

canterbury Home Show

Canterbury's No. 1 Home Renovation & Building Expo

The Canterbury Home Shows are the premier home improvement, renovation, and building events in the South Island offering exhibitors unparalleled value and exposure.



10,545
attendees

in March 2024

Having recently finished another successful event, the Canterbury Home Show has once again shown why it's the top choice for home innovation and renovation in the South Island.

Attracting 140+ exhibitors and 10,545 highly targeted visitors over three days, the events impact is clear, it's a must-attend for anyone planning a home improvement project, renovation, or new build.



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

Brought
to you by

eenz
exhibitions&eventsnewzealand

Outstanding Brand Exposure and Engaging Customer Interaction

When it comes to achieving your business goals, there's nothing quite like the power of this customer-focused event. With its concentrated marketing and sales opportunities, large, highly targeted consumer audience, along with the invaluable benefit of face-to-face interactions, this event helps you achieve your business objectives quickly and effectively.



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 really enjoyed speaking with the product experts in person about our upcoming renovation. Having the opportunity to see the products up close and all in one place was incredibly helpful."

Maximize Your Brand Exposure at the Canterbury Home Show



Visitors come to the Canterbury Home Show to **gather ideas**, **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.



75%

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



79%

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



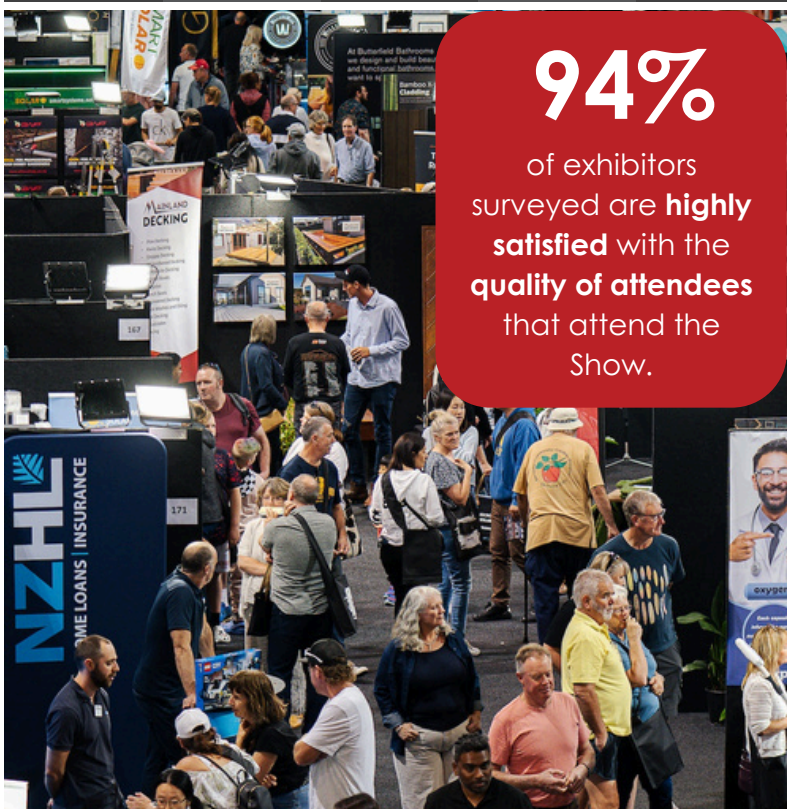
WHAT ARE CANTERBURY HOME SHOW VISITORS PLANNING TO RENOVATE/PURCHASE?

listed in order (highest to lowest %)

Outdoor Space / Backyard
 Flooring
 Wall coverings
 Fencing / Decking
 Bathroom (complete reno)
 Energy saving products
 Window treatments
 Kitchen (complete reno)
 Kitchen products (eg. tapware, cabinets)
 Bathroom / Laundry products (eg. sinks)
 Window / Doors
 Cabinetry / Storage / Wardrobes
 New home build
 Lighting / Lighting fixtures
 Home ventilation (heating, cooling)
 Home automation / Home security
 New furniture
 Large appliances / Whiteware
 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
25%	33%	20%	15%	7%



94%

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

"The Canterbury Home Show is a great way to get your brand in front of potential customers, gain brand awareness and promote your skills, expertise and products."

Courtney Dick - Classic Builders

WHERE IN THE PROJECT STAGE ARE VISITORS?

About to start their home renovation **26%**

Currently planning a future project **26%**

Already started their home renovation **19%**

Upgrading household items **10%**

About to start building their new home **11%**

Already started building their new home **8%**

Exhibitors Achieve Measurable Results and ROI at the Show

Exhibitors experienced unparalleled brand exposure and engagement at the Canterbury Home Show. Nothing compares to the impact of direct, in-person connections with thousands of precisely targeted consumers, all gathered in one place, at one moment.



This unique platform provides an excellent opportunity to showcase your product, connect with potential customers, and ultimately, increase sales for your brand.



92%

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



100%

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



79%

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

"We find the Canterbury Home Shows to be very successful. Our involvement in the seminars also helps create understanding and extra awareness. Overall, it's a great show for our business."

Elise Collins - Kitchen Studio

"We met and exceeded our expectations for the Show. Visitor engagement was very good, and we have rebooked for 2025."

Joseph Beuker - APL Window Solutions

We asked exhibitors what their main objectives for exhibiting were:



Exhibitor satisfaction levels:

"Very satisfied" to "satisfied"



"This was our first show in NZ and it was a great success. The layout was fantastic and we look forward to attending again."

Roneen Fletcher - Thermomix/Kobold

"We were very happy with the quantity of traffic and the interest shown in our products. It was a full-on weekend without any issues."

Lachlan Murray - Robomate

Save the Dates!

canterbury Home Show

Canterbury's No. 1 Home Renovation & Building Expo

18-20 October 2024 | 21-23 March 2025

Wolfbrook Arena

canterburyhomeshow.co.nz

"Our first time at the March Show was a great success! We're regulars at the October Show, and it's fantastic as many attendees are interested in getting quotes from us."

"I am truly delighted with the diverse range of people we were able to connect with. It was fantastic to engage with such a varied demographic."

"This was the first time our company ventured into something of this nature, and it has proven to be highly successful for us. We are thrilled with the outcome."

"It's been fantastic being part of this show, with ample opportunities to showcase our products to a wide audience every day."

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

Contact:

Fiona Selby

Exhibition Sales Manager

03 266 0719 or 021 384 279

fiona@eenz.net.nz

eenz
exhibitions&eventsnewzealand

