



# the Brisbane **HomeShow**

## **2019** POST SHOW REPORT

DELIVERING YOU A QUALITY AUDIENCE READY TO SPEND!



# THE BRISBANE HOME SHOW: *Overview*

Brisbane's biggest home improvement event cements its position as the premier destination for homeowners and trade alike. Returning again in 2020 to the Brisbane 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



**95%**

of Exhibitors were satisfied with the Show overall



**88%**

of Exhibitors would recommend exhibiting at the Brisbane Home Show to a friend



**86%**

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

## QUALITY VISITORS ATTEND

**96%**

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



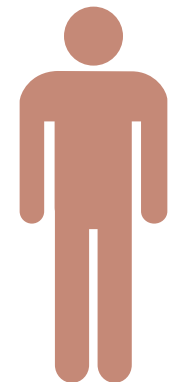
**82%**

of Visitors were satisfied with the Home Show overall



**70%**

of Visitors placed an order or plan on placing an order with Show exhibitors



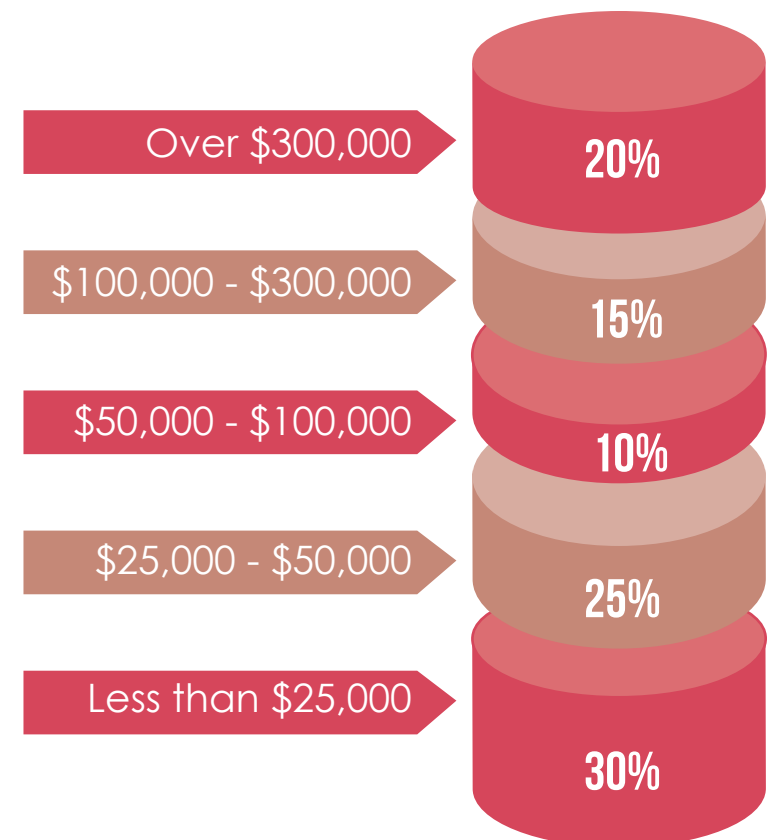
# THE HOME SHOW VISITOR PROFILE: Spend

- 96% are planning a building, renovation or home improvement project.
- 35% are looking to spend over \$100,000 on their renovation, build or home upgrade.
- 52% expect to finish their project within the next 12 months.
- Average visitor household income is over \$120,000.

VISITORS WILL SPEND APPROX **\$30 MILLION**  
ON ORDERS FROM THE HOME SHOW



## VISITOR RENOVATION SPEND

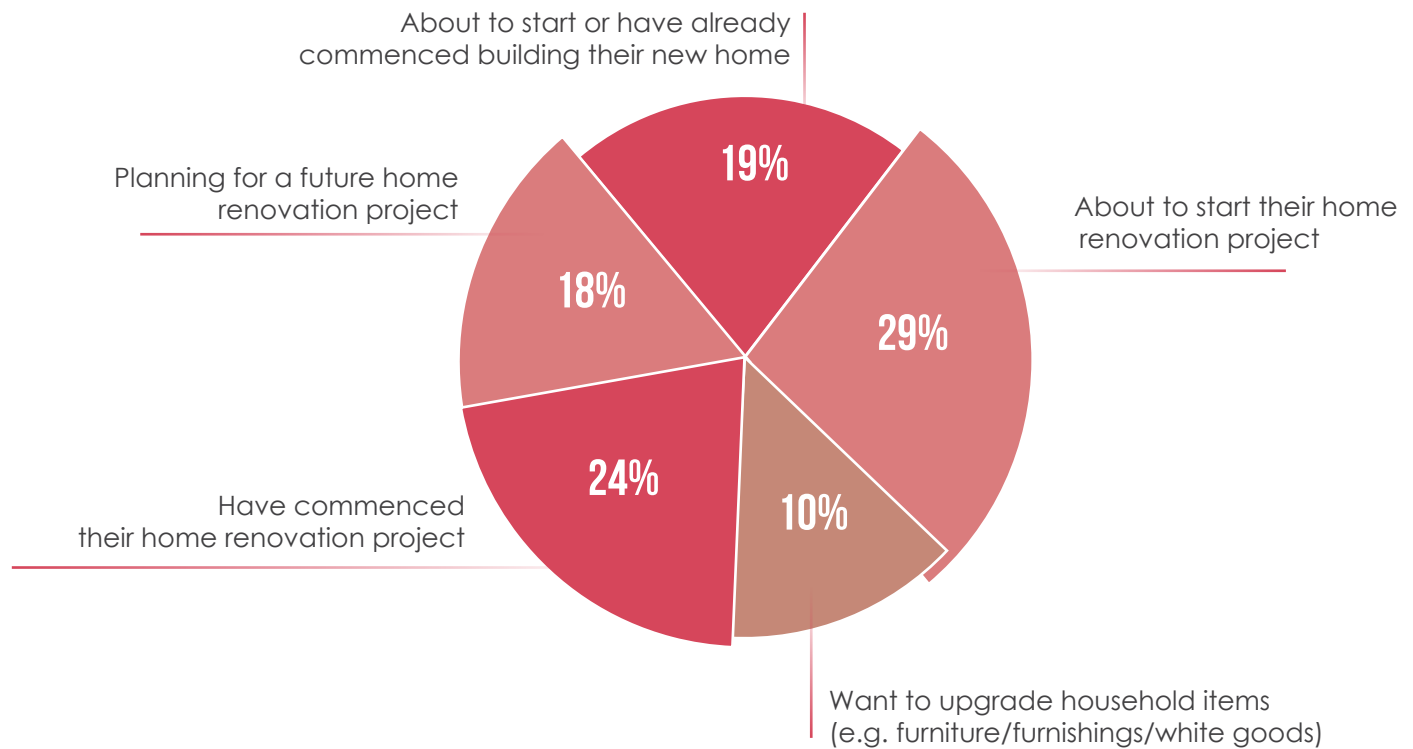


# THE HOME SHOW VISITOR PROFILE: *products and projects*

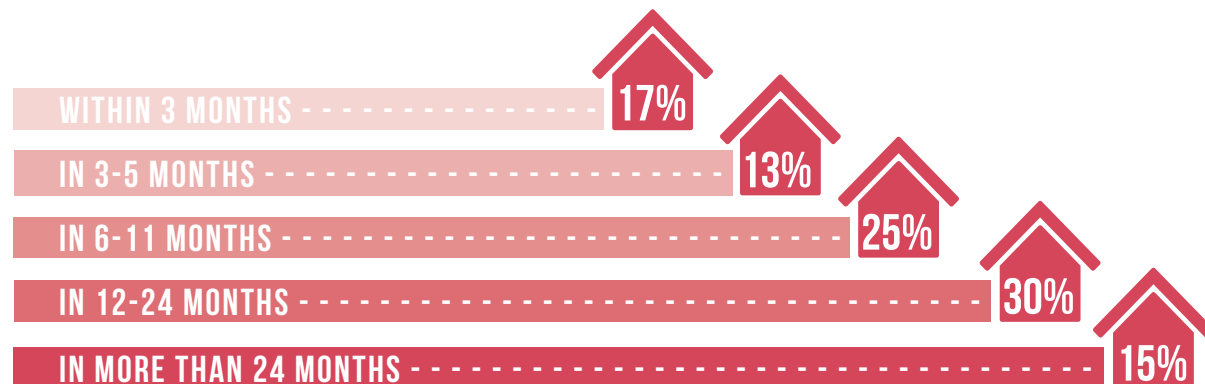
## VISITORS SEEK YOUR PRODUCTS

Kitchen	55%
Bathroom	55%
Gardens & Landscaping	54%
Flooring - carpet, timber, tiles	40%
Patios and Decking	40%
Lighting	39%
Flooring	38%
Blinds - Indoor and external	37%
Windows & Doors	35%
Products to cut energy bills	34%
Sustainable living solutions	30%
Interior Design	28%
Heating & Cooling	27%
Home Security	24%
Furniture	24%
Pools & spas	23%
Home automation	20%

## PROJECT STATUS



## PROJECT COMPLETION TIME-FRAME



# EXHIBITORS GET *results*

## HIGH EXHIBITOR SATISFACTION

"The Home Shows are a part of our marketing strategy and a great way to get interested buyers interacting for potential business development. We also always meet other exhibitors year after year and quite often generate business with each other".

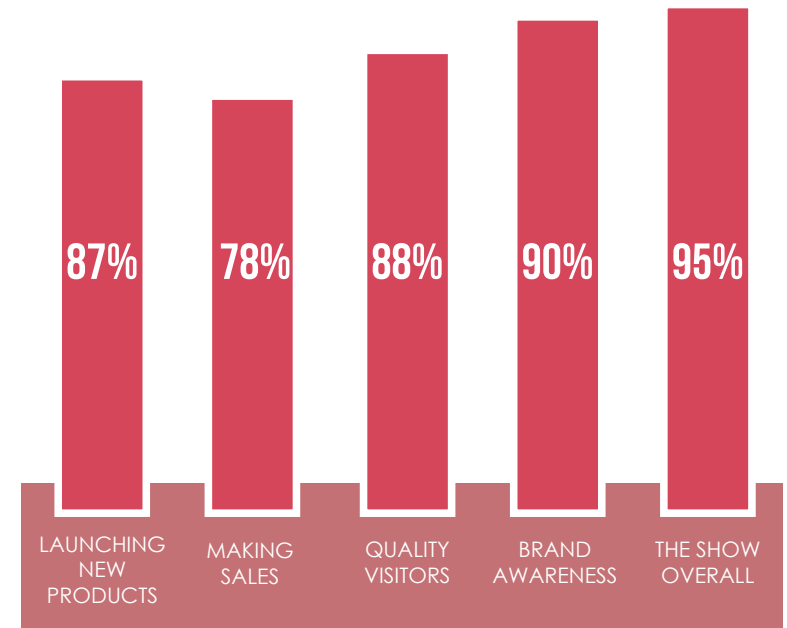
Jorge - H4 Living

"The Brisbane Home Show is a great opportunity to expose the business to potential clients and to interact with them on a face to face basis. Additionally, exposure of the business to significant numbers of visitors, regardless of whether they physically visit the stand, can only impact brand awareness in a positive manner."

Warren - Imperial Kitchens

"The Brisbane Home Show was a great way to get our product exposed to the general public and suppliers"

John - Black Fly Containers



## GENERATING BIG BUSINESS



# 88%

of exhibitors would recommend exhibiting at the Brisbane Home Show



# 86%

of exhibitors consider the Home Show important to their business



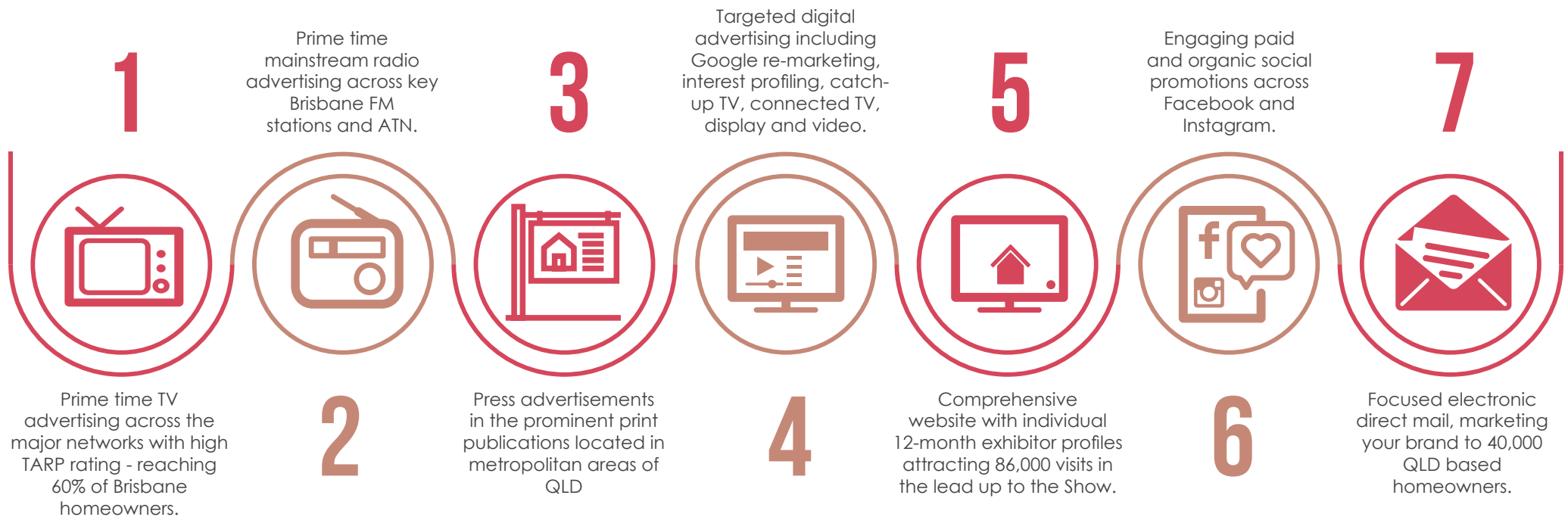
# \$2.8M

of sales generated during and after the Home Show

# 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 29 FEB - SUNDAY 1 MARCH 2020  
BRISBANE CONVENTION AND EXHIBITION CENTRE

OR ENQUIRE ABOUT OUR 2019 HIA HOME SHOW!

07 3719 4222 | HOMESHOWS@EEA.NET.AU

BRISBANE **HOMESHOW**.COM.AU