



# **the HomeShow**

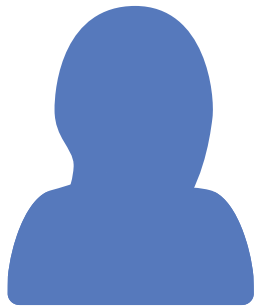
**August 2019  
Show Report**

**DELIVERING YOU QUALITY VISITORS LOOKING TO  
IMPROVE THEIR HOMES!**

# THE PERTH HOME SHOW: OVERVIEW

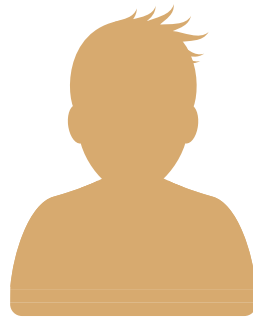
Perth's favourite home improvement event goes from strength to strength as the premier destination for homeowners and trade alike, with more than 11,500 visitors attending the Show in August 2019. Returning again in 2020 to the Perth Convention and Exhibition Centre, don't miss your opportunity to join the Home Shows, Australia's No.1 building and renovation expos.

## EXHIBITORS GET RESULTS



**93%**

of Exhibitors were satisfied with the number of leads at the Show



**93%**

of Exhibitors generated brand/product awareness at the Show



**87%**

of Exhibitors were satisfied with the Show overall

## QUALITY VISITORS ATTEND

**89%**

of Visitors own a home, with 29% of those owning more than one home



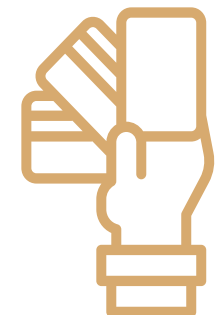
**88%**

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



**61%**

of Visitors expect to make purchases and place orders with Home Show exhibitors



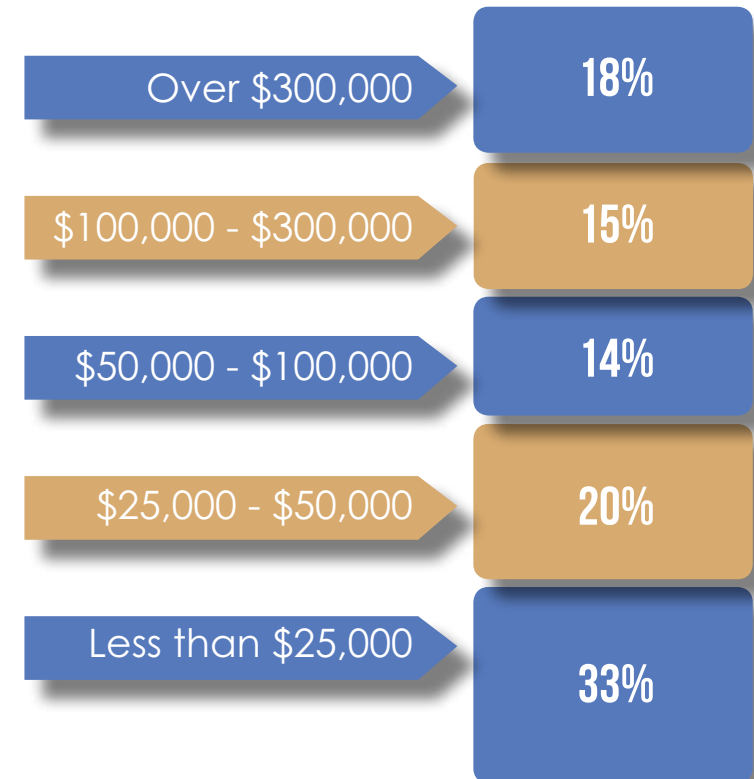
# THE HOME SHOW VISITOR PROFILE: SPEND

- 71.3% of visitors have begun or are about to begin their home improvement project.
- 33% are looking to spend over \$100,000 on their renovation, build or home upgrade.
- Average visitor household income is over \$134,000.

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



## VISITOR RENOVATION SPEND

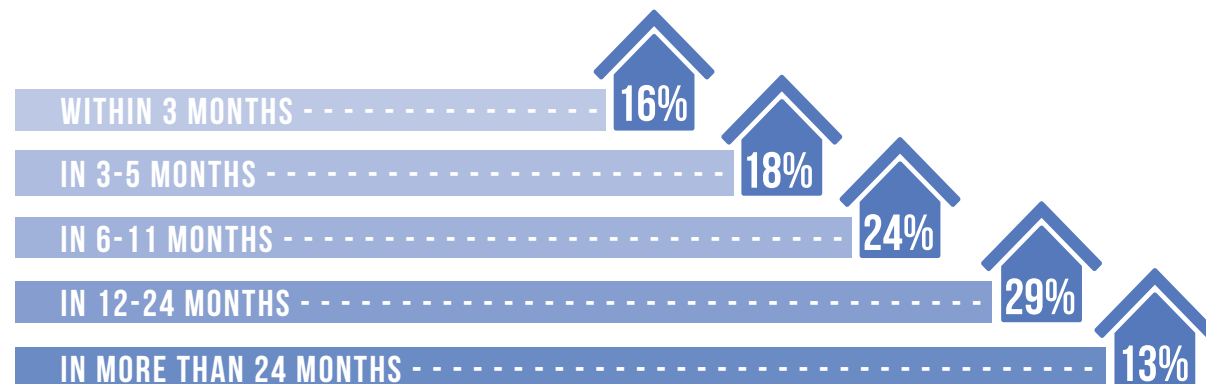


# THE HOME SHOW VISITOR PROFILE: PRODUCTS & PROJECTS

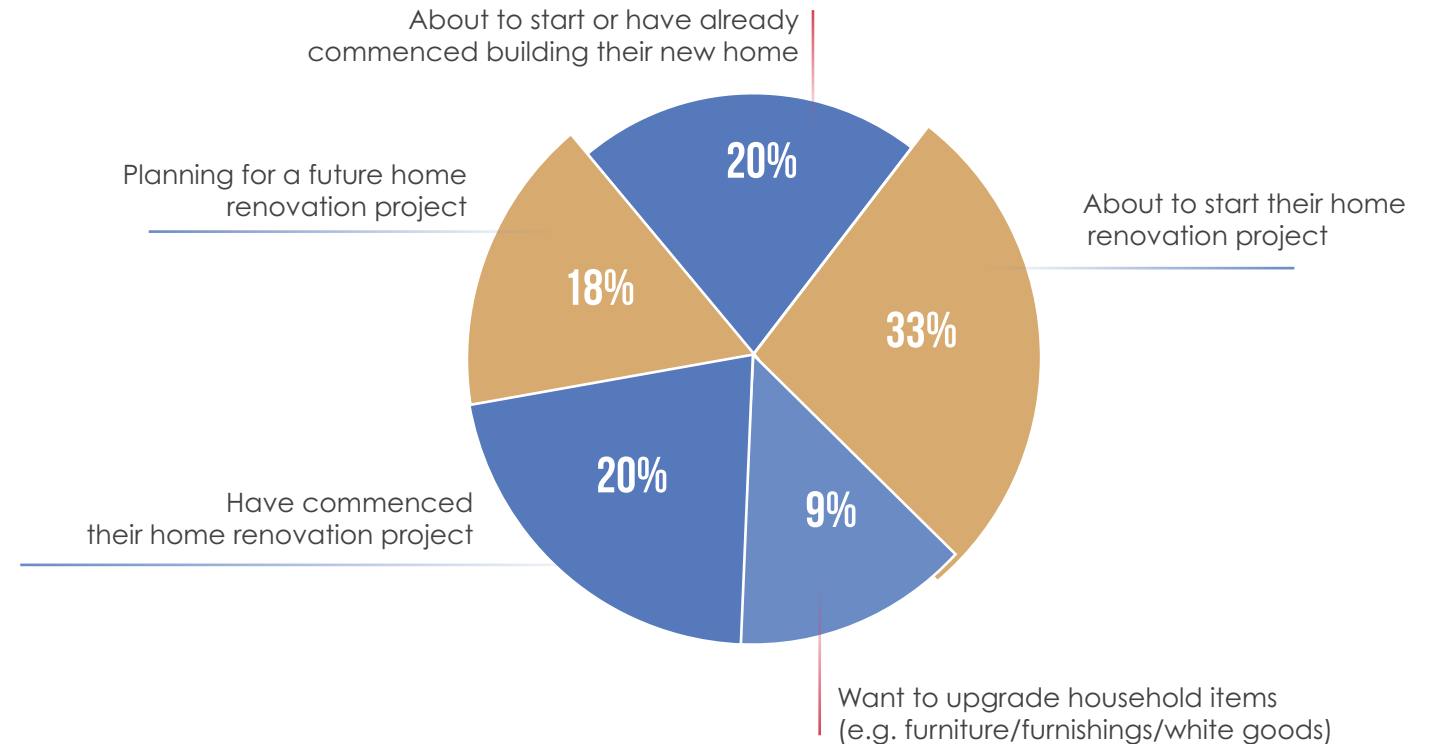
## VISITORS SEEK YOUR PRODUCTS

Kitchen	61%
Bathroom	55%
Gardens & Landscaping	44%
Products to cut energy bills	43%
Flooring - carpet, timber, tiles	40%
Blinds - Indoor and external	39%
Patios and Decking	37%
Windows & Doors	36%
Lighting	35%
Home Security	31%
Heating & Cooling	29%
Products to cut water bills	28%
Wardrobes & Cabinetry	27%
Home automation	23%
Home entertainment	22%
Furnishings	22%
Furniture	20%

## PROJECT COMPLETION TIME-FRAME



## PROJECT STATUS



# EXHIBITORS ARE SATISFIED

## HIGH EXHIBITOR SATISFACTION

“First time exhibitor trying to create brand awareness. End of Show generated orders to 5x Show cost. Far surpassed the goals we had set.”

Igor - Purple Plough Lamps

“Great venue with helpful staff made coming from Sydney to Perth Home Show a smooth transition.”

Stewart - Natural Lighting Products

“We have not presented at a Show for a number of years and went into with an open mind. Wow, wow it was amazing!

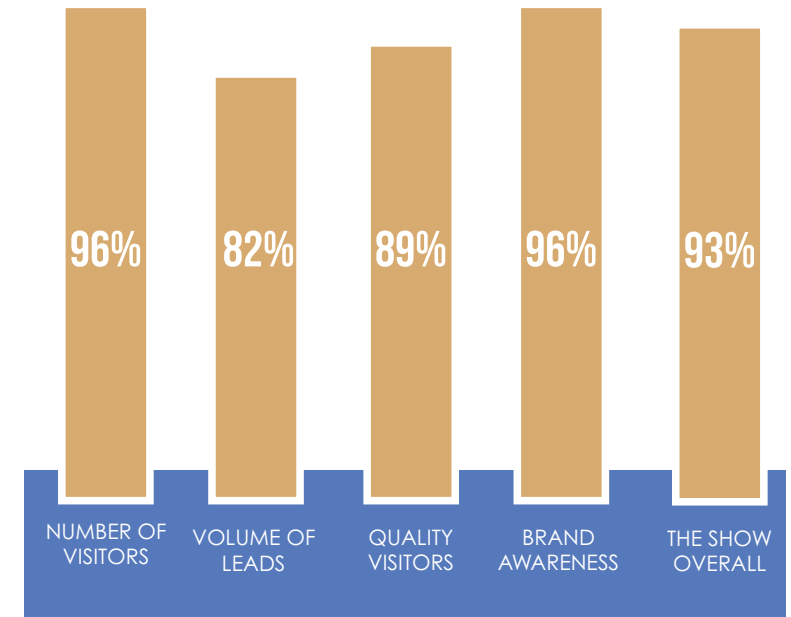
Advertising campaign brought many people & traffic flow was consistent. I had some staff who had never done a Show before & they found their straps, such a positive training development opportunity!

We will definitely be back thank you to all involved .”

Jenine - Australian Outdoor Living (WA)

“Very well organised and a must do for any business.”

Farhan - Barclays Building Services



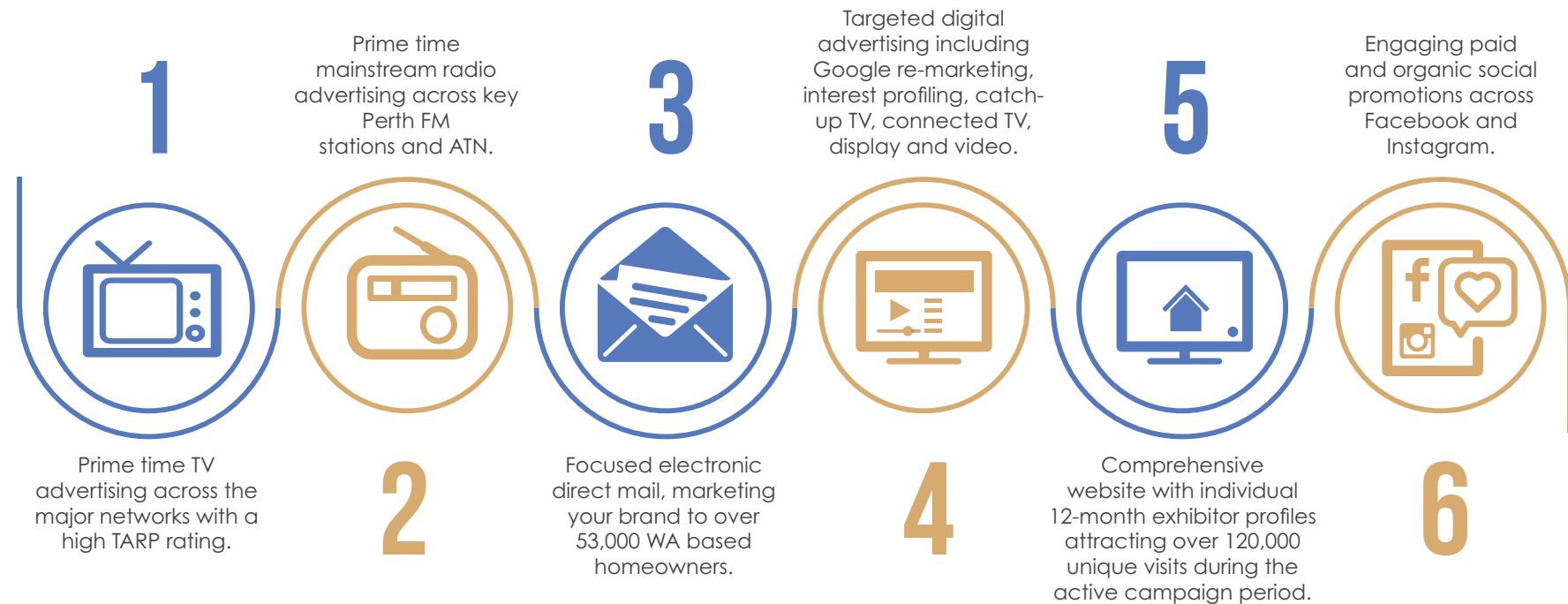
“BSH is a World Wide Company representing many brands; Siemens, Bosch, Neff & Gaggenau. We find the exposure we receive at The Perth Home Show really exposes our brands to the public and the contacts we meet at the Show become great trading partners.

Mike - Bosch BSH Home Appliances

# TARGETED MARKETING

A comprehensive and targeted marketing campaign was implemented to reach homeowners planning a building or home improvement 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 AUGUST 2019 STRATEGIC MARKETING CAMPAIGN INCLUDED:



JOIN US AT

# the HomeShow

FRIDAY 27 - SUNDAY 29 MARCH 2020

FRIDAY 7 - SUNDAY 9 AUGUST 2020

PERTH CONVENTION AND EXHIBITION CENTRE

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