

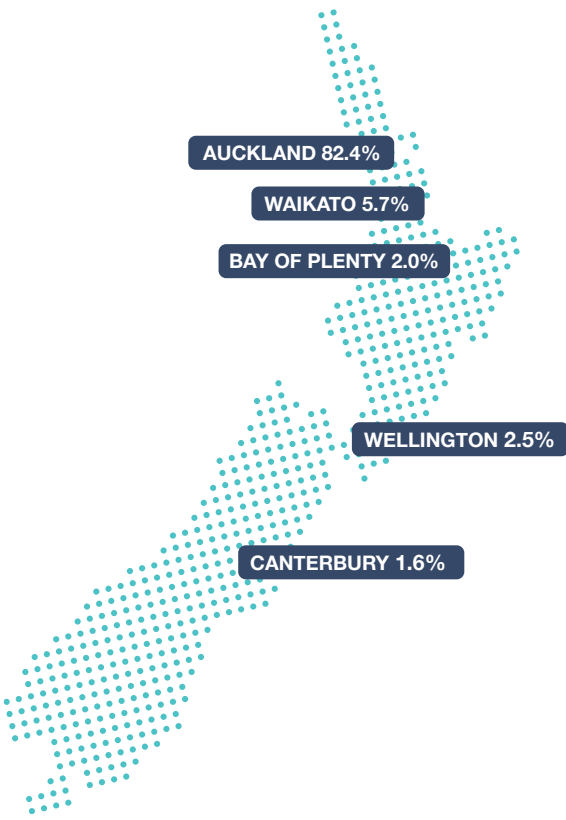


VISITOR ATTENDANCE CERTIFICATE

Tuesday 20 June – Wednesday 21 June 2023, Auckland Showgrounds

ATTENDANCE			
DAILY VISITS	UNIQUE VISITORS	REPEAT VISITORS	TOTAL VISITS
20/06/23	1836	0	1836
21/06/23	1634	119	1753
TOTAL	3470	119	3589

GEOGRAPHICAL ANALYSIS		
REGION	VISITORS	% OF ATTENDEES
Auckland	2859	82.4%
Waikato	198	5.7%
Wellington	86	2.5%
Northland	81	2.3%
Bay of Plenty	69	2.0%
Canterbury	54	1.6%
Manawatu-Wanganui	25	0.7%
Taranaki	16	0.5%
Hawke's Bay	12	0.3%
Otago	11	0.3%
Tasman	6	0.2%
Southland	6	0.2%
Nelson	4	0.1%
Marlborough	3	0.1%
Gisborne	2	0.1%
West Coast	1	0.0%
International	37	1.1%
TOTAL	3470	100.0%



TOTAL ATTENDANCE	
ATTENDEES	
Unique Visitors	3470
Repeat Visitors	119
Exhibitor Staff	1477
TOTAL	5066

REASON FOR ATTENDING

REASON	RESPONSES	% OF ATTENDEES
To see new products	2963	59.4%
To source new suppliers	1387	27.8%
I'm considering exhibiting at the next event	269	5.4%
To place orders	181	3.6%
Other	186	3.7%
TOTAL	4986	100.0%

JOB POSITION

POSITION	VISITORS	% OF ATTENDEES
Owner/C-level	1081	31.2%
Manager	1055	30.4%
Staff	851	24.5%
General Manager	281	8.1%
Junior / Intern / Student	114	3.3%
Other	88	2.5%
TOTAL	3470	100.0%

PURCHASING ROLE

BUYING DECISIONS	VISITORS	% OF ATTENDEES
Responsible for purchase decisions	1477	42.6%
Influence purchasing decisions	1360	39.2%
No influence	633	18.2%
TOTAL	3470	100.0%

PURCHASING POWER

POWER	VISITORS	% OF ATTENDEES
\$250,000+	843	24.3%
\$100,000 - \$249,999	267	7.7%
\$50,000 - \$99,999	296	8.5%
\$10,000 - \$49,999	454	13.1%
\$5,000 - \$9,999	250	7.2%
\$1,000 - \$4,999	237	6.8%
\$500 - \$999	93	2.7%
\$0 - \$499	85	2.4%
None	945	27.2%
TOTAL	3470	100.0%

COMPANY SIZE

SIZE	VISITORS	% OF ATTENDEES
101+	805	23.2%
51 to 100	300	8.6%
21 to 50	458	13.2%
11 to 20	351	10.1%
6 to 10	304	8.8%
1 to 5	1252	36.1%
TOTAL	3470	100.0%

INDUSTRY EMPLOYED IN

CATEGORY	VISITORS	% OF ATTENDEES
Building & Construction	1,068	30.8%
Facilities and building services	537	15.5%
Architecture & Design	403	11.6%
Engineering	266	7.7%
Trades	249	7.2%
ICT Infrastructure	105	3.0%
Operational technology	60	1.7%
Manufacturing	49	1.4%
Non-Exhibiting Supplier	48	1.4%
Property	40	1.2%
Health / Medical / Pharmaceuticals	18	0.5%
Transport / Distribution / Logistics	17	0.5%
Education & Training	13	0.4%
Food / Beverage	10	0.3%
Other	587	16.9%
TOTAL	3470	100.0%

JOB ROLE		
TITLE	VISITORS	% OF ATTENDEES
Director	520	15.0%
Manager	104	3.0%
Owner	96	2.8%
Project Manager	84	2.4%
Managing Director	75	2.2%
General Manager	57	1.6%
Sales Manager	51	1.5%
Student	46	1.3%
CEO	44	1.3%
Architectural Designer	44	1.3%
Designer	42	1.2%
Builder	40	1.2%
Account Manager	37	1.1%
Sales	36	1.0%
BDM	34	1.0%
Facilities Manager	32	0.9%
Engineer	31	0.9%
Business Development Manager	24	0.7%
Operations Manager	23	0.7%
Other	2050	59.1%
TOTAL	3470	100.0%

PRODUCTS INTERESTED IN

PRODUCT	RESPONSES	% OF RESPONSES
Construction Systems	895	25.8%
Aluminium Joinery	744	21.4%
Cladding	720	20.7%
Builders Hardware	615	17.7%
Flooring	582	16.8%
Insulation	551	15.9%
Architectural Hardware	549	15.8%
Decking	541	15.6%
Roofing	498	14.4%
Bathroomware	493	14.2%
Power Tools	434	12.5%
Heating, Fireplaces	429	12.4%
Kitchen, Benchtops	426	12.3%
Electrical Products / Services	423	12.2%
Solar	407	11.7%
Lighting	396	11.4%
Surface & Wall Finishes	394	11.4%
Interior Design	387	11.2%
Appliances	373	10.7%
Hand Tools	372	10.7%
Door / Screens	366	10.5%
BIM	365	10.5%
Tiles	357	10.3%
Commercial	352	10.1%
Landscaping	349	10.1%
Plumbing Supplies	334	9.6%
SIPs (Structural Insulated Panels)	322	9.3%
Building & Construction	310	8.9%
Computer Systems	302	8.7%
Stairs	293	8.4%
Glass	285	8.2%
Protective Coatings	268	7.7%
Blinds / Curtains / Shutters	267	7.7%
Locks and Latches	266	7.7%
Software	244	7.0%
Household Hardware	241	6.9%
Paint and Paint Aids	231	6.7%
Furniture	217	6.3%
Carpets, Rugs	208	6.0%
Decorative Accessories	196	5.6%
Office Fitout Systems	188	5.4%
Furnishings	185	5.3%
Audio Visual	180	5.2%

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← CONTINUED PRODUCTS INTERESTED IN

PRODUCT	RESPONSES	% OF RESPONSES
Safety Compliance	169	4.9%
Gas Suppliers	167	4.8%
Pools and Pool Accessories	162	4.7%
Consultancy	159	4.6%
Protective clothing & shoes (PPE)	154	4.4%
Fabrics, Textiles	148	4.3%
Workplace Safety Systems	133	3.8%
Shop Fittings	132	3.8%
Risk assessment	131	3.8%
Fashion, Colour Forecasting	129	3.7%
Government	127	3.7%
Safety Training & Qualifications	126	3.6%
Workplace H & S legislation	121	3.5%
Hazardous Substances Safety	116	3.3%
Height Safety Equipment	106	3.1%
First aid products	101	2.9%
Occupational Health Products	96	2.8%
Retail	90	2.6%
High Visibility Products	87	2.5%
Automated safety systems	81	2.3%
Age Care / Health Care	73	2.1%
Health & Safety Consultancy	71	2.0%
Education	70	2.0%
First aid training	69	2.0%
Energy / Sustainability	66	1.9%
Safety surfaces and flooring	64	1.8%
Electrical compliance	60	1.7%
Rope access & rigging	53	1.5%
Pre-Employment Health assessments	52	1.5%
Security	50	1.4%
ACC savings	46	1.3%
Entertainment / Leisure / Hospitality	41	1.2%
Other	439	12.7%
TOTAL	3470	100%

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

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