



CASE STUDY

Building a stronger voice for the exhibition and event industry



Motorclassica Exhibitions and Fair Trade

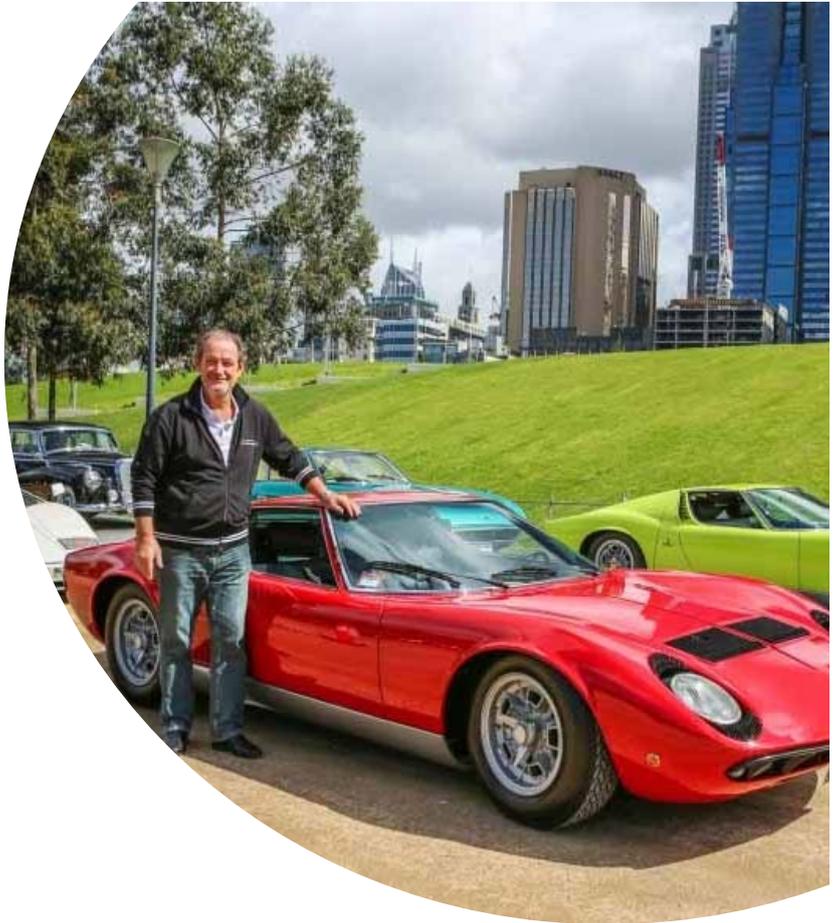


MOTORCLASSICA
The Australian International Concours d'Elegance
& Classic Motor Show

Motorclassica 2013 was held at Melbourne's Royal Exhibition Building from 25th-27th October 2013. The show focused on celebrating and exhibiting over \$100 million worth of classic, vintage and veteran cars and motorcycles. Key features of the show include Car exhibitions, Car auctions, Award ceremonies, VIP Events, driving tour through Melbourne and more. Areas of Exhibition include New and Classic Cars, Restoration / Repair, Preservation / Car Care, Parts / Services, Automobilia / Collectables, Touring Destinations, Luxury Goods, Food / Wine, Art / Clothing.

Overall there were 500 cars exhibited at the show. Cars were from a range of premium brands including Triumph Motorcycles, Classic Auto, Urban Moto Imports, Jaguar Australia, Lamborghini Melbourne, Morgan Motor Cars, Caterham Motors

Motorclassica prides itself on show visitors being a targeted demographic of motoring enthusiasts. Majority of buyers are male, working professionals with an average household income of over \$230,000. Other main types of buyers are business owners, managers/supervisors and retirees. Average dwell time at the show was 5 hours. Exhibitors were pleased with both visitor quantity and quality; 37% of visitors reported they were likely to purchase a new vehicle within the next 2 years and 31% of visitors stated they were currently restoring a car.





KEY STATS:

- 82 Exhibitors
- 21,000 visitors
- 30 cars for auction
- Total show spending \$1.925 million
- Estimated spend of \$21.276 million following the show
- 56% Attendees were first time visitors
- 92% of Exhibitors were satisfied to very satisfied on their ability to improve brand/product awareness
- 81% of Exhibitors were satisfied to very satisfied with their ability to generate leads for post sales event
- 7.5% increase of revenue from the previous year
- 54% increase in bottom line profitability
- 31% of visitors came from outside the Melbourne area (and 30% of those stayed in Melbourne more than 1 night)
- Visitor attendance increased by over 30% from previous year



In 2013, Organisers focused on expanding the shows audience to reach a younger and more mainstream market segment. This was achieved with the attraction of the hero marque, Lamborghini and attendance by industry celebrity, former Lamborghini test driver, Valtino Balboni.

A key proposition of the show is to gain penetration into the prestige car manufacturing market. Organisers successfully secured the launch of the Mercedes Benz new S-class as a key event at Motorclassica. The launch by Mercedes Benz attracted unprecedented mainstream automotive media attention and created a springboard for the growth of automotive manufacturers as an exhibitor group. These various developments within the Show reveal the Organisers commitment to growing and expanding Motorclassica's audience.



A Motorclassica Mobile App gave exhibitors the opportunity to engage more deeply with their audience through various lead capture mechanisms, including competition listings, product inquiries and mailing list subscriptions. These mediums allow exhibitors to benefit from Motorclassica beyond the days of the show.



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EXHIBITION & EVENT
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