

DOG LOVERS SHOW®

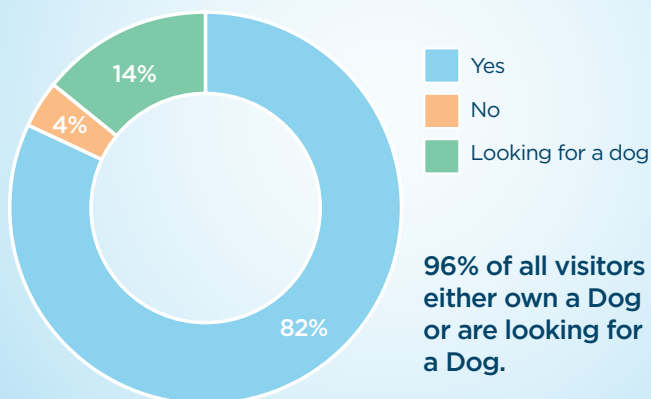
**Sat 4 & Sun 5
November**

Brisbane Showgrounds
dogloversshow.com.au

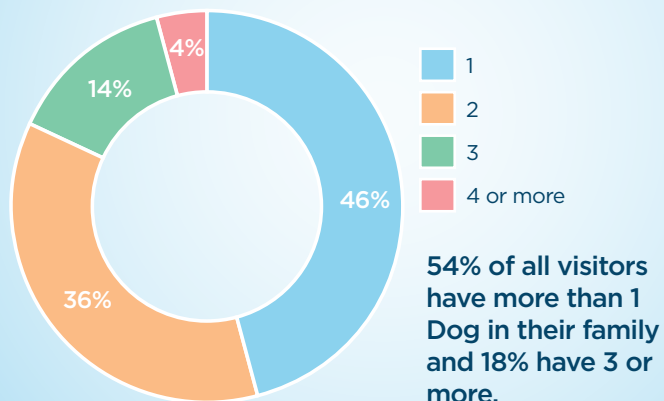


2017 BRISBANE POST-SHOW REPORT

DO YOU CURRENTLY HAVE
A DOG IN YOUR FAMILY?



HOW MANY DOGS
IN YOUR FAMILY?



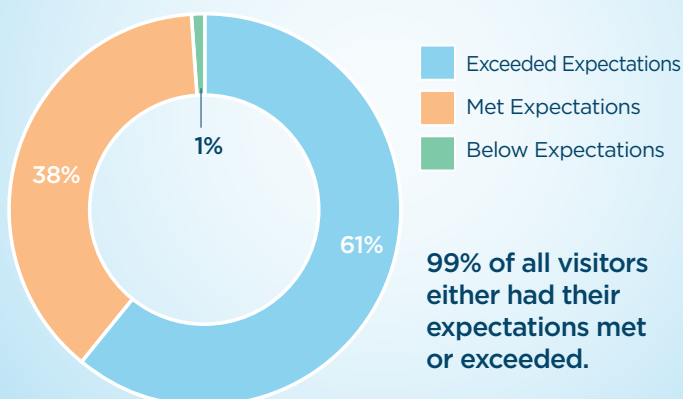
Amazing show, it went above and beyond what I expected. Super educational and informative - will definitely go again!

EMMA FROM CARSELDINE



DATA SOURCED
FROM AROUND 9,000+
SURVEYS: ONLINE
TICKET BUYERS,
DOOR PRIZE & POST
SHOW SURVEYS.

HOW DID THE BRISBANE DOG LOVERS SHOW
MEET YOUR EXPECTATIONS?



DO YOU OWN A CAT?

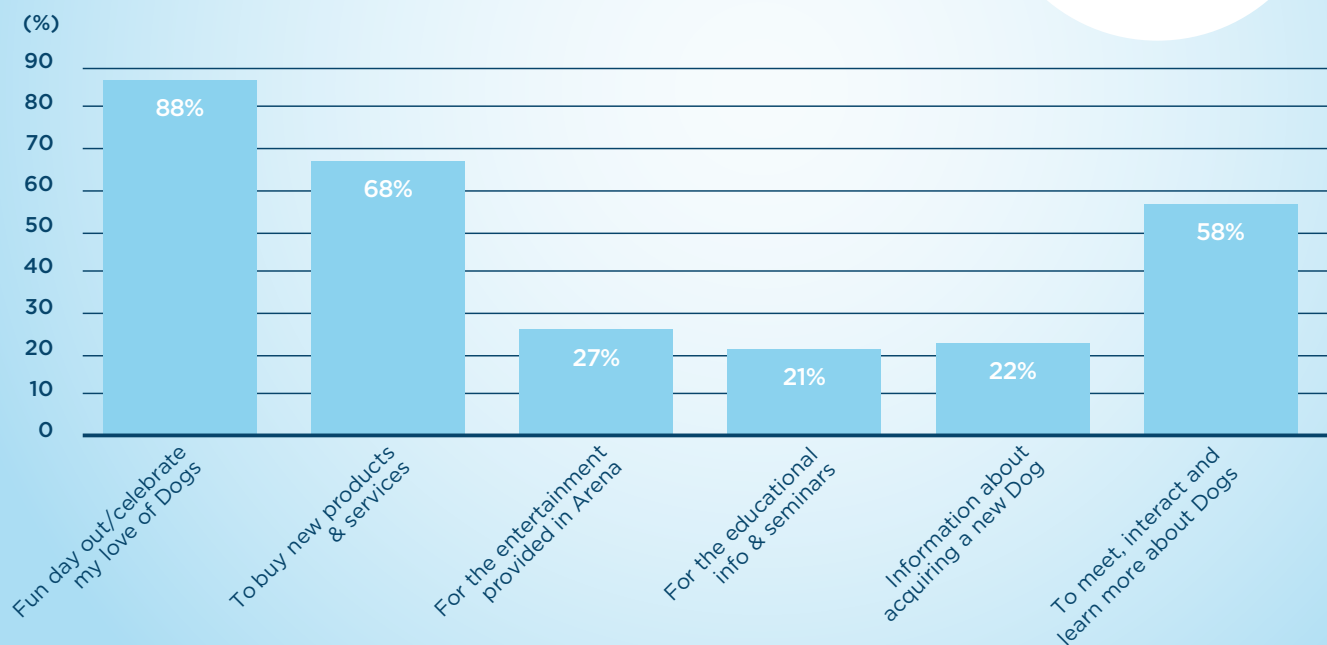


**CAT
LOVERS
SHOW**
Sat 8 - Sun 9
September 2018
Royal Exhibition Building
catloversshow.com.au



**FOR THE
LOVE
OF DOGS**

WHAT WERE THE PRIMARY REASONS FOR ATTENDING THE SHOW?



* MULTIPLE RESPONSES WERE ALLOWED

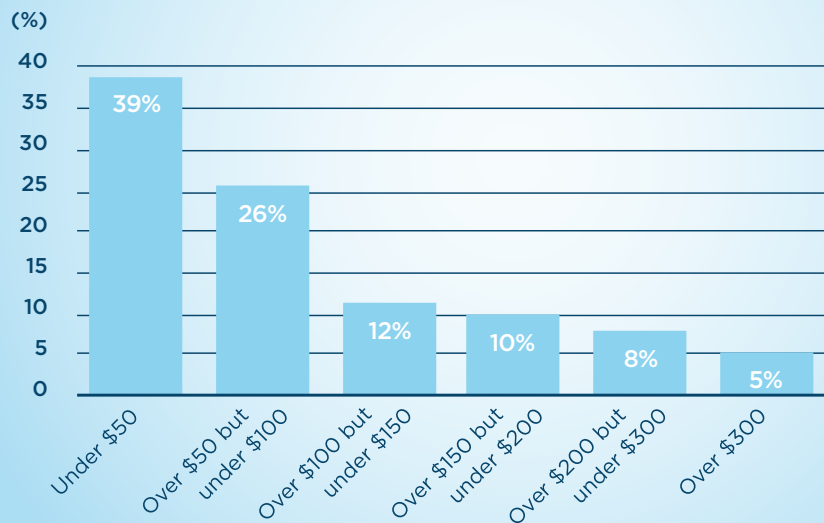


DID YOU PURCHASE ANYTHING DURING YOUR TIME AT THE DOG LOVERS SHOW?



**OVER 72% OF VISITORS
WILL ALSO PURCHASE FROM
EXHIBITORS AFTER THE SHOW**

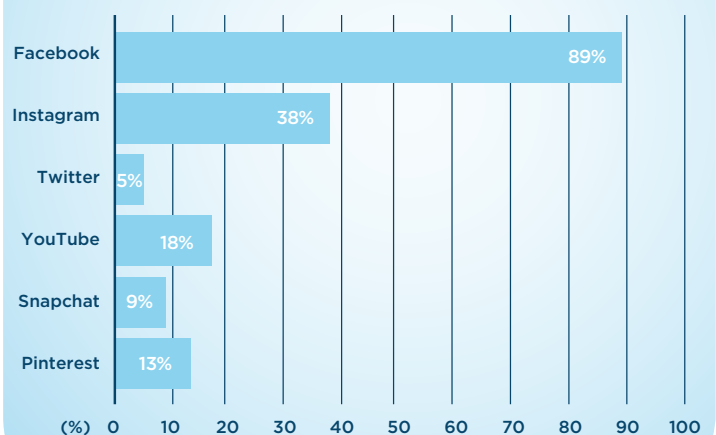
WHAT WAS THE APPROXIMATE VALUE OF THE PRODUCTS/SERVICES YOU PURCHASED AT THE SHOW?



I was so impressed with the whole day, we spent over 6 hours there and my daughter is 12 and enjoyed it just as much.

NICOLA FROM OXLEY

WHICH SOCIAL MEDIA PLATFORMS DO YOU 'LIKE' OR 'FOLLOW'?

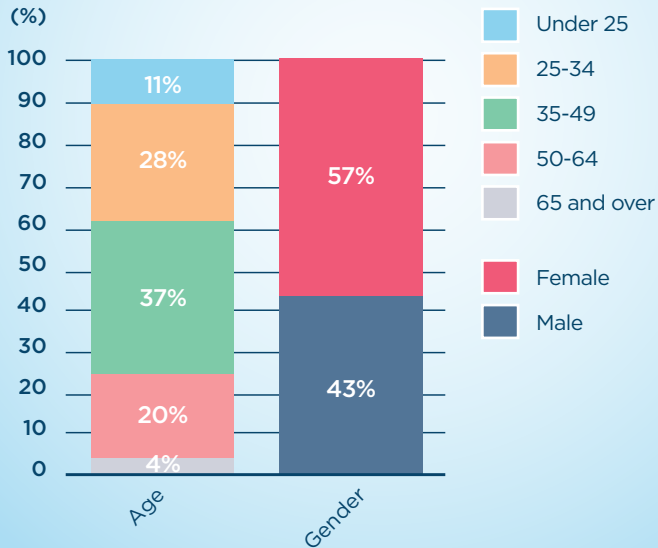


I ❤️ DOGS®



82% of the 11,192 visitors made a purchase at the show with an average spend of around \$80. This represents a huge volume of sales being transacted at the show in just 2 days. Many Exhibitors secured hundreds of new customers that will become lucrative clients for 10+ years depending on the age of their Dogs as well as valuable business connections.

AGE AND GENDER



What a wonderful day full of people all passionate about Dogs. It was a wonderful display of love for our four legged friends.

TRACY FROM MURRUMBA DOWNS

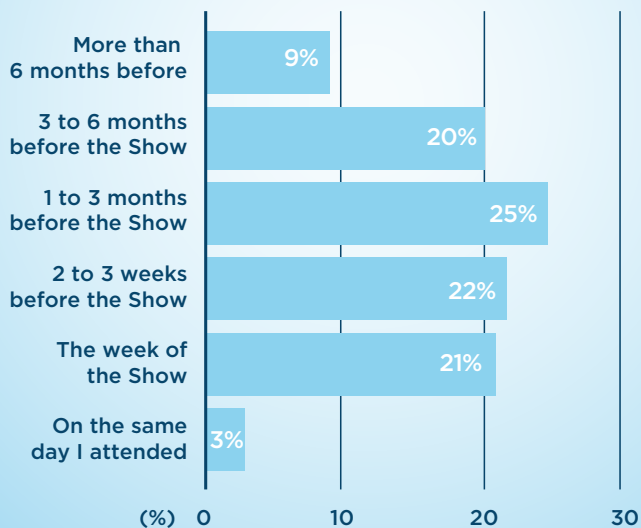


High quality exhibitors in a fantastic location - makes for a well spent day out.

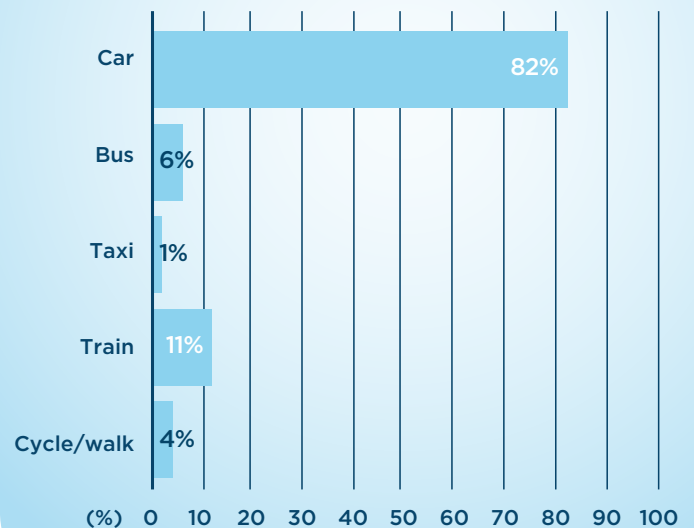
AMANDA FROM CAPALABA



APPROXIMATELY WHEN DID YOU DECIDE TO ATTEND THE SYDNEY DOG LOVERS SHOW?



HOW DID YOU TRAVEL TO THE SYDNEY DOG LOVERS SHOW?*



*Multiple answers were allowed

Over 2 days, the 2017 Brisbane Dog Lovers Show welcomed more than 11,000 people through the doors. Young, old, men, women, inner suburbs, outer suburbs, inner city, country, families, toddlers, kids, teenagers, married, singles, Dog (and Cat) owners and people who are looking for their next pooch.

A really wide and varied crowd, but they all had one thing in common.

They all love Dogs.



- 39% of Queensland households own a Dog
- Around 460,000 households in SE Queensland own a Dog
- Around 50,000 Australians are employed in the pet industry.

Source: Roy Morgan

The Dog Lovers Show is the largest and most comprehensive event in Australia dedicated to Dog owners and lovers.

- \$12 Billion a year is spent by Australians on animals
 - \$600m on clipping and grooming
 - \$500m on short-term boarding kennels and accommodation
 - \$200m on training programs

Source: PetSure, based on spending in 2016



**DOG
LOVERS
SHOW®**

Fri 4 – Sun 6 May 2018
MELBOURNE

Sat 4 – Sun 5 Aug 2018
SYDNEY

Sat 3 – Sun 4 Nov 2018
BRISBANE

dogloversshow.com.au

EVENT
MANAGEMENT
INTERNATIONAL

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