



Show Report

Fine Food Perth
25-27 March 2007
Perth Convention Exhibition Centre



Total Visits
4,752

Introduction

Fine Food and Hospitality returned to Perth for the second year and was staged at the Perth Convention Exhibition Centre from 25-27 March 2007.

These co-located exhibitions featured the latest food, drink and equipment ideas from around Australia. It filled three halls of the exhibition centre and generated:

- **183 exhibitors**
- **4,752 trade visitors**
- **115 interstate visitors**
- **93 International visitors**
- **Buyers from the retail, foodservice and hospitality sectors**

As organisers of these events Diversified Exhibitions Australia have a commitment to bring buyers and sellers together in a professional environment that generates business. To measure the success of each show Diversified Exhibitions Australia commissions a survey of visitors and exhibitors and present the results in a show report. Our research enables us to monitor the audience quality generated by our promotional campaign.

Source

The statistics for this report were sourced from visitor registration forms and a visitor survey conducted by Info Salons Australia. Registration data was analysed by the Circulations Audit Board (CAB). The exhibitor survey was conducted by Diversified Exhibitions Australia. Extracts from all sources are available on request to support quoted statements and statistics.

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Exhibition Profile

Fine Food and Hospitality Perth are trade exhibitions staged for the retail, foodservice and hospitality industries. This year was the second time the event has run.

Title

Fine Food and Hospitality Perth: The West Australian Food, Wine & Hospitality Industry Exhibition

Venue

Pavilions 4, 5 & 6, Perth Convention Exhibition Centre, Perth, Western Australia

Dates

25-27 March 2007. Sunday 10am – 5pm, Monday 10am – 5pm, Tuesday 10am – 5pm

Cost

Space Only stands A\$345 per metre² + GST

Shell Scheme stands A\$395 per metre² + GST

Exhibitors

Total 183. Comprising food, drink and equipment suppliers from all States of Australia within 7,000m² gross area.

Visitors

Total 4,752. Comprising retail, foodservice and hospitality buyers.

Admission

Restricted to persons in the food, drink and equipment trade. Persons not in these categories including children were not admitted. Admission was \$20 with an extensive mailing of free tickets to industry buyers.

Features

Industry sections located within the show included Bakery World, Drinks World, Meat & Seafood World and Hospitality Equipment.

WA Oceanafest ran from 25-27 March on the show floor. It featured live kitchens, competition restaurants and a static display area.

Best Stand Awards were presented to Liquid Coffee (beverage), MIWE (equipment) and D'Orsogna (food) at the Exhibitor Cocktails, held on the first night of the show.

Organisers

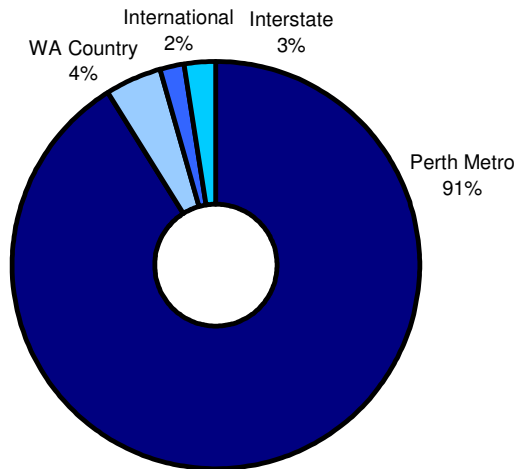
Organised by Diversified Exhibitions Australia

Exhibition Director:	Timothy Collett
Exhibition Manager:	Minnie Constan
Exhibition Coordinator:	Erin Simpson
Exhibition Sales Executive:	Hetty Pruis
Exhibition Sales Executive:	Michele Carlon

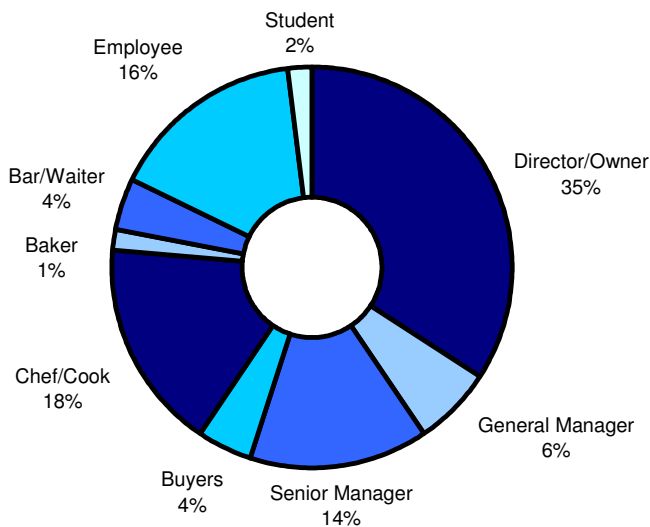
Visitor Analysis

A total of 4,752 buyers attended the exhibition over the three days. These included 115 interstate buyers and 93 overseas buyers.

Note exhibitors are not included in these figures although they often conduct significant business with other suppliers at the show.



As demonstrated by the chart below, there was strong representation from visitors who were business owners and senior managers. There was also a healthy attendance from visitors across the various other categories of positions.

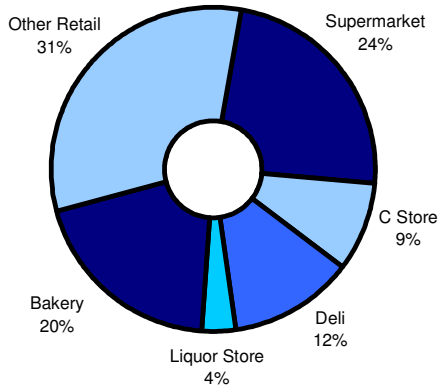


Visitor Analysis continued

Buyers came from a broad range of industry sectors. For statistical purposes these have been divided into retail, hospitality and general categories.

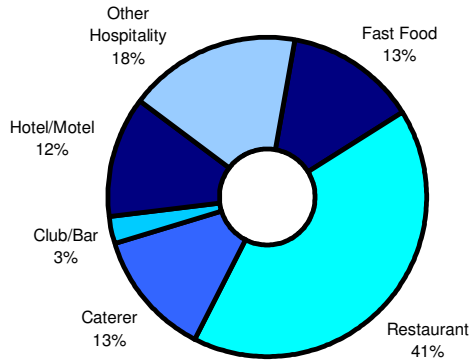
Results indicate a good balance between industry categories - allowing for the more concentrated nature of retailing.

Retail Visitors: 742 in Total



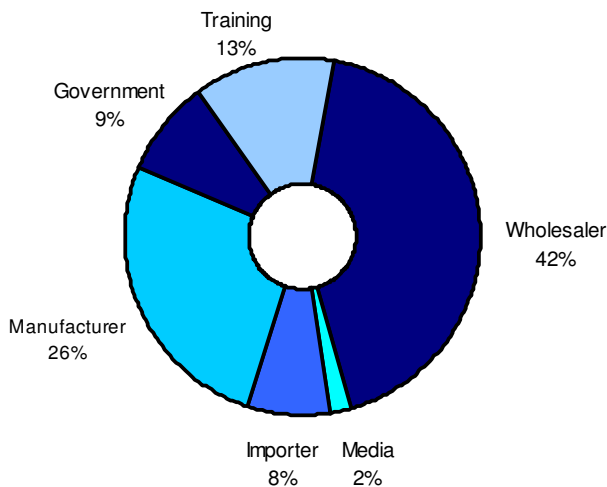
"I have been to Sydney and Melbourne in previous years, this was the biggest I have seen in Perth", Gwen

Hospitality Visitors: 2,665 in Total



"Terrific mix of product and machinery", Darryl Power

General Visitors: 1,288 in Total



"It is nice to see so many different categories, foods, information all under the one roof", Rainier

Visitor Analysis continued

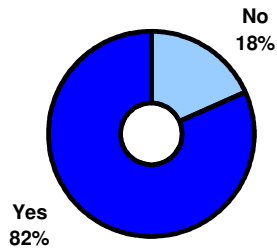


Figure 1. Purchasing Power: 82% of visitors were directly involved in specifying, recommending or purchasing products for their business.

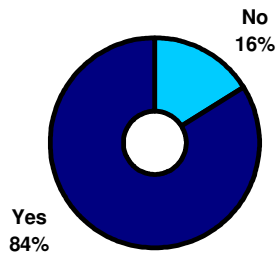


Fig 2. New Products: 84% of visitors said they discovered new products of commercial interest at the exhibition.

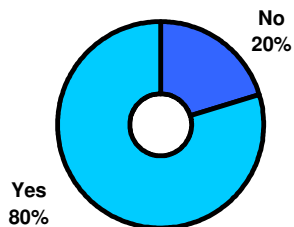


Fig 3. Intention to Purchase: 80% of visitors said they were likely to purchase a product they discovered within the next 12 months.

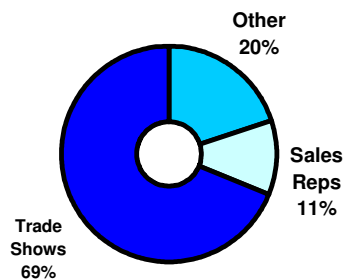


Fig 4. Sources of Information: 69% of visitors believe the best way to discover new products are through Trade Shows.

Other Category breakdown:

Colleagues	4.5%
Direct Mail	2.5%
Trade Magazines	6.5%
Other	6.5%

Exhibitor Survey

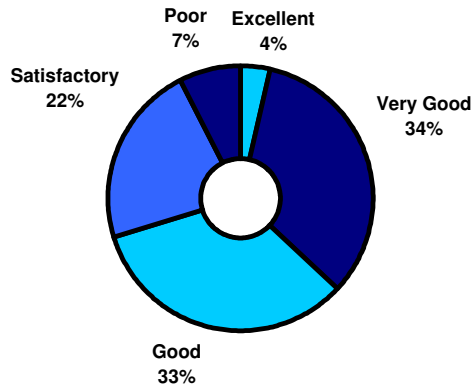


Fig 1. How would you rate the overall success of the exhibition?

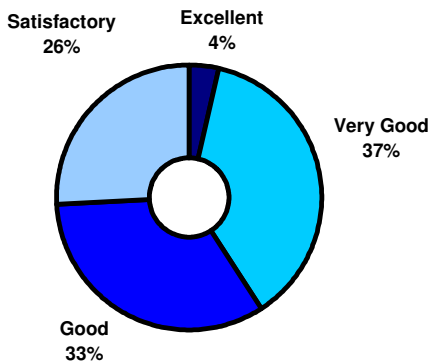


Fig 2. How would you rate the quality of visitors attending?

Fig 3. How would you rate the number of visitors attending?

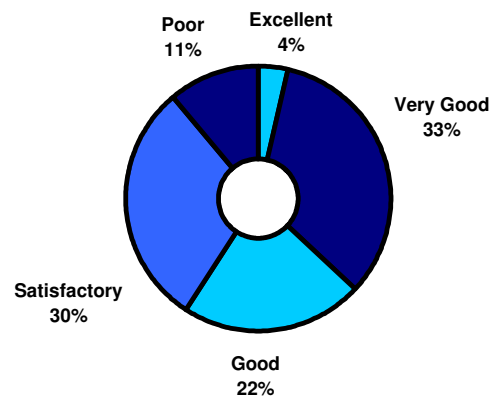
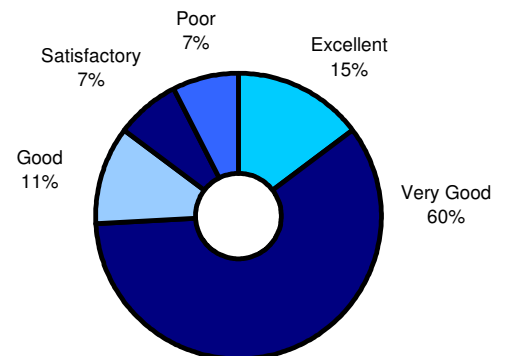
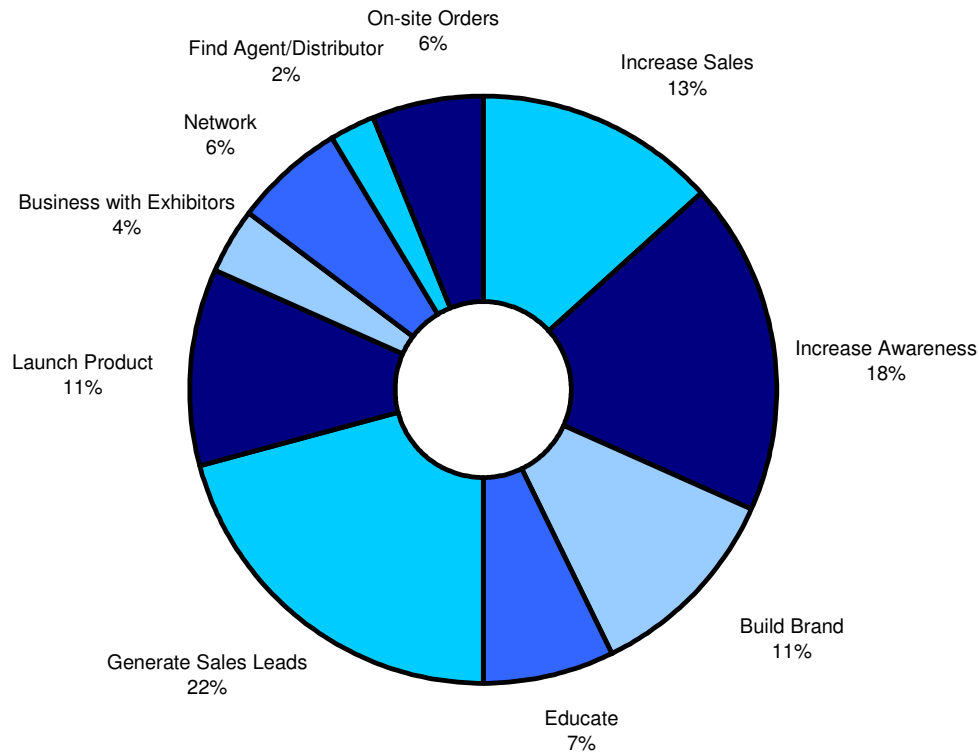


Fig 4. How would you rate the exhibition management?



Exhibitor Survey continued

Fig 5. What were your main objectives for exhibiting?



Exhibitor Feedback

“Great trade show. We had a very busy stand and it was good to catch up with a lot of people from all parts of the state. We will be looking forward to the next Fine Food in Perth”.

Patties Foods, Ron King

“We have done extremely well at the Fine Food Perth Expo and are very impressed with the quality of visitors that we have spoken with”.

Dynamic Food Brokers, Stephen

“We have had a great amount of positive leads, and we are very excited about the number of distributors that want to carry Birko equipment”.

Birko, David Elder

“We at Furniture Options are very happy about the growth of the WA tourism industry, and Hospitality/Fine Food Perth helps promote and foster that. We will be back in 2009”.

Furniture Options, Robert Sambell

Future Events

WA Wine & Food Festival 2007

Perth Convention Exhibition Centre
6-8 July 2007

Fine Food Australia 2007 Hotel Australia 2007

Sydney Exhibition & Convention Centre
24-27 September 2007

Fine Food Queensland 2008

Brisbane Convention & Exhibition Centre
9-11 March 2008

Fine Food Australia 2008 Hotel Australia 2008

Melbourne Convention & Exhibition Centre
September 2008

Fine Food Perth 2009

Perth Convention Exhibition Centre
March 2009

Organised by Diversified Exhibitions Australia

diversified
EXHIBITIONS ■ AUSTRALIA

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