

Fieldays^{NZ} 2024 FAST FACTS

VISITORS:



106,000

visitors through the gates over 4 days

37.06%

Gate

62.94%

Online

Shift in ticket purchasing habits

VISITOR DEMOGRAPHICS

45% **52%**

female **VS** male

52% of visitors were aged between 30 - 59 years of age

WHY VISITORS ATTEND FIELDAYS

1. Good deals
2. Purchasing products or services
3. Researching information on products or services

23.52%

of visitors have been coming for more than 10 years

28.42%

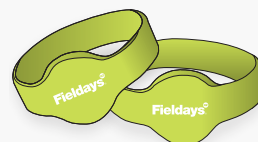
of visitors came for the first time this year

Fieldays Visitor Survey 2024 results.

SMART BAND:

78,630

leads generated for Exhibitors



100,000+

handed out

130,000

interactions

Fieldays 12 – 15 June 2024 event results.

VOLUNTEERS:



147

volunteers registered for Fieldays 2024, including **30+** new volunteers

265

Rosterfy roles for Fieldays 2024

524

shifts for Fieldays 2024

Fieldays Visitor Survey 2024 results.

APP:



29,470

new downloads



Map searched **169,737** times by **21,000** unique users



Exhibitors were searched **39,610** times by **12,000** unique users

Fieldays May to June 2024 results.

INNOVATION AWARDS:



62

Entries were accepted
into the Fieldays
Innovation Awards

25

Prototype
Award
Participants

21

Early Stage
Award
Participants

16

Growth &
Scale Award
Participants

Highest entry numbers in 10 years

SCHOOL GROUPS:



1,869

Students visited
Fieldays

57

school groups attended

SUSTAINABILITY:

27

Engagement sessions in the
Fieldays Sustainability Hub

Fieldays 12 – 15 June 2024 event results.

TRANSPORT:

11,004 Total number of
passengers travelling by **bus** to or
from Fieldays

Number of passengers travelling
by bus to or from Fieldays

Wednesday

2,369

Thursday

3,049

Friday

3,181

Saturday

2,405

1,299 Total number of
passengers travelling by **Camjet**
boat to or from Fieldays

Number of passengers travelling via
Camjet boat on the Waikato river
between Tamahere and Fieldays

Wednesday

319

Thursday

334

Friday

326

Saturday

320

Fieldays 12 – 15 June 2024 event results.

HEALTH & WELLBEING:



577

free skin spot checks



103

suspicious lesions
found

21

suspicious
melanomas found

Fieldays 12 – 15 June 2024 event results.

HEALTH & SAFETY:

6,883

Unique check-ins

24,856

Total check-ins

Source of Induction

6,471

website

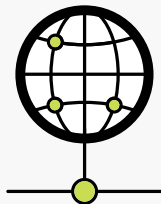
VS

1,631

onsite

Fieldays April to July 2024 results.

INTERNATIONAL CONNECTIONS:



49

International Exhibitors
from **9** countries

25

Delegates registered
from **15** countries

17

Embassies
attended

250

Visitor Visa support letters
written for applicants from
17 countries

Fieldays 12 – 15 June 2024 event results.

SOCIAL MEDIA:



694,560

people
reached



190,466

post
engagements



6,390

post
reactions



2,531

new
followers



1,826

post
comments

1 May to 30 June 2024 results.

WEBSITE:

755,000

Views

227,000

first time visitors

Average engagement time
per active user for the time
period selected:

1m 20s

Average engagement
time per active:

53s

1 May to 30 June 2024 results.

MEDIA:

597

News items about Fieldays

14.5 million

audience reach

262

accredited media attended

1 May to 30 June 2024 results.

EXHIBITORS:



1,069
of exhibitors
over 1347
sites

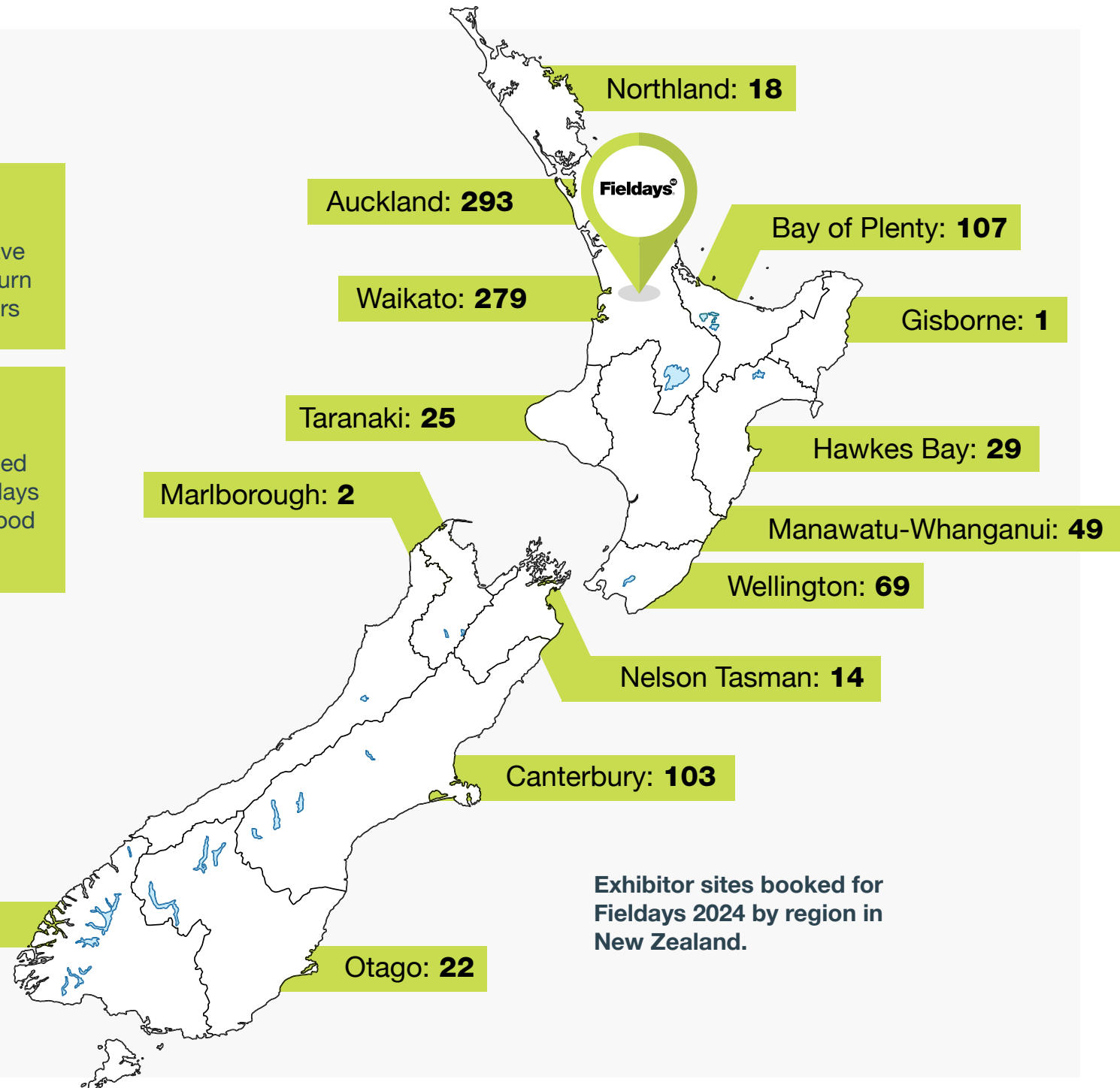
32%

of exhibitors have
continued to return
for over 10 years

90%

of exhibitors rated
their overall Fieldays
experience as good
to excellent

Fieldays Visitor Survey 2024 results.



**Exhibitor sites booked for
Fieldays 2024 by region in
New Zealand.**



Exhibitor sites booked by
country for Fieldays 2024