

NZ GIFT & HOMEWARE FAIRS

Thank you for joining us at Autumn Gift!

**2 - 4 March 2025
Auckland Showgrounds**

NEW YEAR, NEW SUCCESS!

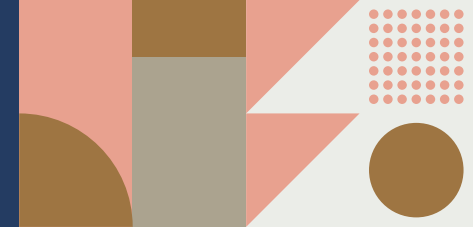
This year the Autumn Gift Fair was all about new beginnings: 30% of our exhibitors were new to the Fair, 37% of attendees were first time visitors and 84% of attendees were on the hunt for new products.

Over 69% of Retailers placed an order at the Fair and 63% stated they are likely to source and contact exhibitors – making it a successful 3-day event!

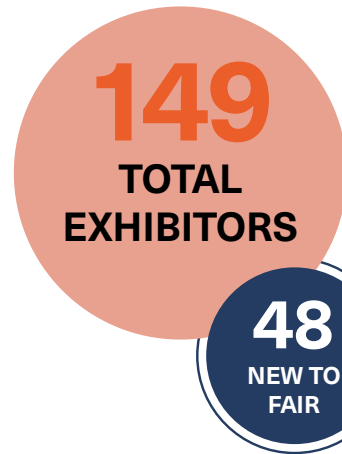
Thank you to all who supported the Fair and we look forward to seeing you next year.

Thank you.





2025 Key Highlights



\$37,401,22

Average Purchasing Power

\$59.6m

Total Purchasing Power

84% of attendees came to see new products

69% of attendees purchased/ordered at the Fair

47% of attendees were from outside of Auckland

37% of attendees were new to the Fair

Visitor Stats

WHO VISITED

ATTENDEES

Owner / Partner / Director	54%
Staff / Shop Assistant	15%
Store Manager / Head Buyer	14%
Corporate Buyer	5%
Designer / Display / Florist	5%
Other	5%

REASONS FOR VISITING

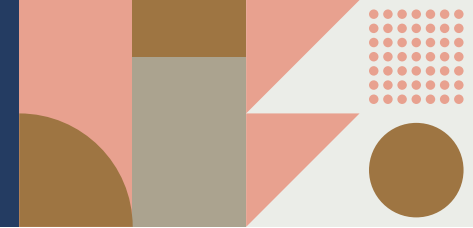
To see new products	84%
To source new suppliers	75%
To see existing suppliers	56%
To place an order	44%
To keep abreast of industry trends	34%
To network	22%

73% are responsible for making purchasing decisions

63% of visitors are likely to source products from exhibitors after the Fair

GEOGRAPHICAL ANALYSIS

REGION	% ATTENDEES
Auckland	53%
Waikato	16%
Canterbury	6%
Bay of Plenty	6%
Manawatu - Wanganui	4%
Wellington	3%
Northland	3%
Otago	2%
Hawke's Bay	2%
Taranaki	2%
Gisborne	0.7%
International	0.6%
Southland	0.5%
Tasman	0.4%
Marlborough	0.4%
Nelson	0.2%
West Coast	0.2%
TOTAL	100%



Visitor Testimonials

"This Gift Fair (Autumn Gift Fair) really helps businesses, especially start-ups, network and find the right products and suppliers for their business."

“ I make the expensive trip from a rural town in the South Island to touch base with my wholesalers, and to find new products and new wholesalers. Face-to-face contact is important for me, and I appreciate being able to touch and feel the products. ”

"I had a great experience this Autumn Gift Fair. Exhibitions were easily accessible for viewing and exhibitors were available to discuss their products. Very knowledgeable and friendly."



Exhibitors Stats



76% of exhibitors were satisfied with the quality of visitors

65% of exhibitors agree that Autumn Gift is important to their Business

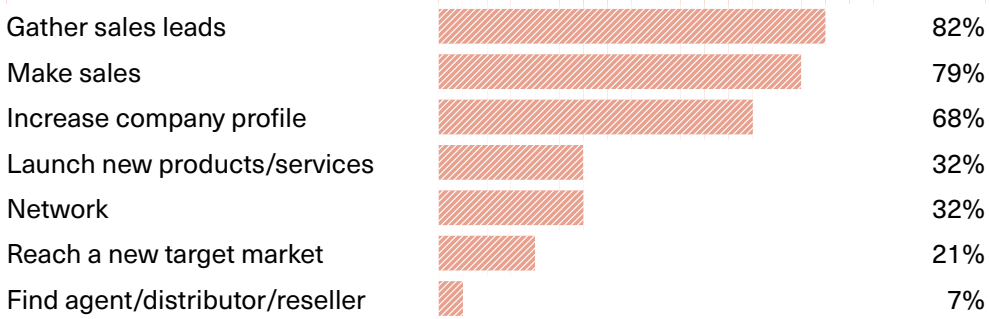
XPO Leads App

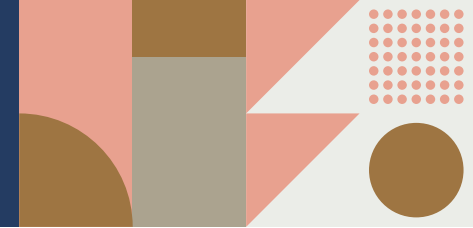
A total of 4300+ scans were collected by exhibitors during Autumn Gift Fair with our XPO Leads App - a fast and efficient way to capture visitor information at NZ Gift Fairs.

62% of exhibitors purchased the app and received an average of 50 leads (per exhibitor) during the Fair



WHY DID THEY EXHIBIT?





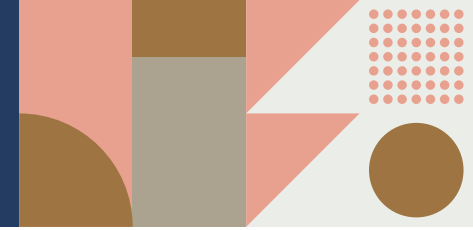
Exhibitor Testimonials

“Businesses can showcase their products to potentially thousands of wholesale buyers and it’s just good to get some good feedback and to put your products out there and to really put them under the spotlight.”

“ As a small business, one of my main focuses is getting into more retail. So this is just such a good way to meet so many people and get your brand out there. People are interested to come up, talk to you, see what’s new. It’s just a really good way to connect with retailers. ”



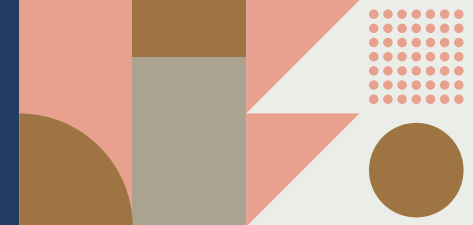
“The Gift fairs are really important for our small business because it’s a chance for us to connect with our customers. I love hearing about how they’re doing, seeing what’s working, and just taking time to connect.”



Fabulous Features

Along with our previous features destinations – Kiwi Quarter, Design Exchange, Kick Starters and Māori Collective, we introduced a new feature at Autumn Gift Fair, The Fashion Showcase. The Fashion Showcase was met with great success from visitors and exhibitors alike!





Visitor Competitions

Attendees had the opportunity to enter our House of Travel Prize Draw at the Fair and six lucky winners walked away with \$500 House of Travel vouchers.

Congratulations to the winners of the \$500 House of Travel vouchers:

Jane	Flying with Birds Alexandra
Marge	Giftrapt Te Puke
Craig	Options Gift Tauranga
Maree	Maree Interior Designs Timaru
Cezanne	Jade Kiwi Kaikoura
Laura	Nest & Nook Napier

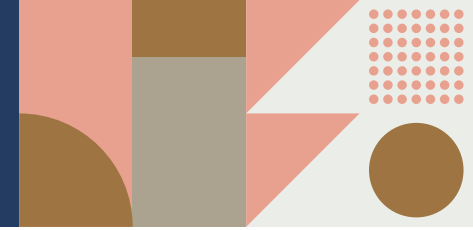
We also gave away \$70 vouchers for Lonestar and Joe's Garage to some lucky attendees on Social Media.

Congratulations to the winners of the \$70 Lonestar/Joe's Garage vouchers:

Joanne Wright	Whitford Park Interiors Whitford
Nick Jennings	Artful & Sage Collective Orewa
Teressa Lawrence	Little Sage Whangārei
Michelle May	Artful & Sage Collective Orewa
Sara Debenham	Content Homeware Nelson
Krystle York	Commercial Supplies Ltd Auckland
Nadine Barnes	Commercial Supplies Ltd Auckland
Kellye Shaw	Anna's Homestore & Gifts Taihape
Laura Hyde	Nest & Nook Napier
Imogen Watson	Producto Holdings Ltd Auckland
Ruth Menzies	The Creative Rume Auckland
Mare Van der Berg	Flour and Dough Pōkeno

In addition, over 170 Key Buyers were rewarded with an amazing Goodie Bag filled with gorgeous products from our exhibiting wholesalers.





Best in Fair

We know that exhibiting at any trade show requires an incredible amount of time, energy and passion to ensure that the overall customer experience is second to none. The Best in Fair Awards recognises exhibitors for their hard work and efforts. To all of you who placed a vote and had your say we want to say thank you, and to our winners – congratulations on the award!



Congratulations to our winners!

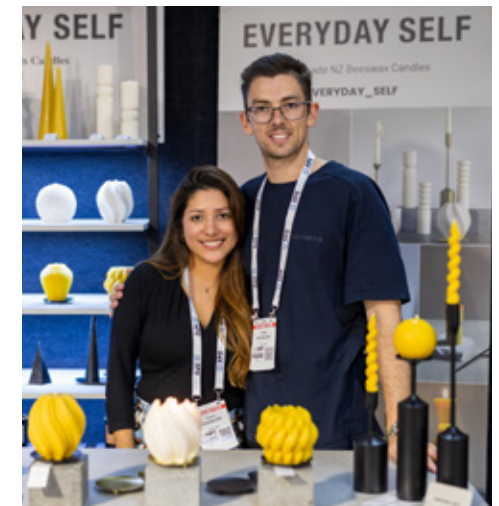
Best Customer Service 100% NZ



Best Stand Stella Haus



Best New Product Everyday Self



Marketing Results

Ensuring a successful turnout for the Autumn Gift Fair included a multitude of marketing initiatives to drive visitor registrations and positive sentiment online. A refreshed look and feel of our social media presence helped to elevate the show brand and resulted in a significant increase in reach and engagement. A special Festive Favourites digital magazine was also launched and sent to visitors as part of our launch campaign for the Autumn Gift Fair.

Marketing activity breakdown

Print Marketing

4K+ Gift Magazines sent
2K+ Exhibitor Invites sent

Digital Marketing

Paid Ads (Google, Meta) Conversion Rate 196%
22K+ Website Visitors
2K+ Digital Magazine views

Email & SMS Marketing

234K+ Emails Sent
33.6K+ SMS Sent
EDM Industry standard
35% Open Rate
2.1% Click through rate
Our rate:
37.4% Open Rate
2.0% Click through rate

Social Media Marketing

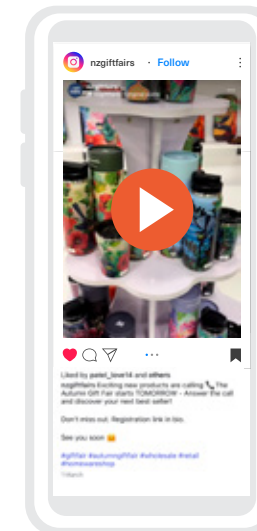
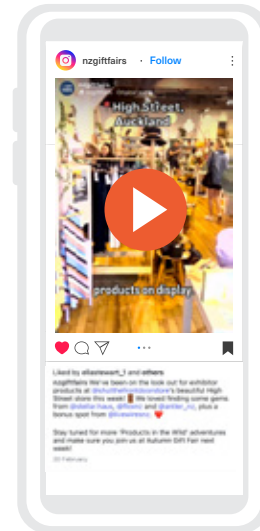
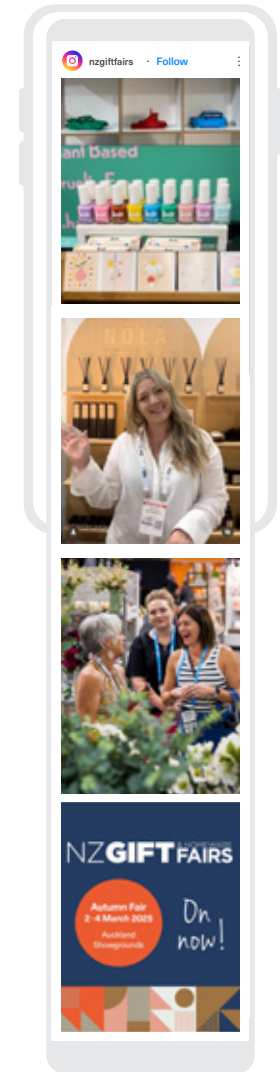
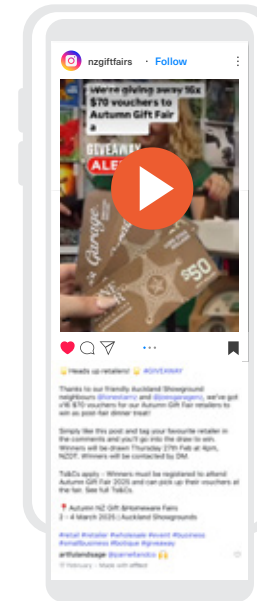
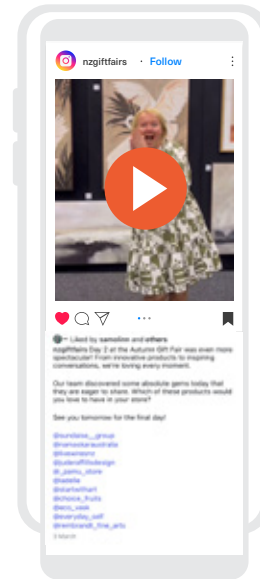
353K+ Social Media Reach
16k+ Social Media Followers



Instagram:
321%+ Reach
100%+ Engagement
6.8% +Followers



Facebook
202%+ Reach
28%+Engagement
6.5% +Followers



NZ GIFT & HOMEWARE FAIRS

Autumn Fair
2 - 4 March 2025
Auckland
Showgrounds

Looking for Mother's Day stock? 🎁

Mother's Day is one of the biggest retail events of the year, and this March is your perfect time to stock up on unique and thoughtful gifts that mums will adore.


From the latest fashion designs and jewellery, to delectable treats and luxury fabrics - there's a little something from our exhibitors for every type of Mum on display at this upcoming Autumn Gift Fair.

Register today and be ready this Mother's Day!

Register


Save the date

The Gift of Style




Fabulous You Jewellery
Stand DE9 | Design Exchange

Stunning jewellery pieces designed in Auckland by a Mother and Daughter team.




Style Fellow
Stand DE23 | Design Exchange

The latest in fashion that will make Mum a stand out at any social gathering.



Elizabeth Scott Agencies
Stand H13


Fashion and Accessories direct from Europe and made with all natural fibres.




Cienna Designs
Stand H16

Alluring textures and flowing shapes that capture the essence of Bohemian style.

The Gift of Luxury



Inara
Stand J1



NOLA Cosmetics
Stand DE27 | Design Exchange

NZ GIFT & HOMEWARE FAIRS

Autumn Fair
2 - 4 March 2025
Auckland
Showgrounds

On this week!

The Countdown is on for Autumn Gift!

Are you getting excited? Autumn Gift Fair starts this Sunday and we have an incredible line up of talks, exhibitors and new products that will set you apart this retail season.


Now is the perfect time to ensure you're registered to attend, view the Gift Magazine, browse exhibitors and seminars and plan your visit.

We've put together everything you need to know for Autumn Gift below. We look forward to seeing you supporting your industry this Sunday!

View the Gift Magazine


Register

Essential Info




NEW Opening Hours

Sunday: 9am - 5pm
Monday: 9am - 5pm
Tuesday: 9am - 5pm




Getting there

Exit the southern motorway at Greenlane and turn into Greenlane Road. Auckland Showgrounds is located approximately 3km along Greenlane Road.



Parking

Parking is available at Auckland Showgrounds for a rate of \$6 for the first hour and then \$2 each hour after. Enter via Gate 2 on Greenlane West.





Gift Magazine

Your guide to everything Autumn Gift! View the Gift Magazine ahead of your visit or pick up a copy at the fair.

Browse Exhibitors

We're excited to welcome over 160 exhibitors (including 50 new) and thousands of products this week! Here's a sneak peek our latest exhibitors:







NZ GIFT FAIRS



Christmas Cracker

Christmas cracker inspiration for your festive season. From classic cracker designs to modern cracker designs, we have a range of cracker designs to suit your taste.



Gift Wrapping Tips for Unusual Items

Advanced gift wrap advice! From oddly shaped items to sporting goods and everything in between, wrapping unusual presents can be a real headache. But fear not! We've got you covered with our top tips and tricks to conquer those tricky presents and spread festive holiday magic.



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Interested in exhibiting?

Winter Fair
8 - 9 June 25

Christchurch
Air Force Museum
of NZ

Spring Fair
24 - 26 August 25

Auckland
Showgrounds

Autumn Fair
8 - 10 March 26

Auckland
Showgrounds



EXHIBIT NOW

Please get in touch with our team:

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GIFT NEWS - SIGN UP NOW

FOLLOW US ON SOCIAL



PRESENTED BY



Your Brand, Your Story Amplified.

To waitohu, to kōrero. Whakanuia.

xpo.co.nz

BuildNZ

Facilities
Integrate

THE NATIONAL
SAFETY SHOW

WAIKATO
HOME &
GARDEN
SHOW

fine NEW ZEALAND
food

SOUTH
MACH



The
Food
Show

FOODTECH
PACKTECH

MH EXPO

THE Hutchwilco NEW ZEALAND
BOAT SHOW

NZ GIFT
& HOMEWARE
FAIRS

Baby Show