



# POST-SHOW REPORT

SYDNEY | 8-11 SEPTEMBER 2018

ICC SYDNEY EXHIBITION CENTRE, DARLING HARBOUR

## EVENT ATTENDANCE

4,595

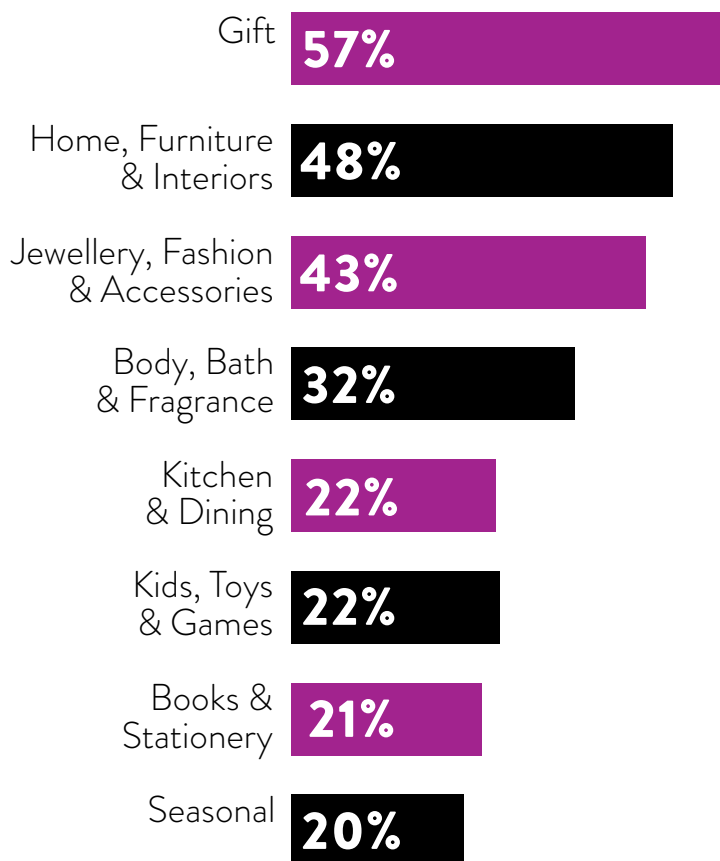
TOTAL UNIQUE ATTENDANCE



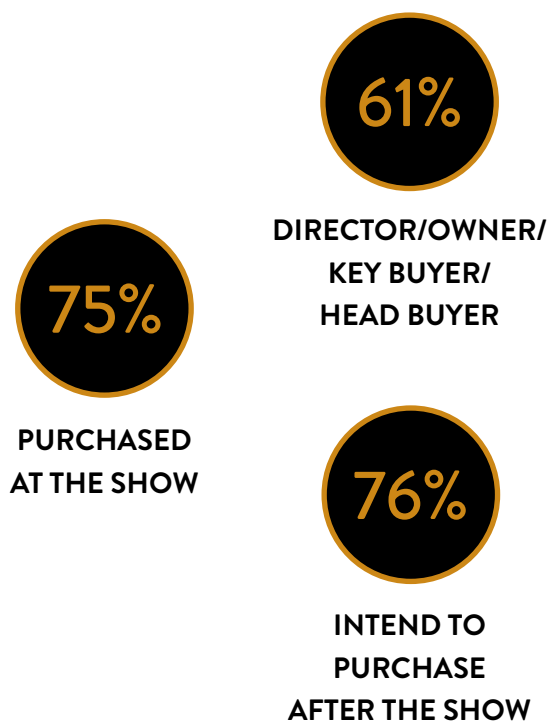
5,290

TOTAL VISITS

## PRODUCT CATEGORIES



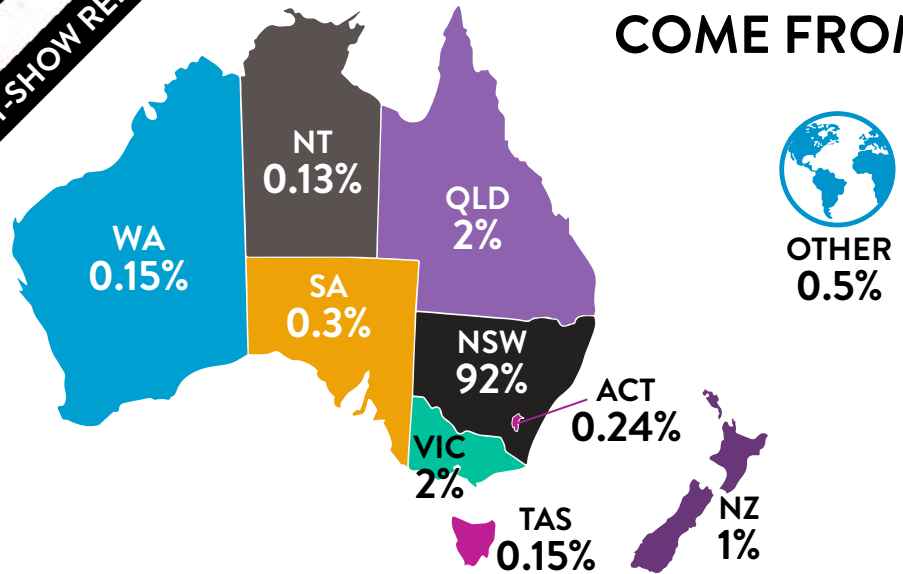
## VISITOR PROFILE & BEHAVIOUR



THE  
**RETAIL  
QUARTER**

RETAIL QUARTER SYDNEY 2018 // POST-SHOW REPORT

WHERE DO BUYERS  
COME FROM?



VISITORS EXPLORED A SHOW FLOOR DIVIDED INTO  
**FOUR UNIQUE PRODUCT QUARTERS**

**ABODE**

The source for the latest in furniture, interiors, kitchen, dining, body, bath and fragrance.

**GALLERIA**

An eclectic collection of everything gift, stationery, kids, toys and games.

**BOUTIQUE**

Boutique pays homage to emerging talent and innovation, showcasing designed Australian made, ethical, handmade and artisanal brands.

**RUNWAY**

Runway is the parade for the must-haves in fashion, jewellery and accessories.

HOW WE BROUGHT THE BUYERS TO YOU

**WEBSITE**

9,500  
PAGE VISITS  
TO EXHIBITOR  
DIRECTORY

14,604  
UNIQUE WEBSITE  
USERS IN THE  
CAMPAIGN  
PERIOD

**PRINT**

11,000  
FORECAST TRADE  
GUIDES MAILED

5,000  
TRADE GUIDES  
DISTRIBUTED ON-SITE

8,000  
EXHIBITOR PROMOTIONAL  
STICKERS WERE MAILED

**SOCIAL**

18,887  
FACEBOOK  
FOLLOWERS

16,556  
INSTAGRAM  
FOLLOWERS

**EMAIL**

72,469  
DATABASE