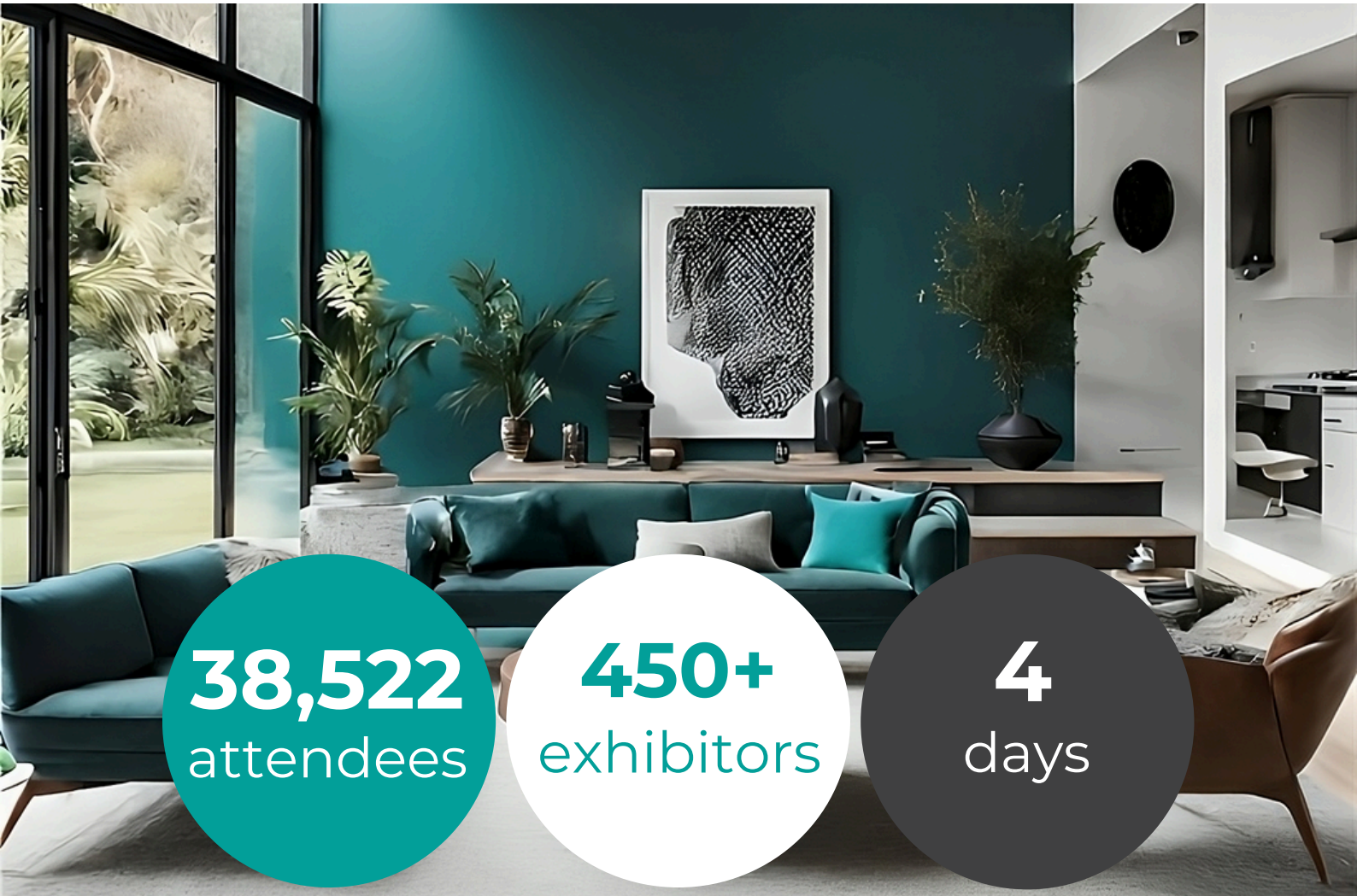


auckland Home Show

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



The Auckland Home Show returned in full force in September 2024, celebrating more than 40 years as Australasia's premier event for all things home-related.

This iconic exhibition brought together more than 450 exhibitors, each showcasing the latest trends, innovations, and cutting-edge solutions in home renovation, furnishings, and construction. With 38,522 visitors attending over four dynamic days, the event served as an invaluable platform for direct engagement between industry experts, product specialists, and a discerning audience eager for inspiration and expert advice to transform their homes.

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** Statistics in this report are taken from the September 2024 Auckland Home Show Visitor and Exhibitor Surveys.*

EXCEPTIONAL BRAND EXPOSURE AND CUSTOMER INTERACTION

If you're looking to hit your business goals, nothing works quite like a customer-focused event - especially the Auckland Home Show. It's the ultimate all-in-one for sales and marketing, making it easy to reach your objectives quickly and seamlessly. With so many opportunities packed into just a few days, this event is a real game-changer for any business looking to grow.

94%

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.

29%

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

TOP REASONS VISITORS ATTEND THE AUCKLAND HOME SHOW...

To get **ideas and inspiration** for renovating or building my 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**

"Great event to show our products to homeowners as well as create traction for new and upcoming products. It was great to chat with customers face to face and discover what they're after."

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.



77%

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

58%

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

And
18%

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

"The Auckland Home Show is a great investment to gain brand awareness and capture new leads you're not able to easily capture elsewhere."

Helen - Newtech Bathroomware



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

listed in order (highest to lowest %)

- Outdoor Space / Backyard
- Bathroom (complete reno)
- Kitchen (complete reno)
- Flooring
- Fencing / Decking
- Window treatments
- Wall coverings
- Kitchen products (eg. tapware, cabinets)
- Bathroom / Laundry products (eg. sinks)
- Cabinetry / Storage / Wardrobes
- Large appliances / Whiteware
- Window / Doors
- New furniture
- Pool / Spa
- Home ventilation (heating, cooling)
- Home automation / Home security
- Energy saving products
- Roofing / Guttering / Cladding
- Lighting / Lighting fixtures
- New home build
- Furnishings
- 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
31%	26%	20%	13%	10%



97%

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

Considering the current state of the market, the Auckland Home Show turned out to be a success! The media plan was exceptionally well-executed and effective - I saw coverage of the Home Show everywhere! This contributed to a strong turnout, which was very satisfying. Overall, the event was well-organized, and the communication was seamless."

Maria Grigoratou - Kitchen Things



WHERE IN THE PROJECT STAGE ARE VISITORS?

About to start their home renovation	29%
Already started their home renovation	23%
Currently planning a future project	21%
Upgrading household items	14%
About to start building their new home	8%
Already started building their new home	5%

EXHIBITORS ACHIEVED MEASURABLE RESULTS

95%

of exhibitors would recommend the show to other businesses.

The Auckland Home Show offers unmatched brand exposure and engagement, where the power of in-person connections truly shines. There's nothing like engaging directly with thousands of highly targeted consumers - all in one place, at the perfect moment - to make a lasting impact.



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



87%

of exhibitors estimate they **generate up to 12 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

"Sales were up 35% compared to 2023. We successfully launched a brand new model at the Show and sold 4x times what we had forecast."

Angus - Samsung

WE ASKED EXHIBITORS WHAT THEIR MAIN OBJECTIVES FOR EXHIBITING WERE:

87%

Increase our brand awareness

67%

Engage with customers face-to-face

66%

Get customer leads for future business/sales

47%

Demonstrate my products to a large, target audience

41%

Grow my customer database

39%

Make direct sales/take orders on the day

26%

Launch/increase awareness about a particular product

Exhibitor satisfaction levels:

“Very satisfied” to “satisfied”

93%

Brand/Product Awareness Achieved

97%

Quality of visitors that attended

79%

Number of visitors to the Show

72%

Generating good leads for future sales

64%

Making sales/taking orders

“The Home Show is one of our favourite events each year, it's always amazing to engage with homeowners face to face and have so many great in-depth conversations!”

Becky - ASSA ABLOY

“Marketing our business at the Auckland Home Show delivered incredible results for us. We have a phenomenal amount of leads and work already flying through our workshop.”

Kendal - Lush Custom Upholstery

SAVE THE DATE!

auckland Home Show

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

11 - 14 September 2025 | Auckland Showgrounds

aucklandhomeshow.co.nz

"This is the ideal place for us to be as we have a residential client base and it's home owners who are at the show looking at specific products and getting ideas for their home."

Morgan - TigerTurf

"Auckland Home Show 2024 provided us with some great customer connection which in turn transferred to sales. It's only the second year we have participated but it appears to be a valuable show for our business."

Paul - Bestway

"Great event to show our products to homeowners as well as create traction for new and upcoming products. It was great to chat with customers face to face and discover what they're after."

Angela - Rinnai NZ

**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

Linda Lang

09 394 8125

linda@eenz.net.nz

Shannon Gallagher

09 394 8122

or 0204 147 8659

shannon@eenz.net.nz

eenz
exhibitions&eventsnewzealand

