

OUR TARGET AUDIENCE: “WHO ATTENDS HOME SHOW 2023?”

HOME SHOW 2023, this year’s edition of the “Original” Western Massachusetts Home and Garden Show marks the sixty eighth anniversary of our show and it has been designed to appeal to a broad range of consumer interests that involve the home and related activities indoors and out. The show is designed to allow exhibitors to showcase their products and services to consumers looking to find contractors willing to complete their home remodeling, building or decorating projects.

HOME SHOW 2023 continues our show’s reputation as the one of the premiere home shows in New England. Demand for contractors are at an all-time high and many consumers are unable to find anyone to complete their home improvement projects. The Covid pandemic had many families isolated in their homes and realizing that their home needed major updates, remodeling, or additional space. Our show tries to bring exhibitors from all types of businesses that offer anything for the home and garden under one roof. Consumers can gather information and talk to industry experts for their immediate needs, or future dream projects.

Examine the diversity of the audience attending our home and garden show.

PEOPLE PLANNING TO BUY OR BUILD A NEW HOME

This group includes first time home buyers, move-up home buyers and “dreamers” who are doing their “home work” for a future home investment. A myriad of products and services are available to these consumers, including builders, real estate agents, financial institutions and component products, such as hardwood flooring, tile, and appliances.

PEOPLE PLANNING TO REMODEL OR RENOVATE

People who plan to remodel or renovate fall into three categories. First are those who will take immediate action. These individuals are shopping for products and are actively pursuing price comparisons. The second group is comprised of people who are intent on doing future projects. They are generating ideas for a specific project. The third group, “dreamers”, are looking for ideas for an undefined project, but are affected by external factors and concerns. Products and services available to these groups include builders, remodelers, financial institutions, “replacement” components such as windows and doors, component products such as flooring, appliances, and wall treatments, as well as home furnishings.

YARD AND GARDEN ENTHUSIASTS

This group is concerned with lawn quality and yard appearance and includes hobby flower gardeners and home fruit and vegetable gardeners. Products and services available at **HOME SHOW 2023** include lawn and landscaping services, wall, walk and edging components and materials, as well as trees, shrubs, flowers and seeds. Consumers want to see firsthand how to apply landscaped areas into their own backyard oasis.

“LIFESTYLE CONSCIOUS” INDIVIDUALS

This portion of our audience is concerned with “keeping up” with – or beating - the Joneses. They are interested in the latest and greatest products for the home. For this group, we offer “trendy” products, “time-saving” products, home furnishings, and products focused on self-improvement, fitness, and health.

CONFIRMED RENTERS

Believe it or not, people who will never own a house make up a segment of our home show audience. Products and services available to this group include space conservation and utilization products, as well as home furnishings.

IMPULSE BUYERS

This group is comprised of people who are subject to buying “on a whim.” Products and services available include home décor, arts and crafts, cooking and baking products, jewelry and personal goods.

ENTERTAINMENT VISITORS

“Entertainment Visitors” attend the show for amusement. This group is comprised of consumer “wild cards”, lacking a “show agenda”, an individual from this group may buy nothing, but may develop ideas for future purchases, or may patronize any booth from a “hawker” selling knives to a remodeler. More than any other group, these people are the ones who have come to rely upon our show on an annual basis and who perhaps have the greatest impact upon our vendors.

For more information, please contact the Show Office at 413-733-3126. During the week of the show, please call 413-205-5061.