



# the HomeShow

## 2019 Show Report

DELIVERING YOU A QUALITY AUDIENCE  
READY TO SPEND!



# THE PERTH HIA HOME SHOW: *Overview*

Perth's biggest home improvement event cements its position as the premier destination for homeowners and trade alike with more than 9,700 visitors attending the Show in March 2019. Returning again in 2020 to the Perth Convention and Exhibition Centre, don't miss your opportunity to join the Home Shows, Australia's No.1 building and renovation expos.

## EXHIBITORS GET RESULTS



**96%**

of Exhibitors were satisfied with the total number of visitors at the Show



**96%**

of Exhibitors generated brand/product awareness at the Show



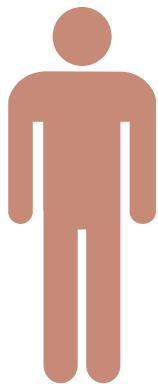
**93%**

of Exhibitors were satisfied with the Show overall

## QUALITY VISITORS ATTEND

**94%**

of Visitors are currently undertaking or about to start a home renovation or build



**86%**

of Visitors expect to finish their project within the next 12 months



**80%**

of Visitors would recommend the Home Show to their friends and family



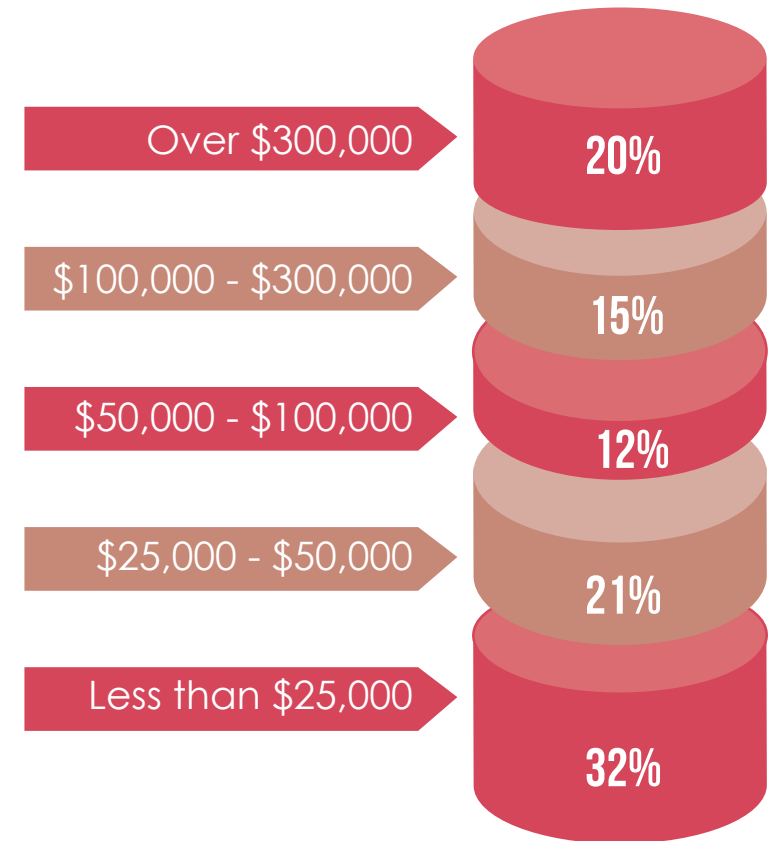
# THE HOME SHOW VISITOR PROFILE: Spend

- 35% are looking to spend over \$100,000 on their renovation, build or home upgrade.
- 86% expect to finish their project within the next 24 months.
- Average visitor household income is over \$134,000.

**VISITORS WILL SPEND APPROX \$6 MILLION  
ON ORDERS FROM THE HOME SHOW**



## VISITOR RENOVATION SPEND

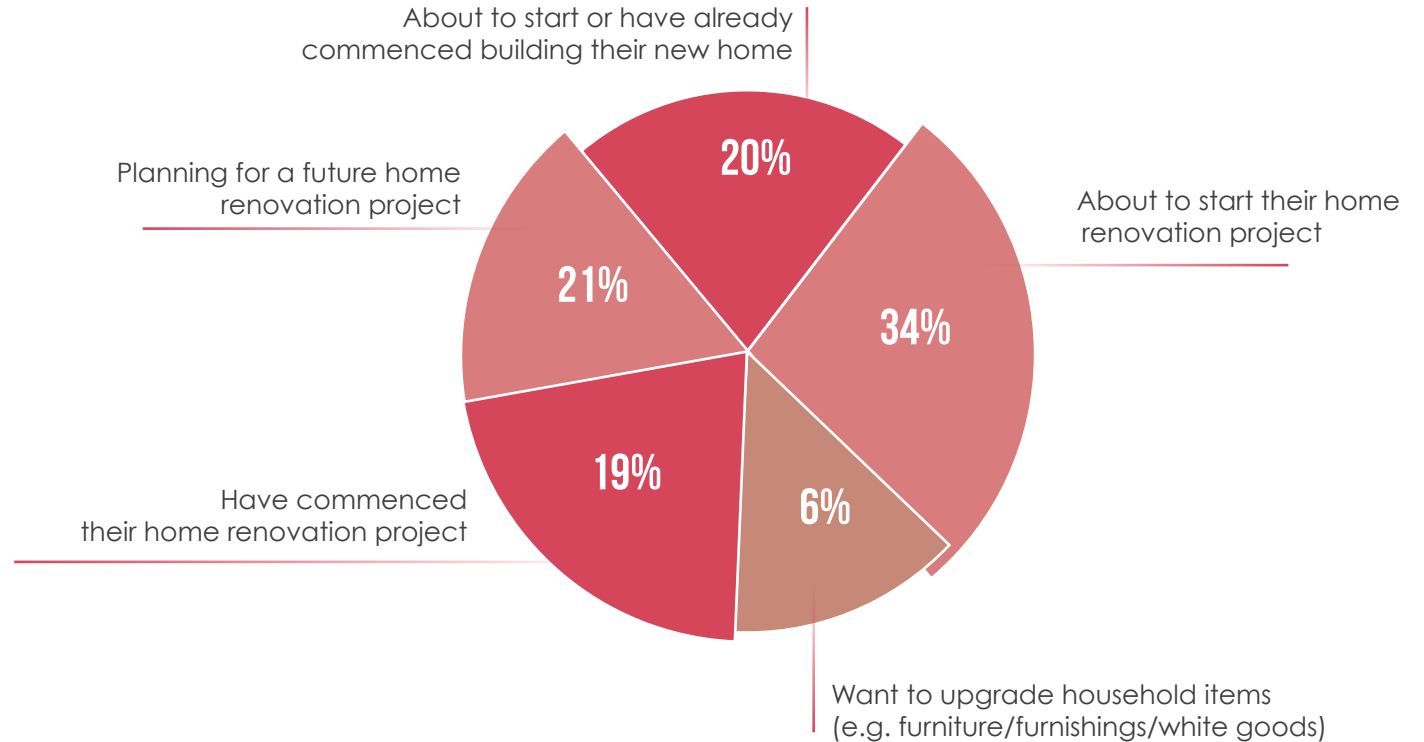


# THE HOME SHOW VISITOR PROFILE: *products and projects*

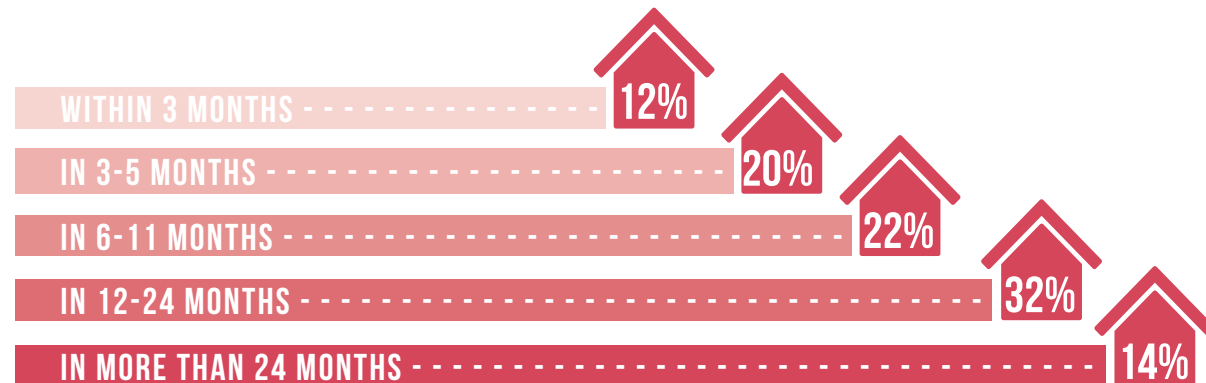
## VISITORS SEEK YOUR PRODUCTS

Kitchen	64%
Bathroom	51%
Gardens & Landscaping	51%
Products to cut energy bills	43%
Flooring - carpet, timber, tiles	40%
Blinds - Indoor and external	33%
Patios and Decking	33%
Lighting	31%
Windows & Doors	30%
Home Security	30%
Products to cut water bills	30%
Heating & Cooling	26%
Wardrobes	25%
Furniture	21%
Home automation	21%

## PROJECT STATUS



## PROJECT COMPLETION TIME-FRAME



# EXHIBITORS ARE *satisfied*

## HIGH EXHIBITOR SATISFACTION

"We at Joyce Kitchens always have a great weekend at the Home Show. The sales generated there are great quality, and it is always very interesting to meet our suppliers there and have a chat with our colleagues in the market."

Joris - Joyce Kitchens

"As a new business breaking into the residential market, we felt like the Expo gave us great exposure to potential clients. The Expo is a must if you are wanting your business to expand."

Ollie - Marrastone Perth

"A great event and we were most pleased with the direct customer exposure this gave us."

Susan - Ikea

"Very well organised for the set up and dismantle, made the whole experience very easy to concentrate on why we were there."

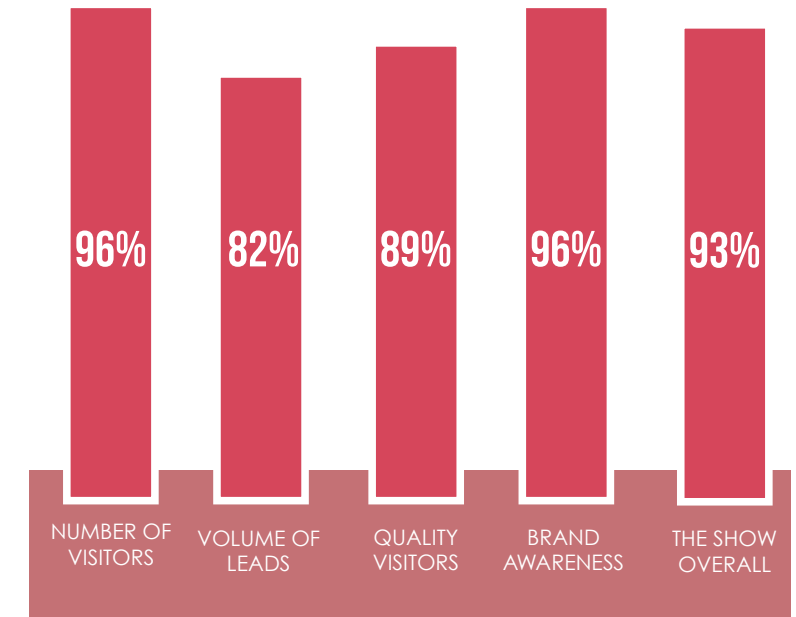
Gillian - Passivhaus Perth

"Best Show for 8 years, by a mile! Great quality visitors along with loads of new exhibitors. Fantastic products and displays! This sort of presentation and turnout reminds us of how powerful Home Shows are!"

Phil - WA Cabinets

"Thanks again for an awesome event, best you guys have done."

Craig - Gemmill Homes



"This Show just held was my first and I was absolutely staggered by the amount of leads it generated. We have so many immediate bookings to quote for kitchen, bathroom, laundry and additions, most with multiple rooms to renovate. We are extremely busy!"

I was impressed how well the Show was organised. Well done to the team!"

Terry - Mister Makeover

# ECO town

Eco Town is an interactive and educational feature that focuses on sustainability and making the homes of Western Australia more eco-friendly. This feature came to life in 2018 as a direct result of exhibitor and visitor feedback about the Show. The feature includes tiny houses, electric cars and advice about how to reduce your water and energy bills.

The reception for Eco Town has been overwhelmingly positive with the feature more than doubling in size from 2018 to 2019.



Social media content reached over 121,000 WA residents during the Show's campaign.



35% of visitors were interested in attending the HIA Home Show to visit Eco Town.



43% of visitors are interested in products to cut energy bills and 30% would like to see products to cut water bills.



Eco Town Ambassador: Wombat (from Sticks & Wombat, Channel 9, The Block)

"Eco Town was well received by the visitors that attended."

Slater Air - Home Show exhibitor

"Eco Town. This is what I was waiting for – tiny homes on wheels focusing on the sustainability and making homes in WA more eco-friendly. I have to say, I loved all the homes displayed here."

Andrew Kearns - visitor

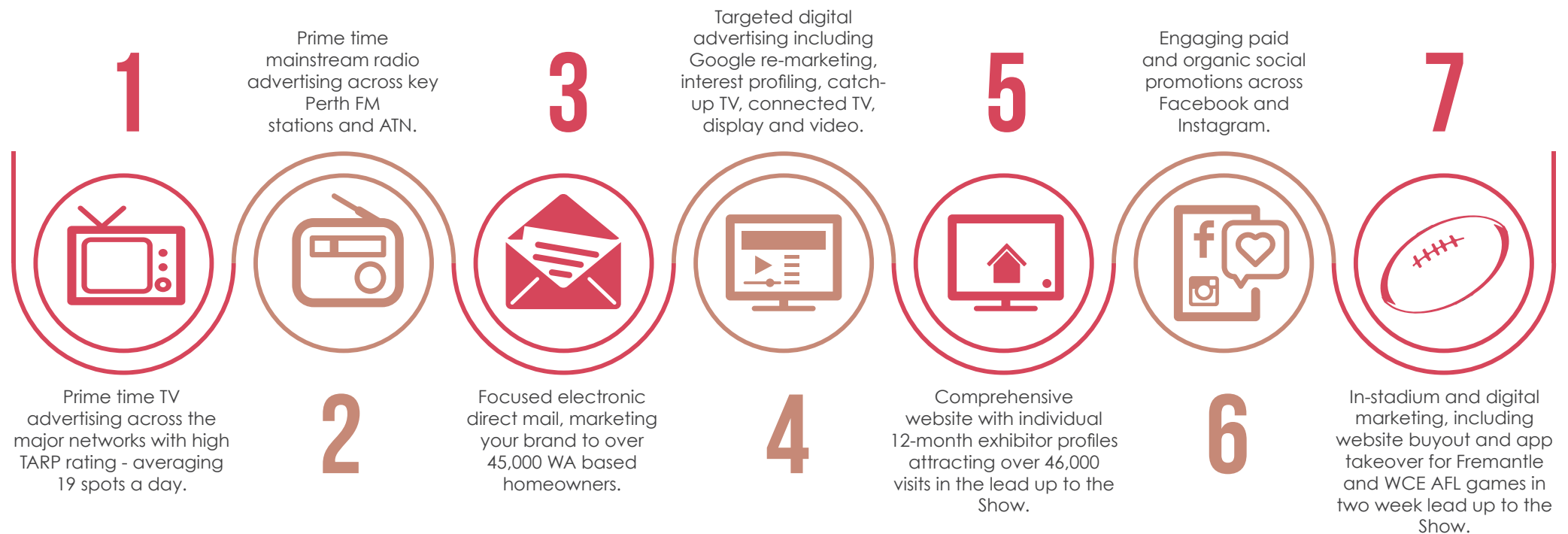
"It was great to have visitors that had not heard of Greenbatch, and were not aware of the current state of the play with recycling in Australia, leave our stand feeling like something was being done about the situation."

Greenbatch - resident of Eco Town

# TARGETED *marketing*

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 MARCH 2019 STRATEGIC MARKETING CAMPAIGN INCLUDED:



join us at



# the HomeShow

FRIDAY 27 - SUNDAY 29 MARCH 2020  
PERTH CONVENTION AND EXHIBITION CENTRE

OR ENQUIRE ABOUT OUR 2019 HOME SHOW!  
03 9276 5555 | HOMESHOWS@EEA.NET.AU  
PERTH **HOMESHOW**.COM.AU

