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ROYAL EXHIBITION BUILDING  
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POST SHOW REPORT

RETURN TO THE

S O U R C E

# THANK YOU

I am so excited to be returning to Life Instyle, we have so much to catch up on. Let's begin with a review of Life Instyle Melbourne 2016.

Melbourne 2016 saw Life Instyle take a concentrated exploration to RETURN TO THE SOURCE. This season, visitors were invited to journey deep into the provenance of your story; taking the retail experience back to a natural state as we explored what lies beneath the product creation, and what brought your business to where it is today. We encouraged our community to become more aware of the fundamentals around being the creators of our own adventure, sourcing the materials to carve our own path and lead us to unique designs and beautiful handmade products.

What we found was that it is increasingly evident that products are being judged and selected based on their voyage to existence and that there is a growing desire for consumers to take this journey with us, a wanderlust that carries us from the wellspring of design to the ultimate final destination.

Buyers traversed throughout the natural show styling from the registration and café areas and enjoyed the down to earth, informal, seminars at the Conversation Series; and finally escaping to our Return to the Source outdoor themed product showcase on the show floor.

We are delighted to report of a 10.4% increase in repeat visitation this year – a clear indication that Life Instyle Melbourne was THE event that they buyers kept returning to. Receive a snapshot of your journey with us over the coming pages, to get further insight into the facts and figures around what the buyers want, when they come to the business experience that is Life Instyle Melbourne.

It's so rewarding to watch your adventure, and over the coming months we will continue to strive to be an event that extends well beyond its four days – you are part of a year round business community, made up of many incredible talented people and inspirational stories, so don't forget to get involved through our blog and social media engagement; enhanced education through satellite workshops including Training Wheels; and submitting your application for an opportunity to be recognised and rewarded through our annual GALA Evening.

Each year, our visitors demand 'new' and each year, without fail you step things up to deliver an experience that not only meets, but upholds the high standards of the Life Instyle event, so thank you for yet another stellar effort from all involved.

As we move forward into 2017, there will be an increased focus to ensure that our event maintains the unique and curated reputation we have earned over the years – and we ask you to support this effort and look to collaborate with us in incorporating our event theme into your exhibiting experience.

A big shout out to Katherine Schmitt, who did a wonderful job whilst I was on maternity leave. We wish her all the best as she embarks on her own motherhood journey.

Thank you to everyone who joined us, particularly the first-timers and all who celebrated and shared their experiences, opportunities and stories with us. Your feedback is so valuable and our promise to you is that we will continue to deliver a high quality and engaging business event connecting design-focused retailers with Australia's most premium boutique brands.

All the best,

**Amelia Coote-Harris**  
Exhibition Director



RETURN TO THE

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# SHOW FACTS - VISITOR NUMBERS

**7,065**

UNIQUE VISITOR  
ATTENDANCE (UVA)

**1,198**

REVISITS

**8,263**

TOTAL VISITS

**10.4%**

INCREASE IN REPEAT VISITATION  
- THE BUYERS JUST KEPT COMING BACK!



# FACTS ABOUT THE VISITOR

## NATURE OF BUSINESS

AGENT	1.7%
IMPORTER	1.3%
INTERIOR DESIGNER/STYLIST	10.2%
MANUFACTURER	2.8%
MEDIA/PR	1.9%
MULTI-CHANNEL RETAILER	3.4%
ONLINE RETAILER	11%
RETAILER	63.4%
WHOLESALE	4%

## NUMBER OF OUTLETS

1 OUTLET	68%
2-4 OUTLETS	13.3%
5+ OUTLETS	5.5%
HOMEBASED	13%

## POSITION

OWNER/PARTNER	72%
BUYER	8.4%
BUYING ASSISTANT	8.2%
MANAGER	7.1%
HEAD BUYER	3.5%
OTHER	5.1%

**93%** of visitors have buying power

**94%** of visitors are very/completely satisfied with Life Instyle Melbourne 2016. - the other 28% we are working with closely to find out how we can make this an even better event for the buyer in 2017!

**97%** of visitors are very likely to return to Life Instyle Melbourne 2017 and recommend to a friend or colleague.

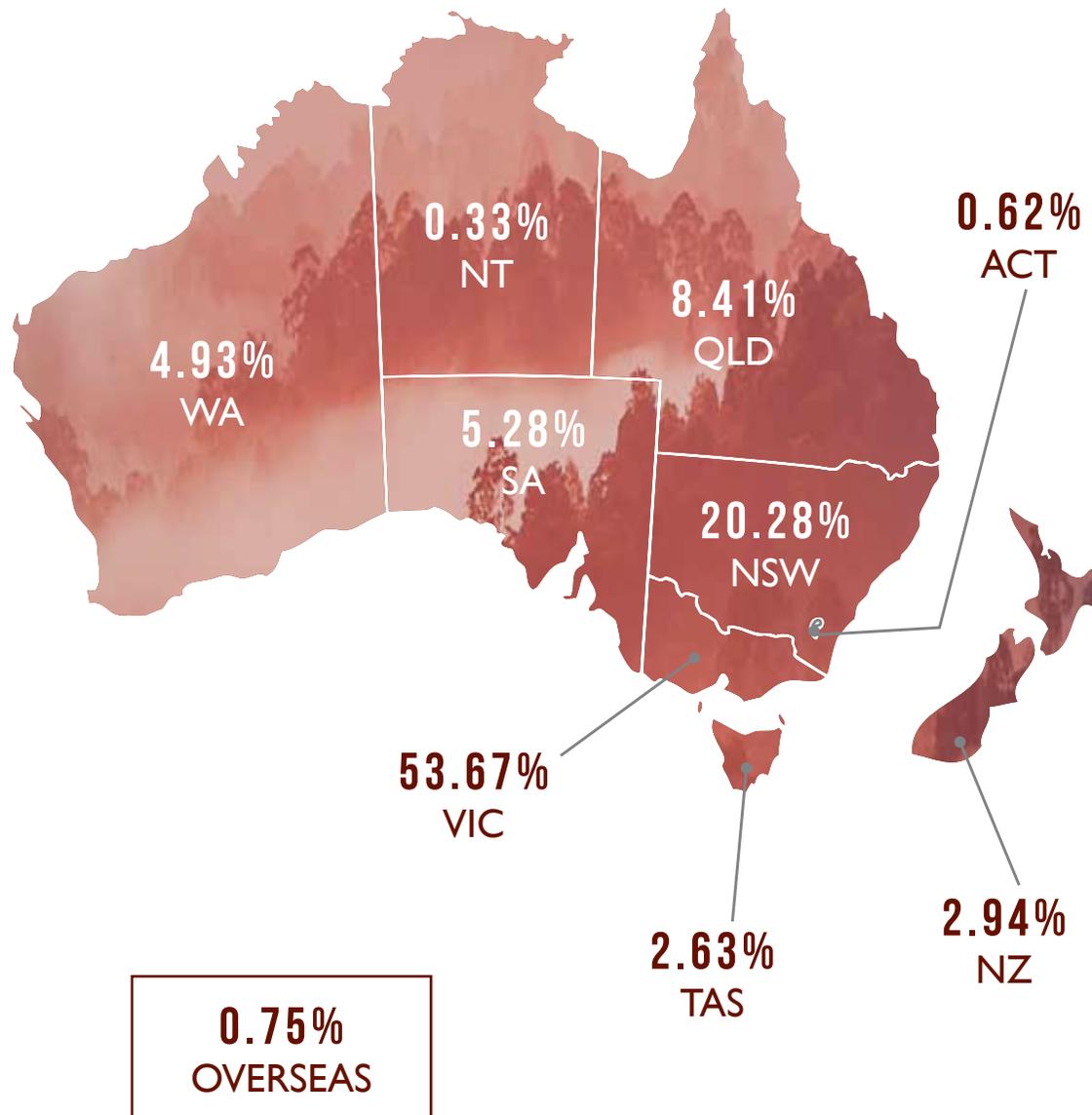
**95%** of visitors believe attending Life Instyle is important to their business.

**91%** of visitors will place orders from Life Instyle Melbourne.

**85%** of visitors will contact suppliers directly for post show purchasing with 20% also using the handbook for further guidance.



## WHERE THE VISITORS CAME FROM



## VISITOR TESTIMONIALS

“ Loved Life Instyle this year - so much more professional than other fairs! ”

ROSEMARY LARGE | ROSEMARY & THYME

“ Gorgeous look and feel to the show, amazing displays, good variety. Great job! ”

ANDREA COOK | LATERAL FOOD

“ Great space to hold Life Instyle. Easy to find brands. The products on show were of great standards and represent what the Australian market is offering. ”

JULIA TSAKIOS | SHAMROCK CRAFT

“ The venue was appealing and relaxing and all exhibitors seem to have space to exhibit their merchandise. It wasn't cramped and easy to navigate around. What a classy and enjoyable experience and I will definitely be back next year. ”

AMANDA MCDONALD | LIME DESIGN

source

# HOW YOU CAN PREPARE FOR NEXT YEAR

Get into the headspace of our visitors to better understand what they need and how you can help them.

## VISITOR FEEDBACK

In 2016, our visitors were interested in the exhibitor product pitches. This is an imperative part of attracting new business and creating those important relationships. How do you plan to exercise exhibitor and visitor blending on the show floor next year?

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In 2016, our visitors were interested in stand design. Your stand is your opportunity to showcase your product in the best way possible. How do you plan to make good use of your space next year?

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In 2016, our visitors wanted the exhibitors to make the first move. It's essential that you take the plunge and talk to people on the show floor; you don't always need to wait for them to approach you. Do you have an engagement plan in place for next year?

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# ONSITE FEATURES

## OPENING NIGHT DRINKS

Retailers and media kicked off the Opening Night of Life Instyle Melbourne, enjoying drinks and canapés that fuelled the business discussions well into the evening.

## BLOGGERS BREAKFAST

For the first time in Melbourne we invited local bloggers and key media to take a sneak peek of the event before doors open – and go heavy on the 'gramming!

## INSTYLE SOCIETY

Our top buyers were treated to goodie bags provided by some of our key suppliers as well as a few other #perks to enhance the trade experience.

## RETURN TO THE SOURCE – PRODUCT SHOWCASE

Curated in partnership with Undersky - purveyors of unique outdoor experiences, this exclusive product showcase demonstrated how designers have inspired us to reconnect with nature and experience a more tactile, elemental existence.

## CONVERSATION SERIES

Our event education offering saw some great speakers hosting informative sessions to keep retailers and wholesalers on the front-foot of all things retail biz.



# MARKETING STATS

## OUR CAMPAIGN

**9,500**

Look Books delivered

**6,000**

Handbooks

**9,500**

Visitor Invites

**247,774**

Unique page views

## ADVERTISING IN

Real Living, Belle, Fete, Furnishing International

## DIGITAL

Interiors Addict, The Design Files, Frankie, Little One Magazine, Broadsheet Melbourne, Down That Little Lane, Styling The Tribe, Kids Fashion Blogger, The Daddy Fashion Stylist, The Daily Imprint, Cedar And Suede.

## OUR SOCIAL STATUS

 **66,808**  
Instagram

 **4,824**  
Pinterest

 **6,986**  
Blog

 **14,249** LIFE **6,246** KIDS  
Facebook

 **4,413** LIFE **3,097** KIDS  
Twitter

## KEY MEDIA:

BABYOLOGY  
BUZZIN MOO

ENDE PEEDIA

FURNISHING  
INTERNATIONAL

ME AND MR JONES

MELBOURNE MAMMA

NOT ANOTHER SLIPPERY DIP

AUSTRALIAN GIFTGUIDE

AUSTRALIAN HOUSE  
& GARDEN MAGAZINE

LADY MELBOURNE

LOVE SHOP SHARE

MAMAMAG

MELBOURNE SOCIAL CO

MUMMY DADDY & ME

MUM'S GRAPEVINE

POLLY FINDS  
BEAUTIFUL THINGS

SMALL BUSINESS VICTORIA

AUSTRALIAN  
TREND FORECAST

CHECKS AND SPOTS

HOZZ.COM

LITTLE EARTH NEST

LIVING SPACE

OFKIN

THE COOL HUNTER

THE DESIGN DEPOT

WEST ELM

WHITE SPARROW

FASHION JOURNAL

KIDS FASHION-BLOGGER

THE EYE SPY MILKBAR

PEEKABOO MAGAZINE

STYLING THE TRIBE

MELBOURNE GIRL

A CUT ABOVE THE RETSY

MEETOO

MEL: HOT OR NOT

DANCING THROUGH  
SUNDAY BLOG

ASK RUTHIE

STRING OF EVENTS

GIRL.COM.AU

ZEE BY THREE

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# EXHIBITOR STATS

**350+** EXHIBITORS

**600+** BRANDS

## PRODUCT SECTOR

GIFT/HOME	44%
APPAREL	8%
FURNITURE	3%
KIDS	25%
JEWELLERY/ACCESSORIES	18%
STATIONERY	10%
MANCHESTER/TEXTILES	7%
BEAUTY/COSMETICS	3%
FOOD	2%

**87%**

of exhibitors **will recommend exhibiting** at Life Instyle to a friend or colleague.

**92%**

of exhibitors **will exhibit again** in 2017.

**95%**

of exhibitors believe Life Instyle delivers **more new leads** than any other sales or marketing option.

**87%**

of exhibitors **are satisfied** with their participation in Life Instyle Melbourne 2016.

**90%**

of exhibitors **believe it is the must attend** retail trade show.

**77%**

of exhibitors **believe our visitor quality is excellent** and 83% believe the visitor quantity is excellent.

**99%**

of exhibitors **feel it is likely they will conduct business** with visitors they met at Life Instyle.



# CONTACT US

The Life Instyle Team is here to answer your questions or assist with your event preparation. Feel free to give us a call or send an email!

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GOOD LUCK TO NEW MUM KATHERINE

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