

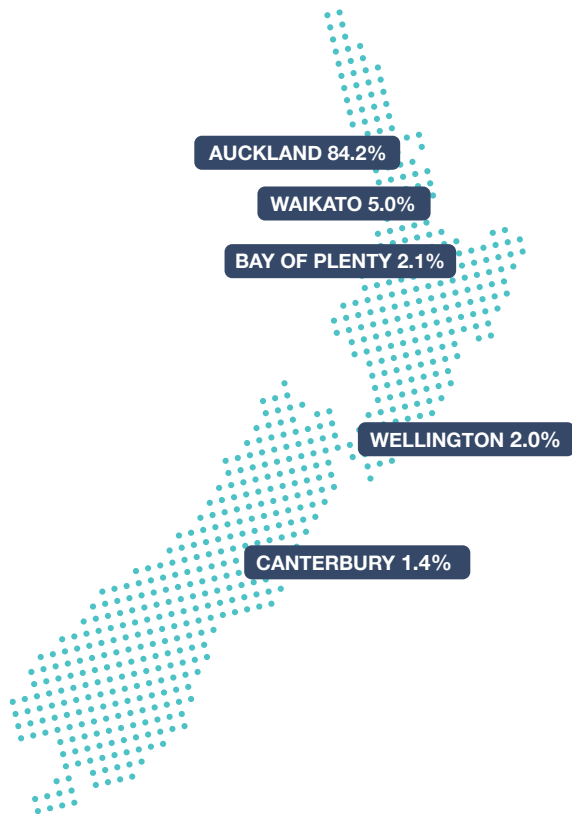


# VISITOR ATTENDANCE CERTIFICATE

Tuesday 25 – Wednesday 26 June 2024, Auckland Showgrounds

ATTENDANCE			
DAILY VISITS	UNIQUE VISITORS	REPEAT VISITORS	TOTAL VISITS
25/06/2024	2277	0	2277
26/06/2024	1623	252	1875
<b>GRAND TOTAL</b>	<b>3900</b>	<b>252</b>	<b>3900</b>

GEOGRAPHICAL ANALYSIS		
REGION	VISITORS	% OF ATTENDEES
Auckland	3282	84.2%
Waikato	196	5.0%
Bay of Plenty	82	2.1%
Wellington	76	2.0%
Northland	58	1.5%
Canterbury	53	1.4%
Manawatu-Wanganui	30	0.8%
Hawke's Bay	22	0.6%
Taranaki	16	0.4%
Otago	13	0.3%
Southland	11	0.3%
Marlborough	5	0.1%
Nelson	5	0.1%
Tasman	4	0.1%
Gisborne	1	0.0%
International	46	1.2%
<b>GRAND TOTAL</b>	<b>3900</b>	<b>100.0%</b>



TOTAL ATTENDANCE	
ATTENDEES	
Visitors	3900
Presenters / Students	121
Total Exhibition Staff	1784
<b>TOTAL</b>	<b>5805</b>

### REASON FOR ATTENDING

REASON	RESPONSES	% OF ATTENDEES
To see new products	3207	82.2%
To source new suppliers	1556	39.9%
I'm considering exhibiting at the next event	351	9.0%
To place orders	214	5.5%
Other	334	8.6%
<b>TOTAL</b>	<b>5662</b>	

### JOB POSITION

POSITION	VISITORS	% OF ATTENDEES
Owner / C-level	1419	36.4%
Manager	1195	30.6%
Staff	1056	27.1%
Junior / Intern	138	3.5%
Other	92	2.3%
<b>TOTAL</b>	<b>3900</b>	<b>100.0%</b>

### PURCHASING ROLE

BUYING DECISIONS	VISITORS	% OF ATTENDEES
Responsible for buying decisions	1532	39.3%
Influence on buying decisions	1577	40.4%
No influence	791	20.3%
<b>TOTAL</b>	<b>3900</b>	<b>100.00%</b>

### PURCHASING POWER

POWER	VISITORS	% OF ATTENDEES
\$0 - \$499	1308	33.5%
\$500 - \$999	97	2.5%
\$1,000 - \$4,999	284	7.3%
\$5,000 - \$9,999	305	7.8%
\$10,000 - \$49,999	450	11.5%
\$50,000 - \$99,999	320	8.2%
\$100,000 - \$249,999	248	6.4%
\$250,000+	888	22.8%
<b>TOTAL</b>	<b>3900</b>	<b>100.00%</b>

### COMPANY SIZE

SIZE	VISITORS	% OF ATTENDEES
1 to 5	1329	34.1%
6 to 10	396	10.2%
11 to 20	432	11.1%
21 to 50	498	12.8%
51 to 100	358	9.2%
101+	887	22.7%
<b>TOTAL</b>	<b>3900</b>	<b>100.0%</b>

## INDUSTRY EMPLOYED IN

CATEGORY	VISITORS	% OF ATTENDEES
Building & Construction	1155	29.6%
Facilities and Building Services	499	12.8%
Architecture & Design	366	9.4%
Trades	354	9.1%
Engineering	309	7.9%
ICT Infrastructure	102	2.6%
Manufacturing	78	2.0%
Operational technology	60	1.5%
Property / Facilities Management	56	1.4%
Non-exhibiting supplier	45	1.1%
Education & Training	24	0.6%
Transport / Distribution / Logistics	20	0.5%
Health / Medical / Pharmaceuticals	19	0.5%
Agriculture / Forestry / Environment	12	0.3%
Electrical / Electronics	12	0.3%
Food / Beverage	11	0.3%
IT / Telecommunications	10	0.3%
Petroleum / Coal / Chemicals / Gas	10	0.3%
Other	758	19.4%
<b>TOTAL</b>	<b>3900</b>	<b>100.0%</b>

JOB TITLE		
TITLE	VISITORS	% OF ATTENDEES
Director	740	19%
Manager	604	15.5%
General Manager	261	6.7%
Engineer	178	4.6%
Owner	139	3.6%
Business Development Manager	137	3.5%
Project Manager	136	3.5%
Account Manager	124	3.2%
Apprentice/Student	116	3%
Health & Safety Officer	110	2.8%
Regional Manager	96	2.5%
Property/Facility Manager	92	2.4%
Designer	79	2%
Architect	74	1.9%
Sales	71	1.8%
Builder	60	1.5%
CEO	55	1.4%
Staff	48	1.2%
Admin	36	0.9%
Estimator	28	0.7%
Accounts	19	0.5%
Technician	18	0.5%
Carpenter	16	0.4%
Other	639	16.4%
<b>TOTAL</b>	<b>3900</b>	<b>100.0%</b>

**PRODUCTS INTERESTED IN**

<b>PRODUCT</b>	<b>RESPONSES</b>	<b>% OF RESPONSES</b>
Construction Systems	944	24.36%
Aluminium Joinery	722	18.63%
Cladding	683	17.63%
Builders Hardware	650	16.77%
Flooring	628	16.21%
Architectural Hardware	553	14.27%
Insulation	552	14.25%
Electrical Products V Services	540	13.94%
Roofing	537	13.86%
Decking	528	13.63%
Bathroomware	519	13.39%
Power Tools	499	12.88%
Heating, Fireplaces	471	12.15%
Solar	462	11.92%
Kitchen, Benchtops	443	11.43%
Lighting	437	11.28%
Interior Design	427	11.02%
BIM	417	10.76%
Tiles	410	10.58%
Landscaping	404	10.43%
Surface & Wall Finishes	398	10.27%
Appliances	392	10.12%
Hand Tools	391	10.09%
Door V Screens	389	10.04%
Plumbing Supplies	366	9.45%
Computer Systems	360	9.29%
SIPs (Structural Insulated Panels)	339	8.75%
Protective Coatings	326	8.41%
Commercial	323	8.34%
Stairs	316	8.15%
Glass	312	8.05%
Software	307	7.92%
Building & Construction	304	7.85%
Locks and Latches	304	7.85%
Blinds V Curtains V Shutters	288	7.43%
Paint and Paint Aids	270	6.97%
Furniture	259	6.68%
Carpets, Rugs	256	6.61%
Safety Compliance	247	6.37%
Household Hardware	242	6.25%
Decorative Accessories	235	6.06%
Furnishings	220	5.68%
Workplace Safety Systems	218	5.63%

**CONTINUED NEXT PAGE →**

← CONTINUED PRODUCTS INTERESTED IN

PRODUCT	RESPONSES	% OF RESPONSES
Protective clothing & shoes (PPE)	214	5.52%
Risk assessment	214	5.52%
Audio Visual	213	5.50%
Office Fitout Systems	209	5.39%
Safety Training & Qualifications	203	5.24%
Consultancy	202	5.21%
Pools and Pool Accessories	201	5.19%
Other	480	12.39%
<b>TOTAL</b>	<b>19824</b>	<b>100%</b>

For more information about BuildNZ, Facilities Integrate, The National Safety Show please contact:

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