



Media Release

## POOL & SPA EXPO ATTRACTS RECORD ATTENDANCE

18<sup>th</sup> February 2008

The recent Pool & Spa Expo that was staged from the 1-3 February at the Melbourne Exhibition Centre attracted a record attendance with over 16,000 visitors attending the 3-day show.

Noel Gray, Managing Director of show organiser Australasian Exhibitions and Events, said "We had over a 30% increase in visitor attendance compared with the previous year and the sales and business generated at the show exceeded all expectations. In the lead up to the show we had been told by exhibitors that they were experiencing a high level of enquiries for pools & spas and this was reflected in the attendance at the show. Over 100 companies were represented at this year's expo which was also an increase on the previous event."

Brendan Watkins, General Manager of the Swimming Pool & Spa Association of Victoria added that "the association had invested in an ongoing campaign to reassure potential buyers of pools & spas that alternative water sources were now readily available." We are now launching a campaign that shows how effective management of your pool or spa can actually reduce your household water costs. "With an increasing emphasis on outdoor living for the family home and a series of hot summers, the pool and spa has become an essential part of the backyard environment and this was also reflected in the large number of families attending the show."

A visitor survey also revealed the strength of the industry with over 72% of visitors interested in purchasing a pool and 42 % of visitors interested in purchasing a spa. Pool fencing also rated highly on the list of products to see and outdoor products and landscaping were also in demand at the show. 56% of the audience were aged 30-45 and nearly 60 % of the visitors intended to purchase within the next 6 months. More than 50% of the visitors also planned to spend in excess of \$50,000 on their project.

A series of free seminars were also well attended with the overview of the 2007 SPASA Awards of Excellence award winners proving popular together with sessions on water conservation and how to plan for your new pool or spa.

The majority of exhibitors were offering show specials with savings of up to several thousand dollars resulting in a large number of orders being written at the show. Many of the exhibitors reported a record number of sales and leads from the expo with a number already booking their stand for the next shows.

The next show in winter will be staged from the 15-17 August 2008 with the summer expo will be held from the 31 January - 2 February 2009. For further information please contact the show organisers on 03 96762133 or visit [www.spasashow.com.au](http://www.spasashow.com.au)