

MARCH 2026

canterbury Home Show

Canterbury's No. 1 Home Renovation & Building Expo

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.

AN AMAZING
12,031
ATTENDEES
IN MARCH
2026

"The Canterbury Home Show delivers more pre-qualified leads in a short period than any other channel we use. Attendees are actively looking for home solutions, which drives strong conversion. It remains a vital part of our marketing strategy."

— Paul, North Island Sales Representative, Wools of New Zealand

Proudly brought to you by

EENZ Exhibitions & Events
New Zealand

* Statistics in this report are taken from the March 2026 Canterbury Home Show Visitor and Exhibitor Surveys.

OUTSTANDING BRAND EXPOSURE AND CUSTOMER INTERACTION

Few platforms create business growth like exhibiting at the Canterbury Home Show. You reach a highly relevant audience, backed by intentional marketing and strong in person engagement. It delivers measurable outcomes, giving you the chance to lift brand awareness, connect with serious homeowners, and convert conversations into real sales opportunities.

92%

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

90%

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

MAIN REASONS VISITORS ATTEND THE CANTERBURY HOME SHOW...

- To **get ideas, advice and purchase** the right products for renovating or building their home
- To **speak to experts** and get the right advice for their next project
- To see what **new products** are on the market
- To **compare competing products** in one place to assist with my purchasing decisions
- To **purchase** home improvement/building products at special prices



"We've been exhibiting at the Canterbury Home Show for around three years and it continues to deliver strong, high-quality leads. The face-to-face engagement builds trust and delivers better turnover than online marketing. It's one of our most reliable sales channels."

— Dinuka, Business Owner, Kitchen Marvel

MAXIMISE YOUR BRAND EXPOSURE AT THE CANTERBURY HOME SHOW



73%
of visitors surveyed
intend to make a purchase from an exhibitor they saw at the Show

At the Canterbury Home Show, your business connects with homeowners actively planning and ready to spend. You gain direct access to your target audience, showcase your products or services in person, and have real conversations that build trust and drive action. It helps you generate quality leads, stand out from competitors, and convert interest into sales with confidence.



62%
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

WHAT ARE ATTENDEES PLANNING TO RENOVATE/PURCHASE?

LISTED IN ORDER OF ATTENDEES' PRIORITY (HIGHEST TO LOWEST %)

- Outdoor Space / Backyard
- Flooring
- Energy efficiency products
- Bathroom (complete redo)
- Kitchen (completely redo)
- Fencing / Decking
- Window treatments
- Kitchen products
- Windows / Doors
- Wall coverings
- Bathroom and Laundry products
- Upgrade large appliances
- Cabinetry and Storage solutions
- New home build
- Lighting
- Roofing and Cladding
- Furniture
- Smart Home products
- Home ventilation
- Water saving products
- Pools and Spas
- Furnishings
- Beds and bedding
- Home entertainment
- Home extension
- Tiny Home purchase

WHERE IN THE PROJECT STAGE ARE ATTENDEES?

About to start their home renovation	27%
Currently planning a future project	26%
Already started their home renovation	16%
Upgrading household items	15%
About to start building their new home	11%
Already started building their new home	5%

100%

of exhibitors surveyed were **highly satisfied** with the **quality of customers** that attended the Show.



PROJECT COMPLETION TIMEFRAME

0 - 6 months	6 - 12 months	12 - 18 months	18 - 24 months	24+ months
31%	29%	19%	11%	10%

"As a first-time exhibitor, the Canterbury Home Show has been an extremely positive experience. We've had meaningful conversations with genuinely interested customers and felt well supported by the Home Show team. We will absolutely be back."

— Romola Bartholomew,
Jade Furniture & Upholstery

EXHIBITORS ACHIEVE MEASURABLE RESULTS AND ROI AT THE SHOW

Exhibitors achieved strong brand visibility and high levels of engagement at the Canterbury Home Show. Nothing replaces the value of direct conversations with thousands of highly targeted homeowners gathered in one place at the same time.



86%

of exhibitors estimate they **generate up to 12 months worth of work** from exhibiting at the Show

99%

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

This unique platform gives you a powerful space to present your products, connect directly with potential customers, and build real sales momentum for your brand.



100%

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

"The Canterbury Home Show has consistently been worth the investment for us, delivering both sales and long-term project opportunities. Being able to show customers our product face to face makes a huge difference. The leads we generate here are more pre-qualified than most open events."

— Mike Gray, General Manager NZ, Flexi Roof

EXHIBITORS MAIN OBJECTIVES FOR EXHIBITING

73%

Get customer leads for future business/sales

68%

Engage with customers face-to-face

63%

Demonstrate my products to a large, target audience

47%

Increase our brand awareness

36%

Grow my customer database

31%

Make direct sales/take orders on the day

26%

Launch/increase awareness about a particular product

EXHIBITOR SATISFACTION LEVELS:

"VERY SATISFIED" - "SATISFIED"

99%

Number of visitors to the Show

99%

Generating good leads for future sales

100%

Brand/Product Awareness Achieved

100%

Quality of visitors that attended

98%

Launching a new product/service

"Our first Canterbury Home Show exceeded expectations, with strong engagement and highly interested homeowners from day one. Being face to face with customers has been invaluable for explaining our product. The show has helped take our business to the next level."

— Steve Hooker, Chief Executive, One Energy

SAVE THE DATES!

MARK YOUR CALENDARS

Plan ahead for success! Secure your space at the next Canterbury Home Show and make sure you're part of the South Island's biggest home improvement event.

canterbury Home Show

Canterbury's No. 1 Home Renovation & Building Expo

16-18 October 2026 | Wolfbrook Arena
19-21 March 2027 | Wolfbrook Arena



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

canterburyhomeshow.co.nz

Contact: Fiona Selby
Exhibition Sales Manager
03 266 0719 or 021 384 279
fiona@eenz.net.nz

Proudly brought to you by

EENZ Exhibitions & Events
New Zealand

** Statistics in this report are taken from the March 2026
Canterbury Home Show Visitor and Exhibitor Surveys.*