

Asia's Fashion Jewellery & Accessories Fair – March 2013

Visitor Survey Report



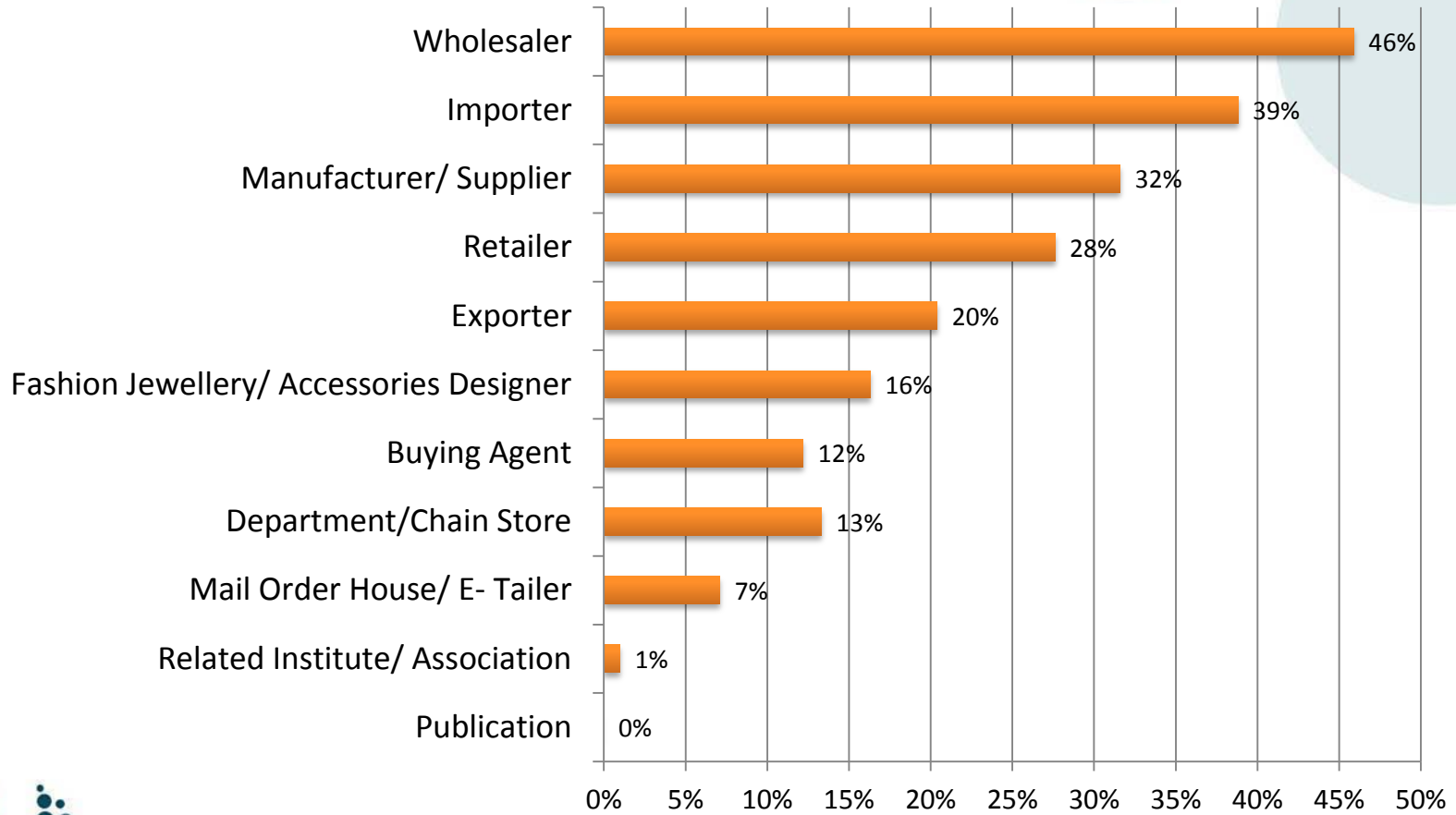
Survey Summary



Total number of visitors:	4,255
Invited online survey:	4,140
Completed online survey:	98
Overall online response rate:	2.4%

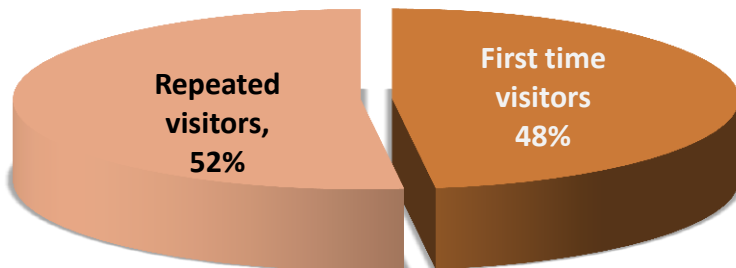
Nature of Business(es)

2013:
No. of People Answered: 98
No. of People skipped: 0



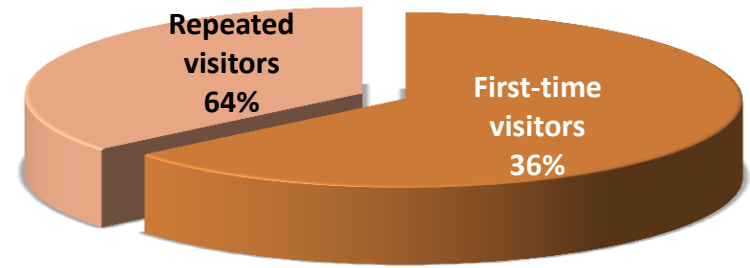
Are you visiting this exhibition for the first time?

2013



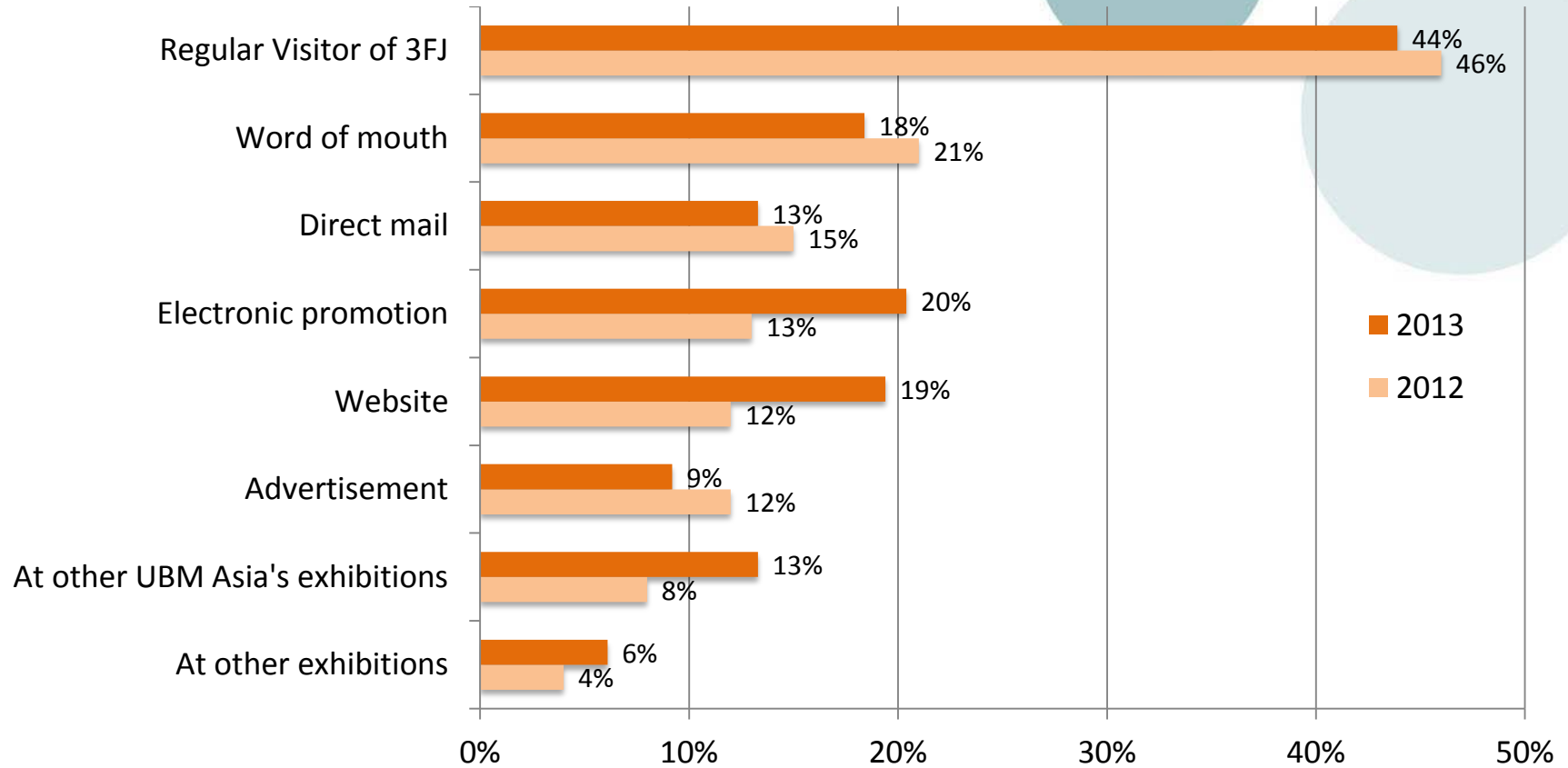
2013:
No. of People Answered: 98
No. of People skipped: 0

2012



2012:
No. of People Answered: 112
No. of People skipped: 0

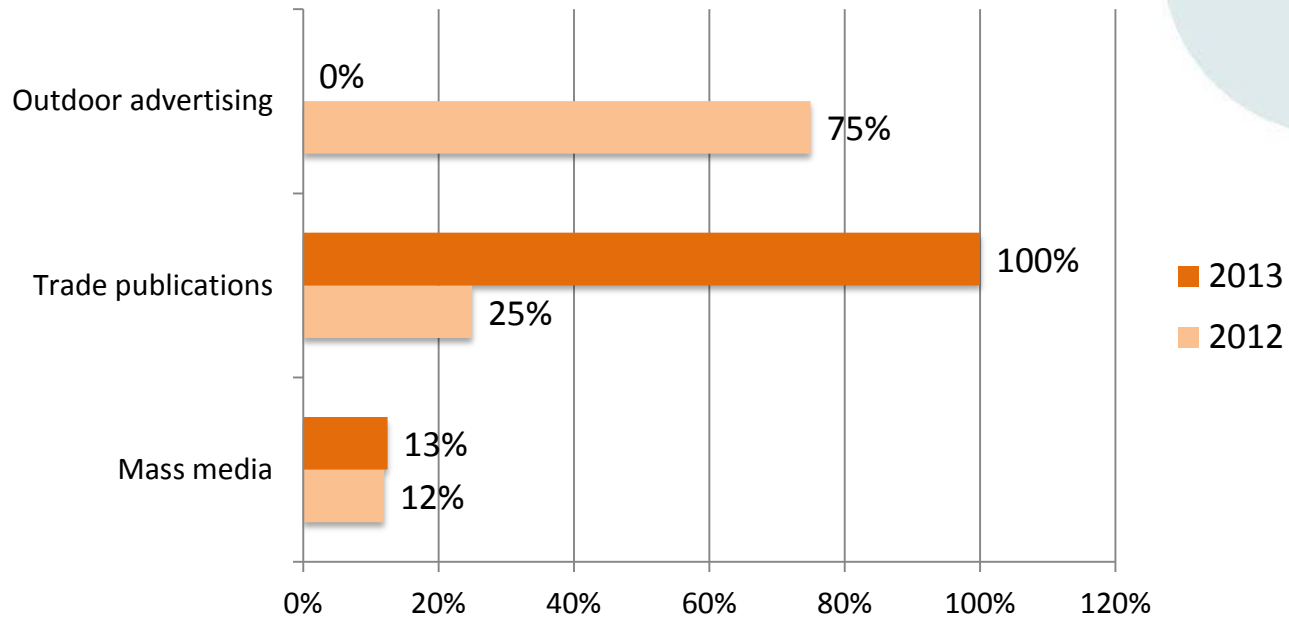
How did you learn about this exhibition?



2013: No. of People Answered: 98 No. of People skipped: 0	2012: No. of People Answered: 112 No. of People skipped: 0
-----------------------------------------------------------------	------------------------------------------------------------------

How did you learn about this exhibition?

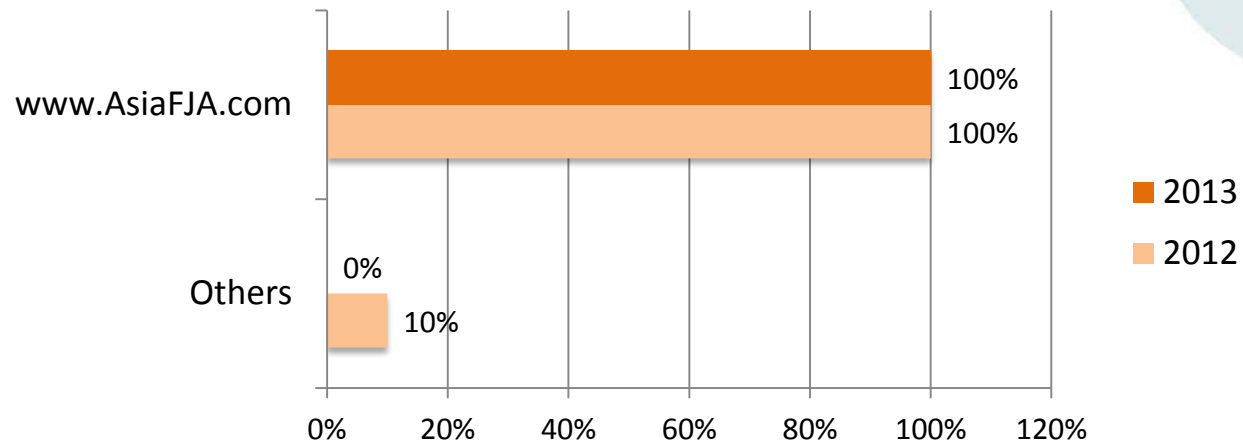
Advertisement on:



2013:	2012:
No. of People Answered: 8	No. of People Answered: 8
No. of People skipped: 90	No. of People skipped: 104

How did you learn about this exhibition?

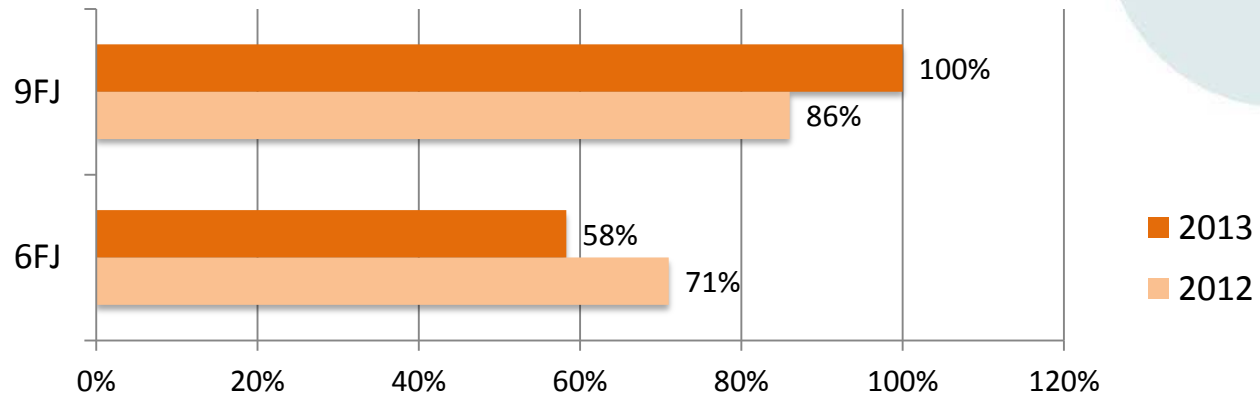
Website:



2013:	2012:
No. of People Answered: 15	No. of People Answered: 10
No. of People skipped: 83	No. of People skipped: 102

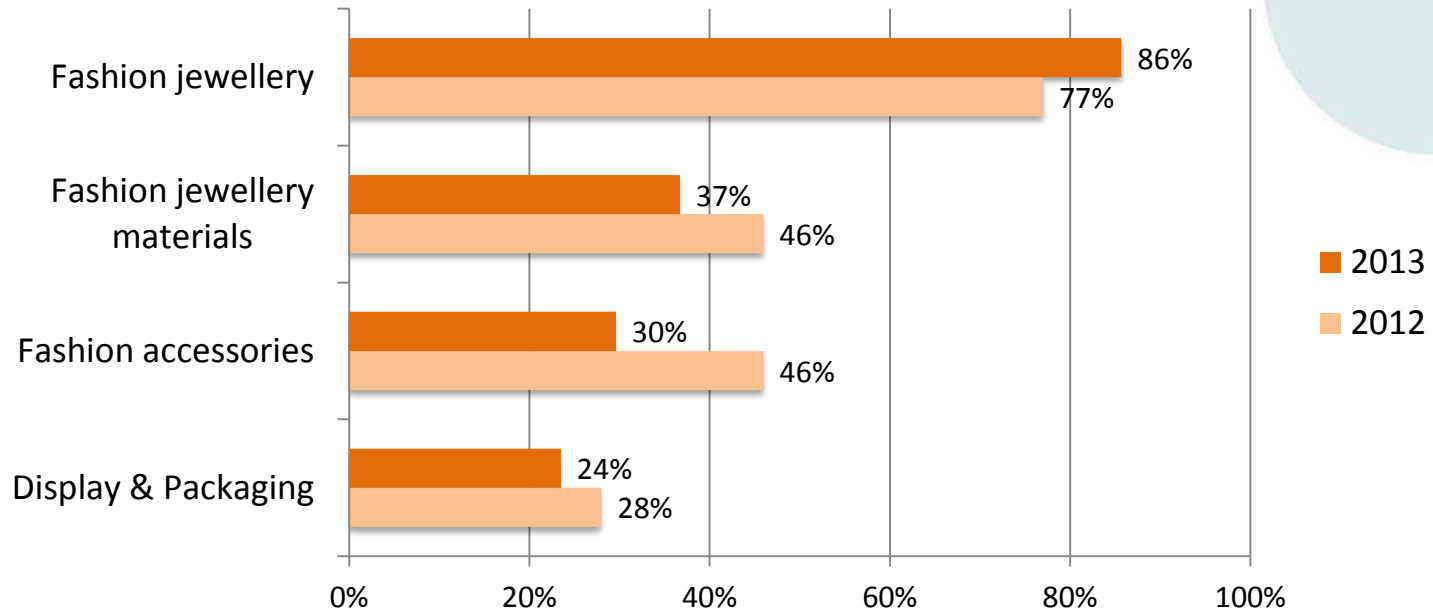
How did you learn about this exhibition?

At other UBM Asia Exhibitions



2013: No. of People Answered: 12 No. of People skipped: 86	2012: No. of People Answered: 7 No. of People skipped: 105
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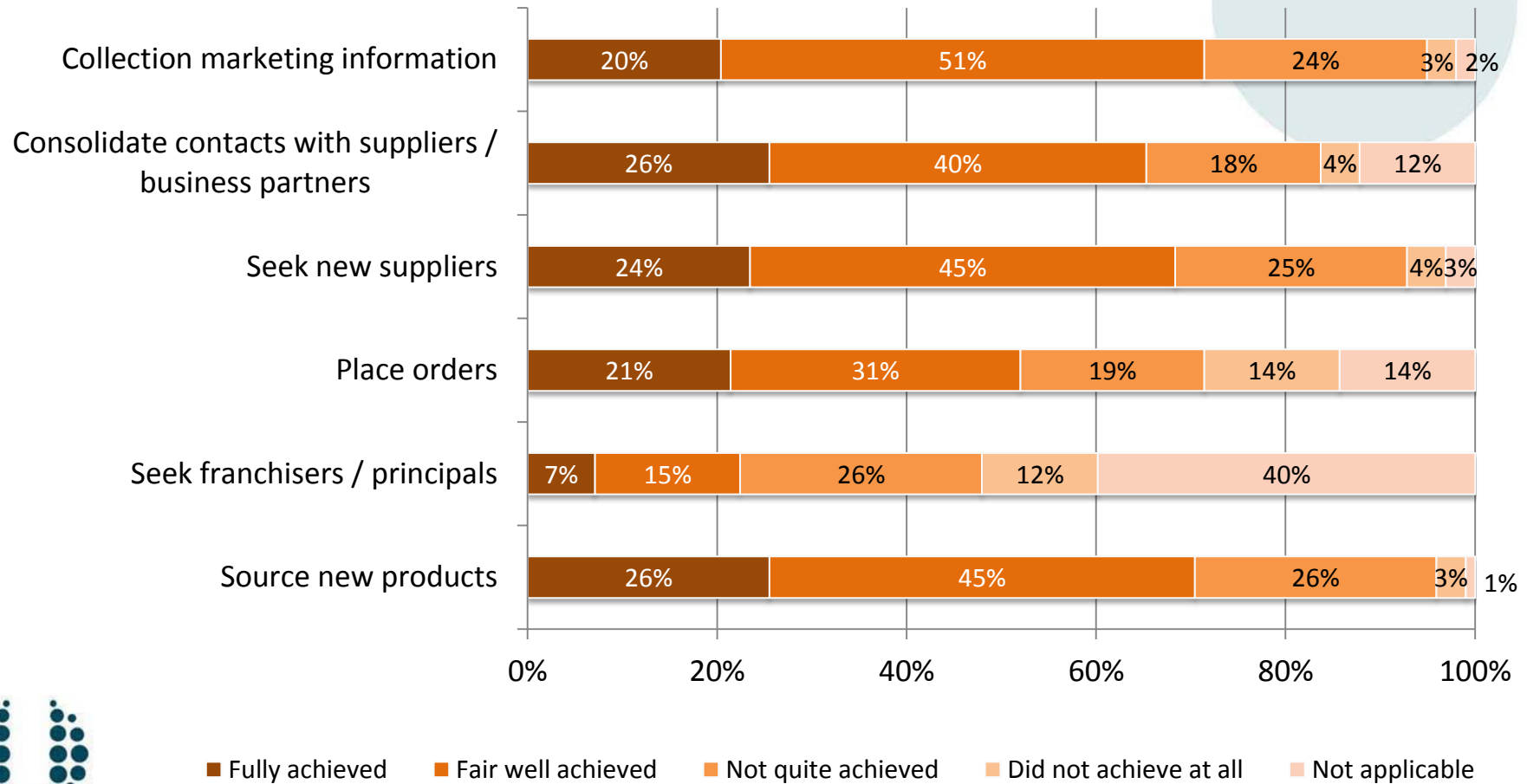
Which was the major product you sourced for?



2013: No. of People Answered: 98 No. of People skipped: 0	2012: No. of People Answered: 121 No. of People skipped: 0
-----------------------------------------------------------------	------------------------------------------------------------------

To what extent do you think your objectives for visiting this exhibition have been achieved?

No. of People Answered: 98
 No. of People Skipped: 0

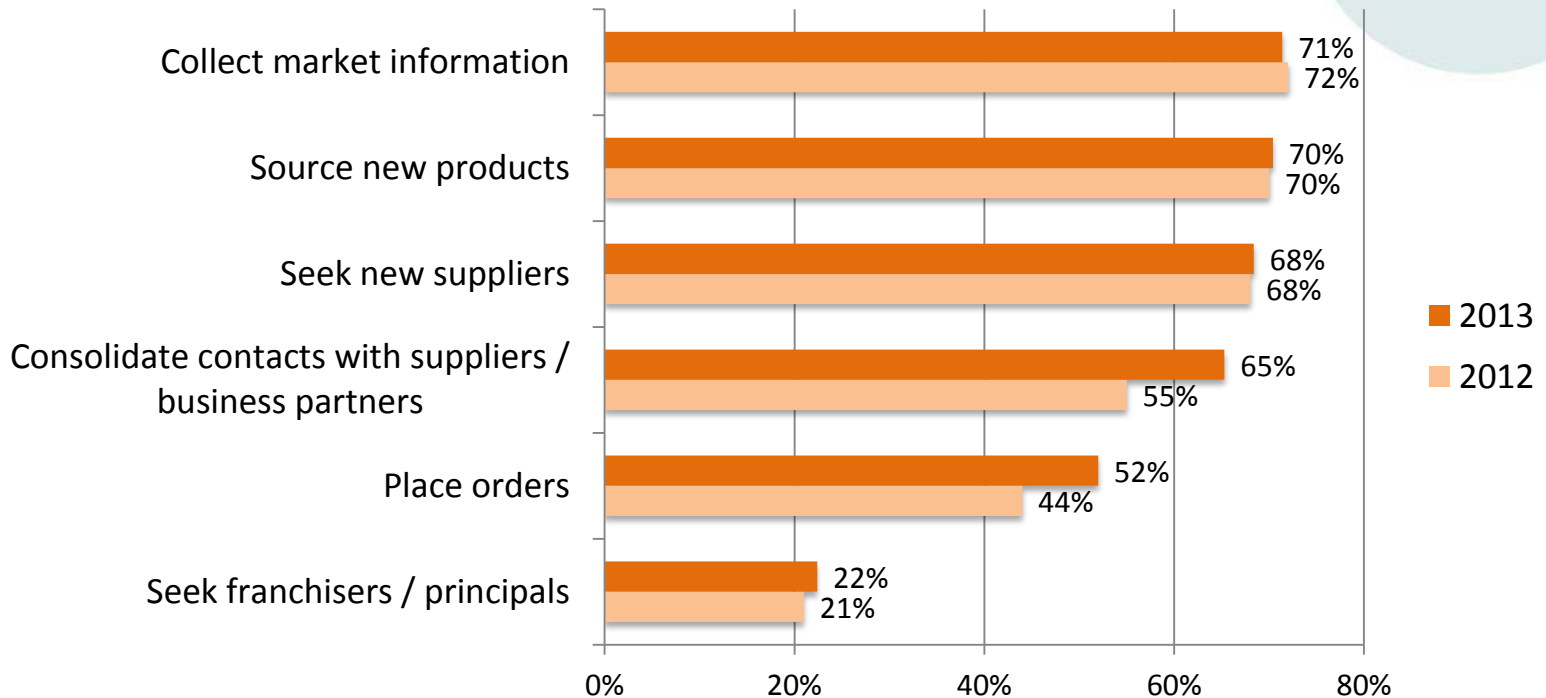


To what extent do you think your objectives for visiting this exhibition have been achieved?

(Comparison of 2013& 2012: “Fully achieved” + “Fairly well achieved”)

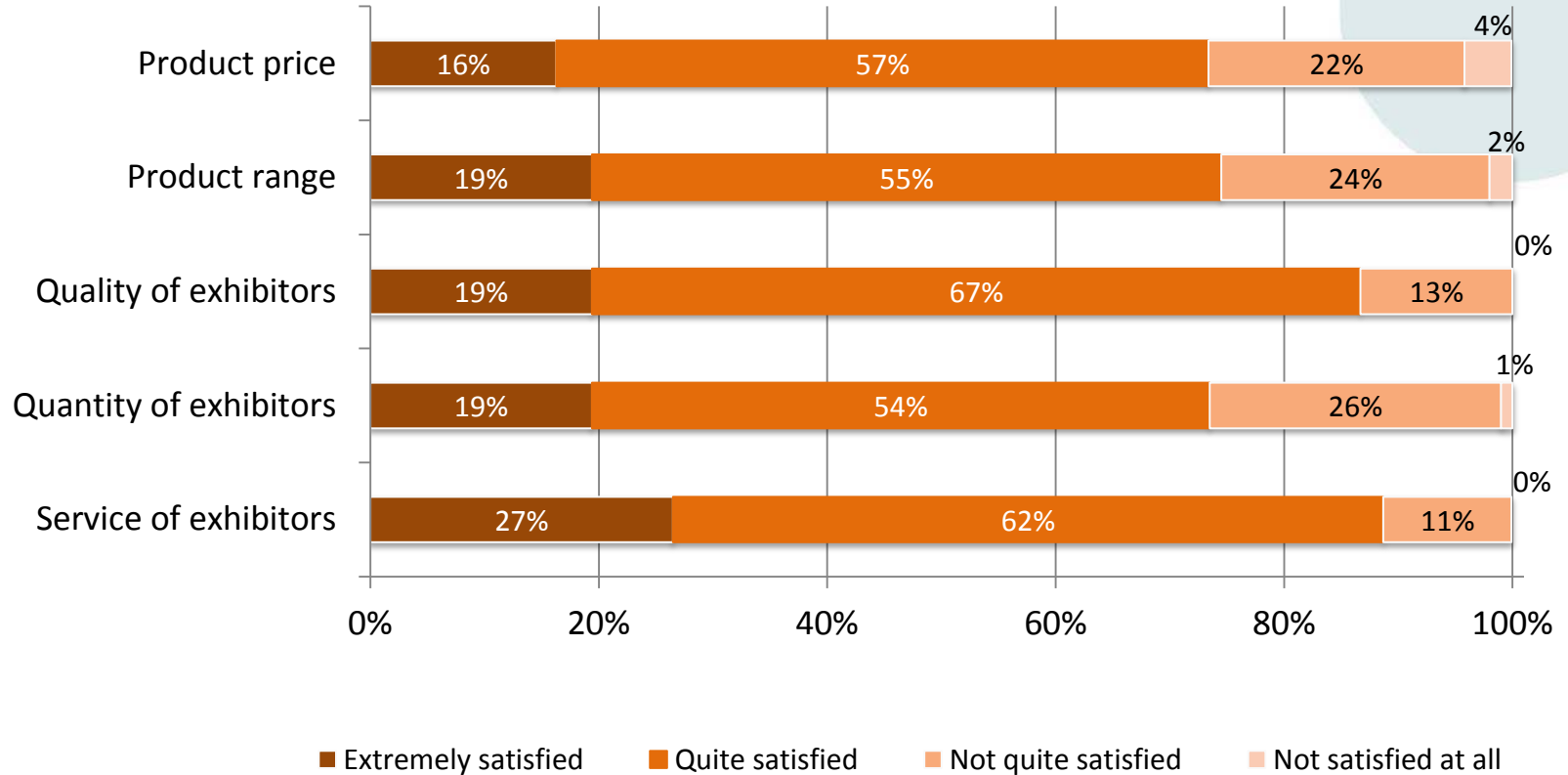
2013:
 No. of People Answered: 98
 No. of People skipped: 0

2012:
 No. of People Answered: 112
 No. of People skipped: 0



To what extent are you satisfied with the exhibitors on the following?

No. of People Answered: 98
 No. of People Skipped: 0

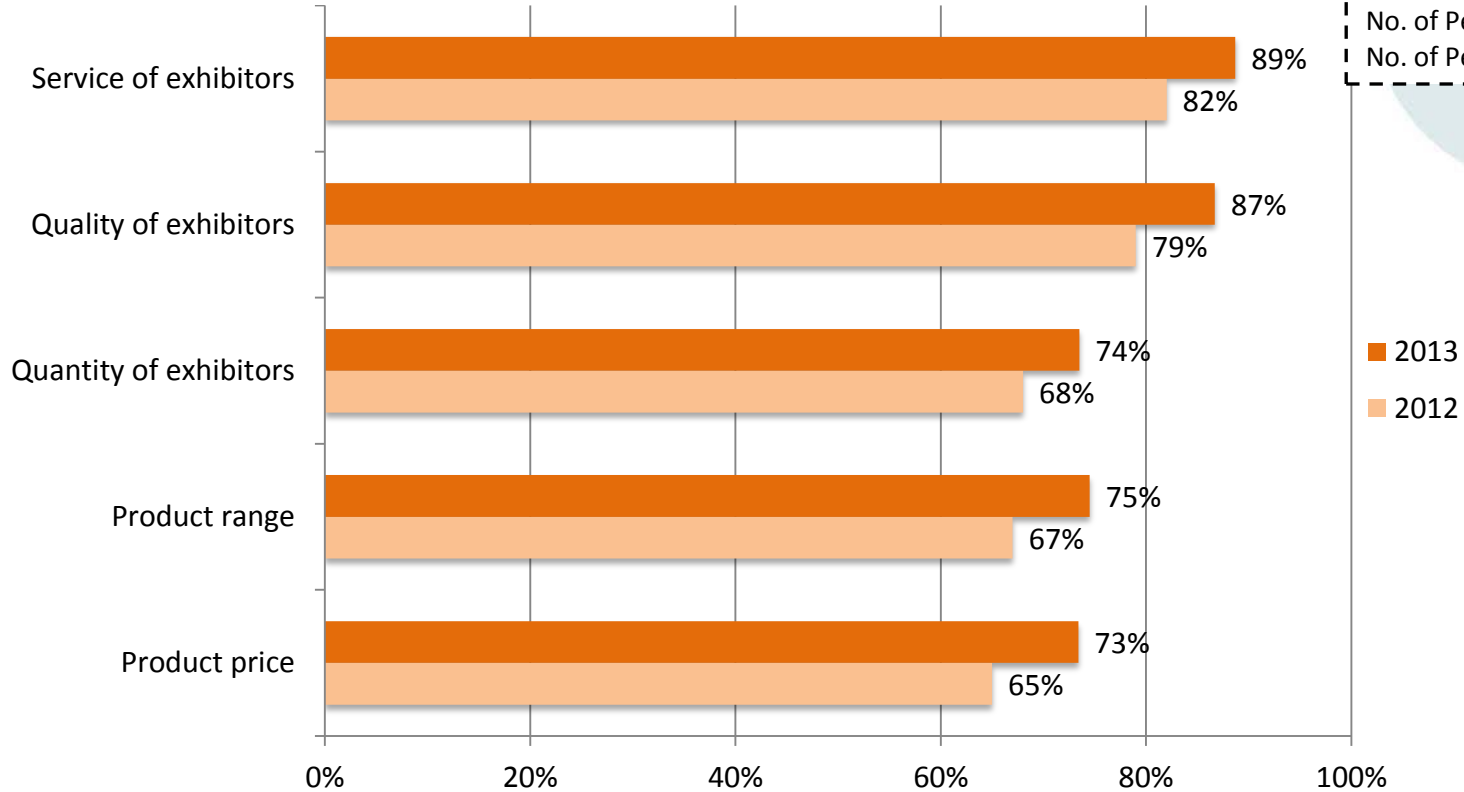


To what extent are you satisfied with the exhibitors on the following?

(Comparison of 2013 & 2012: "Extremely satisfied" + "Quite satisfied")

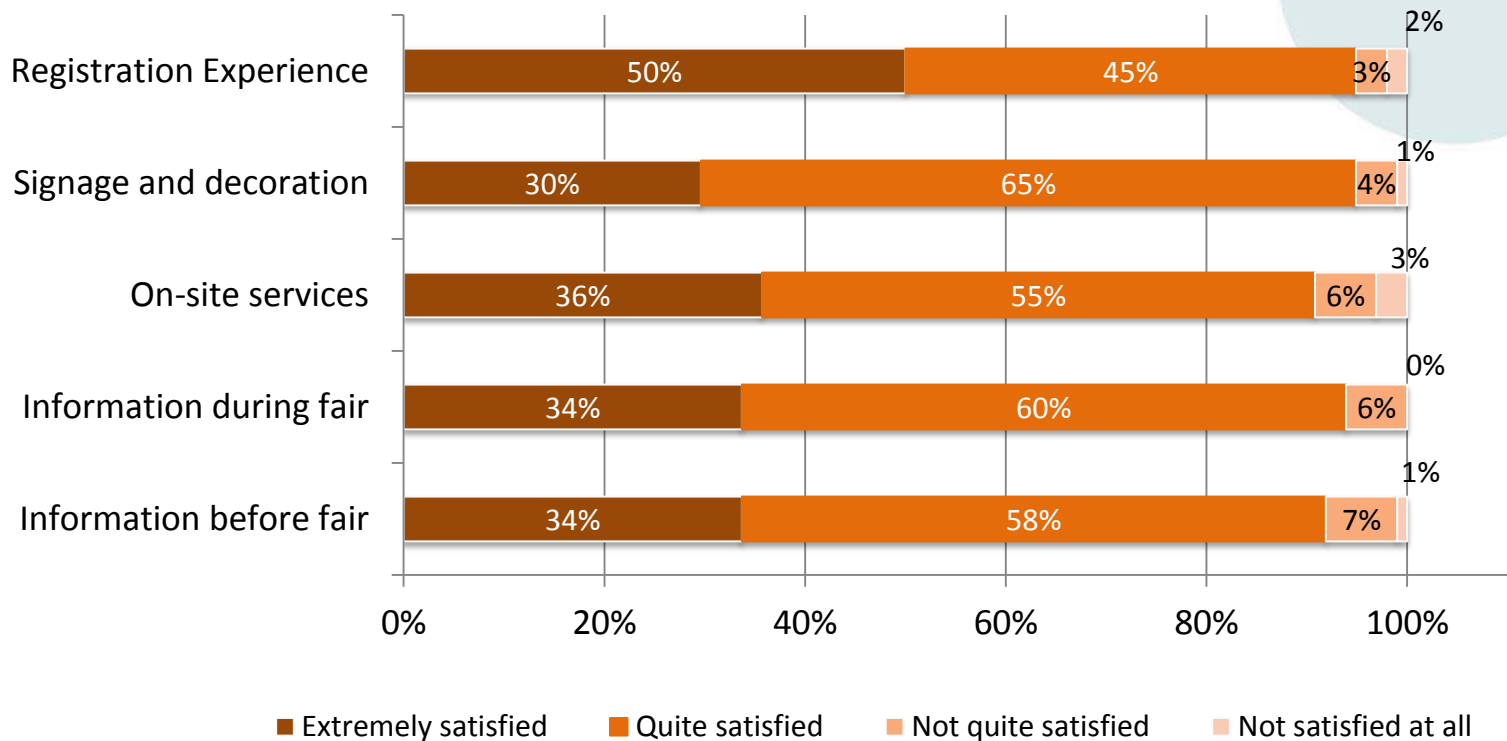
2013:
 No. of People Answered: 98
 No. of People skipped: 0

2012:
 No. of People Answered: 112
 No. of People skipped: 0



To what extent are you satisfied with the organiser on the following?

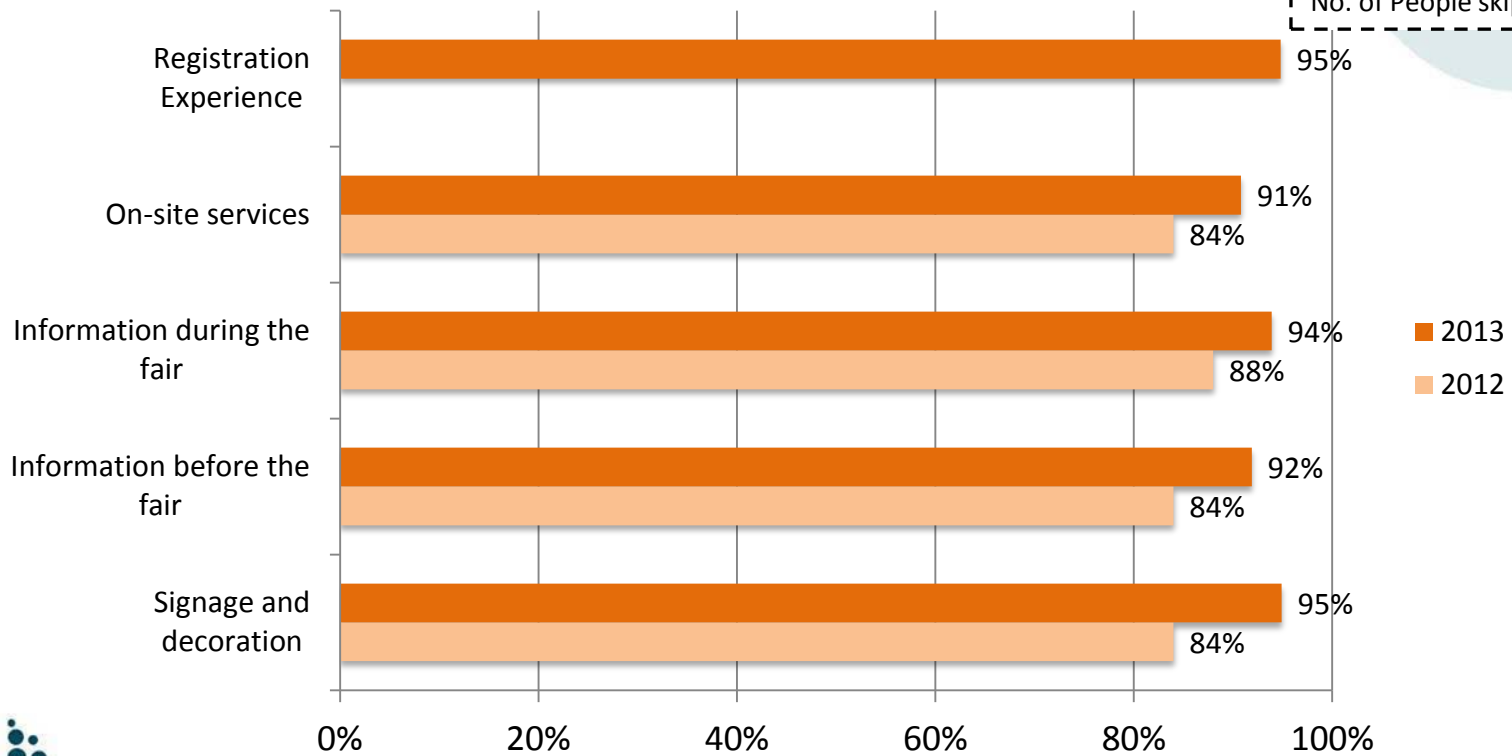
No. of People Answered: 98
 No. of People Skipped: 0



To what extent are you satisfied with the organiser on the following?

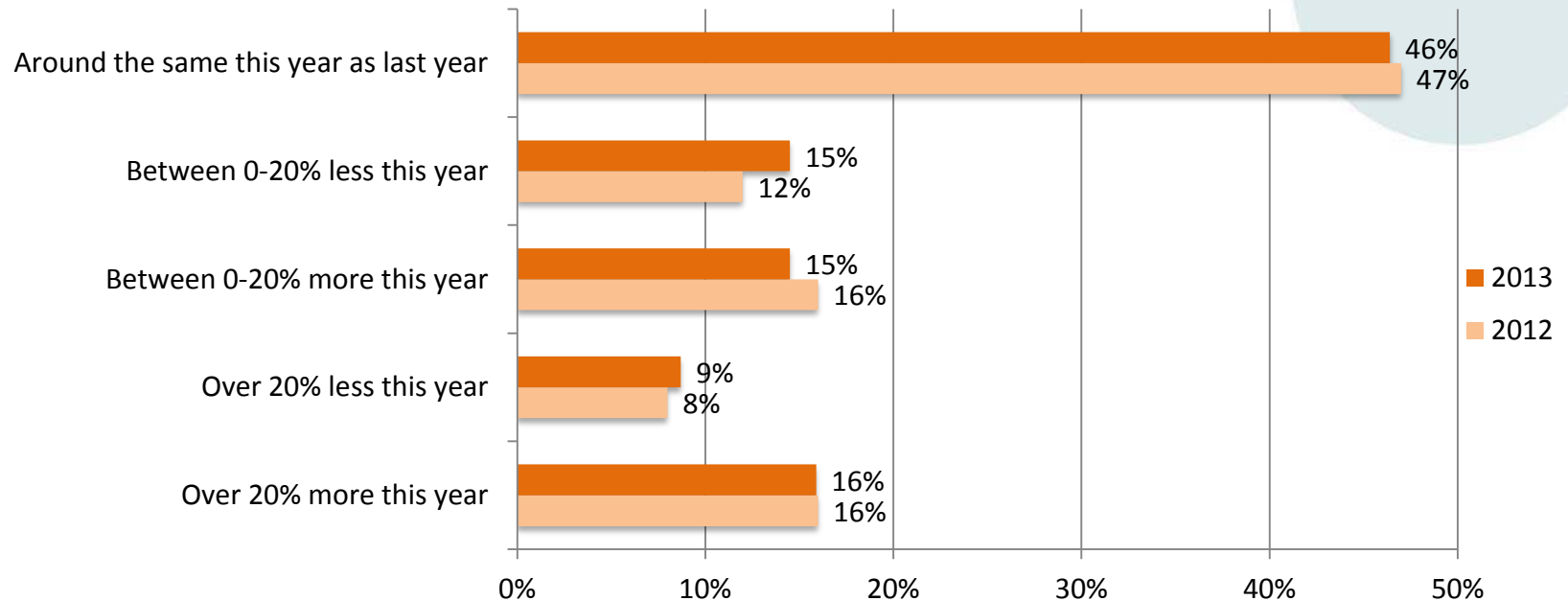
(Comparison of 2013 & 2012: “Extremely satisfied” + “Quite satisfied”)

2013: No. of People Answered: 98 No. of People skipped: 0
2012: No. of People Answered: 112 No. of People skipped: 0



The Category - Registration experience - was not available in 2012

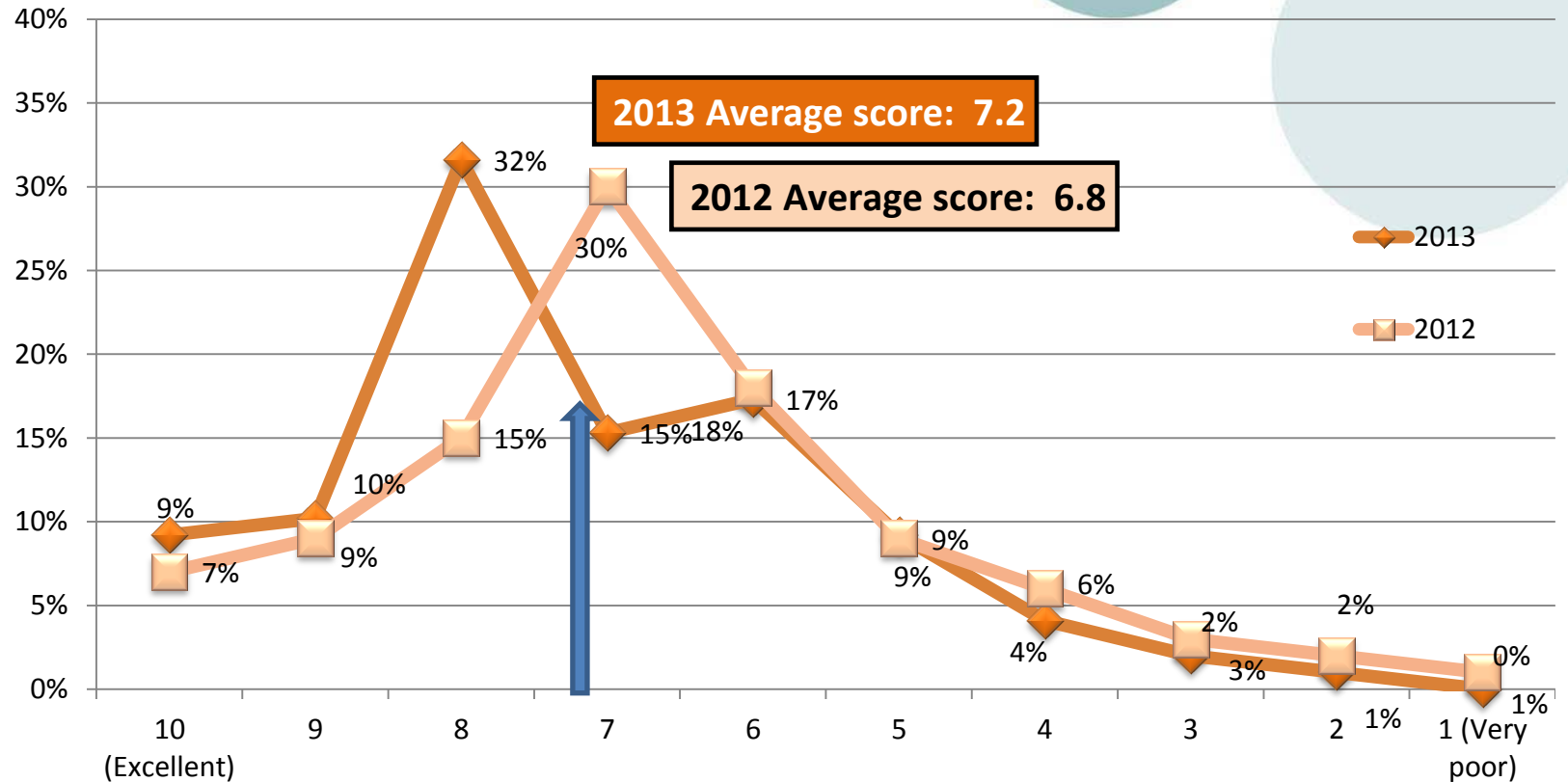
In case you also visited the Asia's Fashion Jewellery & Accessories Fair – March 2012, was the US\$ amount of business conducted during the Fair or as a direct result of the Fair more or less than last year? (comparison of 2013 with 2012)



In 2013	In 2012
No. of People Answered: 69	No. of People Answered: 73
No. of People Skipped: 29	No. of People Skipped: 39

Please give an overall rating for your participation in this exhibition.

(10 = Excellent ; 1 = Very Poor)



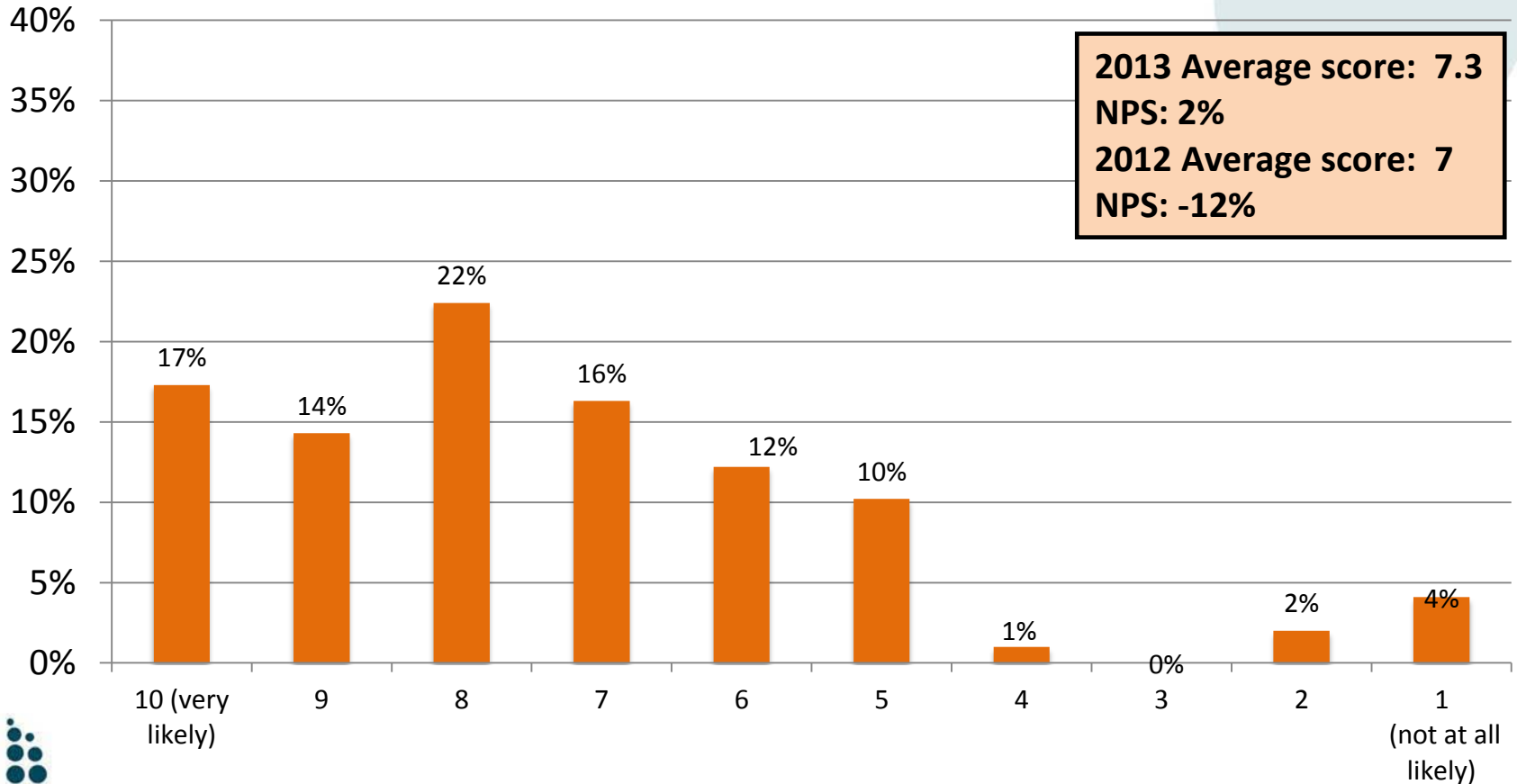
2013	2012
No. of People Answered: 98	No. of People Answered: 112
No. of People Skipped: 0	No. of People Skipped: 0

How likely are you to recommend future at this event to your colleagues/peers?

(10=Very likely; 1 = Not at all likely)

2013
 No. of People Answered: 98
 No. of People Skipped: 0

2013 Average score: 7.3
NPS: 2%
2012 Average score: 7
NPS: -12%

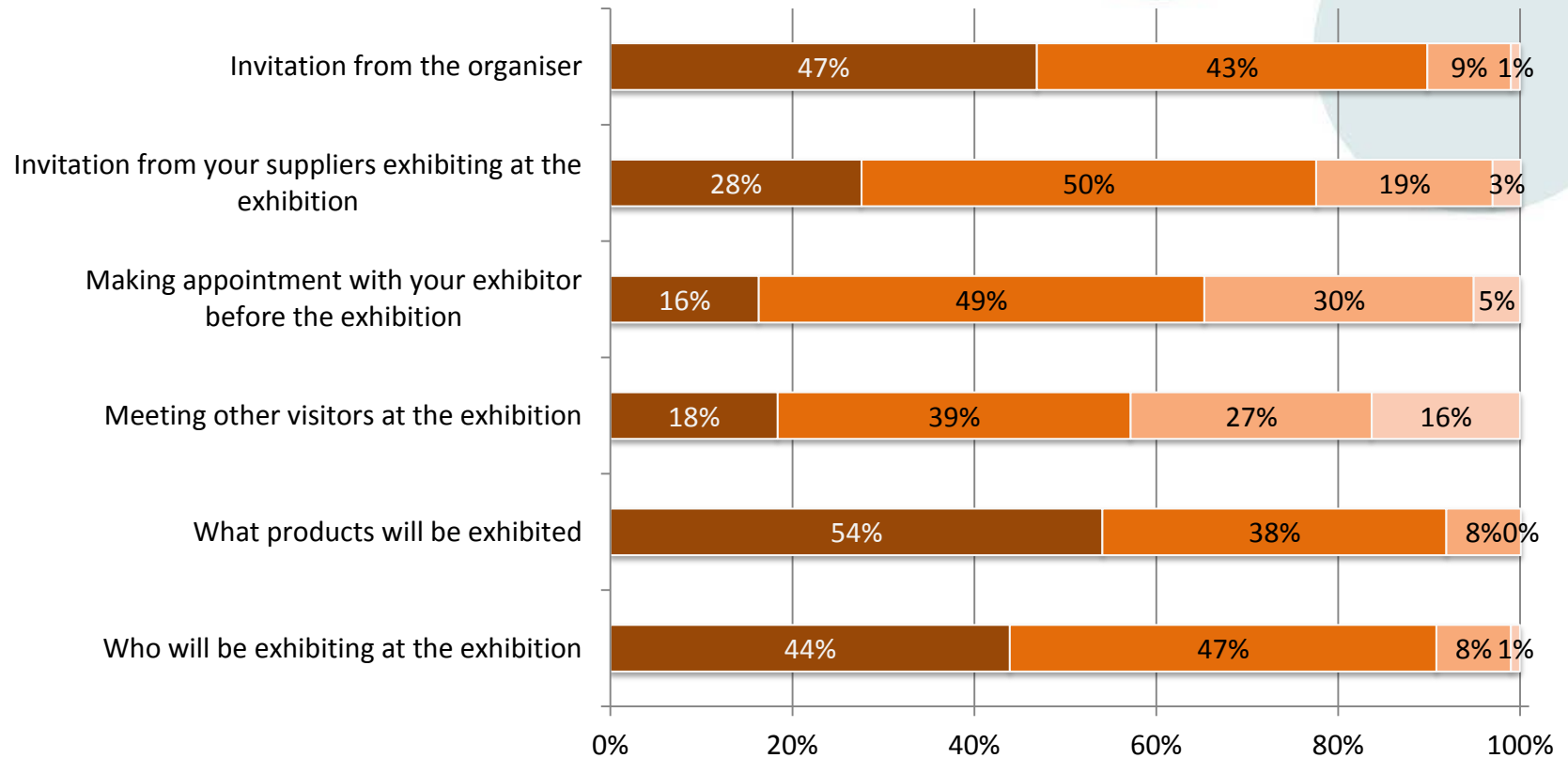


- Formula for calculating NPS (Net Promoter Score):

$$\text{NPS} = \text{Promoters (\% rating 9 and 10)} - \text{Detractors (\% rating 0 - 6)}$$

How important are the following to you in your planning to visit the exhibition?

No. of People Answered: 98
 No. of People Skipped: 0

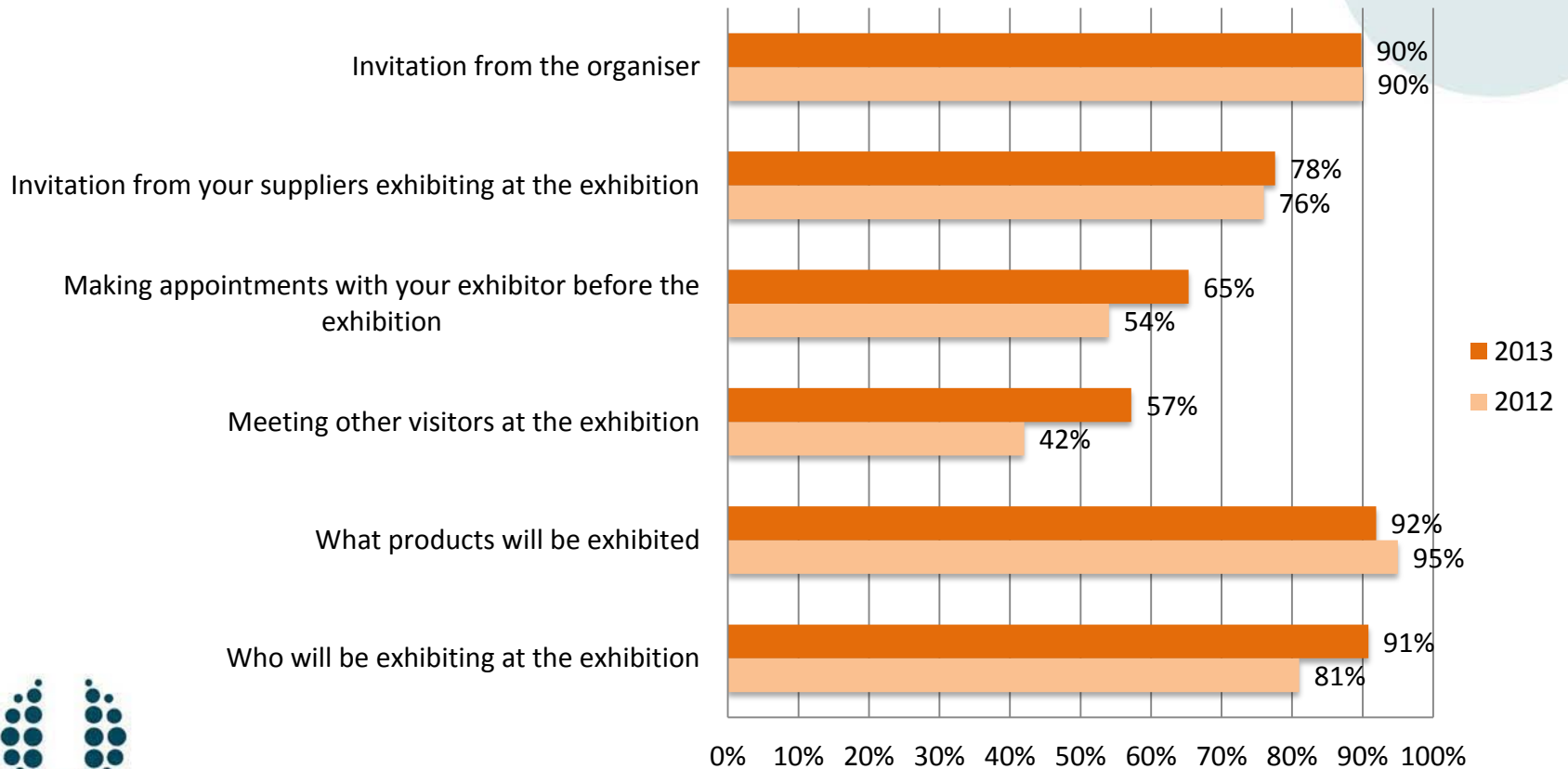


■ Extremely important
 ■ Quite important
 ■ Not quite important
 ■ Not important at all

How important are the following to you in your planning to visit the exhibition?

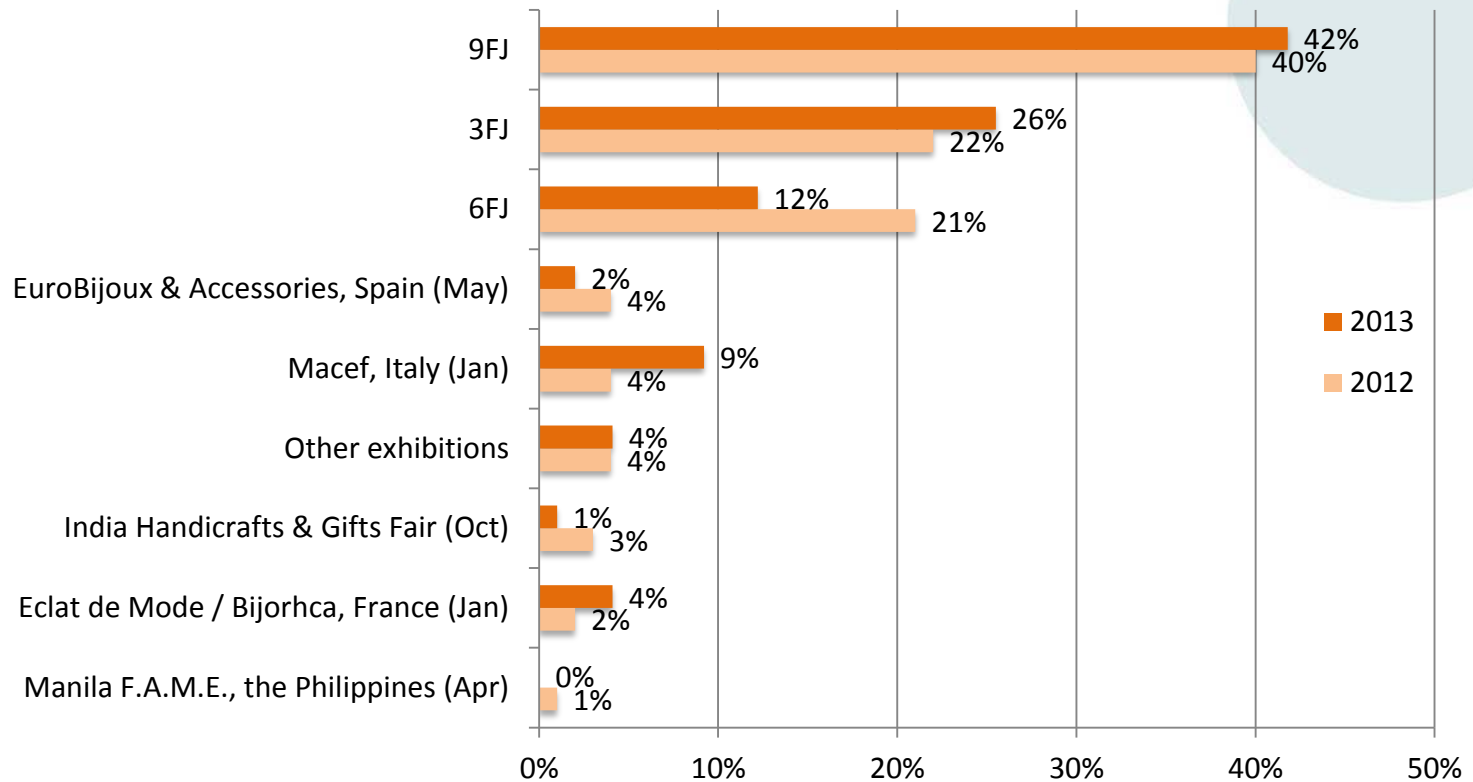
(Comparison of 2013 & 2012: “Extremely important” + “Quite important”)

2013
 No. of People Answered: 98
 2012
 No. of People Answered: 112



Please tick the Fashion Jewellery exhibitions that you rate most important for your company?

2013
 No. of People Answered: 98

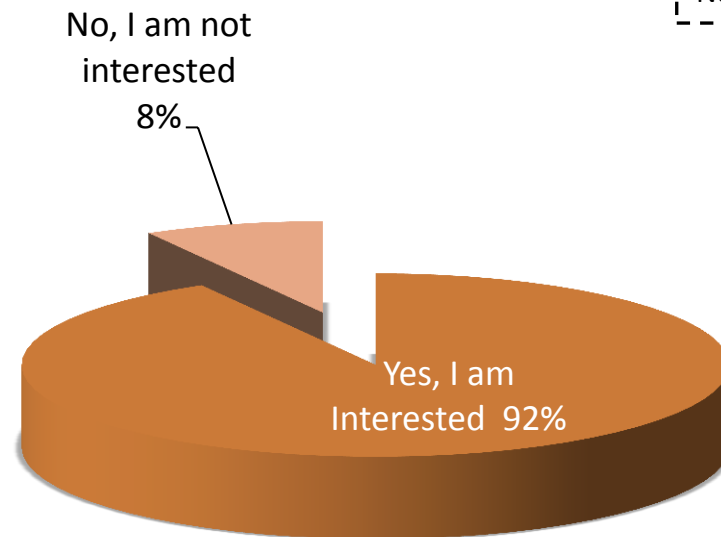


In 2013, visitors chose three fairs they rated most.

- 9FJ (42%) is the first choice of the most important fashion jewellery exhibitions.
- 3FJ (26%) are the second choice of the most important fashion jewellery exhibitions.
- 6FJ (12%) is the third choice of the most important fashion jewellery exhibitions.

What are your future interests with regards to UBM Asia's Fashion Jewellery & Accessories exhibitions?

No. of People Answered: 98
No. of People Skipped: 0



What are your future interests with regards to UBM Asia's Fashion Jewellery & Accessories exhibitions?

No. of People Answered: 89
No. of People Skipped: 9

