

# perth HomeShow

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## SHOW REPORT

Delivering you a quality audience ready to spend





# THE PERTH HOME SHOW

With **10,000** quality visitors attending over 3 days, Perth's favourite home improvement event demonstrates once again it's importance for Perth homeowners.

Visitors were actively seeking the latest renovation and building products, with **96.9%** planning a project and **24%** planning to spend over **\$200,000**.

**91.5%** of exhibitors were satisfied with the Show's overall performance and over **\$11.8 million** in business is expected to be generated as a result of the Show.

**68.6%** of visitors also intend to buy from exhibitors in the next 6-12 months.

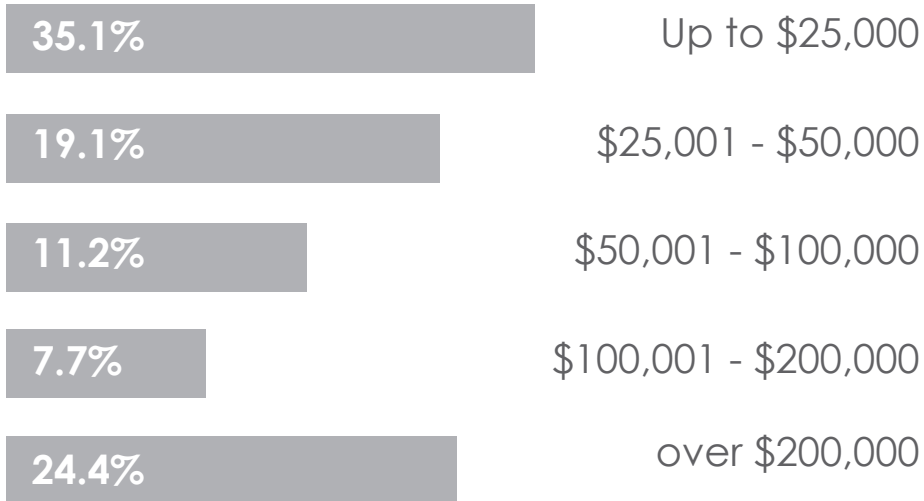
The Perth Home Show values its partnership with the Master Builders and attracted a strong trade audience, with **11%** registered as a building trade member.

All statistics are based on research of the 2015 Perth Home Show.





## Visitors' high renovation spend



## The homeowner profile

- **96.9%** are planning a building, renovation or home improvement project.
- **31.2%** of visitors have renovated 2 or more properties.
- Visitors have an average reno budget of **\$59,500**.
- **11%** of visitors belong to the building trade.
- **48.6%** of visitors own more than one property.
- Average visitor income is **\$125,000**.
- Average visitor home value is **\$688,000**.

**QUALITY VISITORS ATTEND**





## Visitors are renovating now

Project status - %

About to start home renovation

27.2

About to start building new home

21.2

Commenced home renovation

18.5

Commenced building new home

10.6

## VISITORS' READY TO RENOVATE



**52.3%** of visitors  
will have their  
project complete  
within **11 months**

## Project completion timeline

Within 3 months

8.9%

3 - 5 months

14.5%

6 - 11 months

28.9%

12 - 17 months

22.4%

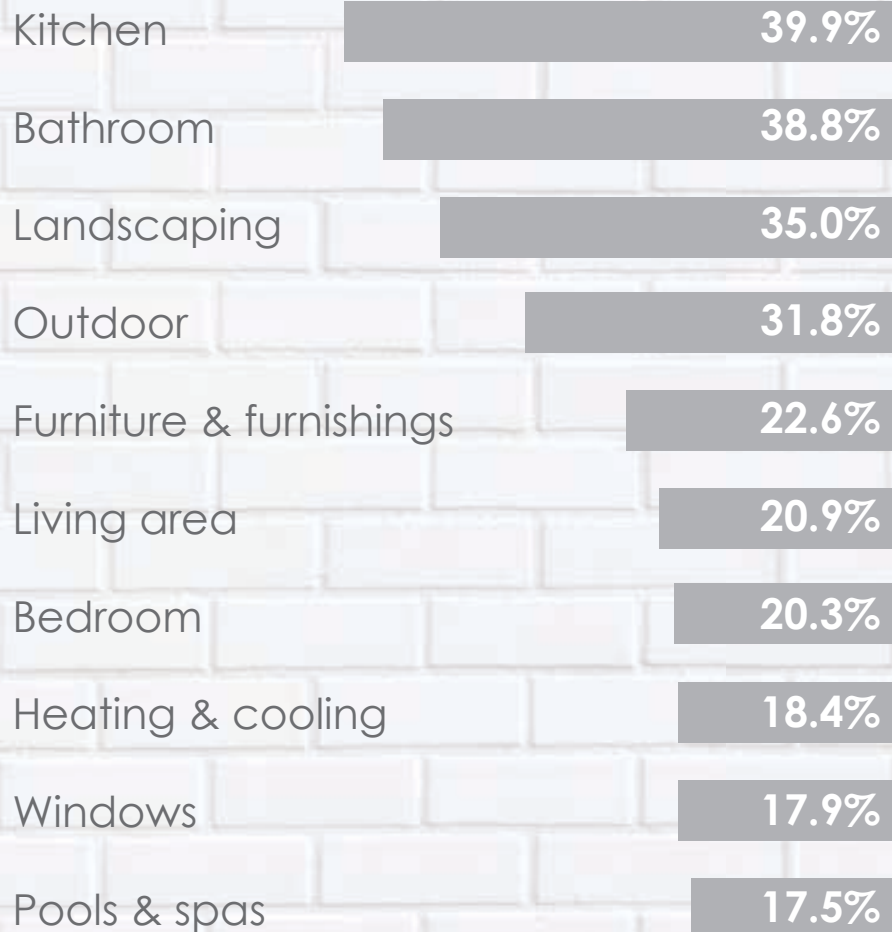
Over 18 months

22.3%



# VISITORS SEEK YOUR PRODUCTS

## Visitors' planned projects







# VISITORS' READY TO BUY

## Need to purchase now

OUTDOOR / GARDENING



WINDOW COVERINGS



BATHROOM PRODUCTS



HEATING / COOLING



KITCHEN PRODUCTS



LIGHTING



ENERGY SAVING PRODUCTS



FLOORING PRODUCTS



Visitors spent approximately  
**\$5 million** on orders and  
purchases at the Show.



# EXHIBITORS GET RESULTS

- **60.9%** of exhibitors gain 2 months or more work.
- Exhibitors average **73** sales leads to follow up post-Show.
- **91.5%** of exhibitors are satisfied with the Show's performance.

## High exhibitor satisfaction - %

Launching new products

90

Generating brand awareness

97.4

Quality of visitors

95.7

Total number of visitors

95.3

Overall Show satisfaction

91.5

Generating high value leads

90.2

Meeting building trades

87

Large volume leads

92.1

# TARGETED MARKETING

A comprehensive and targeted marketing campaign is implemented to reach homeowners planning a building or renovation project.

This proven campaign delivers quality buyers with significant budgets ready to be spent on their home improvement project. **The strategic campaign includes:**



Prime time TV advertising with high TARP rating - reaching 60% of Perth homeowners aged 30 - 64.



Mainstream radio advertising across key Perth FM stations.



Comprehensive website with over 48,000 visits in the week leading up to the Show.



Prominent press advertisements in The West Australian, Sunday Times.



eDM marketing to the Home Show Club - now over 38,000+ members.



8 page Show Guide magazine distributed to all visitors at the Show.



Social marketing via Facebook, reaching over 30,000 WA renovators.



DM & eDM marketing to the building trade - over 2000 invitations sent.



The logo for Perth Home Show, featuring the word "perth" in a small, grey, lowercase font above the word "HomeShow" in a large, bold, blue font. The background of the entire advertisement is a photograph of a modern kitchen with white cabinetry, a white countertop, and a large window. A vase of white tulips sits on the countertop, and two yellow bar stools are visible in the foreground.

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## BOOK YOUR STAND NOW FOR 2016

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**FRIDAY 12 - SUNDAY 14 AUGUST 2016**  
**PERTH CONVENTION & EXHIBITION CENTRE**