



perth HomeShow

Proudly supported by Master Builders



SHOW REPORT

Delivering you a quality audience ready to spend

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

THE PERTH HOME SHOW

With **11,000** quality visitors attending over 3 days, Perth's favourite home improvement event proves once again its significance for Perth homeowners wanting to renovate.

Over **40%** were first-time Home Show visitors. They were actively seeking the latest renovation and building products, with **97%** planning a project and **25%** intending to spend over **\$200,000**.

98% 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.

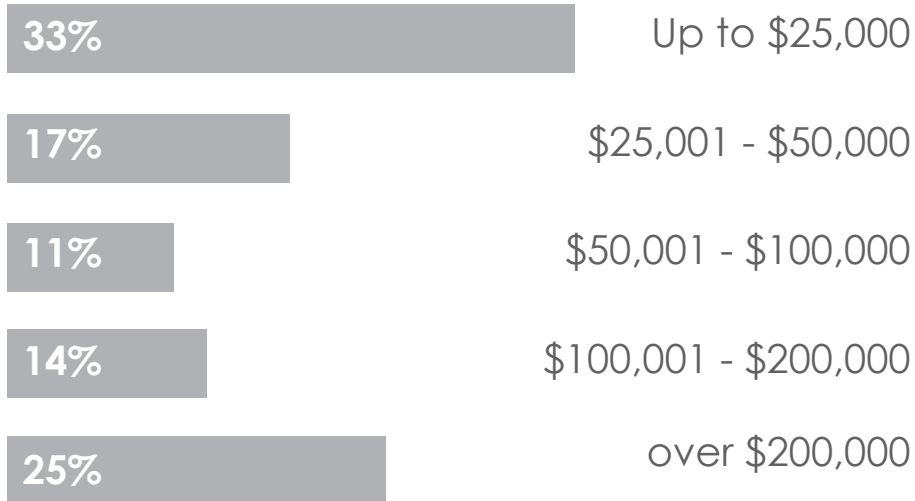
37% of visitors also intend to buy from exhibitors in the next 6-12 months.

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 2016 Perth Home Show.



Visitors' high renovation spend



The homeowner profile

- **97%** are planning a building, renovation or home improvement project.
- **31.2%** of visitors have renovated 2 or more properties.
- **25%** of visitors have a reno budget over **\$200,000**.
- **11%** of visitors belong to the building trade.
- **32.4%** of visitors own more than one property.
- Average visitor income is between **\$100,000 - \$125,000**.
- Average visitor home value is **\$688,000**.

QUALITY VISITORS ATTEND



Visitors are renovating now

Project status - %

About to start home renovation

25.7

About to start building new home

16.2

Commenced home renovation

15.5

Commenced building new home

9.1

VISITORS' READY TO RENOVATE



45% of visitors will have their project complete within **11 months**

Project completion timeline

Within 3 months

9.7%

3 - 5 months

12.6%

6 - 11 months

22.7%

12 - 17 months

18.1%

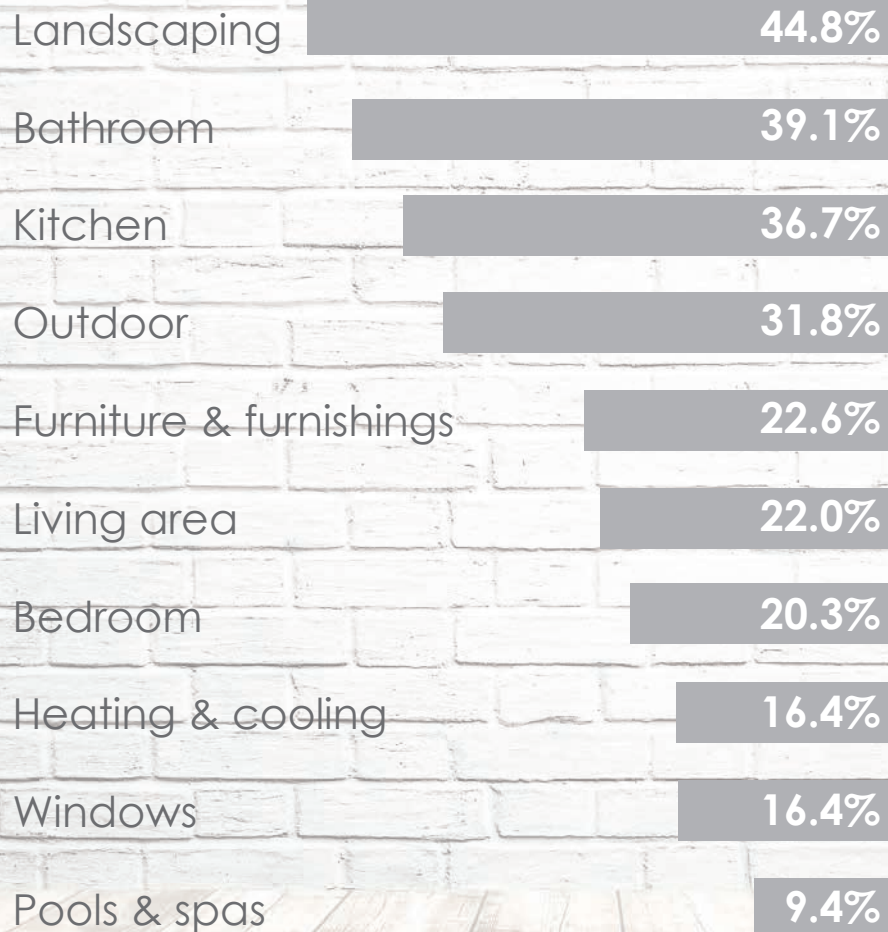
Over 18 months

21.3%



VISITORS SEEK YOUR PRODUCTS

Visitors' planned projects





VISITORS' READY TO BUY

Need to purchase now

OUTDOOR / GARDENING



ENERGY SAVING PRODUCTS



BATHROOM PRODUCTS



WINDOW COVERINGS



KITCHEN PRODUCTS



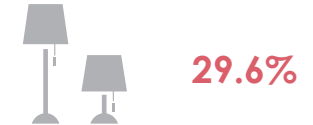
HEATING/COOLING



FLOORING PRODUCTS



LIGHTING



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

EXHIBITORS GET RESULTS

- **39%** of exhibitors gain 2 months or more work.
- **24%** of exhibitors expect the Show has generated over \$100,000 in sales.
- **95%** of exhibitors are satisfied with the Show's performance.

High exhibitor satisfaction - %

Quality of visitors

98

Overall Show satisfaction

98

Total number of visitors

95

Generating brand awareness

94

Launching new products

94

Generating high value leads

84

Large volume leads

78

Meeting building trades

74

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:**



8-page Show Guide magazine distributed to all visitors at the Show with a comprehensive exhibitor listing.



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



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



eDM marketing to the Home Show Club - over 38,000+ members of renovating homeowners.



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



perth
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**BOOK YOUR STAND
NOW FOR 2017**

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