



3 - 6 March 2015
2015年3月3至6日

Asia's Fashion Jewellery & Accessories Fair – March 2015

Visitor Survey Report



Survey Summary

Total number of visitors:

5402

Invited online survey:

3689

Completed online survey:

108

Overall online response rate:

2.93%

Schedule:

Commencement of online survey:

17 March 2015

Date of email reminder sent:

26 March 2015

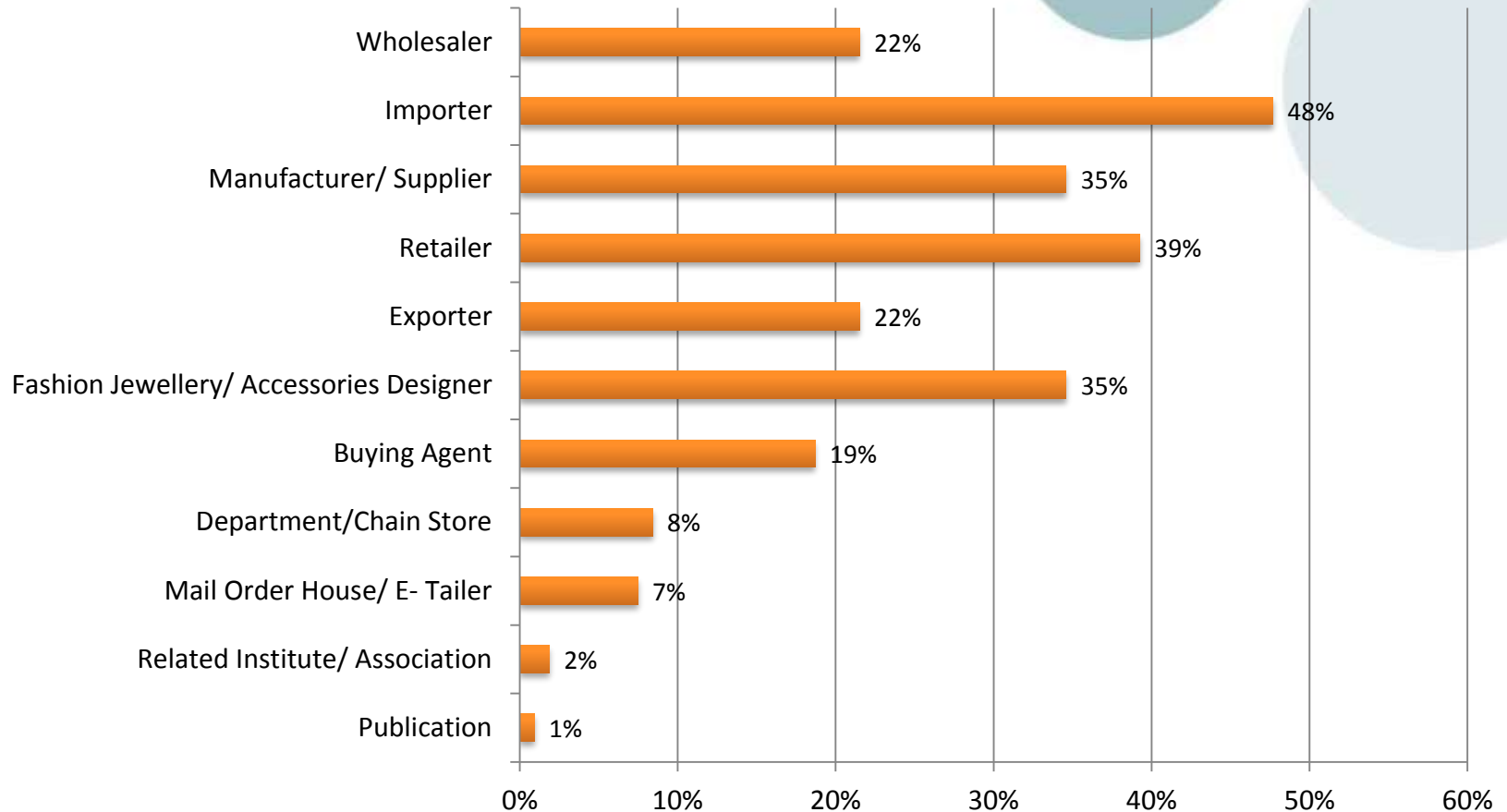
Date of closing of online survey:

8 April 2015

Date of submission of report:

30 Apr 2015

Nature of Business(es)



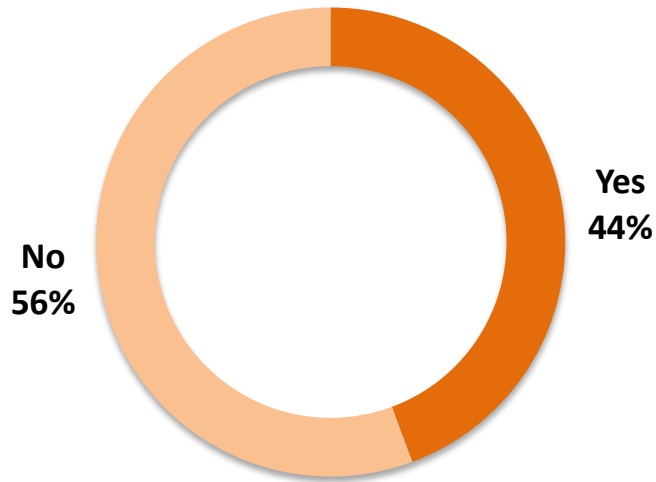
2015:

No. of People Answered: 107

No. of People skipped: 1

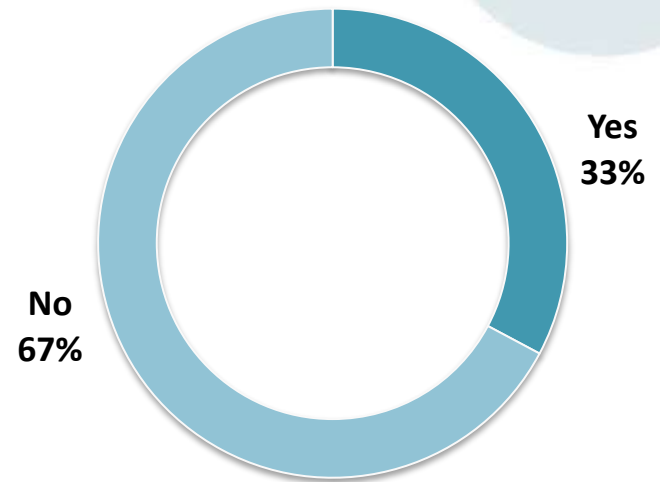
1. Are you visiting this exhibition for the first time?

2015



No of People Answered: 106
No of People Skipped: 2

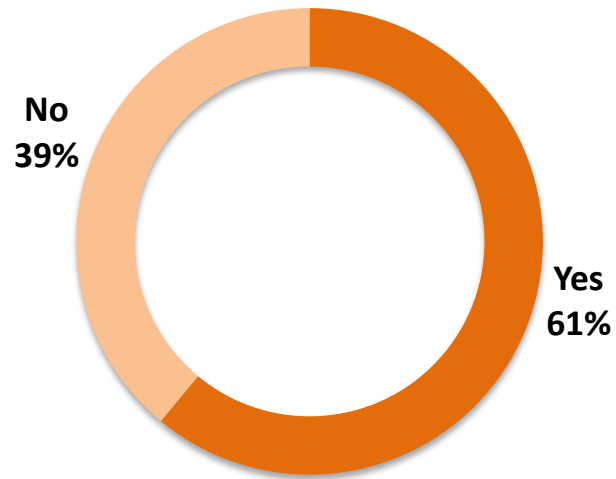
2014



No of People Answer: 98
No of People Skipped: 0

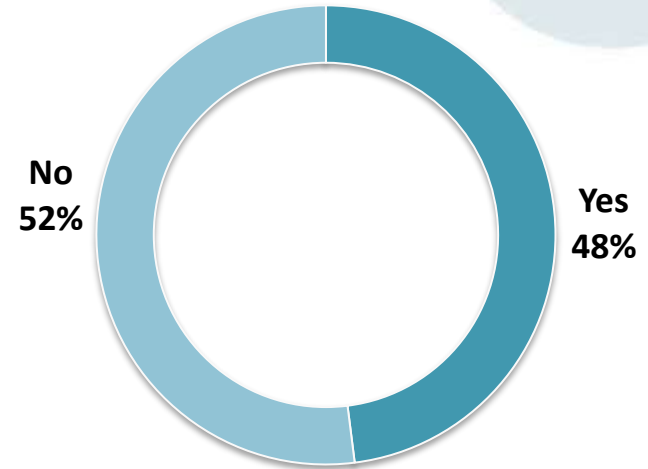
2. Have you upgraded your visitor badge to Trade Buyer ID?

2015



No. of People Answered: 92
No. of People Skipped: 16

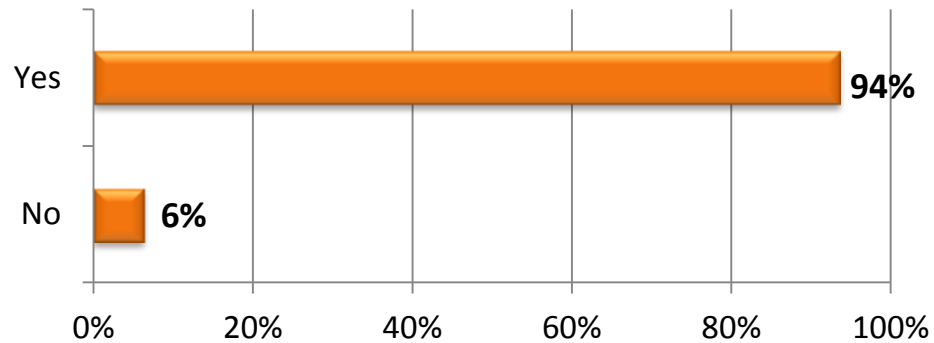
2014



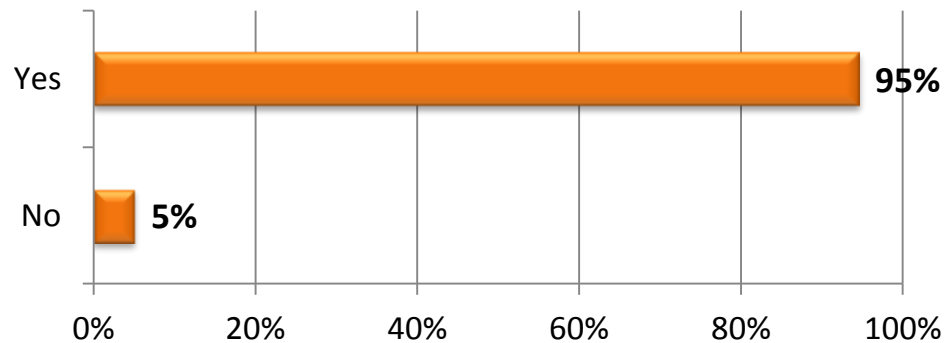
No. of People Answered: 189
No. of People Skipped: 0

2.1 Have you upgraded your visitor badge to Trade Buyer ID?

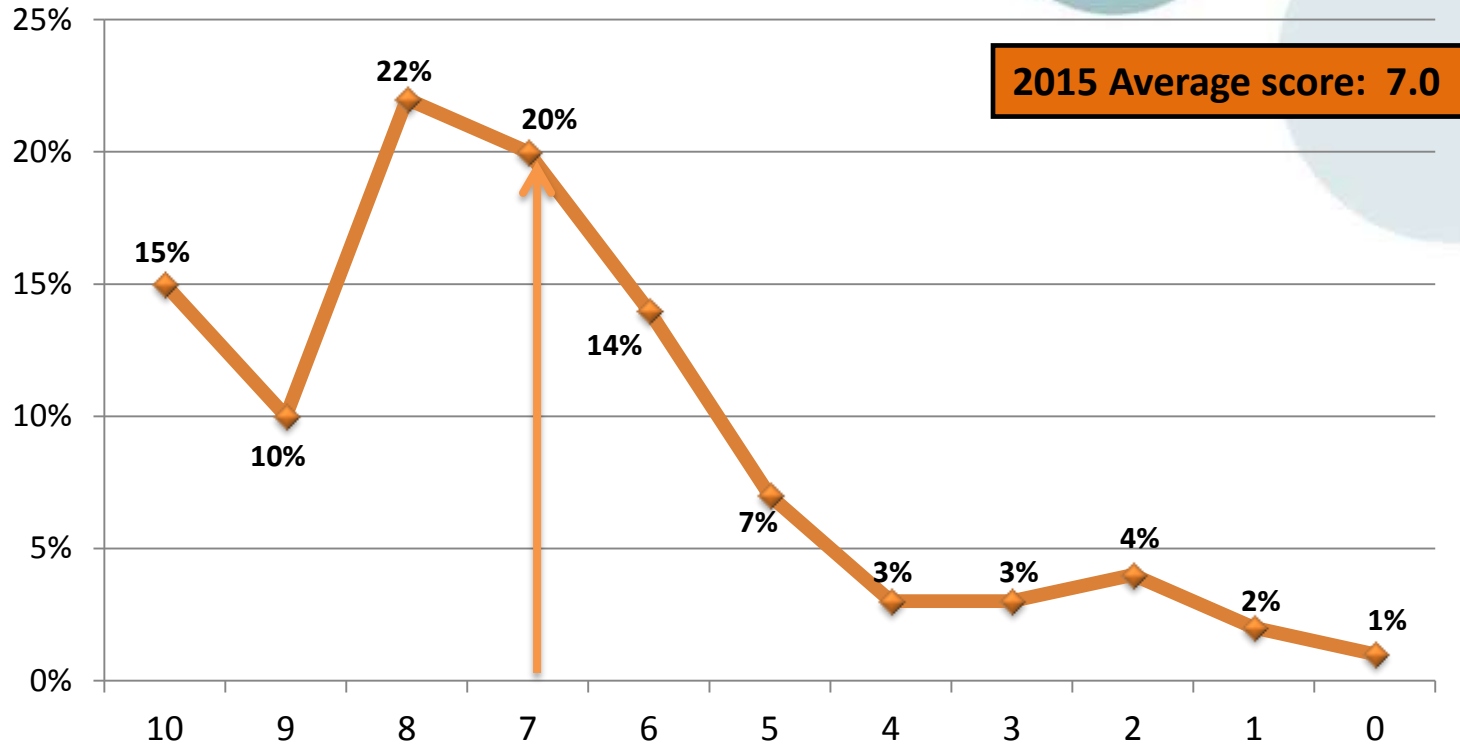
The TBID is very user-friendly



I will recommend to my peers



3. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (10 = Extremely satisfied ; 0 = Extremely dissatisfied) *

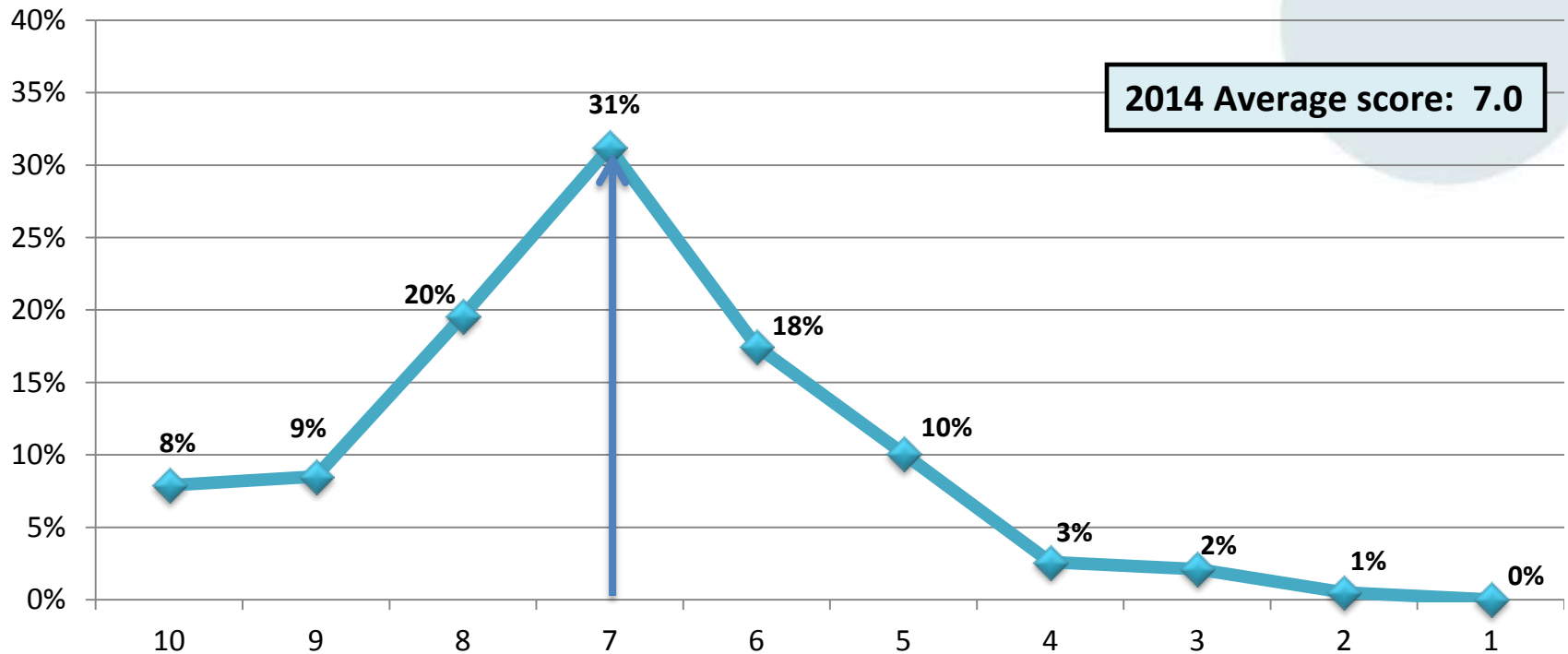


2015
 No. of People Answered: 103
 No. of People Skipped: 5

- Cannot compare with 2014 average rating because the scale has been modified from 1 - 10 to 0 - 10
- 2014 rating is on the next slide

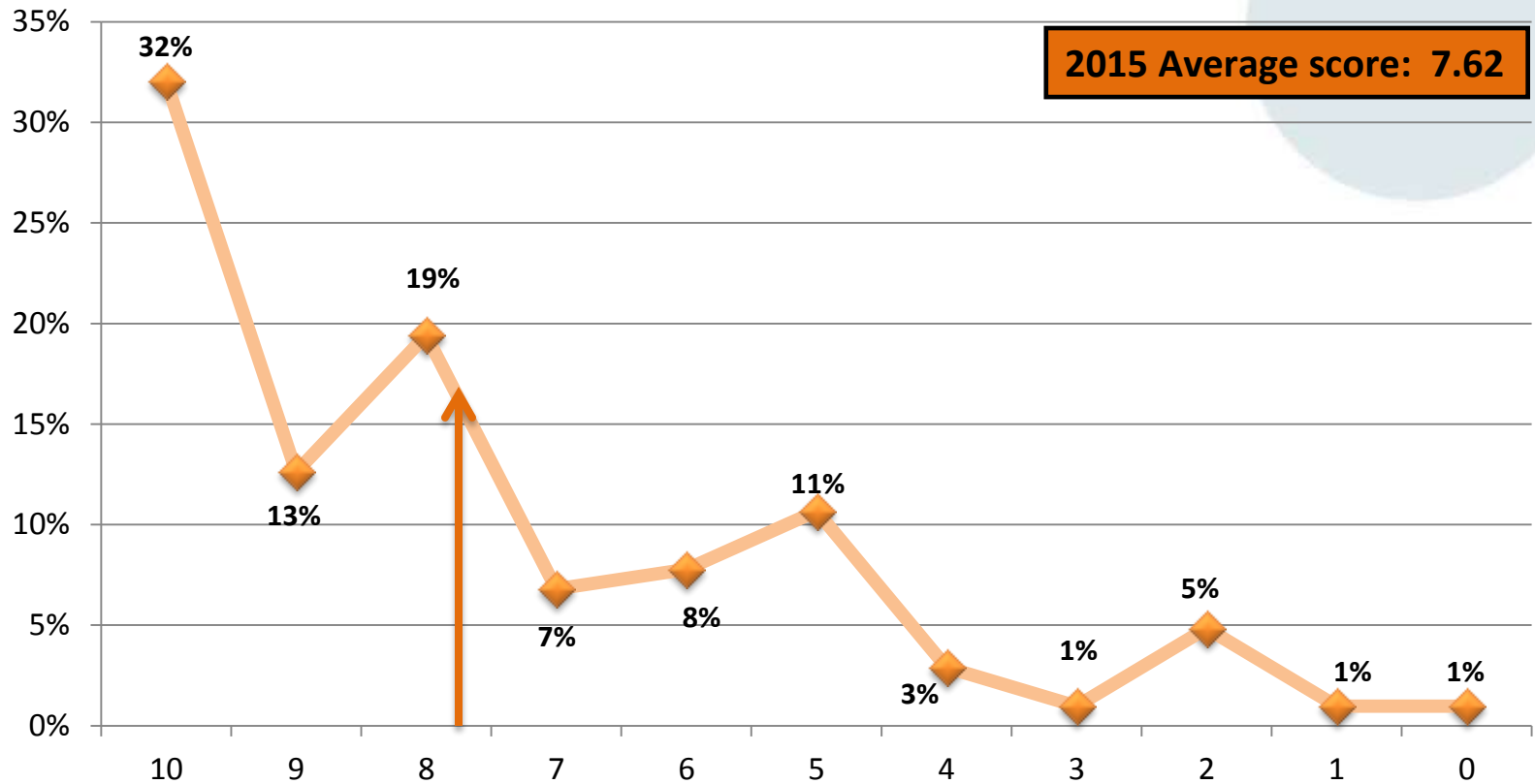
In 2014:

Please give an overall rating for your participation in this exhibition. (10 = Excellent ; 1 = Very Poor)



2014
No. of People Answered: 189
No. of People Skipped: 0

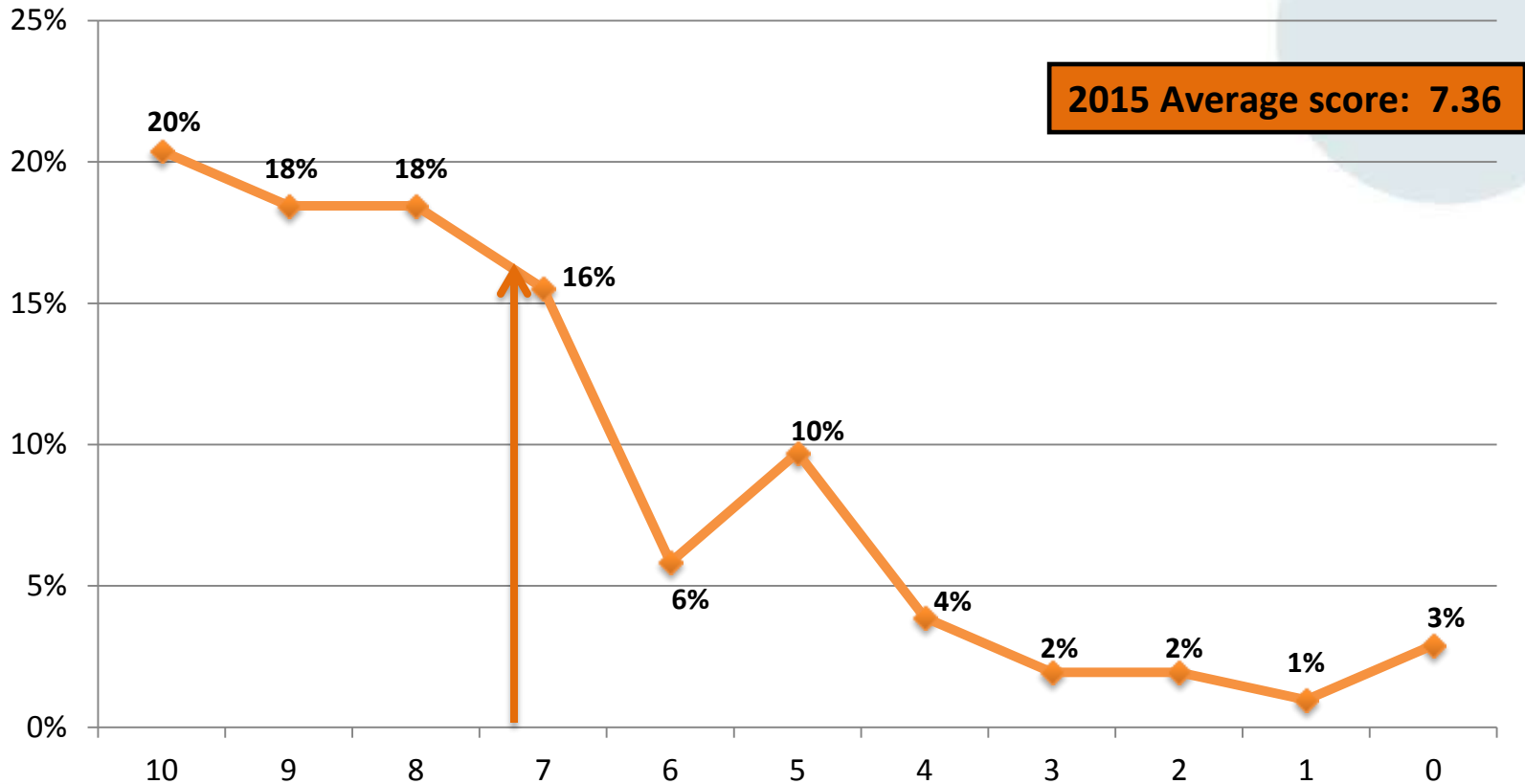
4. How likely would you be to participate Asia's Fashion Jewellery & Accessories Fair – March again in the future? (10=Extremely likely; 0 = Not at all likely)



2015
 No. of People Answered: 103
 No. of People Skipped: 5

* This question is new in 2015

5. How likely are you recommend Asia's Fashion Jewellery & Accessories Fair – March to a friend or colleague? (10 = Extremely likely, 0= Not at all likely) *

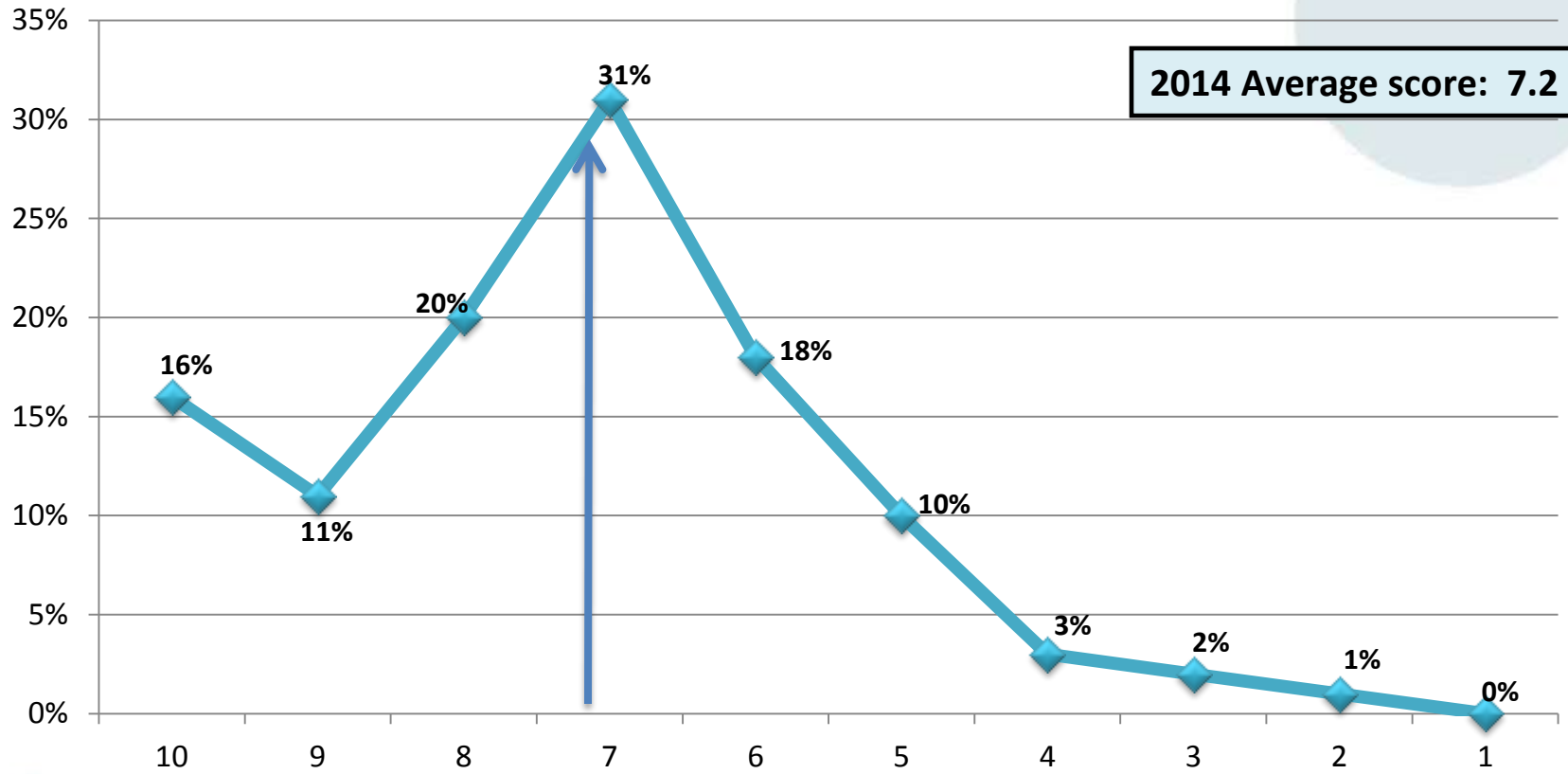


2015
No. of People Answered: 103
No. of People Skipped: 5

- Cannot compare with 2014 average rating because the scale has been **modified from 1 - 10 to 0 - 10**
- 2014 rating is on the next slide

In 2014:

How likely are you to recommend future at this event to your colleagues/peers? (10=Very likely; 1 = Not at all likely)

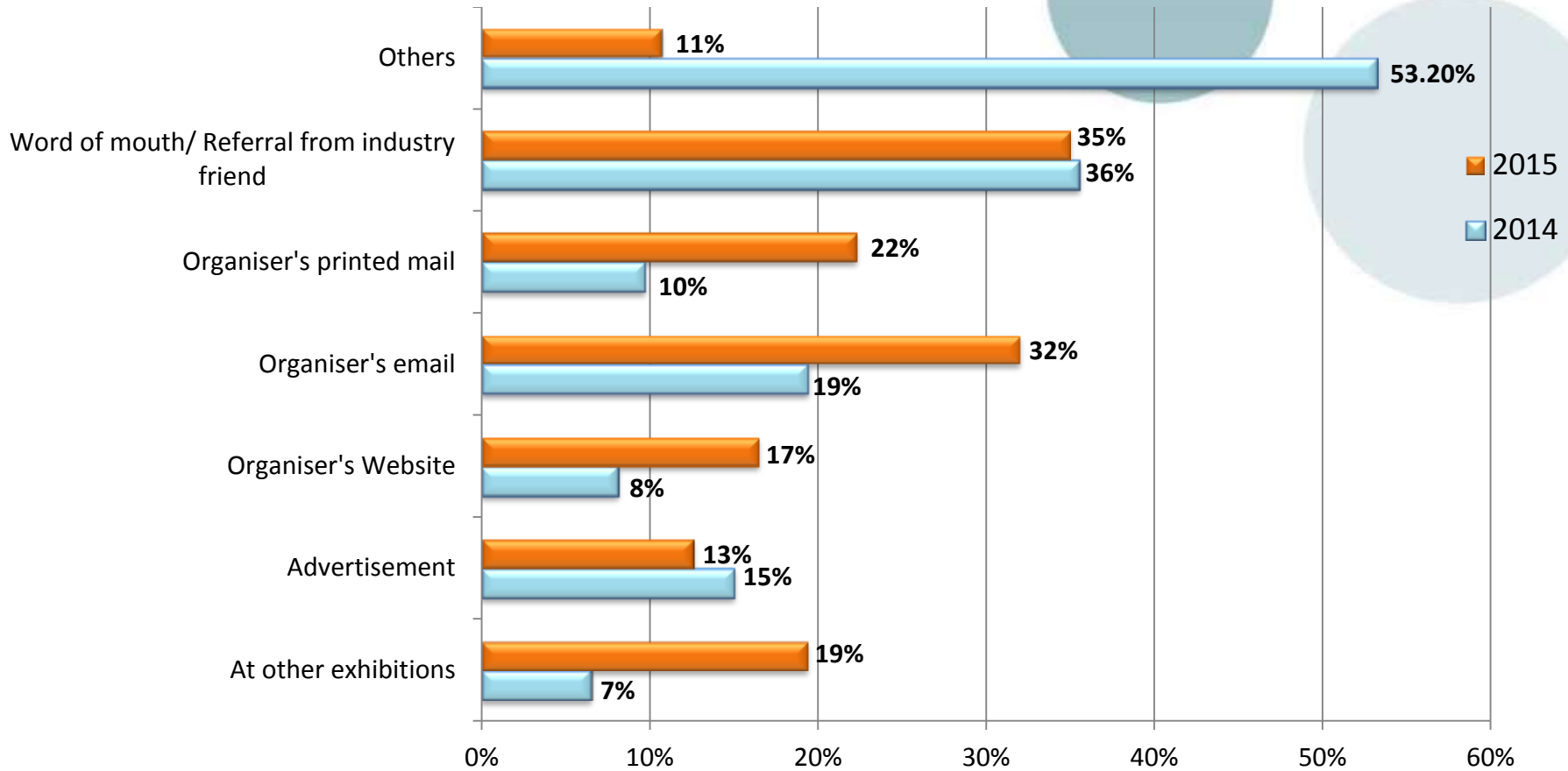


2014 Average score: 7.2



2014
No. of People Answered: 189
No. of People Skipped: 0

6. How did you learn about this exhibition?

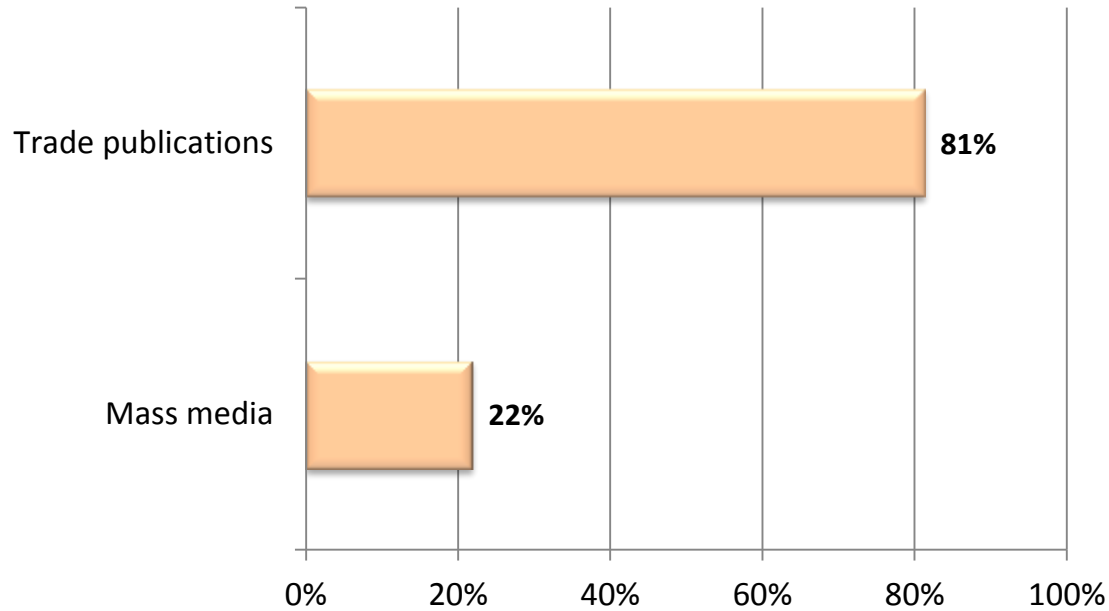


2014:
 No. of People Answered: 62
 No. of People Skipped: 127

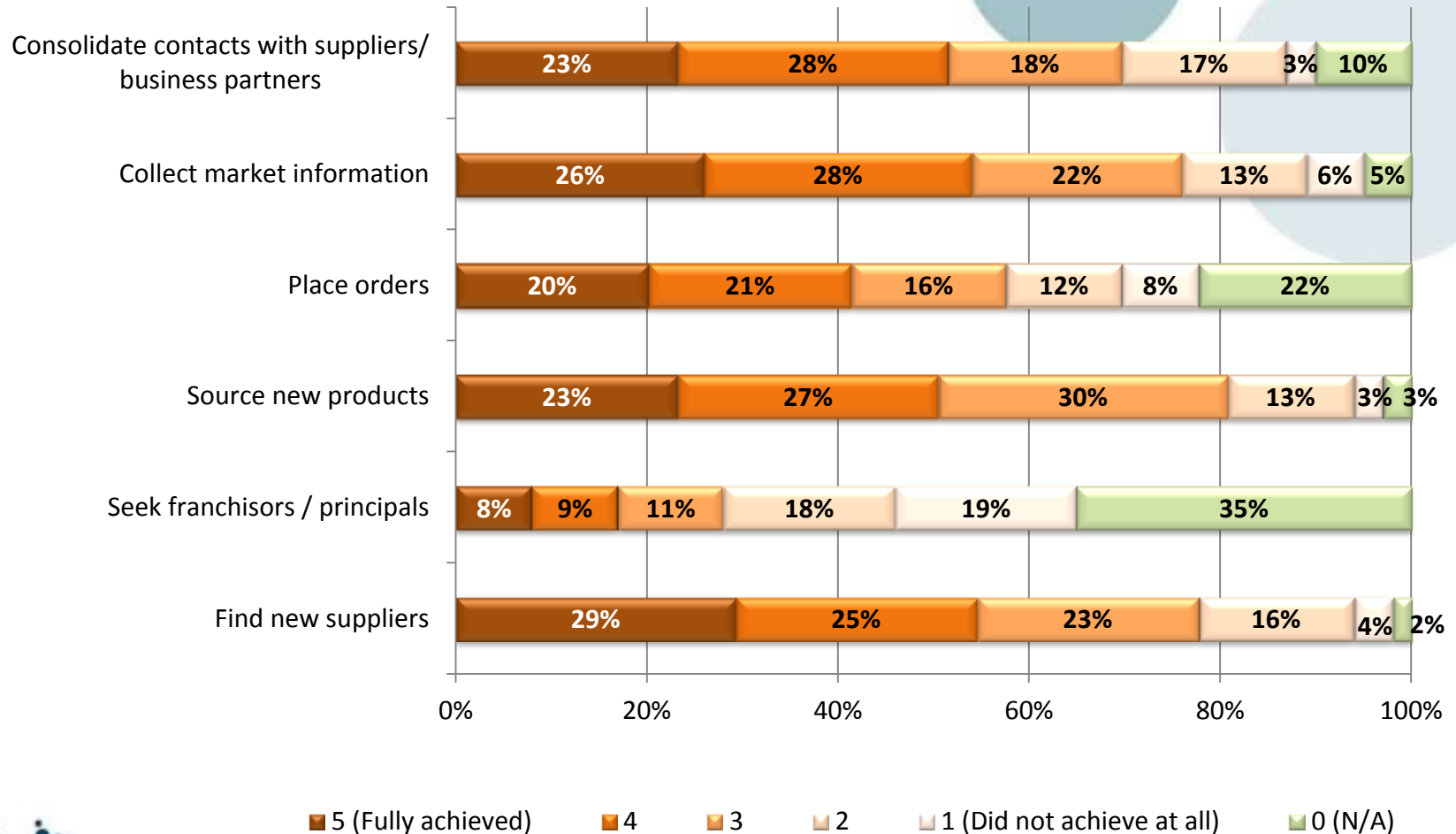
2015:
 No. of People Answered: 103
 No. of People Skipped: 5

- Visitor ticks more than one answer, so the total percentage is larger than 100%
- "Online media", "search engine" and "invitation from exhibitor" were included under "Others"
- Other exhibitions include UBM's jewellery fairs, HKTDC's Hong Kong International Jewellery Show and Bijorhca Paris

6.1 How did you learn about this exhibition?



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



2015:
 No. of People Answered: 99
 No. of People Skipped: 9

* We cannot compare with 2014 survey because the 3FJ14 scale was not classified in numerical values
 * 2014 question is on slide 18

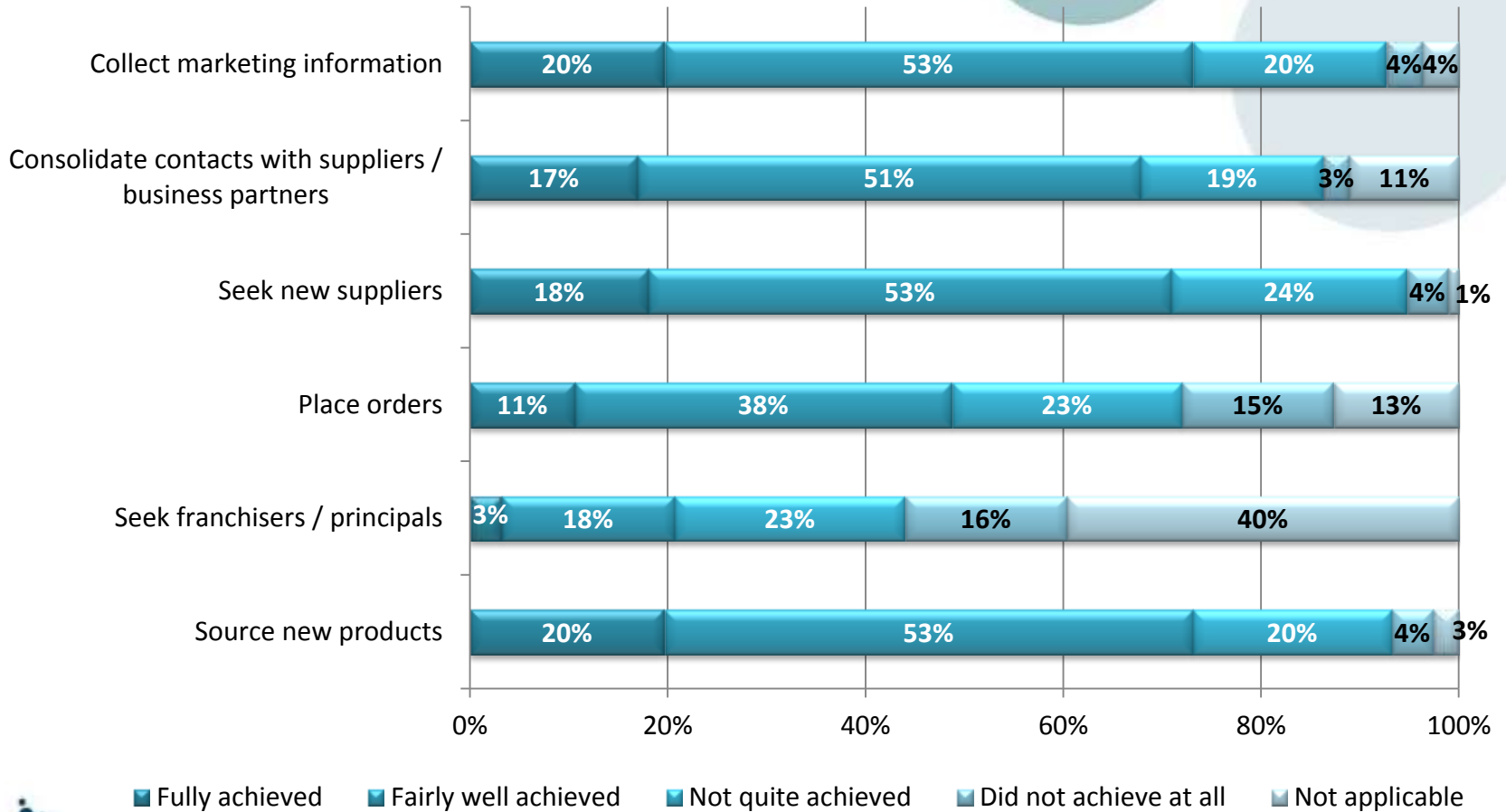
7.1 To what extent do you think your objectives for visiting this exhibition have been achieved?

(Responses combining rating 5 and 4)



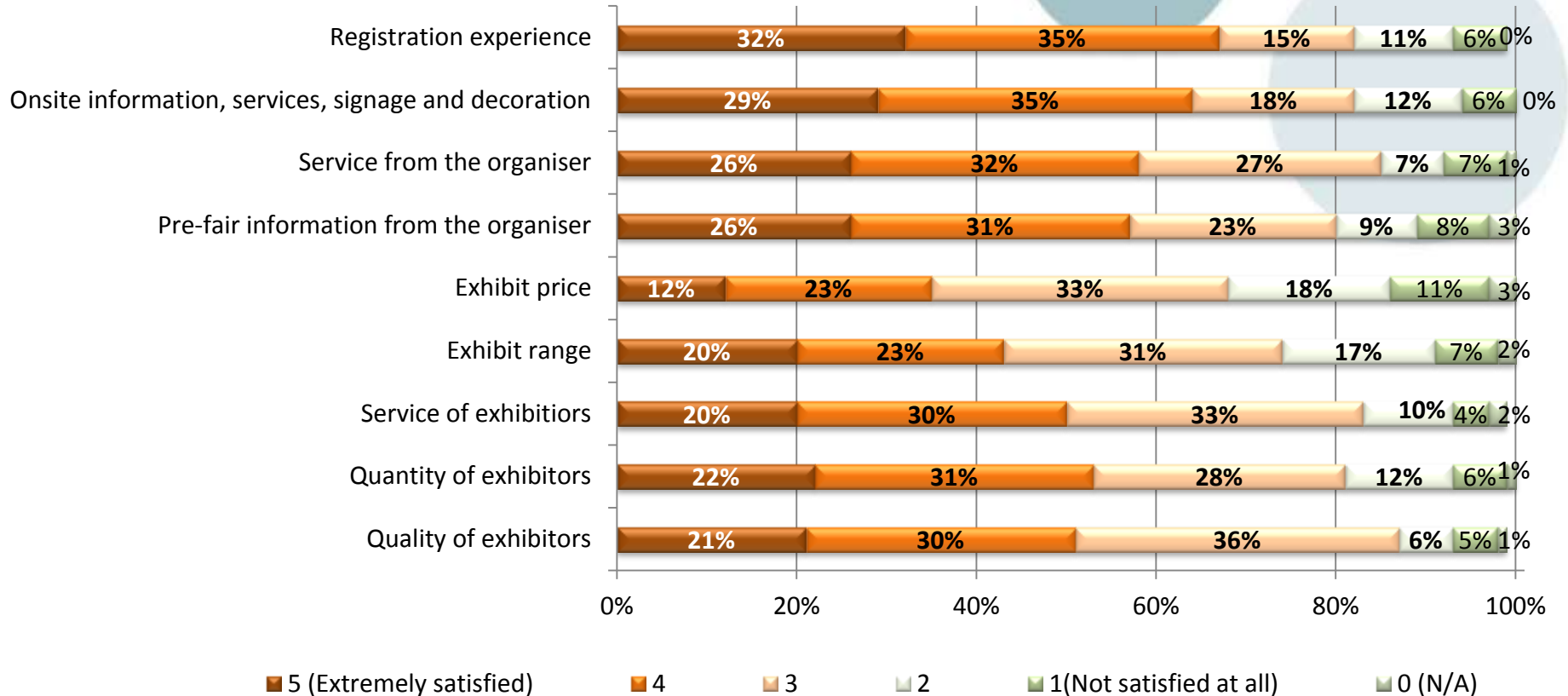
In 2014

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



2014:
 No. of People Answered: 189
 No. of People Skipped: 0

8. To what extent are you satisfied with the fair in the following aspects? *

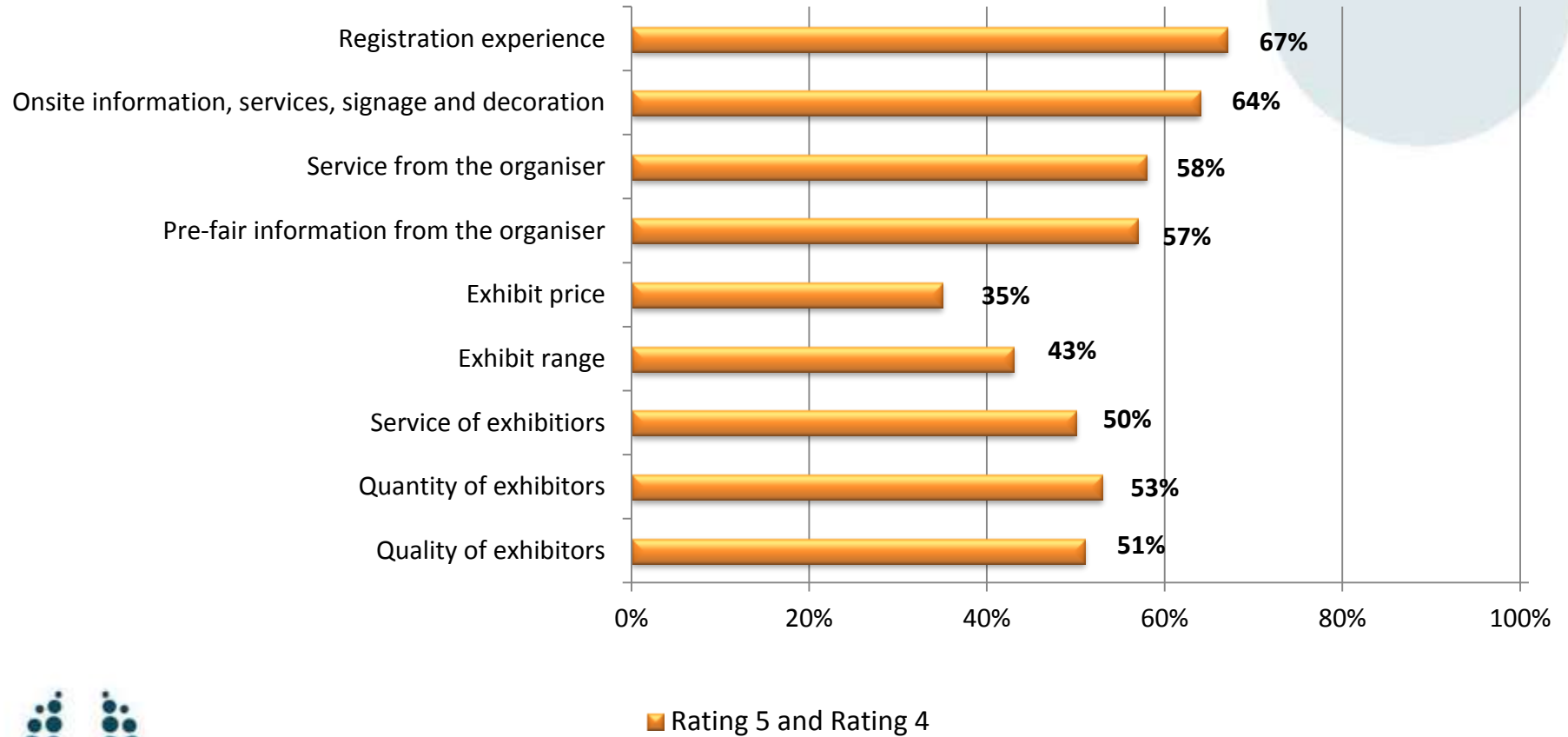


2015:
 No. of People Answered: 96
 No. of People Skipped: 12

* We cannot compare with 2014 survey because the 3FJ14 scale was not classified in numerical values
 * "Service from organiser" is newly added in 2015
 * 2014 question is on slide 21

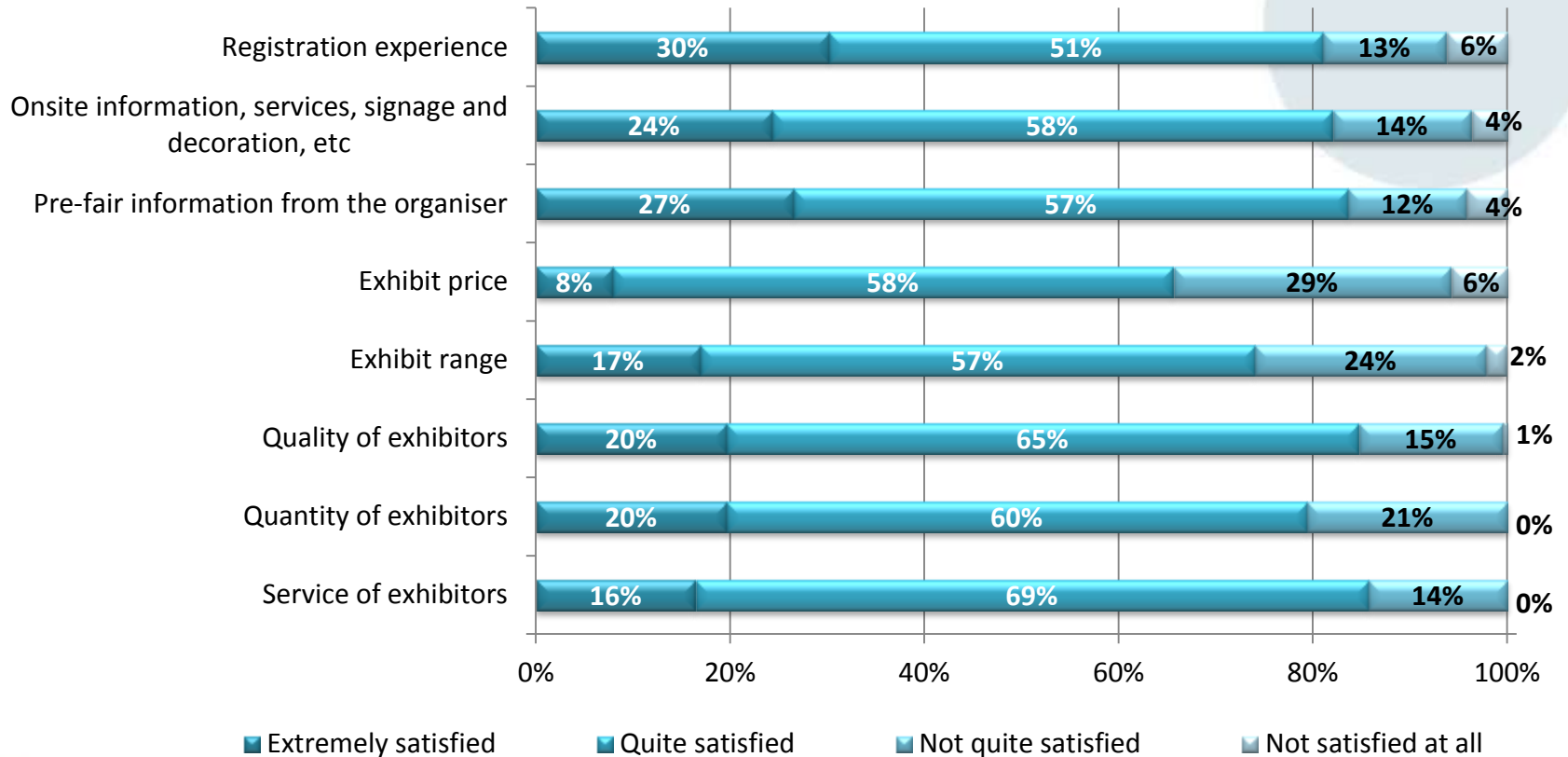
8.1 To what extent are you satisfied with the fair in the following aspects?

(Responses combining Rating 5 and Rating 4)



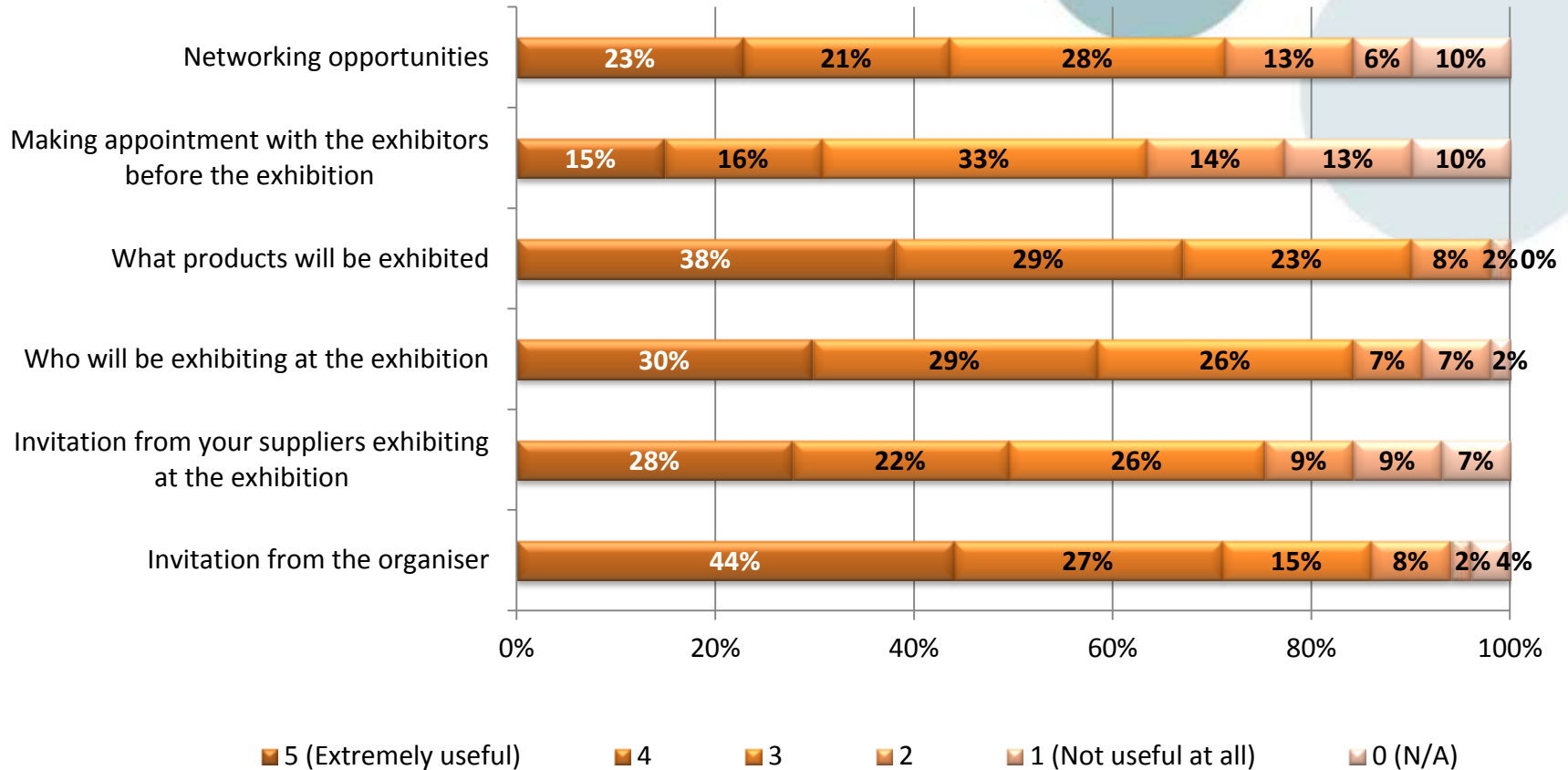
In 2014

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



2014:
 No. of People Answered: 189
 No. of People Skipped: 0

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

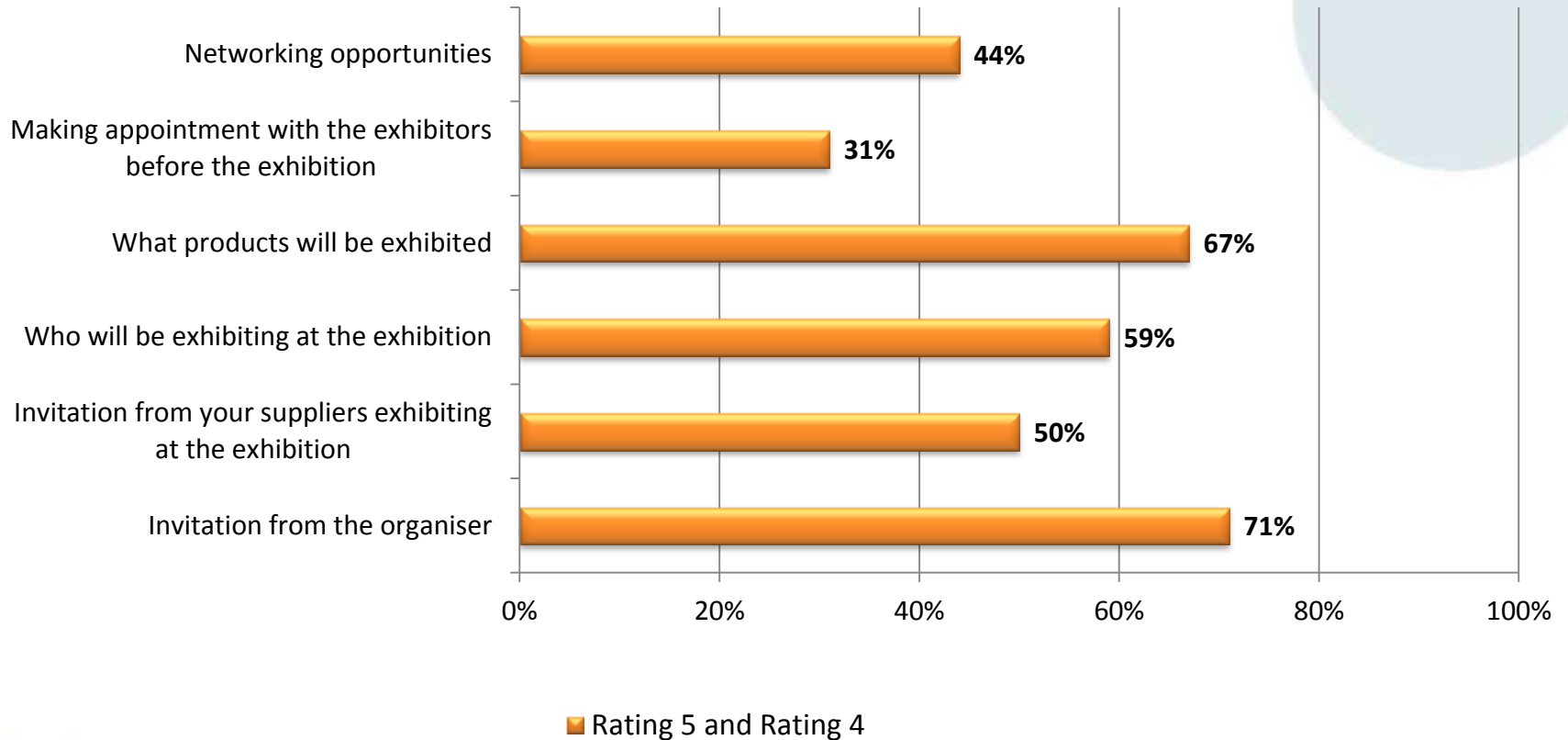


2015:
 No. of People Answered: 95
 No. of People Skipped: 13

We cannot compare with 2014 survey because the 3FJ14 scale was not classified in numerical values
 * 2014 question is on slide 24

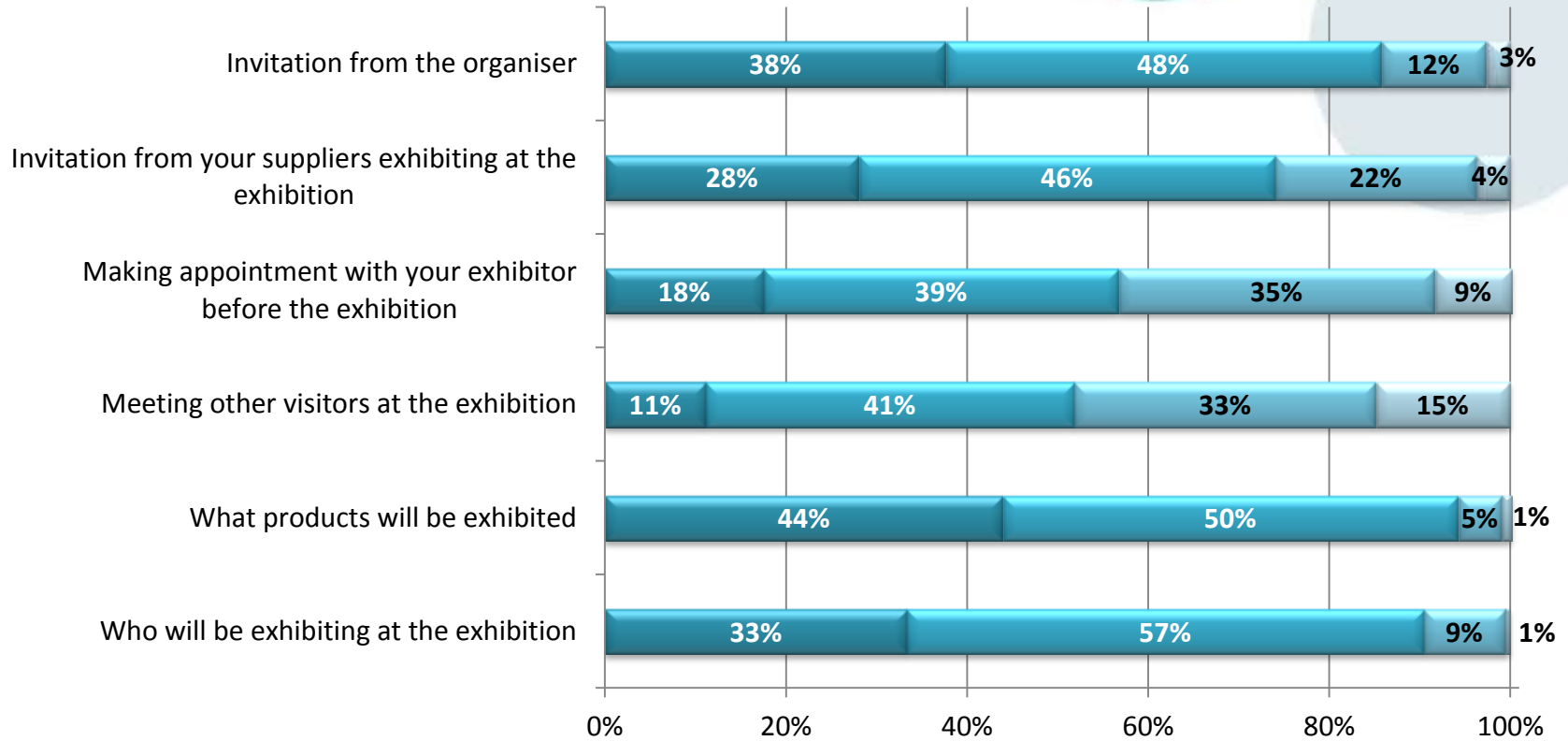
9.1 How important are the following to you in your planning to visit this exhibition?

(Responses combining rating 5 and 4)



In 2014

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



■ Extremely important

■ Quite important

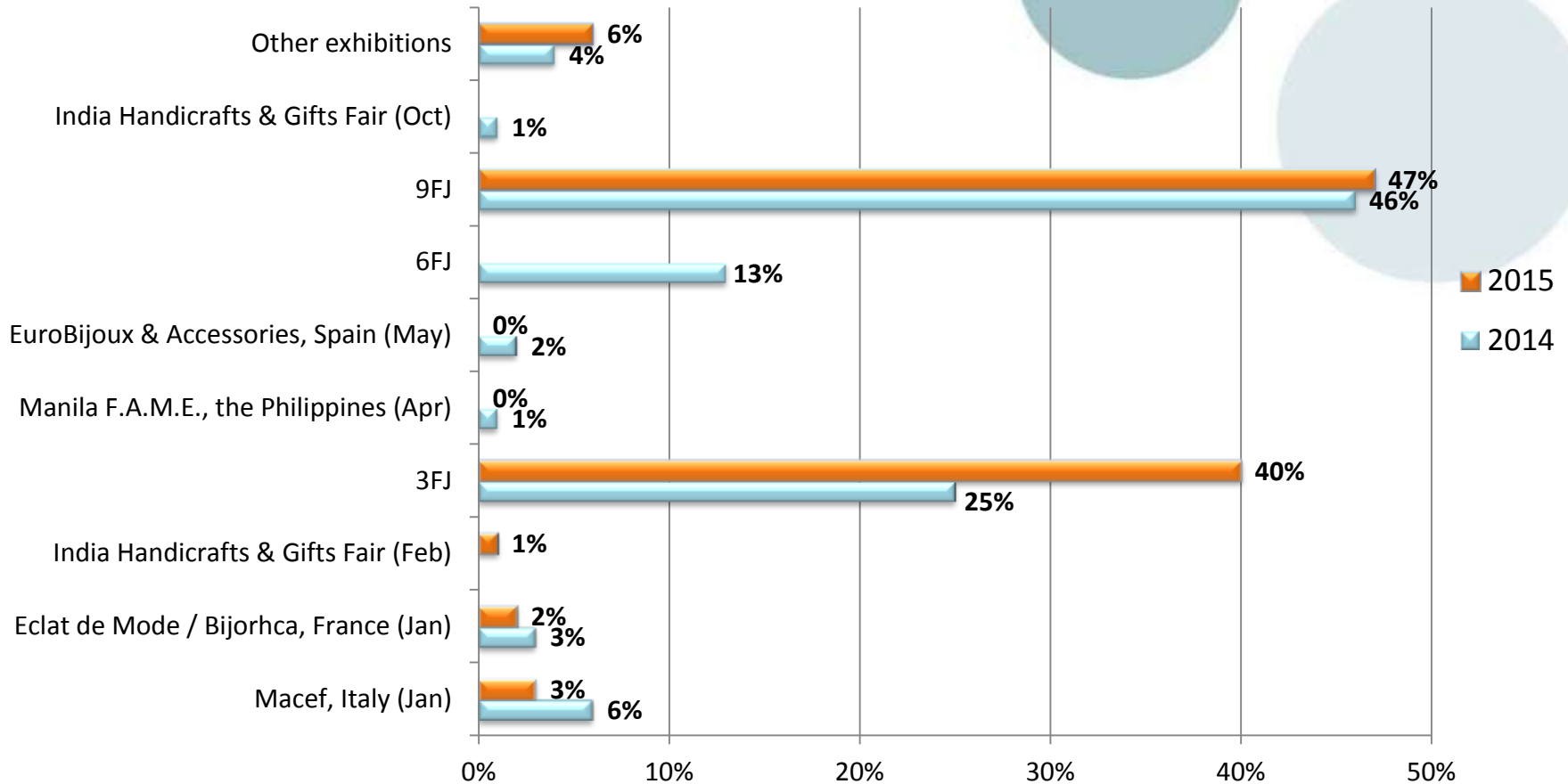
■ Not quite important

■ Not important at all



2014:
 No. of People Answered: 189
 No. of People skipped: 0

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



2014

No. of People Answered: 189

No. of People Skipped: 0

2015

No. of People Answered: 95

No. of People Skipped: 13

* "6FJ" and "Indian Handicrafts & Gifts Fair (Oct)" were not included in 3FJ15 Survey

* "Indian Handicrafts & Gifts Fair (Feb)" is added in 3FJ15 Survey