

# the HomeShow

Sydney 2018 Show Report

DELIVERING A QUALITY AUDIENCE READY TO SPEND!



# THE SYDNEY HOME SHOW : Overview

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Sydney's biggest home improvement event cements its position as the premier destination for homeowners and trade alike. Returning again in 2019 to the International Convention Centre Sydney in the heart of Darling Harbour, don't miss your opportunity to join the Home Show, Australia's No.1 name when it comes to building and renovation Shows.

## EXHIBITORS GET RESULTS



85%

of exhibitors were satisfied with the Home Show overall



88%

of exhibitors rate the Home Show as the ideal place to generate brand awareness



85%

of exhibitors were satisfied with the sheer volume of visitors at the Home Show

## QUALITY VISITORS ATTEND



84%

of visitors would recommend the Home Show to a friend or family member



96%

of visitors have commenced, are currently undertaking or are planning a building, renovation or home improvement project in the future



61%

of visitors placed an order with Show exhibitors or plan to, within the next 12 months

# THE HOME SHOW VISITOR PROFILE: *spend*

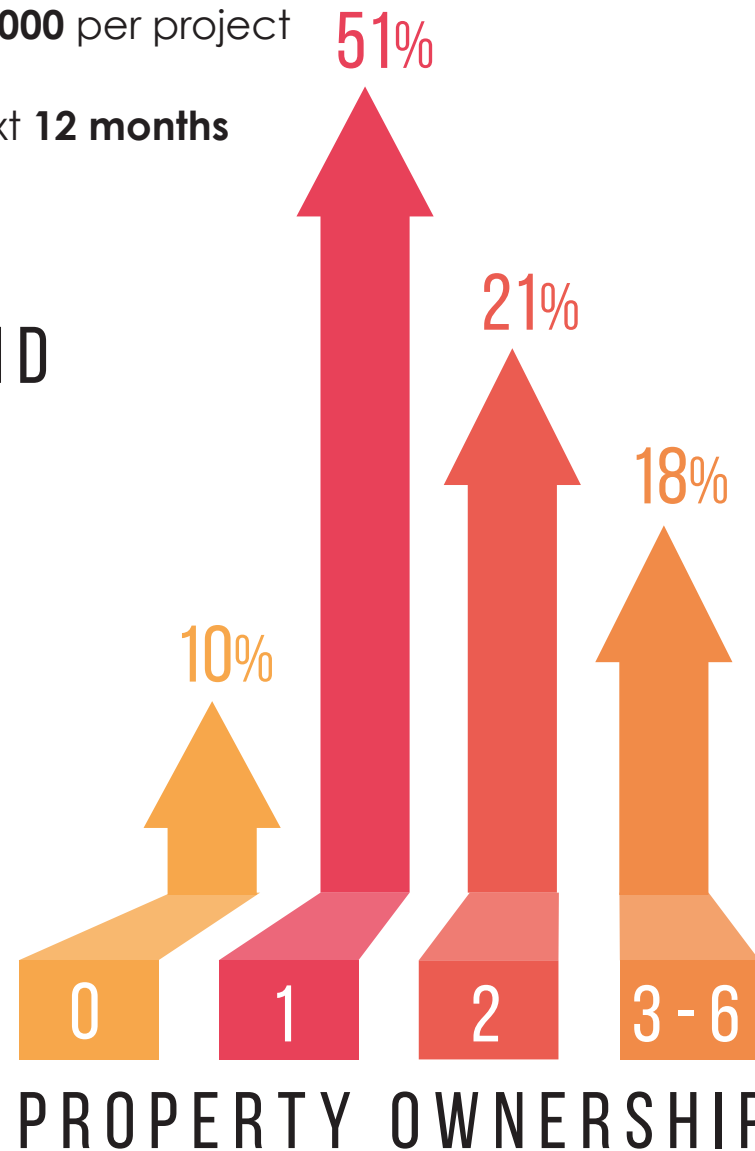
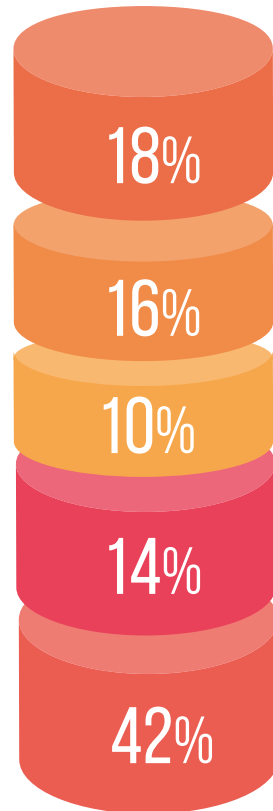
**85%** of exhibitors rated the overall visitors as high quality and ready to buy

**Visitors** are looking to spend on average **\$174,000** per project **51%**

**45%** expect to finish their project within the next **12 months**

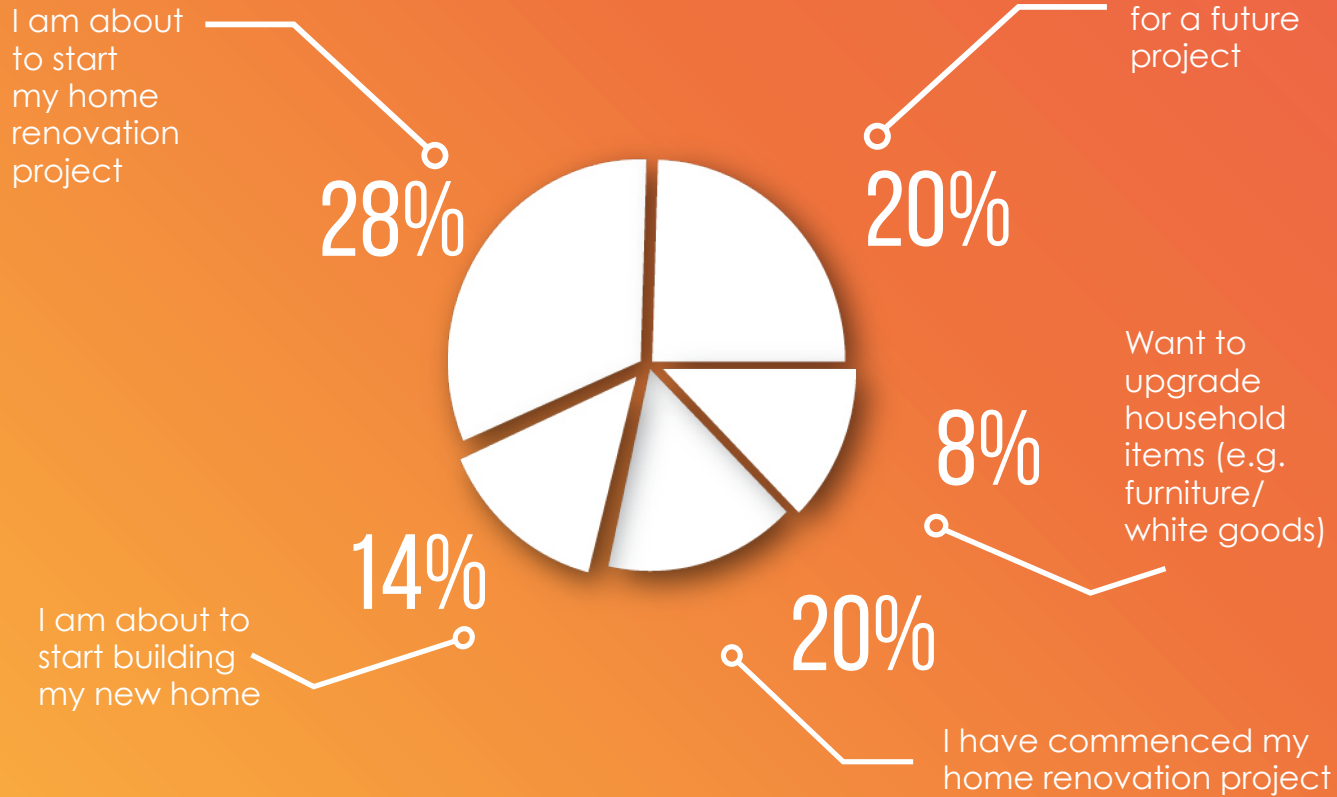
Average visitor income is over **\$137,000**

## VISITOR RENOVATION SPEND



# THE HOME SHOW VISITOR PROFILE: products & projects

## PROJECT STATUS



## VISITOR SEEK YOUR PRODUCTS

Bathroom	60%
Kitchen	52%
Landscaping	46%
Windows & Doors	43%
Patios and Decking	43%
Energy Efficient Products	39%
Lighting	39%
Flooring	38%
Heating & Cooling	37%
Blinds - Interior and Exterior	36%
Wardrobes and Cabinetry	30%
Smart Home Automation	30%
Furnishings	29%
Home Security	26%
Home Entertainment	26%
Pools/Spas	20%

what our visitors had to say in 3 words.....

INFORMATIVE, INTERESTING, ORGANISED

LOVED THE DISPLAYS

QUALITY, FRIENDLY, CONVENIENT

HELPFUL, VISUAL, EASY

PERFECT FOR PROFESSIONALS

TOUCH AND FEEL

## EXHIBITORS GET *results*

Our exhibitors highly recommend the Home Show for...

BRAND & PRODUCT AWARENESS

94%

TOTAL VISITOR NUMBERS

88%

LAUNCHING NEW PRODUCTS

88%

GENERATING POST SHOW WORK

80%

GENERATING SALES AT THE SHOW

79%

GENERATING LEADS AT THE SHOW

79%

**Exhibitors**, for whom making sales was a major objective, made on average

**\$126,000**

during the Home Show

# TARGETED marketing

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A comprehensive and targeted marketing campaign was implemented to reach homeowners planning a building or renovation project. Our campaign varies by Show in order to guarantee the best reach. We use a combination of media to attract Home Show visitors who are ready to buy. Our campaigns consistently deliver quality buyers with significant budgets ready to be spent on their home improvement project. The strategic campaign includes:

## THE 2018 STRATEGIC MARKETING CAMPAIGN INCLUDED:

Prime time TV advertising across the major networks with high TARP rating - reaching 60% of Sydney homeowners



Prime time mainstream radio advertising across key Sydney FM stations and Australian Traffic Network



70 page glossy Show Guide magazine distributed to all visitors at the Show



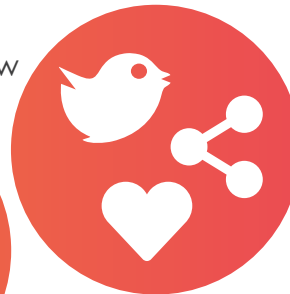
Targeted digital advertising including Google re-marketing, interest profiling, display and video



Comprehensive website with individual 12-month exhibitor profiles attracting 80,000 visits in the lead up to the Show



Engaging paid and organic social promotions across Facebook and Instagram



Focused electronic direct mail, marketing your brand to 50,000 NSW based homeowners



# the HomeShow

03 9276 5555 | HOMESHOWS@EEA.NET.AU

SYDNEYHOMESHOW.COM.AU

NEXT UP: FRIDAY 18 - SUNDAY 20 OCTOBER 2019 | INTERNATIONAL CONVENTION CENTRE SYDNEY

OR ENQUIRE  
ABOUT A STAND  
IN THE 2019 HIA  
HOME SHOW

