



the HomeShow

Melbourne May 2019 Insights

Following every Home Show, we take time to catch up with our visitors and exhibitors to see how they're doing. A time for honest reflection after a lightning four days at the Melbourne Exhibition Centre. We squeeze every drop of feedback to improve the next show for everyone involved. Here, we proudly share our results to illustrate why The Home Show is Australia's leading renovation and building expo.

MEET THE ATTENDEES

There's one word to describe Home Show visitors; ambitious. These homeowners hope to improve the value of their property, some even building from the ground up. Their projects require a broad range of home improvement products, particularly kitchens, bathrooms and landscaping.

UNDERTAKING OR PLANNING PROJECTS

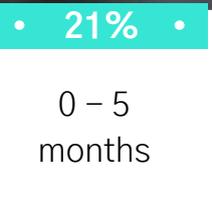
98%

PROJECT TYPE

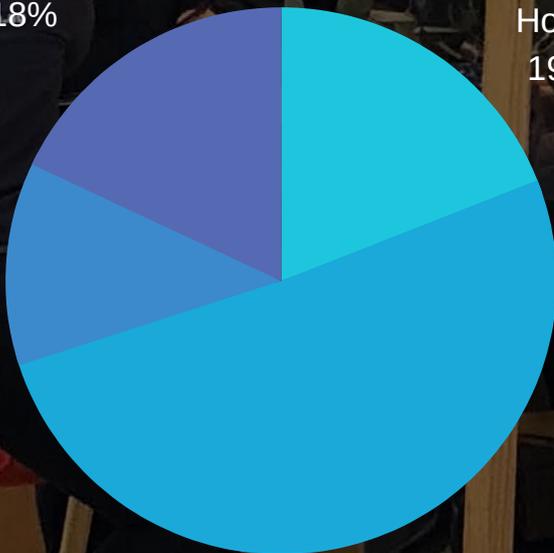
PROJECT COMPLETION

Planning
18%

New Home
19%



Decoration
12%



Renovation
51%

HOME OWNERSHIP



56%
own one property



20%
own two properties



11%
own three properties

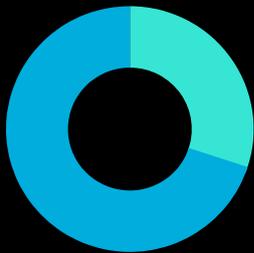


9%
own four + properties

HEY BIG SPENDER

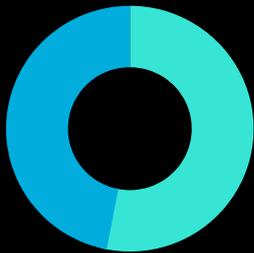
\$7.7M

worth of business generated from the Home Show.



70%

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

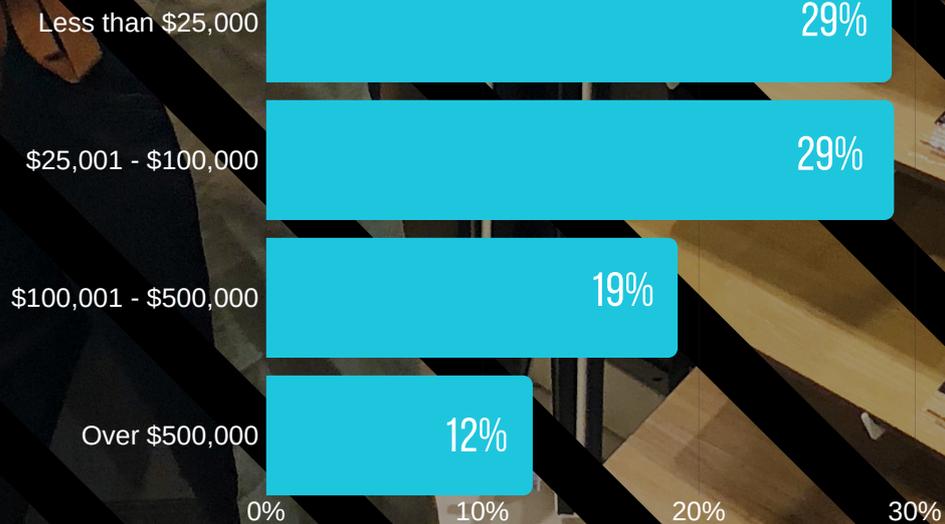


53%

are looking to spend over \$50,000 on their projects

Our visitors come to the show for personal interactivity; It's their chance to take advice from experts and witness demonstrations. In this digital age, they want to experience touching a product and seeing the dimensions. These mature high-income earners seek variety for comparison and quick quotes to help make a decision faster. This process results in a vast majority coming away satisfied with a purchase.

BUDGET



EXHIBITORS

Our long-time exhibitors will tell you that the Home Show is essential to their business. We're continually tweaking our strategy every show to get quality visitors through the door. So if you're launching a product, seeking brand awareness or simply need sales, you're sure to come away satisfied.

92%

of exhibitors see The Home Show as important to their business

81%

of Exhibitors were satisfied with the number of leads

90%

of exhibitors were satisfied with the total number of visitors

98%

of exhibitors were satisfied with product launch and increased brand/product awareness

MARKETING

Every show, our in house marketing professionals tweak a highly targeted campaign to drive visitors to the show. That means our next show will push different buttons in the marketing mix to bring quality visitors through the door. We begin by talking with our loyal 'club' base, then reaching out for new attendees through digital and traditional media.



THE MAY 2019 STRATEGIC MARKETING CAMPAIGN INCLUDED



Prime time TV adverts across channels 9 & 7.



Prime time mainstream radio adverts across 12 key Melbourne FM stations and ATN including Fox, MMM, Nova.



Catch-up TV providers including Now, 7-Plus and 10 Play.



Engaging paid and organic social promotions across Facebook and Instagram.



Views of individual 12-month exhibitor profiles on website.



Focused electronic direct mail, marketing your brand to Victorian based homeowners.



Impressions through targeted Google advertising.





JOIN US AT

FRIDAY 16 – SUNDAY 18 AUGUST 2019
MELBOURNE EXHIBITION CENTRE
SOUTH WHARF

the HomeShow

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