

canterbury Home Show

Canterbury's No. 1 Home Renovation & Building Expo

The Canterbury Home Show has wrapped up another successful event, proving it's the South Island's premier event in home innovation and renovation.

With a legacy of being the longest-running and most prosperous of its kind, this iconic gathering brought together over 150 quality exhibitors, each showcasing the latest trends, products and cutting-edge ideas in home improvement.

Attracting 10,484 highly targeted visitors over three days, the event's impact is clear: it's a must-attend for anyone planning a home improvement project, renovation, or new build.

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10,484
attendees

150+
exhibitors

* Statistics in this report are taken from the October 2023 Canterbury 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 Canterbury Home Show. It's your one-stop shop for sales and marketing, helping you achieve your objectives quickly and smoothly. This event offers marketing and sales opportunities into a short timeframe, making it a game-changer for your business.



86%

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

84%

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

TOP REASONS VISITORS ATTEND THE CANTERBURY 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 renovation. Being able to see the products first-hand in one place was very beneficial."

Your Brand Power is Amplified at the Canterbury Home Show



Visitors attend the Canterbury 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.



76%

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

85%

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

And
21%

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



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

listed in order (highest to lowest %)

Outdoor Space / Backyard
 Wall coverings
 Fencing / Decking
 Window treatments
 Flooring
 Bathroom (complete reno)
 Energy saving products
 Bathroom / Laundry products (eg. sinks)
 Kitchen products (eg. tapware, cabinets)
 Kitchen (complete reno)
 New home build
 Cabinetry / Storage / Wardrobes
 Window / Doors
 Home automation / Home security
 Lighting / Lighting fixtures
 New furniture
 Large appliances / Whiteware
 Home ventilation (heating, cooling)
 Roofing / Guttering / Cladding
 Furnishings
 Pool / Spa
 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
29%	30%	20%	14%	7%



"It was our first time at the Canterbury Home Show. We were not sure what to expect but the Show well surpassed our expectations and the running of the Show was fantastic."

Sam Burfoot - Shadescape

WHERE IN THE PROJECT STAGE ARE VISITORS?

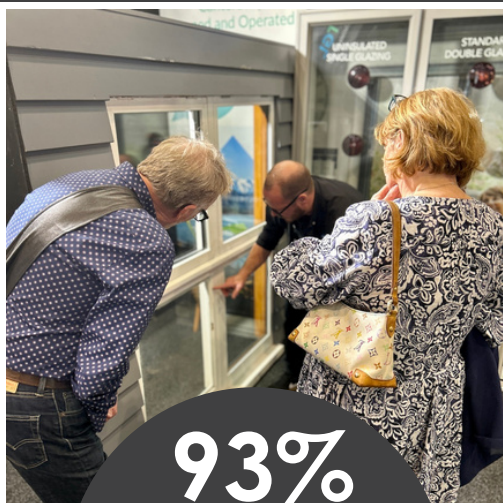
About to start their home renovation	29%
Currently planning a future project	25%
Already started their home renovation	15%
Upgrading household items	12%
About to start building their new home	11%
Already started building their new home	8%

Exhibitors Achieved Measurable Results

There's remarkable brand exposure and engagement at the Canterbury 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.

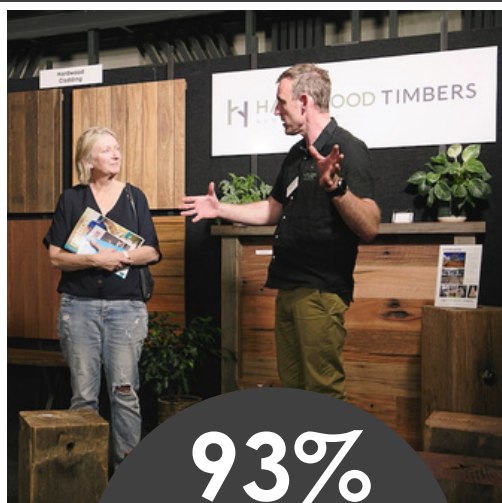


This unique platform offers an ideal chance to spotlight your product, connect with potential customers, and, ultimately, boost sales for your brand.



93%

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



93%

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



84%

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

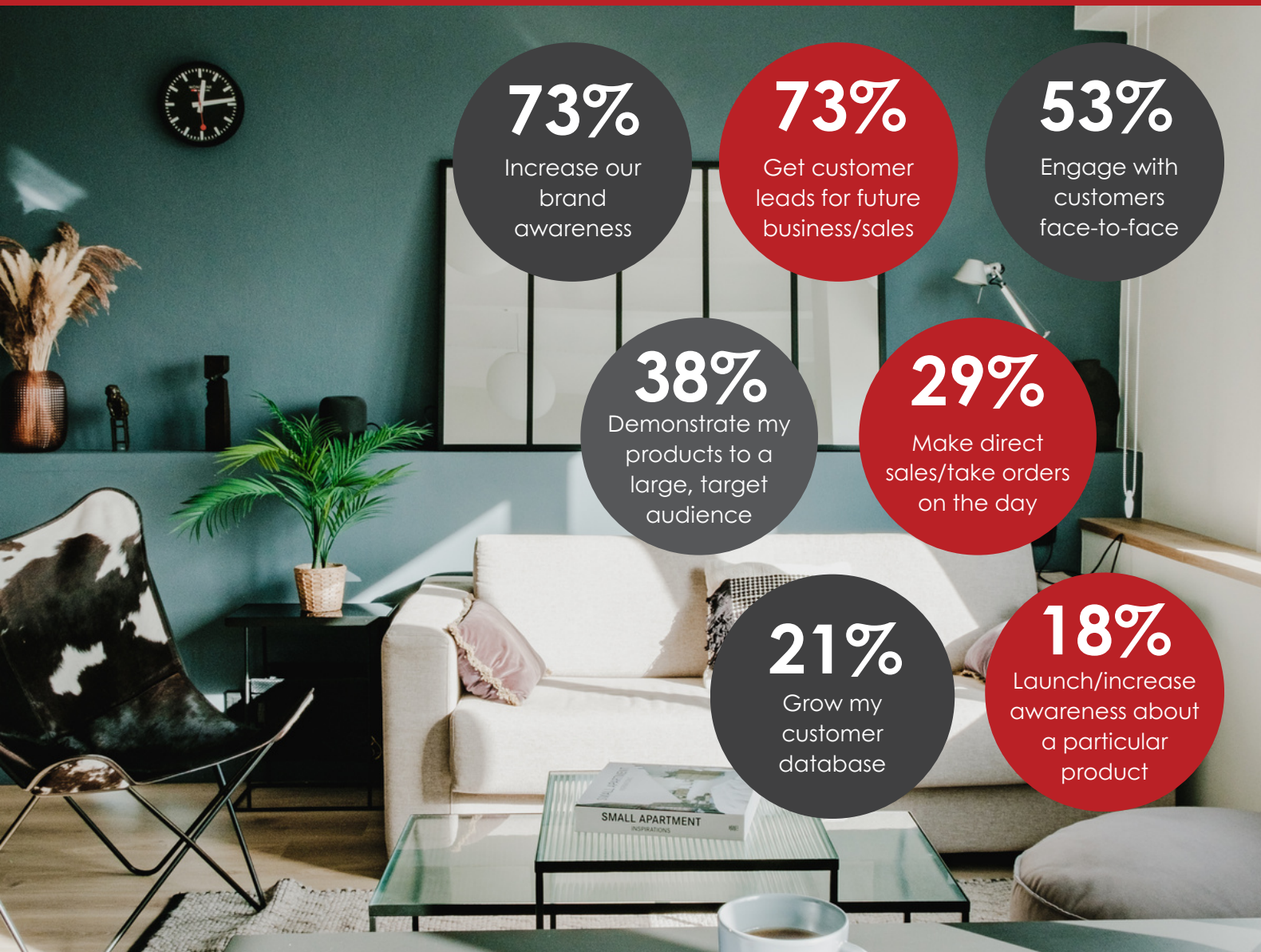
"The Canterbury Home Show was great for our business and now we're busy following up on some really strong leads!"

Guy Butterfield - Butterfield Bathrooms Ltd

"The Canterbury Home Show was well organised and had a really good amount of customers in attendance."

Ant Washington - Pools for Canterbury

We asked exhibitors what their main objectives for exhibiting were:



Exhibitor satisfaction levels:

“Very satisfied” to “satisfied”



“We were very happy with the turnout and the vibe of the Home Show was great!”

Scott Heads - Thermoglaz

“The Show was very busy overall and we had a steady interest over the 3 days.”

Jenny Roberts - Insulmax

Save the Dates for 2024!

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Canterbury's No. 1 Home Renovation & Building Expo

22-24 March 2024 | 18-20 October 2024

Wolfbrook Arena

canterburyhomeshow.co.nz

"The quality of the Show was fantastic and the demographics of the those attending was spot on. We really enjoyed exhibiting at the Show."

"There's no better way for my business to get in front of a wide range of potential customers and to be able to showcase our products and service."

"The clients that we talk to face-to-face at the Show are the best quality because they understand what we offer and the product much better, having seen it in person."

"The Home Show is well organised and very professional. I like the way that it is set out and the variety of exhibitors makes the show interesting!"

Enquire now about securing your space at the 2024 Canterbury Home Shows.

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