

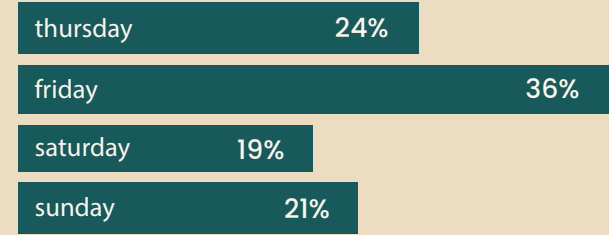
01

show highlights

visitors
6,187

exhibitors
431

attendance breakdown



148 new brands exhibited with us at Life Instyle Melbourne for the first time



71 emerging designers debuted their business with First Instyle



11 Conversation Series sessions designed to inspire you & your business.



200 bottles of Posh Plonk popped for Happy Hour on Thursday & Friday evenings.



18,927 badge scans using the Emperia lead tracker app



31 business consultations hosted by The Lotco on the Business Couch



115 exhibitors snapped in The Studio by the The Life Style Edit and The Little Mag



A conscious community of 14 brands showcased in The Neighbourhood

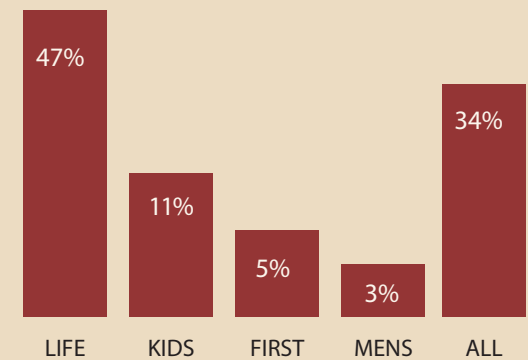


02

visitor insights



what they wanted to see.



how they rate us.

- 86% of visitors are satisfied with the show
- 86% are likely to come back again in 2020
- 76% believe that Life Instyle is important to their business
- 70% attend because of the quality and originality of the products

purchasing habits.

- 85% have/will make a purchase with an exhibitor
- yearly buying budgets
- | | |
|-----|--------------------|
| 25% | less than \$20,000 |
| 35% | \$20-\$100,000 |
| 39% | over \$100,000 |

about their business.

- 61% are either a director, owner or partner
 - 23% are either a manager or key buyer
- | | |
|-----|-----------------|
| 56% | bricks & mortar |
| 14% | online |
| 30% | multi channel |

where they came from.

