

SHOW REPORT

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

10,371
ATTENDEES
in March
2025

"Where else can you find so many customers
to talk to in one place?"

– Robert Whitehouse, Energy Efficient Homes Ltd

OUTSTANDING BRAND EXPOSURE AND ENGAGING CUSTOMER INTERACTION

There's nothing quite like the power of the Canterbury Home Show to accelerate your business goals. With a highly targeted audience, focused marketing, and unmatched face-to-face engagement, this event delivers fast, effective results. It's a unique opportunity to showcase your brand, connect directly with motivated customers, and convert conversations into sales.

90%

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



91%

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

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



"Well-run show. Great value for Canterbury people and excellent exposure for our brand."

– Russell Poole, Nuovo Group Ltd / Pzazz Building

MAXIMISE YOUR BRAND EXPOSURE AT THE CANTERBURY HOME SHOW



At the Canterbury Home Show, visitors can explore the latest **home innovations**, gather **fresh** ideas, and receive **expert advice** from industry professionals—all under one roof. It's the perfect place to compare products, find inspiration, and save time with everything you need to enhance your home in one convenient location.



70%

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

71%

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



And

15%

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
- Window treatments (blinds, curtains etc.)
- Bathroom
- Energy efficiency products
- New home build
- Fencing / Decking
- Bathroom/Laundry products
- Kitchen
- Kitchen products
- Cabinetry / Wardrobes / Storage solutions
- Windows / Doors
- Home ventilation
- Lighting & lighting fixtures
- Upgrade large Appliances / Whiteware
- Furniture
- Smart Home products
- Roofing / Gutters / Cladding
- Furnishings
- Water saving products
- Beds / manchester
- Pools / Spas
- Purchase a portable home / Tiny Home
- Home entertainment / home theatre
- Home extension

PROJECT COMPLETION TIMEFRAME

0 - 6 months	6 - 12 months	12 - 18 months	18 - 24 months	24+ months
24%	23%	18%	12%	7%



96%
of exhibitors surveyed are **highly satisfied** with the **quality of attendees** that attend the Show.



WHERE IN THE PROJECT STAGE ARE VISITORS?

About to start their home renovation	24%
Currently planning a future project	24%
Already started their home renovation	16%
Upgrading household items	18%
About to start building their new home	11%
Already started building their new home	4%

"We enjoyed the event – it was well organized without being over the top. We're keen to grow our brand presence at future shows!"

– Megan Cairns, Mt Lyford Honey Ltd

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.



71%

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

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

98%

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

89%

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



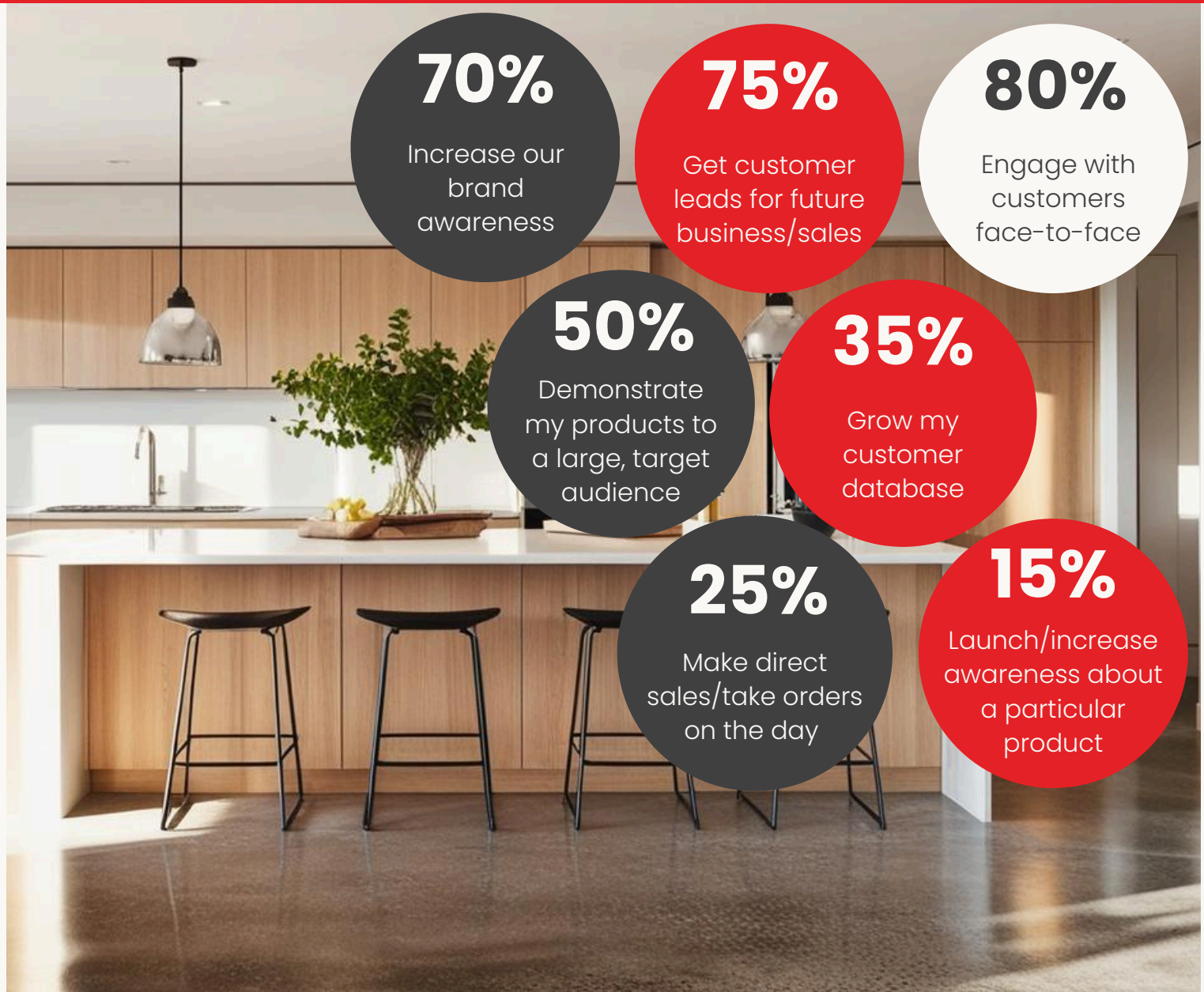
"The atmosphere was noticeably more positive and buoyant compared to the 2024 show – a great improvement!"

– Catherine Vanner, Wools of NZ

Overall, a positive experience. A slower start than usual, but we got there – it ended strong!"

– Carla Weber, Manchester Unity

WE ASKED EXHIBITORS WHAT THEIR MAIN OBJECTIVES FOR EXHIBITING WERE:



Exhibitor Satisfaction Levels:

"Very satisfied" – "Satisfied"

99%

Number of visitors to the Show

99%

Generating good leads for future sales

99%

Brand/Product Awareness Achieved

97%

Quality of visitors that attended

91%

Launching a new product/service

"The Canterbury Home Show gives us a valuable platform to showcase products – especially newer ones. The response to our flyscreens was fantastic!"
– Dae Kuen Yang, Window Art

"First-time exhibitor – we weren't sure what to expect, but ended up with a great number of leads and follow-up business!"
– Natarsha Crawford, Raine and Horne

SAVE THE DATES!

canterbury Home Show

Canterbury's No. 1 Home Renovation & Building Expo

17-19 October 2025 | Wolfbrook Arena

20-22 March 2026 | Wolfbrook Arena



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

canterburyhomeshow.co.nz

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