engagement at the Auckland Home Show, where nothing rivals the impact of direct, in-person connections with thousands of precisely targeted consumers, all in one place and at one moment.



This unique platform offers an ideal chance to spotlight your product, connect with potential customers, and, ultimately, boost sales for your brand.



91%

of exhibitors estimate they **generate up to 6 months worth of work** from exhibiting at the Show

83%

of exhibitors are **highly satisfied with the overall performance** of the Auckland Home Show for their business

*"Having exhibited at various other shows post covid and in 2022, I can safely say that nothing beats the Auckland Home Show. The quality of exhibitors and visitors meant that after the first morning of the 2023 show, we already had more leads than all of the other shows we've exhibited in since Auckland 2019 combined! We are looking forward to 2024."*

**Marnie - Natural Stone Imports**



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



## Exhibitor satisfaction levels:

“Very satisfied” to “satisfied”



*“There is simply no better way to meet high intent homeowners than the Auckland Home Show - it’s THE must do event!”*

**Ken Johnson - AES**

*“Great way to get our brand and our services in front of a “captive” audience. Quality of leads garnered was excellent.”*

**Ross Johnston - DCS Holdings Ltd**

# Save the Dates!

## auckland Home Show

New Zealand's No. 1 Home Renovation & Building Expo

5 - 8 September 2024 | Auckland Showgrounds

[aucklandhomeshow.co.nz](http://aucklandhomeshow.co.nz)

*"I was very impressed with the numbers through the Show, and the genuine interest in the products we had on display."*

**Paul O'Regan**  
De'Longhi

*"We were first-time exhibitors at the Sept '23 Auckland Home Show. The show definitely exceeded our expectations and we will definitely be back."*

**Kathryn Williams**  
KIWI Cabins and Sheds

*"I was surprised by how powerful the Auckland Home Show is. We got successful brand awareness and enquiries from various customers and industry professionals."*

**Jin Noh**  
Warmstone Ltd

Enquire now about securing your space at the next Auckland Home Show.  
Contact your Exhibition Sales Manager today:

Milli Young  
09 394 8126  
or 021 104 8693  
[milli@eenz.net.nz](mailto:milli@eenz.net.nz)

Linda Lang  
09 394 8125  
[linda@eenz.net.nz](mailto:linda@eenz.net.nz)

Shannon Gallagher  
09 394 8122  
or 0204 147 8659  
[shannon@eenz.net.nz](mailto:shannon@eenz.net.nz)

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