



# Post-Festival Report

**CAT  
LOVERS  
FESTIVAL™**

**Sat 26 & Sun 27  
August 2023**  
Sydney Showground



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# Visitor Insights

19,235

visitors attended the 2023 Sydney Cat Lovers Festival

\*Excludes kids under 5 & Exhibitor staff

67%

of visitors stated that their primary reason for attending was 'to buy products & services for their cat in the Expo' – which ranked higher than all other reasons to attend, proving our audience is coming to see, compare and BUY!

Over 83%

of visitors stated that the show either met or exceeded their expectations and will return next year, with almost half saying they will be telling all their cat loving friends to go too!

Over 20%

of visitors attended the Dog Lovers Festival next door, demonstrating many of our cat visitors also love dogs.

76%

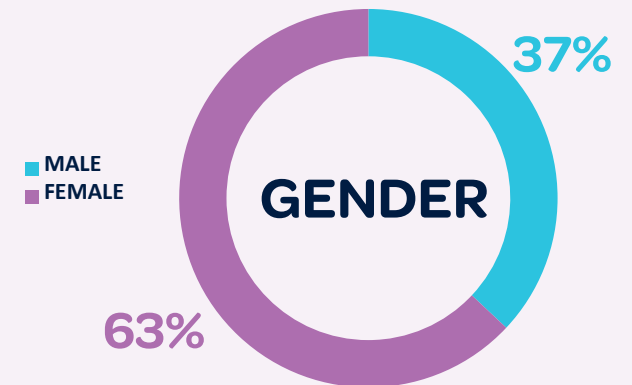
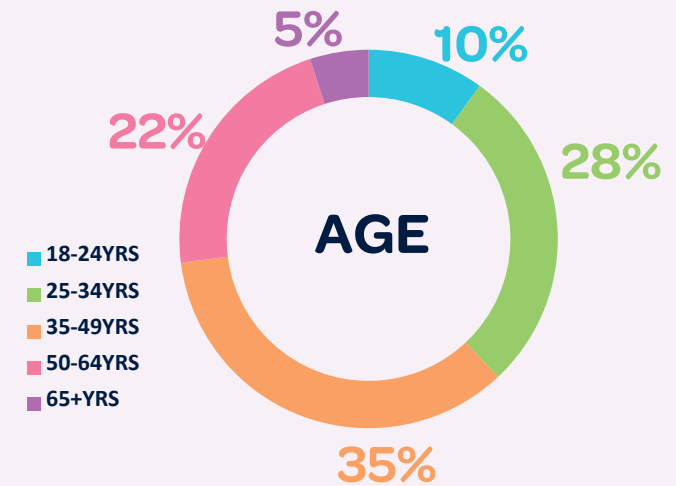
of visitors purchased products & services on-site at the event with over 79% stating that they will buy from Exhibitors after the event.

23%

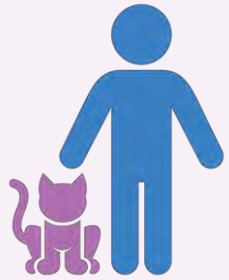
of visitors also live with a dog and over 45% would attend the Dog Lovers Festival if we ran it at the same time again next year.

86%

of visitors spent over 5 hours at the festival and nearly 20% spent the entire day at the event.

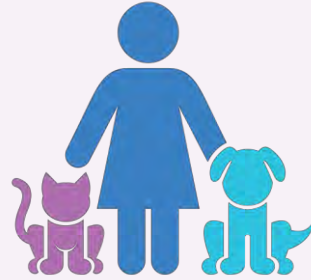


# Visitor Insights



90%

of visitors own a cat



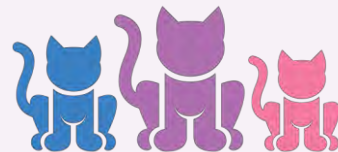
23%

of visitors own a cat and a dog



31%

of visitors own 2 cats



11%

of visitors own 3 cats



53%

of visitors sourced their cat via an adoption group or rescue shelter



23%

of visitors sourced their cat from a registered breeder

41%



are interested in a zone showcasing the latest natural and organic products for cats next year

\$2M+



worth of purchases were made on the Festival floor

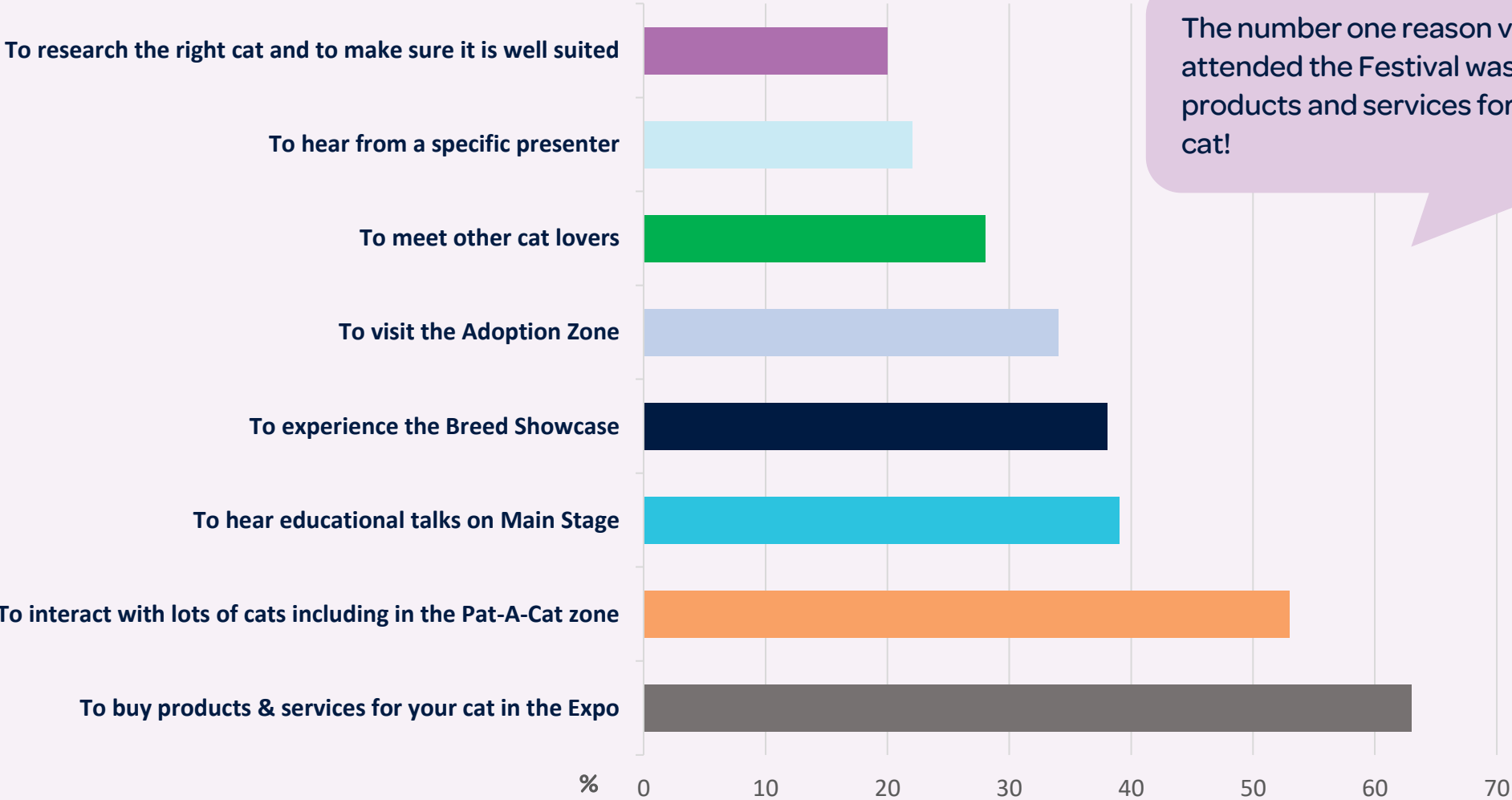
25%

of visitors welcomed a cat into their homes less than 12 months ago

16%

of visitors are looking to welcome a cat into their home in the next 6 months

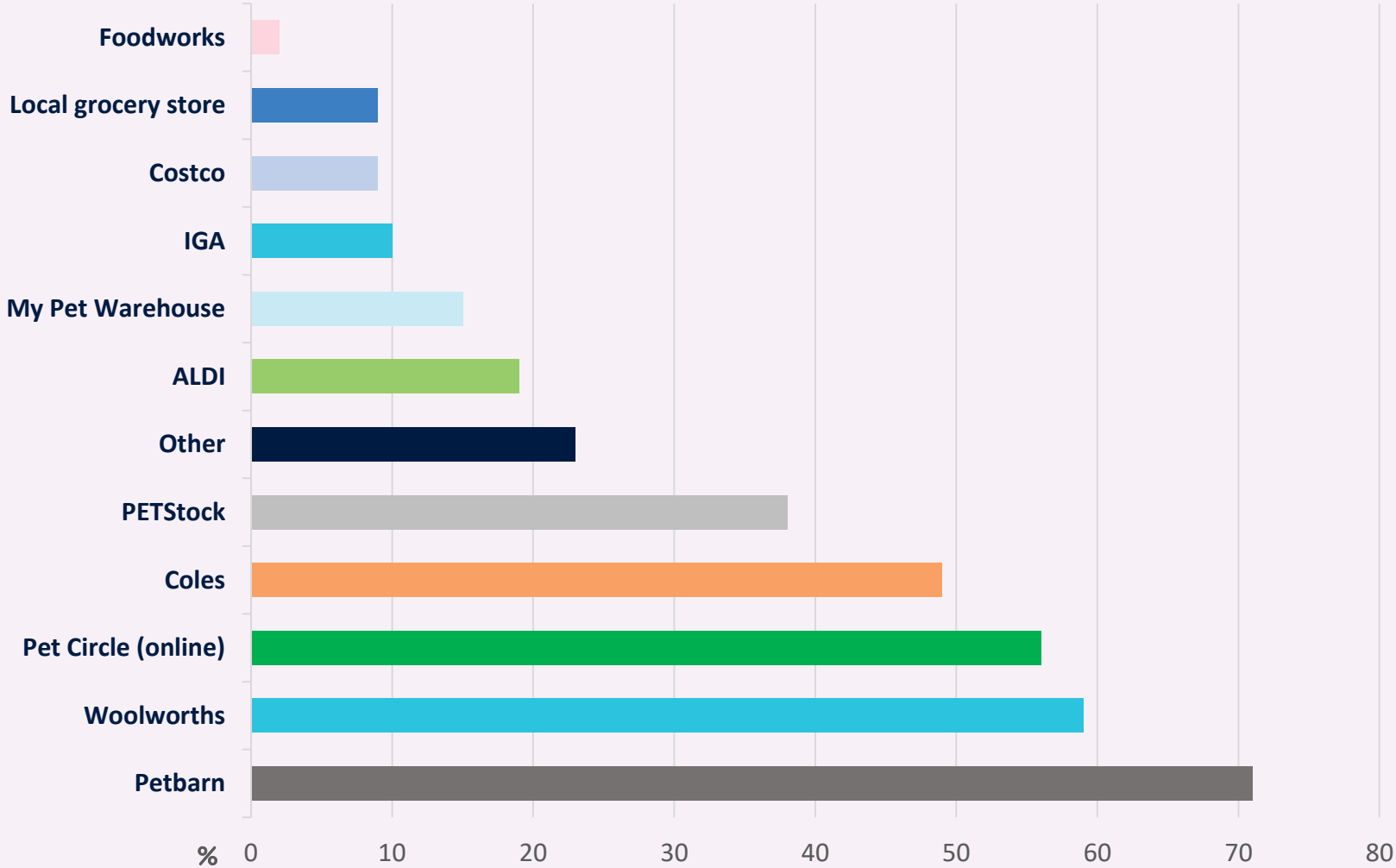
# Reasons for Attending the Festival



The number one reason visitors attended the Festival was to buy products and services for their cat!

# Shopping Trends

Places where visitors buy products/services for your cat



# The Digital Stats

## Cat Lovers Festival Sydney Website

DIGITAL  
STATS

104,418+  
Unique Users per year

51% of audience aged

25 – 44

63%  
Female skew

Social Media followers at  
the time of the 2023 Sydney  
Cat Lovers Festival.

\*100% organic and engaged audience –  
we don't buy fake followers



7,913



29,123

\*Click social media icons above  
to visit our Facebook & Instagram pages

Newsletter subscribers  
at the time of the 2023  
Sydney Cat Lovers Festival



11,343+

\*Consists of registered advanced  
ticket buyers and subscribers  
to our VIP Loyalty Program.

The Sydney Cat Lovers  
Festival is the ultimate  
day out for cat lovers.  
If you own cats, want to  
own cats, or just love  
cats, it's the best place  
to find out everything  
there is to know about  
them.

*Glenys from Mittagong*



# Festival Footage and Images



Festival Highlight Video (B2B)



Festival Highlight Video Day 1 (B2C)

**flickr**

[CLICK TO VIEW](#)

hundreds of high-quality images from the 2023 Sydney Cat Lovers Festival and our previous Cat Lovers Shows



Festival Highlight Video Day 2 (B2C)

I would highly recommend this cat lovers delight to anyone who adores cats, has a general interest or is even just a little curious. There is something for all ages and the atmosphere is fantastic. We travelled as a family from Newcastle on the trains and it was a great day out with ease of access to train shuttles and no concerns if the weather turned as all exhibits are under cover.

*Kirsten from Charlestown*



# PR Highlights


 [Click here](#) to view the Tide PR report

**EDITORIAL HIGHLIGHTS** \* SECRET SYDNEY

**Secret Sydney**  
Date: 20 June 2023  
Medium: Online  
Reach: TBC


### A Purrfectly Adorable Cat Lovers Festival Is Coming To Sydney

Meet rare cats, shop from a cat supermarket and make new feline friends at a Pat-A-Cat Zone at the Sydney Cat Lovers Festival.



Cats will finally have their day when the **Sydney Cat Lovers Festival** comes to town this August. It's a day dedicated to the cat obsessed with talks, demonstrations and over 200 rare and popular breeds of cats to play with. This feline-friendly event comes to town from the team behind the popular Dog Lovers Festival. Bunning for two days over a weekend number of fun adventures have been planned for cat-mad people.

#### Sydney Cat Lovers Festival



If you're a self-confessed crazy cat person, you'll want to bookmark the weekend of **August 26 and 27** in your calendar. There's **talks and demonstrations**, plus opportunities to ask questions and an exclusive **Pat-A-Cat Zone** for some cuddles. There will also be opportunities for people to browse and take home a variety of cat products and accessories from a cat supermarket. Plus, check out over 200 rare and popular breeds of cats at the **Trouble & Trix Breed Showcase** and grab a bite to eat on-site.

If adoption is on your mind, more than **20 rescue groups** and shelters will exhibit at the 2023 Festival so you can bring home your fur-ever best friend. And if you're bringing kids along, make sure to check out **Hello Kitty Live** which will feature song and dance from Kitty and her friends. It's all happening at the Sydney Showground and you can grab your tickets [here](#).

**CAT LOVERS FESTIVAL**  
**DOG LOVERS FESTIVAL**

**EDITORIAL HIGHLIGHTS** \* Weekend NOTES

**Weekend Notes**  
Date: 7 August 2023  
Medium: Online  
Reach: 50,000


### Cat Lovers Festival Sydney

Posted 2023-08-07 by Nicole [Follow](#)

**Sat 26 Aug 2023 - Sun 27 Aug 2023**

Prepare yourself for an extraordinary weekend at the **Cat Lovers Festival**, taking place at Sydney Showground on **August 26 and 27**! It's the first major event dedicated entirely to educating, entertaining and inspiring all the cat enthusiasts out there. Get ready to witness a symphony of paws, meows, and some expert table-clearing skills from our feline friends!

According to Festival Founder, Jason Humphris, the Cat Lovers Festival is a unique opportunity to indulge in all things feline. It celebrates the special bond we share with our cats while providing insights to better understand and enrich their lives.



**The WHISKAS® Stage - Where Feline Knowledge Reigns!**

The WHISKAS® Stage promises to be the ultimate destination for both education and entertainment. Renowned experts, like best-selling author Jackson Galaxy and beloved Aussie TV vet Dr. Katrina Warren will share valuable insights on cat care. And don't miss the sensational CATMANTOO and his talented feline, Dodgy, showing us that training cats can be easier than we think!

**Trouble & Trix Breed Showcase - A Gathering of Feline Royalty!**

Prepare to be amazed at the Trouble & Trix Breed Showcase, boasting the largest gathering of cats in New South Wales. Around 200 cats from various rare and popular breeds, including American Curl, Ragdoll, Siamese, and Maine Coon, will grace the event. Engage in enlightening conversations with esteemed breeders and enjoy free trials at the Trouble & Trix Breed Stage.

**Pat-A-Cat Zone - Paws-On Experience!**

For a hands-on experience, head to the Pat-A-Cat Zone. Here, you can meet, connect, and learn more about a wide range of cat breeds in eight purpose-built pods.

**Kids Activities - Fun for the Little Cat Lovers!**

Kids will have a blast with free feline face painting, a neon glitter selfie wall, and the Hello Kitty Kids Zone. Let their creativity soar as they craft and even meet Hello Kitty in person.

**Purrrfect Match Zone - Find Your Perfect Kitty Companion!**

**CAT LOVERS FESTIVAL**  
**DOG LOVERS FESTIVAL**

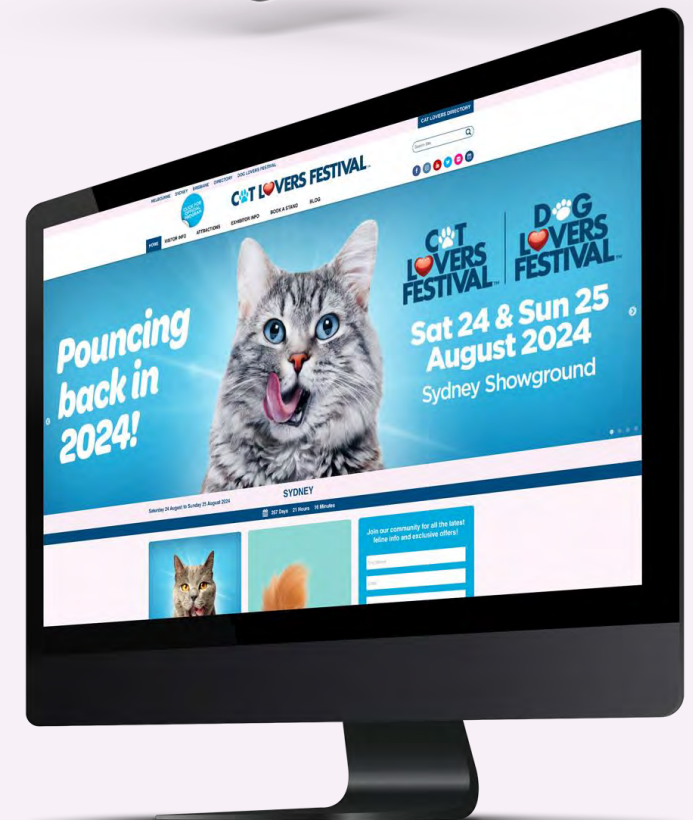
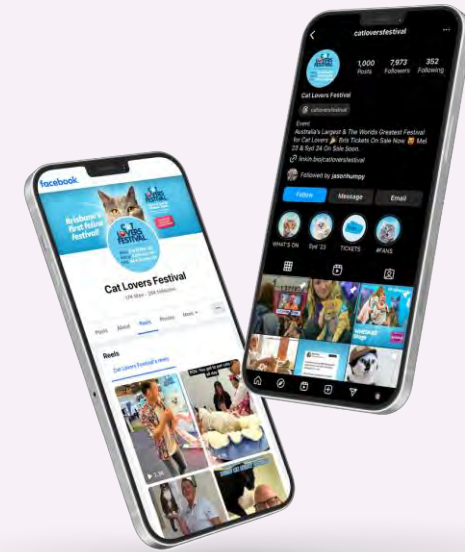
tide.pr

# The Marketing Campaign

The marketing campaign for the Sydney Cat Lovers Festival was developed with one sole focus: to inspire tens of thousands of passionate cat owners and *soon to be* cat owners to attend the Festival.

We create an extensive marketing mix across a vast array of media platforms that enables us to reach, communicate and inspire our relevant audiences to attend.

It's all about attracting a targeted, passionate and high spending audience with a focus on households that are actively looking for their next cat or have just welcomed a new cat – new owners that are yet to decide on the products & services they want for their beloved cat.



# The Marketing Campaign

## Radio

The campaign implemented 10 and 30 second adverts, live reads by on-air talent and traffic report sponsorships during the peak breakfast and morning, afternoon drive time slots on NOVA, KISS, SMOOTH, WSFM etc from around 12th to 26th August. We reached approximately 200,000 listeners at least once and 60,000 at least 3 times across the radio stations above and our saturation campaign was supported with large scale outdoor advertising campaign on major arterials throughout metro Sydney.

I've always been jealous of Melbourne having their Cat Lovers Show, so was beyond excited when Sydney announced the first festival. It was fun seeing so many fellow cat lovers and seeing everyone so excited getting so many free samples.

*Nhi from Chester Hill*

**Click to play the  
30 second radio ad**



**NOVA**

**[Click here to listen](#)  
to the range  
of live reads**

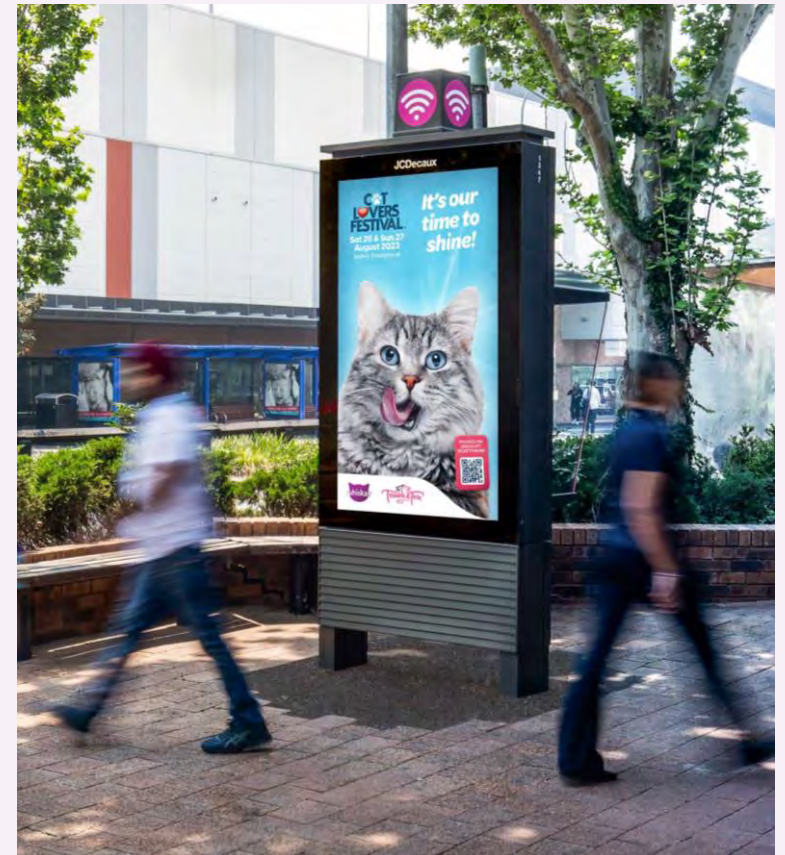
# The Marketing Campaign

## Outdoor Advertising

The massive outdoor campaign also featured 20+ Smartframe street furniture signs, 14 large format digital screens and 1 large format static on major arterials across Sydney from Monday 31st July to Sunday 27th August.

## Smartframe Locations

- 🐾 Central Station Sydney x 3
- 🐾 Central Station Haymarket x 4
- 🐾 Strathfield Station
- 🐾 Marin Place Station
- 🐾 Chatswood Station
- 🐾 Circular Quay Station x 2
- 🐾 Bondi Station Bus Interchange x 4
- 🐾 Parramatta Station
- 🐾 Redfern Station
- 🐾 Town Hall Station x 3
- 🐾 North Sydney Station
- 🐾 Wynyard Station x 2
- 🐾 North Sydney Station x 2



# The Marketing Campaign

## Billboards – Digital

- 🐾 Kitchener Street Overpass on Burnt Bridge Creek – Balgowlah
- 🐾 Boundary St – Roseville
- 🐾 M4 Motorway Overpass – Sydney Olympic Park
- 🐾 General Holmes Drive – Airport bound – Mascot
- 🐾 T1 Exit Spectacular – Mascot
- 🐾 Sydney Domestic Airport Entry Supersite – Mascot
- 🐾 Epping Rd Overpass – Macquarie Park
- 🐾 Parramatta Rd - Inner West Overpass – Lewisham
- 🐾 Old Windsor Rd Overpass – Bella Vista
- 🐾 Corner Mona Vale Rd & Pacific Hwy – Pymble
- 🐾 Woodville Rd Overpass – Granville
- 🐾 King Georges Rd Overpass – Wiley Park x 2
- 🐾 Anzac Pde Overpass – Marouba
- 🐾 General Holmes Drive - M5 Mwy Junction – Mascot

## Billboard – Static

- 🐾 Corner Norton St & Marion St



**Approximate Total Reach:** 1,235,000

**Approximate Frequency:** 4 x per viewer

(the average of times a person would see the campaign creative)

# The Marketing Campaign

## TV

An extensive campaign was featured across 7plus and 7Bravo with all the creative versions carrying your brand.

Approximately **465,000** Impressions were delivered across the Sydney greater metro area for the Sydney Cat Lovers Festival.

## Breakdown of impression delivery

**Mobile/Tablet:** 12.3%

**CTV:** 78.1% (Catch-up TV)

**Web/Desktop:** 9.6%



## View TVC's Below:



# The Marketing Campaign

## Door Prize Entry Stats

Over 2,562 people entered the official door prize during the Sydney Cat Lovers Festival providing great exposure for all our prize suppliers.





## Door Prize

Win over \$2,500 worth of goodies for you and your Feline Friend! To enter, scan your ticket QR code here and answer a few short questions!

<p><b>Trouble &amp; Trix</b> Introducing the Ultimate Trouble &amp; Trix Kitty Prize Pack! A carefully curated collection of premium cat products to spoil your feline friend rotten. Packed with everything your cat needs for a purr-fectly blissful experience.</p> <p><b>RRP: \$305</b></p> <p><small>Terms and conditions: Prize includes: Cherry Blossom Litter (2x packs) - \$70, Water Fountain - \$65, Cat Treats (4x) - \$55, High-sided litter tray - \$40, Bliss Tunnel - \$35, Bliss Balls 3pk - \$20, Toy Wand - \$20</small></p> 	<p><b>WHISKAS®</b> Enjoy a 6 month supply of WHISKAS® Mixed Favourites! Mixed Favourites!*</p> <p><b>RRP \$300</b></p> <p><small>Terms and conditions: To the value of \$300. Based on one age daily intake 1-2 sachets per day.</small></p> 
<p><b>Catnets</b> Catnets 1.8m portable Cat Enclosure is the perfect way to provide a safe and secure space for your cats to enjoy the outdoors!</p> <p><b>RRP: \$465</b></p> 	<p><b>Fit 'n' Fun Cat Wheel</b> Keep your cat active and happy with Fit 'n' Fun's G5 Ferris Cat Wheel! A safe 'n' fun indoor exercise solution for your pet.</p> <p><b>RRP \$749.95</b></p> 
<p><b>Cat by Dr. Lisa</b> Freshen your cat and their home naturally with a \$300 voucher from Cat by Dr Lisa.</p> <p><b>RRP: \$300</b></p> 	<p><b>PETKIT</b> Life just got a whole lot easier with the Next-Generation PETKIT PURA X Automated Self-Clean Cat Litter Box.</p> <p><b>RRP: \$699</b></p> 
<p><b>Terms and conditions:</b> <small>Entry is free and open to Australian residents aged 18 or over. Endorsement of Pet Projects International and/or its promotional facilities are not to be used to enter this website, which is not comparable with other websites offering the same or similar prizes, and is not to be used for any other purpose. The promotion commences at 10:00am on Saturday 26 August 2023 and ends at 11:59pm on Sunday 27 August 2023. The draw will take place at Pet Project's International HQ in Launceston, Tasmania on Monday 28 August 2023. In the event of an undrawn prize there will be a mid-draw on Friday 1 September 2023 at 10:00am on the same location above. The winner will be notified as above and the winner's details will be published on the Sydney Cat Lovers Festival website. The promoter is Pet Project International Pty Ltd. All are entered on the property of Pet Project International Pty Ltd.</small></p>	
 	
<p><b>CAT LOVERS FESTIVAL</b> Sat 26 &amp; Sun 27 August 2023 Sydney Showground</p>	

# Breakdown of Digital Campaign

## Social Media

Paid Social Media Advertising across Facebook and Instagram:

**Impressions:** 2,476,196 **Link clicks:** 26,515

## Paid advertising across YouTube:

**Impressions:** 216,790

## Paid advertising across Google text Ads:

**Impressions:** 71,170

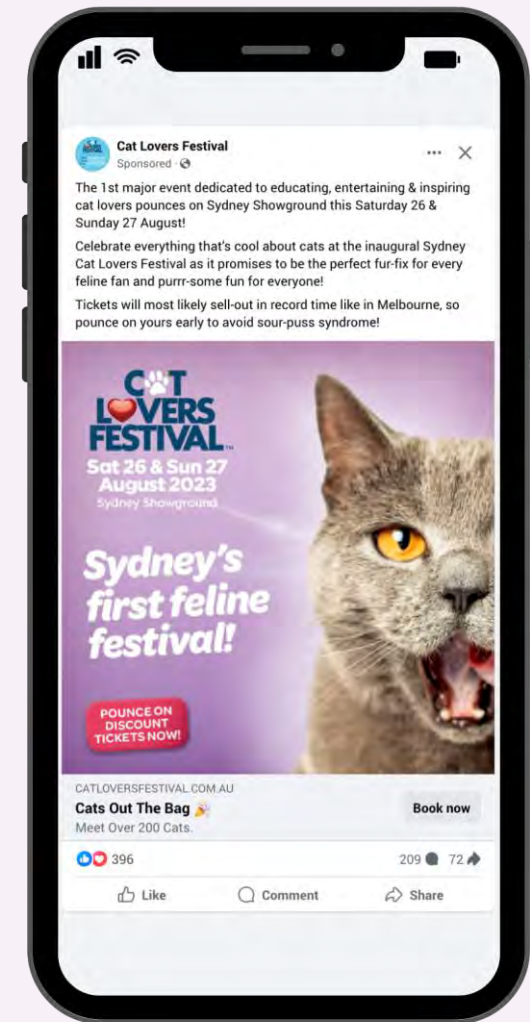
## Near (paid advertising with the Near In-App platform)

**Impressions:** 177,753

Apps included:

- 🐾 News.com.au
- 🐾 The Guardian
- 🐾 Dog – Puppy and Dog Training
- 🐾 Clio: Dog Cat Pet Care Tracker
- 🐾 Cat Training
- 🐾 LiSTNR

CLICK TO VIEW  
SOCIAL TILES





# Breakdown of Email Marketing

We ran a comprehensive eDM campaign that went to all the 2023 advanced ticket buyers and our NSW based VIP loyalty members.

Following are the results from our Sydney campaign:

**Emails sent:** 45,801

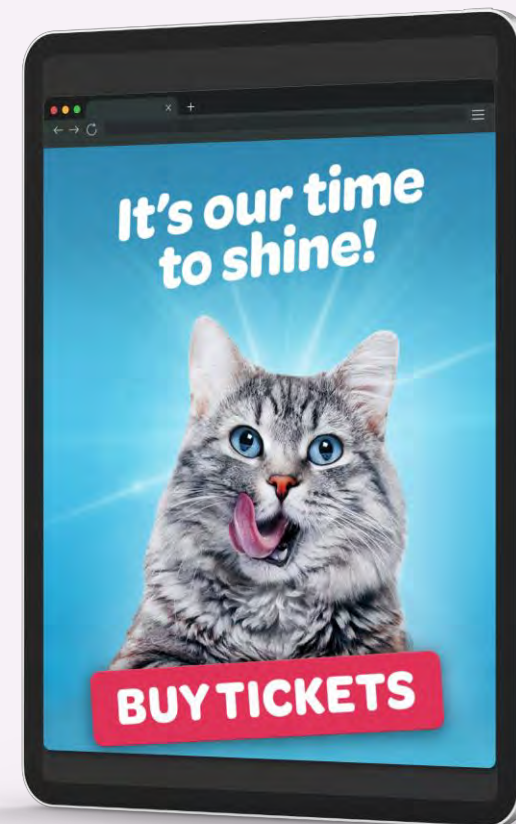
**Unique opens:** 21,773

**Open rate:** 47.54%

[Click here](#) to view all the emails that were sent to promote the Sydney Cat Lovers Festival before, during and after the event.

Best festival I've been to! Absolutely loved the freebies and enjoyed every stall – can't wait for next year!


*Candice from Mascot*



# Festival Guide

**15,000 Festival Guides** were distributed to visitors upon entry to the Sydney Cat Lovers Festival. The Guides is used as a tool for visitors to plan their day at the event and used for many months afterwards as a valuable reference for Cat products and services. Exhibitors can book an advert in the Guide at highly cost-effective rates but spots are limited and do sell out so book early!







Win their affection


## Find the purrfect litter match

Scan here to find your purrfect litter match



**FREE SHOWBAG AT OUR STAND #516**

### TROUBLE & TRIX BREED SHOWCASE



Get up close and *pawsonable* with popular and rare cat breeds at the **Trouble & Trix Breed Showcase** stands – it's one of the largest gatherings of cats in Australia!

The country's leading cat associations and expert breeders will answer all your questions relating to cat behaviour, training, medical and personality traits, from kitten to adult, for each specific breed. Gather trusted, reliable information on literally dozens of cats, from **Australian National Cats (ANCATS)**, and **NSW Cat Fanciers Association (NSW CFA)** members.

BREEDER	BREED TYPE	STAND	BREEDER	BREED TYPE	STAND
Aberlady	Ragdoll	100	Doklao	Korat	108
Affinity	Ragdoll	120	E'Sprite	Tonkinese	148
Amazing	Burmese, Siamese, Oriental, Foreign White	156	E'Sprite	Toyer	146
Australian National Cats Association		160	Furrytail	British Shorthair	150
Bajimbi	Burmese, Siamese, Oriental	156	Jazzdivine	Norwegian Forest Cat	122
Banaco	Ragdoll	405	KatKDolls	Ragdoll	102
Belatine	British Shorthair	506	Kdolls	Ragdoll	576
Bushkenheim	Norwegian Forest	122	Kirel	Ragdoll	576
Captain Meow	Munchkin, Napoleon, American Curl	142	Little Brits	British Shorthair	144
Catmagic & Magicat	Maine Coon & Siberian	132	Men Mytail	Devon Rex	505
Chiyuki	British Shorthair, Chinchilla, Napoleon	114	Meowidy	Exotic Shorthair	403
Craigdolls	Ragdoll	576	Nareira	Somali and Abyssinian	110
Crownjams	Persian	112	NSW Cat Fanciers Association	Association	128
			Somerset	British Shorthair	154
			Wild Valley	Bengal	106

CLICK TO VIEW 

# 2023 Sydney Exhibitors, Breeders and Adoption Groups

Aberlady Ragdoll	Captain Meow	El'Sprite - Tonkinese	INABA	Nareira Somali and	Pure Life Pet Nutrition	Trouble & Trix
Affinity Ragdoll	Munchkin, Napoleon,	El'Sprite - Toyger	Jazzdivine Norwegian	Abyssinian	Purrz	Wei's creations
ALCATRAZ CAT	American Curl	Ezi-LockOdour	Forest Cat	National Breast	QINGDAO COLORFUL	WHISKAS®
ENCLOSURES	CAT FOREST	Feline Natural	KatiKDolls Ragdoll	Cancer Foundation	PRINTING	WILD ABOUT
Amazing Burmese,	Cat Harness Australia	Fit 'n' Fun Cat Wheel	KAZOO	NexGard Spectra	Refresh	ANIMALS
Siamese, Oriental,	Cat Protection Society	Flow	Kdolls Ragdoll	NSW Cat Fanciers	RSPCA NSW Keeping	Wild Valley Bengal
Foreign White	of NSW	Freezy Paws	Kirei Ragdoll	Association	Cats at Home	Wine Selectors
Animal Ark Rescue	Catmagic & Magicat	Superpremium Freeze	Leafy Paw	Patch & Purr Pet	Rufus & Coco Wee	World League for
Australia	Maine Coon &	Dried Treats	LICKIMAT	Cremation	Kitty	Protection of Animals
Antinol	Siberian	Furry Munchkins Pet	LitterLocker /	Paw&Tidy	SAFE Rehoming	ZIWI PEAK
Aussie Cat Lady	CATMATE	Photography	Furmates	PAWZUP / FIZZION	SASH - Small Animal	
Australian National	Catnets	Furrytail British	Little Brits British	PET NOW - KOJIMA,	Specialist Hospital	
Cats Association	catz finefood	Shorthair	Shorthair	PETS BUDDY, PETPURE	Somerset British	
Bajimbi Burmese,	Chiyuki British	Get Catty!	LIZ CUDDLING PETS /	PET PLANET	Shorthair	
Siamese, Oriental	Shorthair, Chinchilla,	GranataPet & PetFood	PAW & FINE PTY LTD	Petcover - Pet	Sparkle*Liscious	
Bamboozld	Napoleon	Supply	MAGICAL CAT TEASER	Insurance	Supermarcat	
Banaco Ragdoll	Chokyo pet	Happy Kitty Trading	Me n Mytail Devon	PETITUDE FREEZE	Sydney Dogs & Cats	
Belantine British	Craigdolls Ragdoll	HEY LOVE PET DETOX	ReX	DRIED TREATS	Home	
Shorthair	Crownjems Persian	Hills Cat Rescue	Meowlody Exotic	PETKIT	TALENTAIL AUSTRALIA	
Breeders Choice	DCH Animal Adoptions	Hunter Animal Rescue	Shorthair	PETSO	The Cat Sanctuary	
Bushkenheim	Dog By Dr Lisa - CAT	Hunter Valley Animal	MICHUPET	Petstock	Tofu Cat Litter	
Norwegian Forest	Doklao Korat	Facility & Rehoming	Moonglow Australia	PRYDE PETS	Australia	
		Centre				

# A big thanks to all our Sponsors & Partners

STAGE AND ADOPTION ZONE SPONSOR



BREED SHOWCASE SPONSOR



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VENUE PARTNER



ASSOCIATION PARTNERS



CHARITY PARTNER



PRODUCTION PARTNER



FESTIVAL ORGANISED BY



**Sat 9 & Sun 10  
March 2024**

Brisbane Convention  
& Exhibition Centre



**Sat 24 & Sun 25  
August 2024**

Sydney Showground



**Sat 26 & Sun 27  
October 2024**

Melbourne Showgrounds