



# SENIORS & TRAVEL EXPO

**MARCH  
2026**



## **AUCKLAND**

**Albany Stadium, North Shore  
28 February/1 March**

## **BAY OF PLENTY**

**Baypark Event Centre  
28/29 March**



## **YOUR BUSINESS CAN ENGAGE WITH THE 60-PLUS MARKET**

They are happy to meet you and discuss your product and buy your product.

Market segment:

- Over 1 million in 2035 – aged 65 plus (NZ Stats projection)
- \$433,000 per person net worth 65-74 age group. (NZ government investment stats)
- 27 billion spent on goods and services 2023. Aged 65 plus (MSD business of aging stats)
- 662,935 licensed drivers aged 65 and over (Source: NZTA).

## **THE SENIORS AND TRAVEL EXPO IS A PROVEN OPPORTUNITY TO GIVE YOUR BUSINESS EASY ACCESS TO SENIORS 60-PLUS**

The Seniors and Travel Expo is bought to you by the publishers of **ACTIVE SENIORS AND RETIREES MAGAZINE**.

The official NZ magazine for:

- 149 Probus Clubs with 12,600 members nationwide. ( [www.probussouthpacific.org](http://www.probussouthpacific.org))
- 22 clubs NZ with 7,000 members., eg, Citizens Clubs, RSA)
- 142 retirement villages with 22,400 residents
- 172,900 senior readers per quarter

Senior lifestyle content travel, health, investments, property and more.

## **SENIORS AND TRAVEL EXPO STATISTICS**

A summary of our 3000 attendees per year. Now in its TENTH YEAR.

- Most attend as a couple
- 88% living in their own home
- 8% Living in a retirement village.

## **EXPO VISITOR INTERESTS**

Travel • Age assist products • Furnishings • Renovations • Home downsizing • Finance • Investing • Motoring • Motorhomes • Caravans • Supplements • Vitamins • Hearing • Eyesite • Mobility • Healthy Meals.



## TWO STAND SIZES

### SINGLE 2.4m x 2.4m

Auckland \$1920

Bay of Plenty \$1630

### DOUBLE 4.8m x 2.4m

Auckland \$2650

Bay of Plenty \$2200

All plus GST

5% discount for booking both Auckland and Bay of Plenty

## MARKETING AND PROMOTION PLAN

Multi media plan incorporating...

- Newspaper multi-page features
- Active Seniors and Retirees magazine
- Radio ZB, MAGIC, SOUND, COAST (60% reach to 60 plus and high frequency)
- Facebook campaign and email marketing to our 8,000 database
- Retirement village presentations and ticket giveaways.

## THE EXPO MARKETS

### AUCKLAND NORTH SHORE

Population 244,000

60-plus age 48,000

Village residents 2450

Probus Club members 1465

### BAY OF PLENTY

Population 130,000

60-plus age 30,000

Village residents 1900

Probus Club members 944

## EXPO ENTRY COSTS FOR VISITORS

\$10 per head Auckland

\$6 per head Bay of Plenty.

## ACTIVE SENIORS & RETIREES MAGAZINE – SUMMER ISSUE PRIOR TO EXPO

With a copy in every Expo visitor bag

Half page advert \$2831 plus GST

Plus a bonus Half page product/service editorial placed on top of your advert to give a full page presentation. Content of this to have details of what is displayed on your stand. Nil cost for this half page.

Please note that the Albany venue is level one

There is a service lift with dimensions available to check for furniture, mobility equipment and E Bikes. Most will fit in the lift. The level one venue does have an area devoted to equipment trialling, so visitors can ride and trial equipment prior to purchase.

Expos owned and operated by  
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