

# Fieldays<sup>NZ</sup> 2025 Fast Facts

## VISITORS

**110,000**

attendees over 4 days



**70%**

tickets sold online

**30%**

at the gate

## VISITOR DEMOGRAPHICS

**47%** **51%**

female **VS** male

**53%** 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

Fieldays Visitor Survey 2025 results.

**94%**

Visitors who completed the  
survey rated Fieldays 2025  
good to very good

**97%**

Visitors rated Fieldays ticket  
prices average to good value  
for money

## SMART BAND

**79,598**

Registered



**86,561**

Leads generated

**172,502**

Interactions with exhibitors

## APP



**2,193,515**

Total screen views  
(38,458 users, 57.24 screens each)

**626,586**

Ad impressions  
(33,103 users, 19.06 views each)

**299,685**

Number of searches  
(27,305 users, 10.98 searches each)

**192,135**

Map views  
(24,946 users, 7.7 views each)

Engagement data

**18m 05s avg minutes** per user

**4.4 avg sessions** per user

## INNOVATION AWARDS



**63**

Entries were accepted  
into the Fieldays  
Innovation Awards

**23**

Prototype  
Award  
Participants

**32**

Early Stage  
Award  
Participants

**8**

Growth &  
Scale Award  
Participants

**51**

Innovations displayed in the Hub

**12**

on the Innovation Trail

**8,900**

views of the Fieldays Innovation Awards  
livestream on Facebook

## SECTOR SPOTLIGHT

**25**

**NZ wool products showcased** on the  
Fieldays Sector Spotlight – It's Wool site

## CAREERS & EDUCATION

**2,400**

Students visited  
Fieldays

**93**

School groups  
attended

**11**

Sessions in  
the Careers &  
Education Hub

**37**

Careers &  
Education Trail  
participants

## RURAL ADVOCACY

**19**

Engagement sessions from NZ  
politicians, including the Prime Minister

## DRONE ZONE

**401**

Flights completed in 4 days

The distance of the flight  
equivalent of **8ha**

## FORESTRY

**17**

Engagement sessions, including the  
Growing Native Forest Champions Awards

## TENT TALKS

**34**

Engagement sessions or talks  
in the Tent Talks marquee

**850+**

of visitors attended Tent Talks

## TRACTOR PULL COMP

**84**

Competitors

**86**

Tractors

**9**

Modified

**37**

Pre-85 tractors

**7**

Competitors utilised the complimentary  
transportation to and from Fieldays,  
thanks to sponsor PTS Logistics

## HEALTH & WELLBEING

**1,300**

**Free ECGs**, resulting in 30 of which were found to have atrial fibrillation or other abnormal rhythms & were arranged for specialist referrals or urgent GP follow ups on site. Waikato Cardiothoracic Unit



**1,250**

People were taught CPR through 3 Steps for Life from St John

**345**

Eye checks with an Optical Coherence Tomography (OCT) scanner

**43**

Bowel Screening Kits ordered for visitors



Fieldays 11 - 14 June 2025 event results.

## VOLUNTEERS



**150** Volunteers registered for Fieldays 2025, including **41** new volunteers

**495**

Shifts for Fieldays 2025

Local schools fundraising volunteers benefited from supporting Fieldays

## HEALTH & SAFETY

**7,028**

Unique check-ins

**24,582**

Total check-ins

Source of Induction  
(based on unique check ins)

**2,772**

Text (to form)

**1,340**

Onsite

**2,916**

Website

Fieldays April to July 2025 results.

## TRANSPORT & PARK'N RIDE

**14,000+**

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

Number of passengers by location travelling by bus to or from Fieldays

**Cambridge**

**6,169**

**The Base**

**4,121**

**Transport Centre**

**2,193**

**Te Awamutu**

**1,591**

**382**

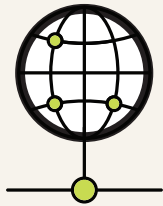
Total number of passengers who went on **scenic helicopter flights** at Fieldays

**177**

Total number of passengers travelling by helicopter to or from Fieldays

Fieldays 11 - 14 June 2025 event results.

## INTERNATIONAL CONNECTIONS



**66**

International Exhibitors registered, up from 49 last year

**43**

International delegations and business groups, up from 27 last year

**23**

Embassies attended, up from 17 last year

**1,054**

Visa support letters provided, up from 250 last year

Fieldays 11 - 14 June 2025 event results.

## SOCIAL MEDIA: FACEBOOK + INSTAGRAM



**4,219,024**

views



**1,147,871**

people reached



**8,607**

link clicks



**2000**

new followers



**78,529**

page visits

1 May to 30 June 2025 results.

### MEDIA

**180+**

Online news stories about Fieldays

**136**

Accredited media attended

**26**

Media releases sent

1 May to 30 June 2025 results.

### WEBSITE

**698,000**

Views

**185,000**

Active users with an average engagement time of

**1m 37s**

Top users by city:

Auckland

**73K**

Christchurch

**32K**

Wellington

**30K**

Hamilton

**17K**

Top 4 pages for top views in-event:

Home page

**55529**

/tickets

**44656**

/What's on

**17432**

/Getting to fieldays

**12920**

1 May to 30 June 2025 results.

## EXHIBITORS



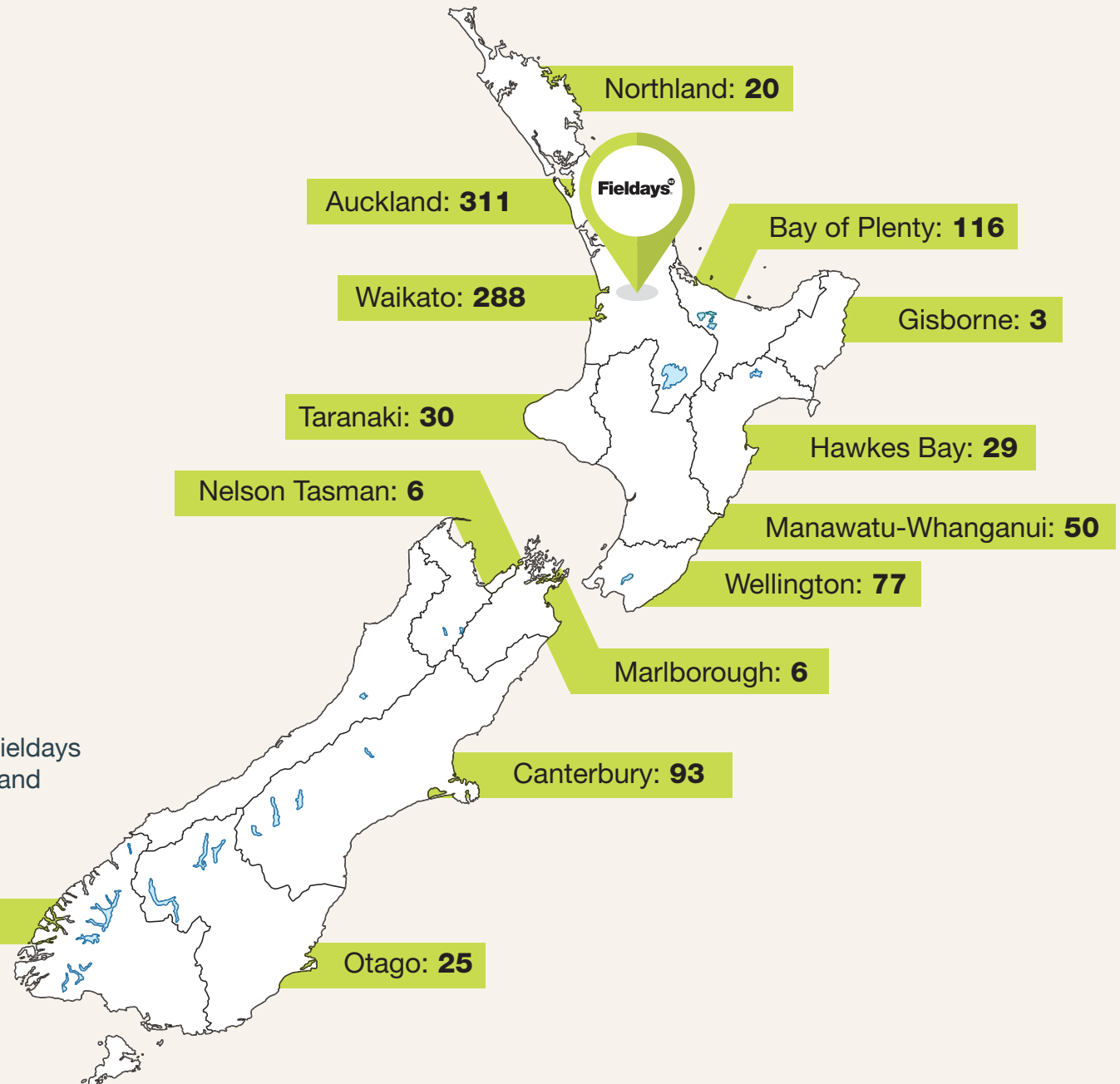
**1,129**  
of exhibitors  
over **1248**  
sites

**85%**  
of exhibitors are  
likely to exhibit at  
Fieldays 2026

**90%**  
of exhibitors rated  
their overall Fieldays  
experience as good  
to excellent

Fieldays Exhibitor Survey 2025 results.

Exhibitor sites booked for Fieldays  
2025 by region in New Zealand





Exhibitor sites booked for  
Fieldays 2025 by country

## VISITORS

### REGIONAL CONTRIBUTIONS 2025

(Sample 48,034)

Visitor % of ticket purchaser by region of NZ. This doesn't account for the number of tickets at each point of purchase.

