

# fast facts

from Fieldays 2014

\$175M

ADDITIONAL GDP FOR THE NZ ECONOMY ATTRIBUTED TO FIELDAYS

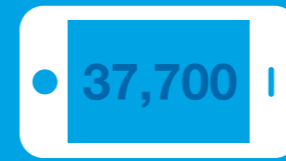


\$138M

ECONOMIC IMPACT FOR THE WAIKATO ATTRIBUTED TO FIELDAYS

\$422m

ECONOMIC IMPACT TO NZ ECONOMY



PAGE VIEWS ON THE FIELDAYS APP



115,884  
UNIQUE USERS  
169,379  
SESSIONS  
651,663  
PAGE VIEWS  
FROM 1 MAY - 9 JULY 2014



942 EXHIBITORS SHOWED THEIR GOODS AND SERVICES



71 OVERSEAS EXHIBITORS  
+129% ON 2013



76% OF FIELDAYS 2014 VISITORS RATED FIELDAYS AS THE MOST IMPORTANT EVENT OF ALL ANNUAL NZ EVENTS



50 DIFFERENT COUNTRIES VISITED

92%

OF EXHIBITORS SAID THEY WOULD BE BACK IN 2015



10-13  
JUNE

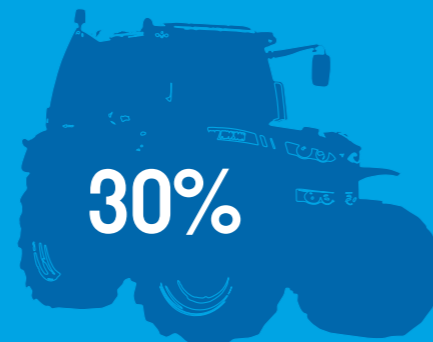


141 PASSIONATE VOLUNTEERS WHO ASSIST IN THE DELIVERY OF THE EVENT



119,982 VISITORS

THAT'S MORE THAN THE POPULATION OF DUNEDIN CITY



30%

OF BUSINESSES VISITING FIELDAYS PURCHASED EQUIPMENT AND OTHER GOODS  
ANOTHER 17% ARE LIKELY TO PURCHASE WITHIN THE NEXT 12 MONTHS AS A RESULT OF EXPOSURE AT FIELDAYS



90,000 DELIVERIES OF THE FIELDAYS FOCUS NEWSPAPER TO RURAL ADDRESSES THROUGHOUT NEW ZEALAND



PRIME MINISTER JOHN KEY OPENED FIELDAYS 2014



54M

PEOPLE WERE REACHED IN 90 DAYS WITH FIELDAYS MEDIA ITEMS



\$6,300

FROM PROCEEDS OF THE FIELDAYS PROGRAMME DONATED TO HAMILTON NORTH SCHOOL