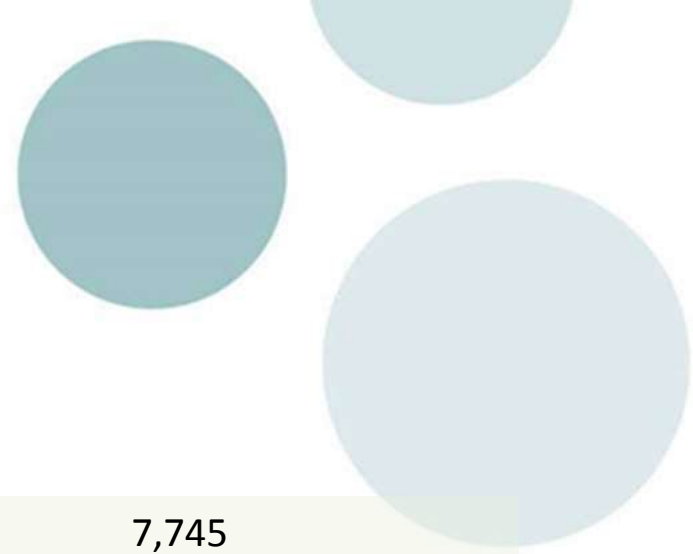


Asia's Fashion Jewellery & Accessories Fair – September 2015

Visitor Survey Report



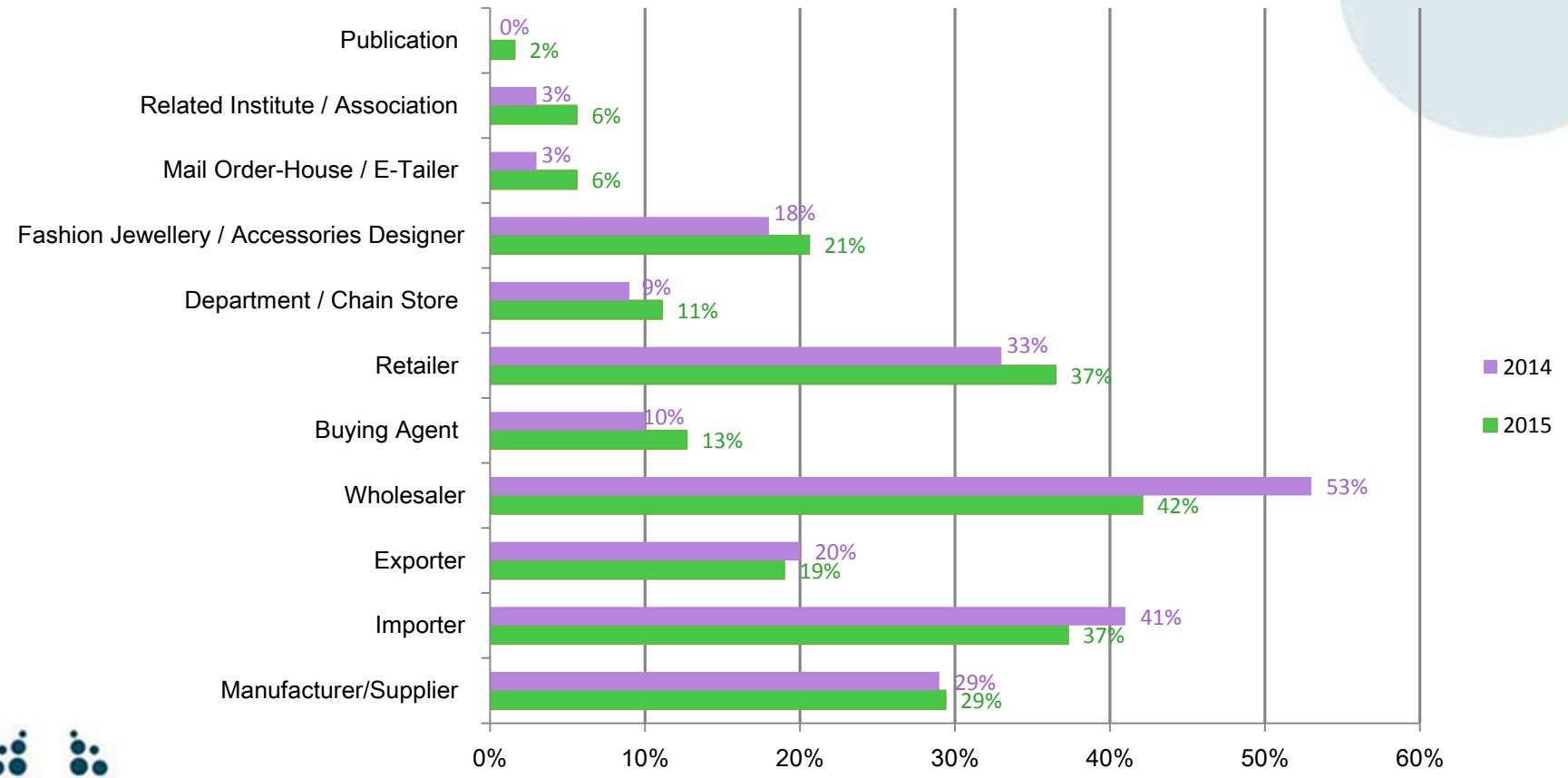
Survey Summary



Total number of visitors	7,745
Invited online survey	5,502
Completed online survey	131
Onsite survey response rate	2.38%

Nature of Business(es)

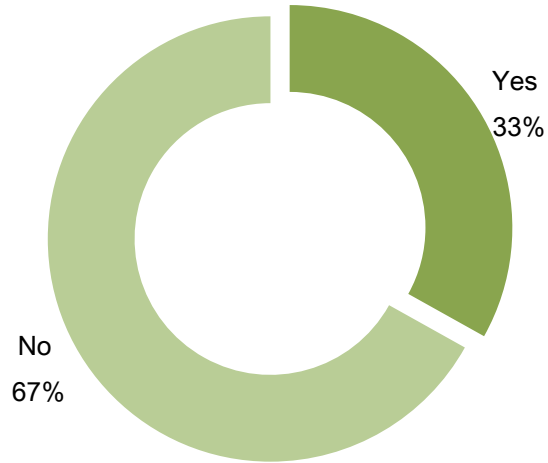
2015
Number of Respondents: 126
2014
Number of Respondents: 148



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

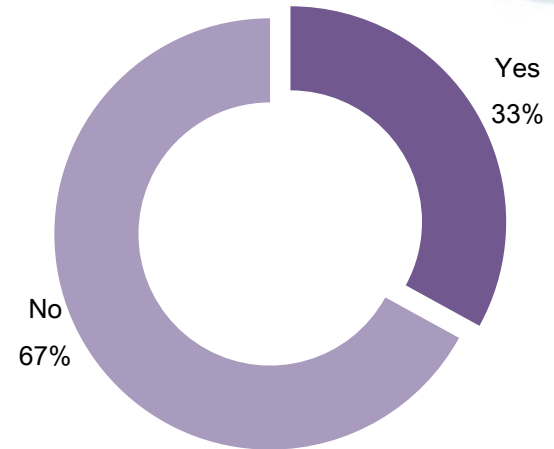
2015

Number of Respondents: 124



2014

Number of Respondents: 148



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

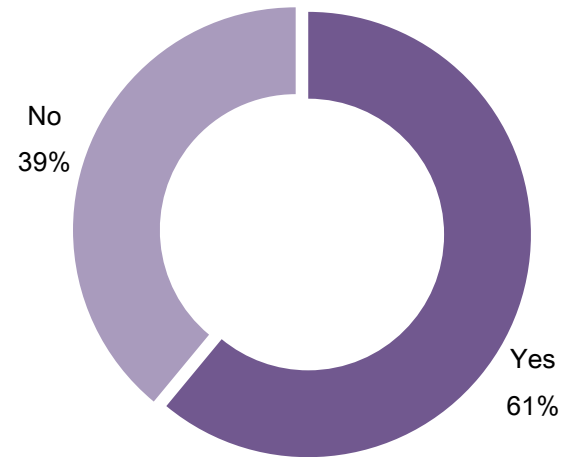
2015

Number of Respondents: 122



2014

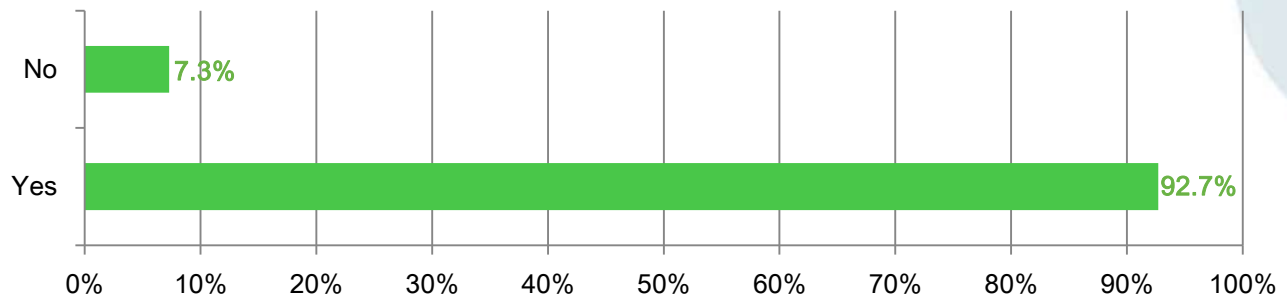
Number of Respondents: 148



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

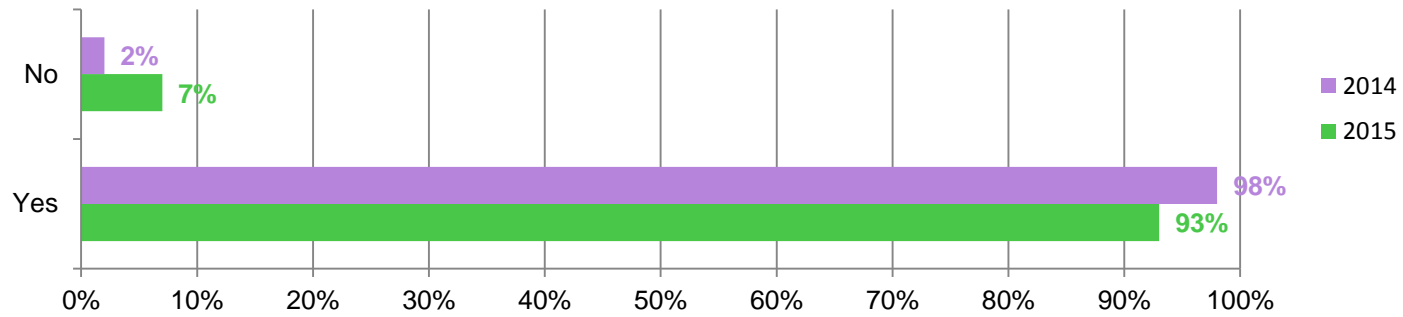
2015 Number of Respondents: 55

The Trade Buyer ID is very user-friendly



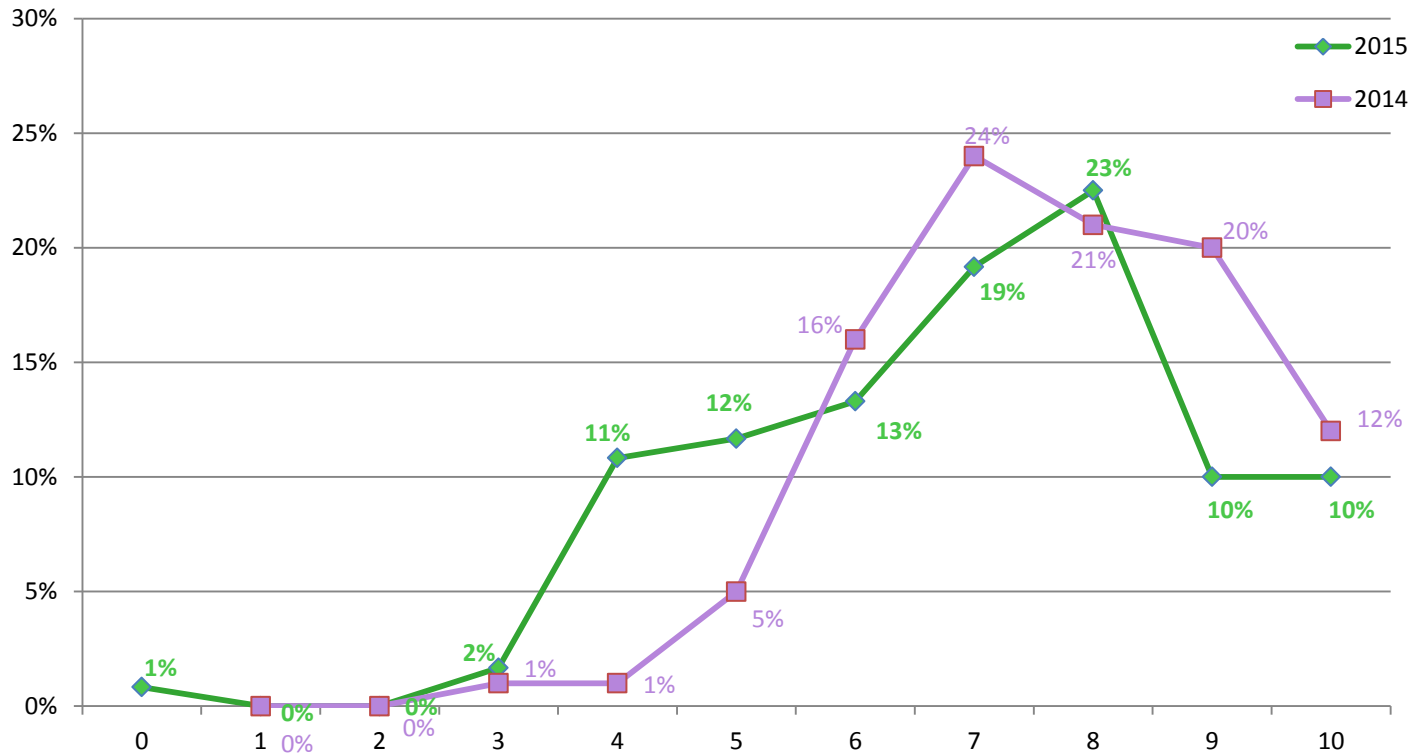
2015 Number of Respondents: 53 2014 Number of Respondents: 90

I will recommend to my peers



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

2015 Number of Respondents: 120
 2014 Number of Respondents: 148



Average Rating 2015

6.91

Average Rating 2014

8.37*

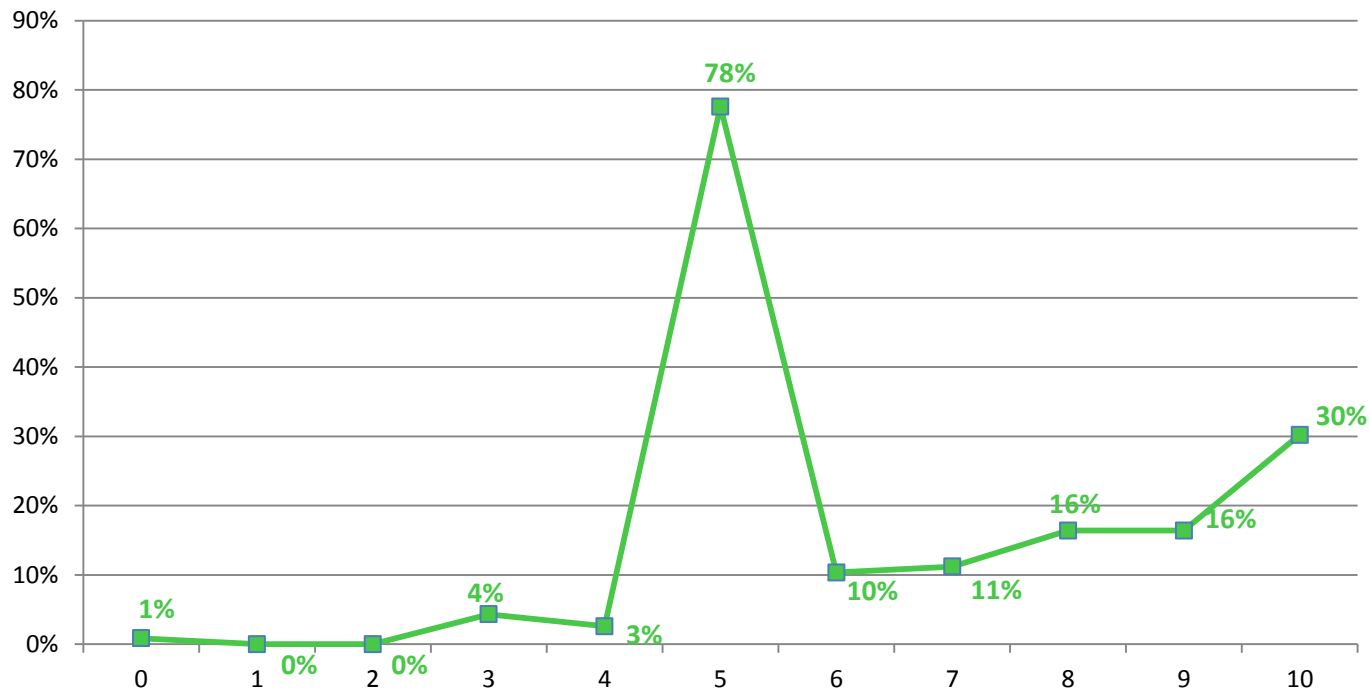
- 75% respondents gave 9FJ15 a rating between 6 to 10.

*Correspond to UBM Asia's New Exhibitor/Visitor Survey includes adjustments in rating scale to comply with UBM Global standards, the rating system transformed from the scale of 1-10 to 0-10. In order to use it for comparison, the 2014 average rating is multiply by (11/10).

4. How likely would you be to participate in Asia's Fashion Jewellery & Accessories Fair – September again in the future? (0 = No at all likely, 10 = Extremely likely)

2015

Number of Respondents: 116



Average Rating
2015

7.83

- More than 80% respondents gave a rating between 6 to 10.

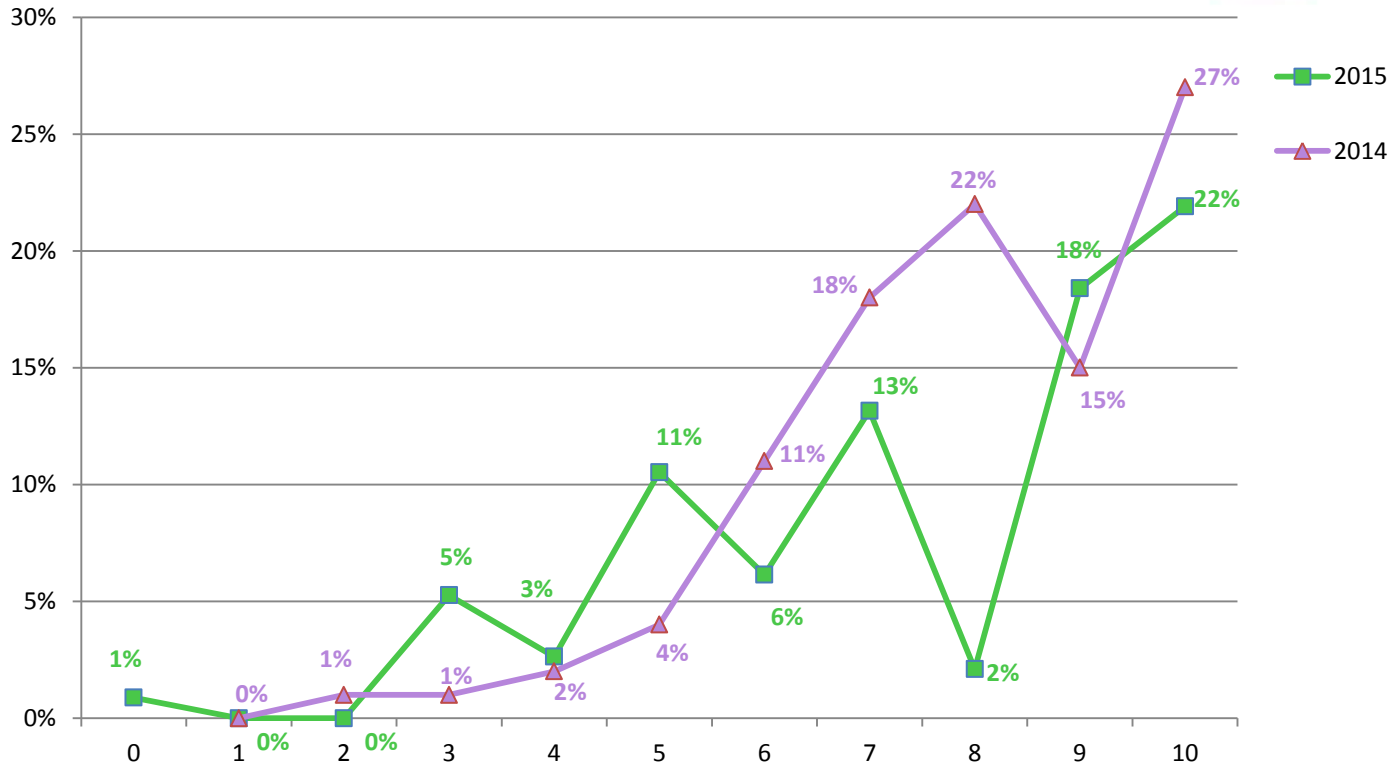
5. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – September to a friend or colleague? (0 = No at all likely, 10 = Extremely likely)

2015

Number of Respondents: 114

2014

Number of Respondents: 148



Average Rating
2015*

7.61

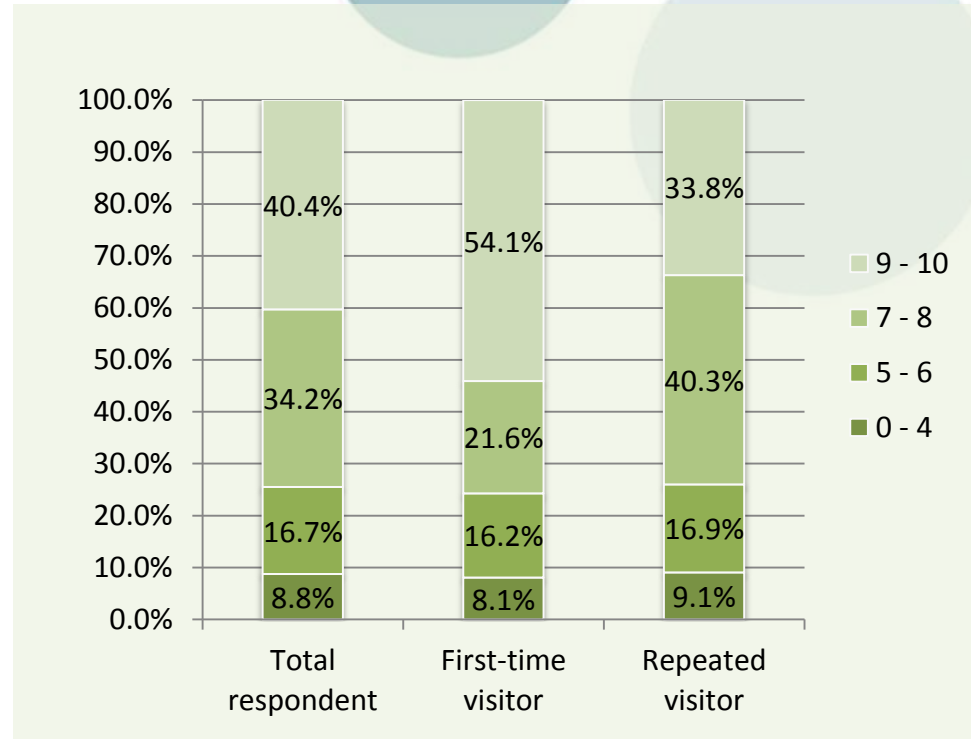
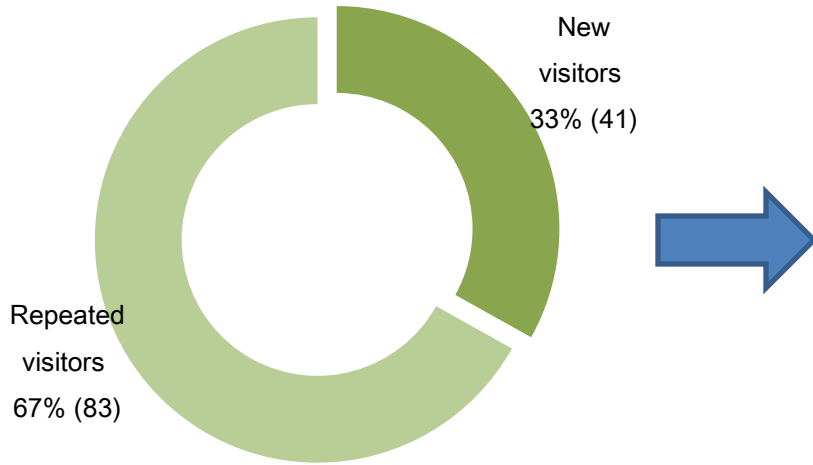
Average Rating
2014*

8.81

- Reasons for recommending the 9FJ include:- resourceful fair, keep up with the latest trends and get new information

*Correspond to UBM Asia's New Exhibitor/Visitor Survey includes adjustments in rating scale to comply with UBM Global standards, the rating system transformed from the scale of 1-10 to 0-10. In order to use it for comparison, the 2014 average rating is multiply by (11/10).

5. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – September to a friend or colleague? (0 = No at all likely, 10 = Extremely likely)



The NPS of first-time visitors is 29.8% while repeated visitors is 7.8%. Both first-time and repeated visitors generally had good impression on the 9FJ.

Visitor Category	NPS
Total respondent	14.9%
First-time visitor	29.8%
Repeated visitor	7.8%

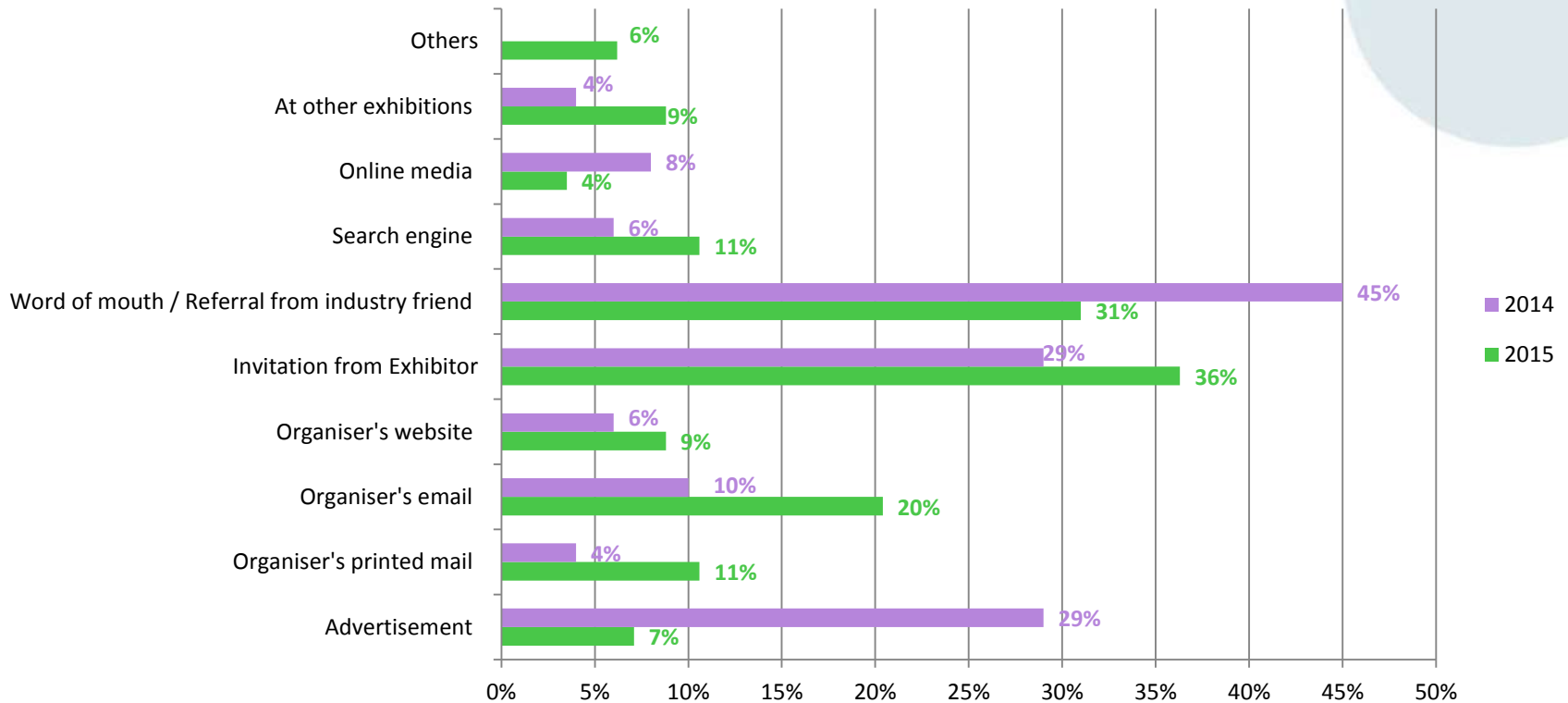
6. How did you learn about this exhibition?

2015

Number of Respondents: 113

2014

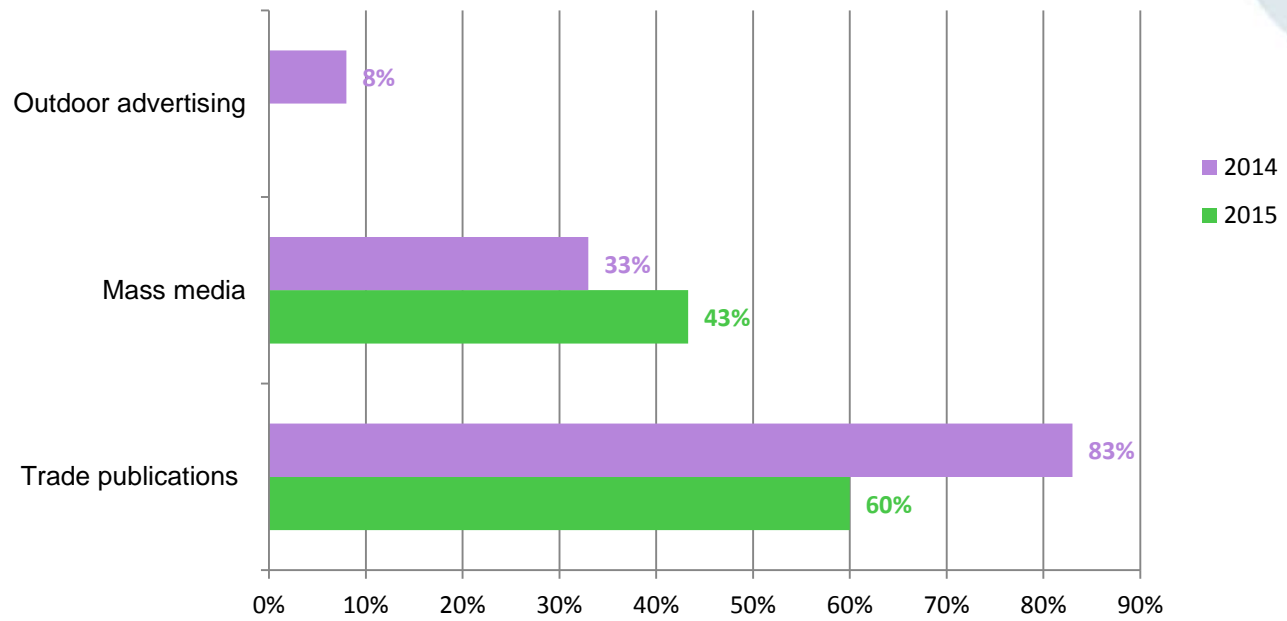
Number of Respondents: 49



- At other exhibitions: TDC fair, other UBM fairs
- Other includes: visitors have been visiting 9FJ for many years

6.1 How did you learn about this exhibition?

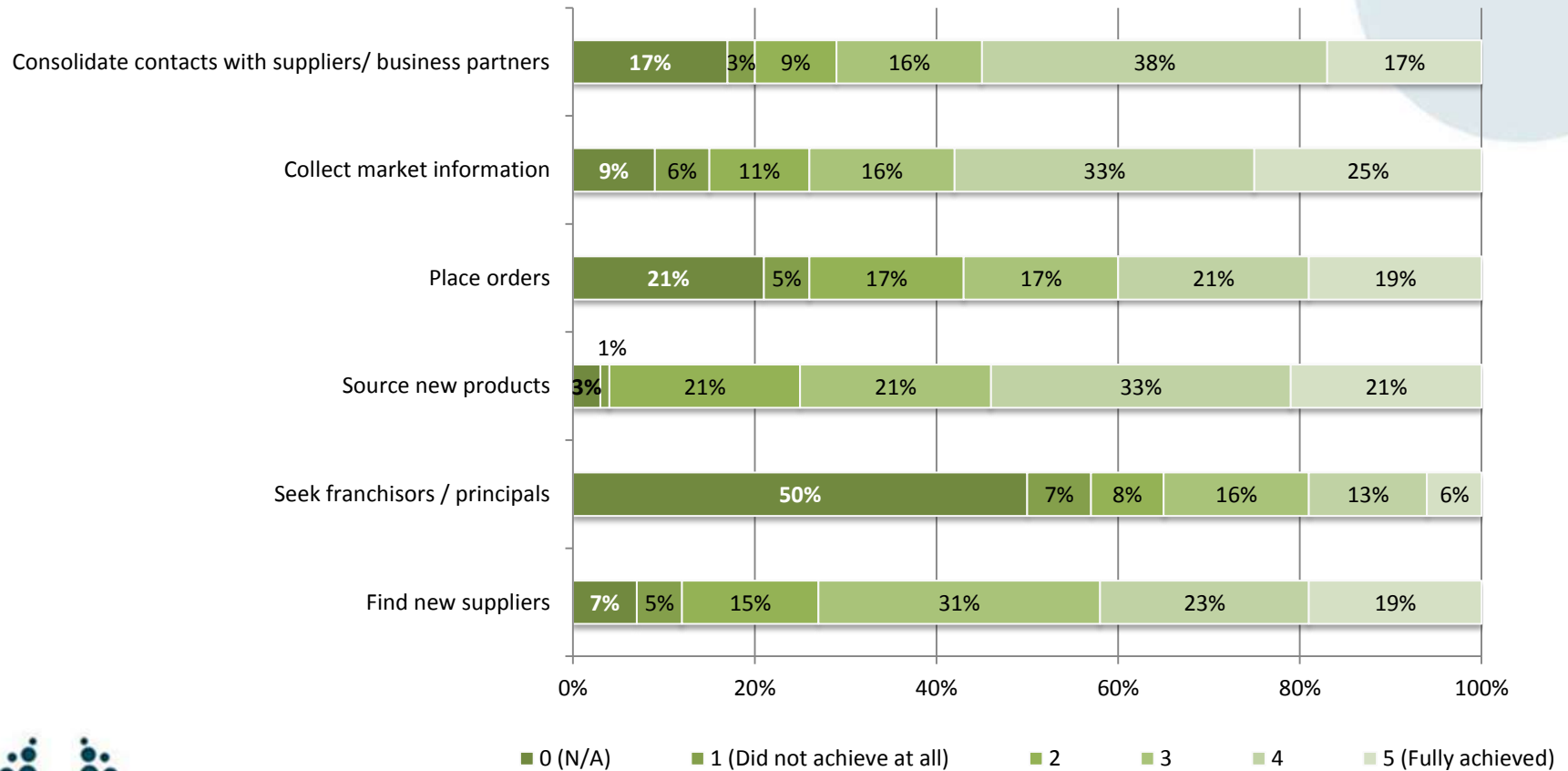
You have learned about this exhibition through which of the following advertisement channels?



7. To what extent have your objectives for visiting in this exhibition been achieved?

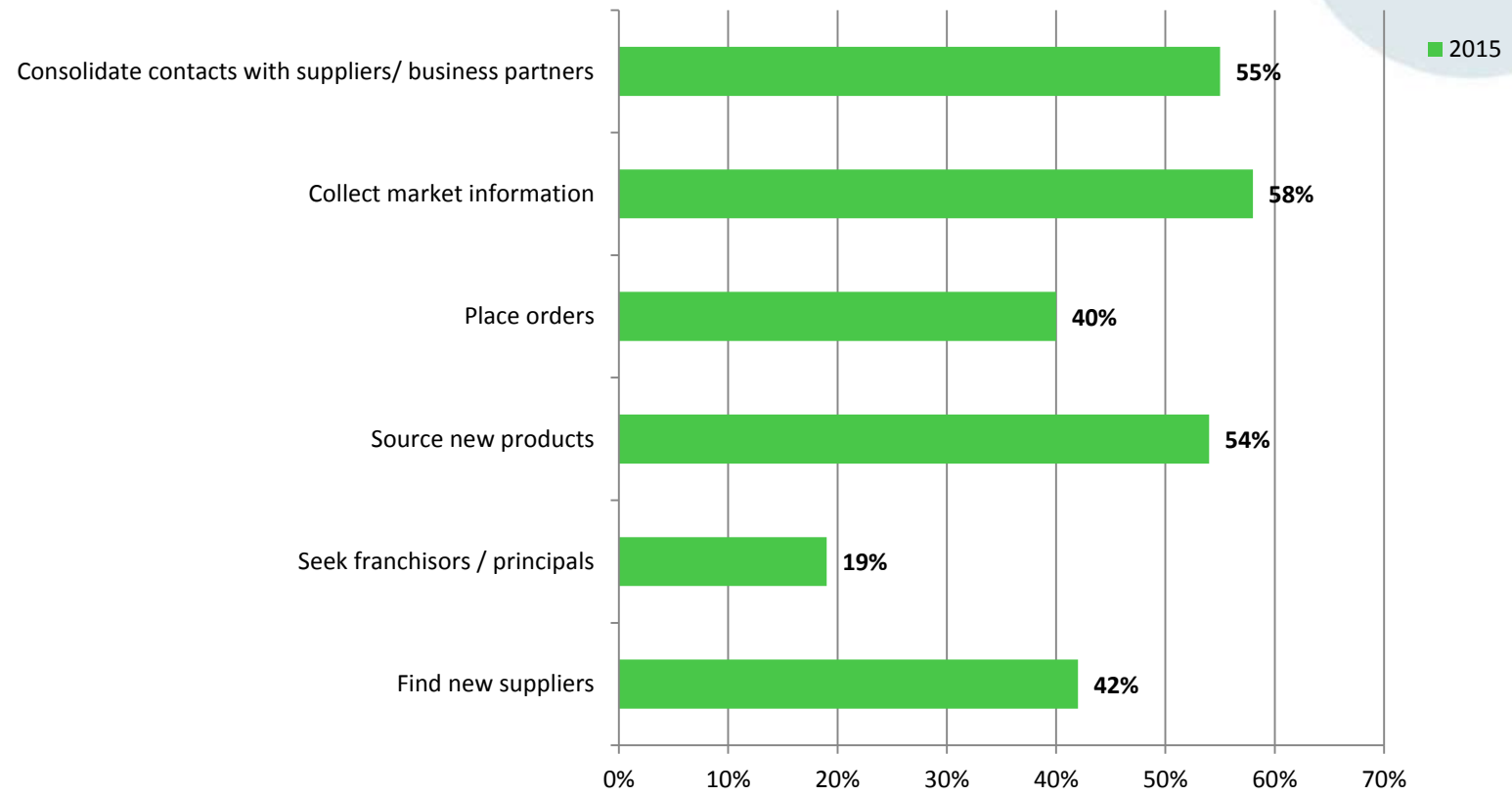
2015

Number of Respondents: 100



7.1 To what extent have your objectives for visiting in this exhibition been achieved?

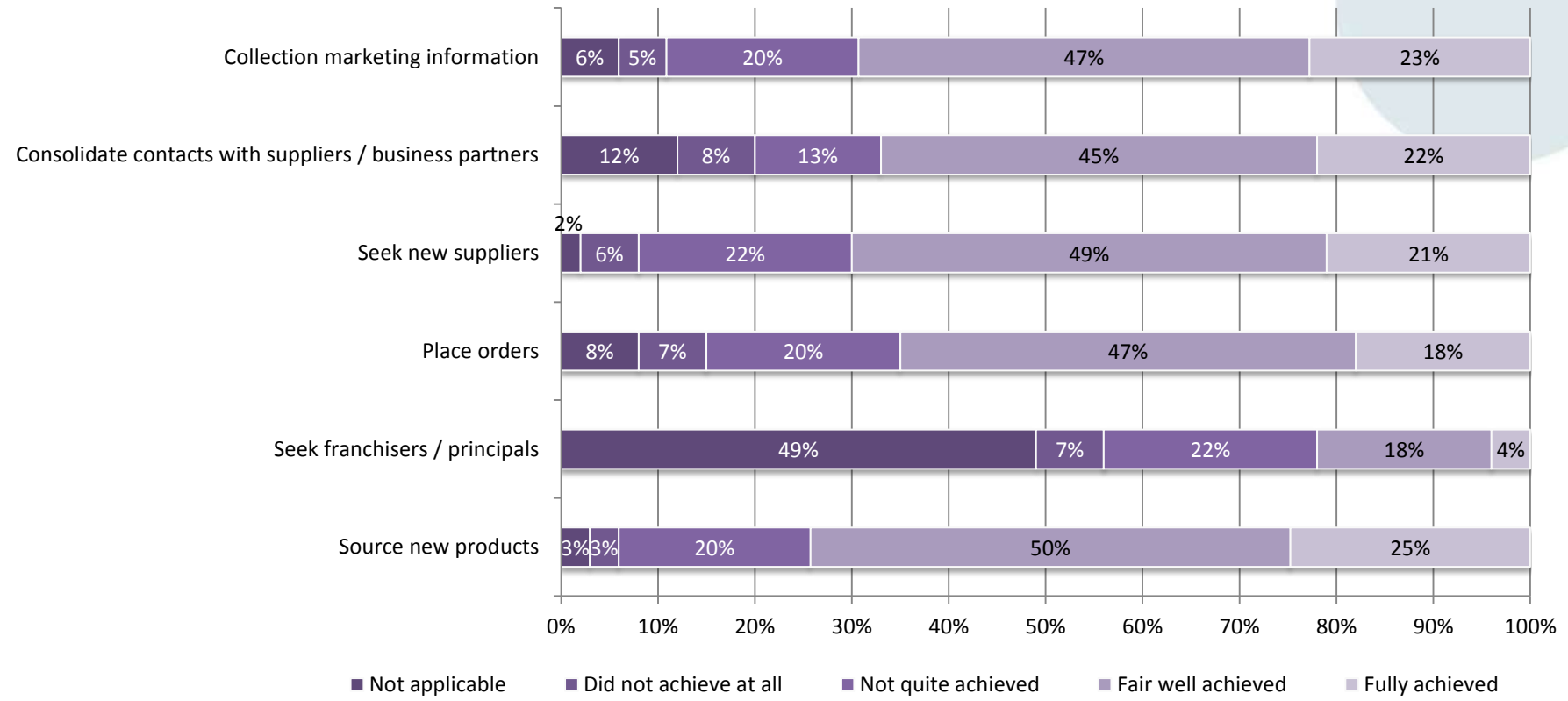
2015 **Number of Respondents: 100**
 Combining responses of
 "Rating 5" and "Rating 4" *



2014

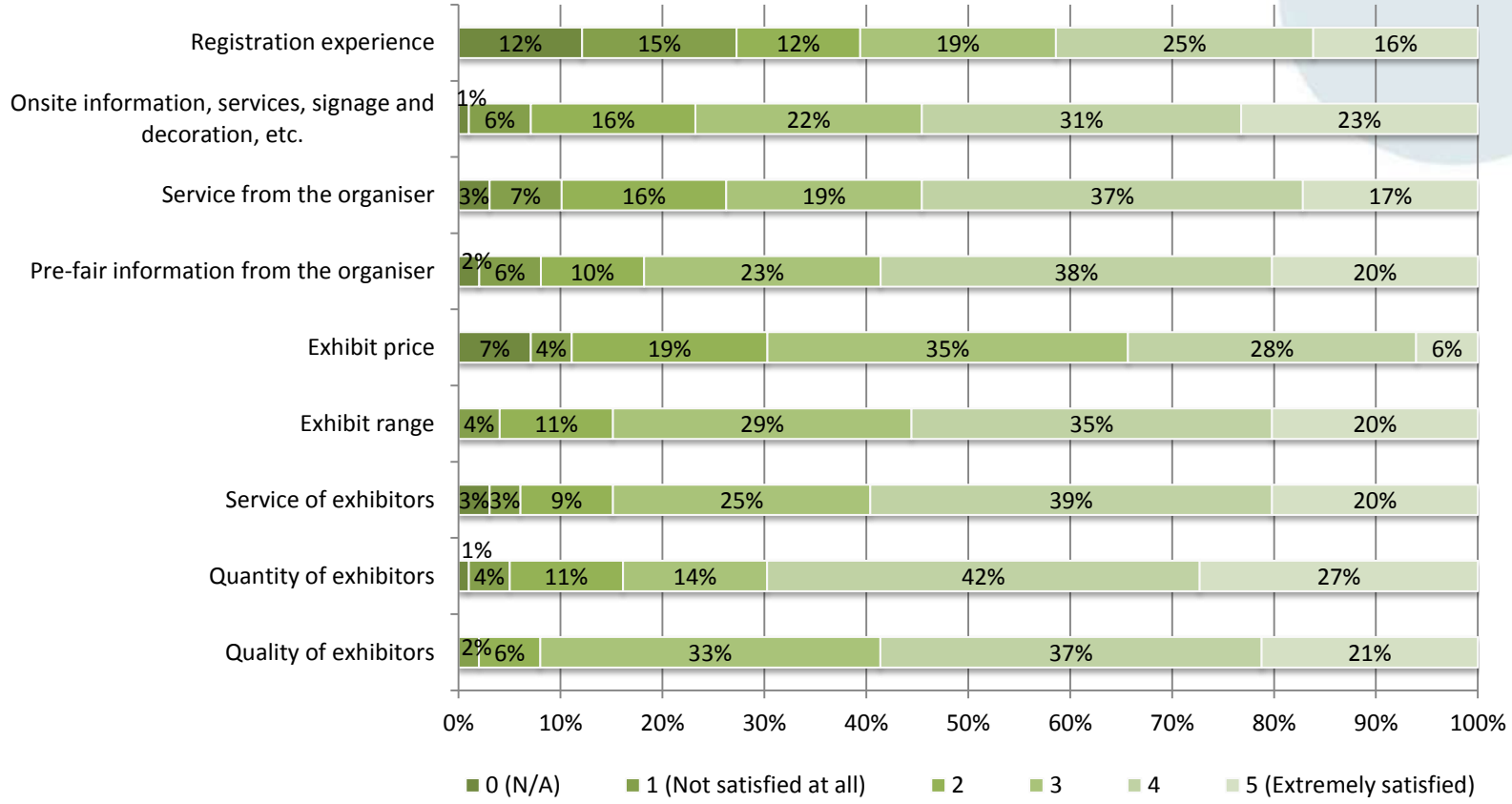
To what extent have your objectives for visiting in this exhibition been achieved?

2014 Number of Respondents: 148



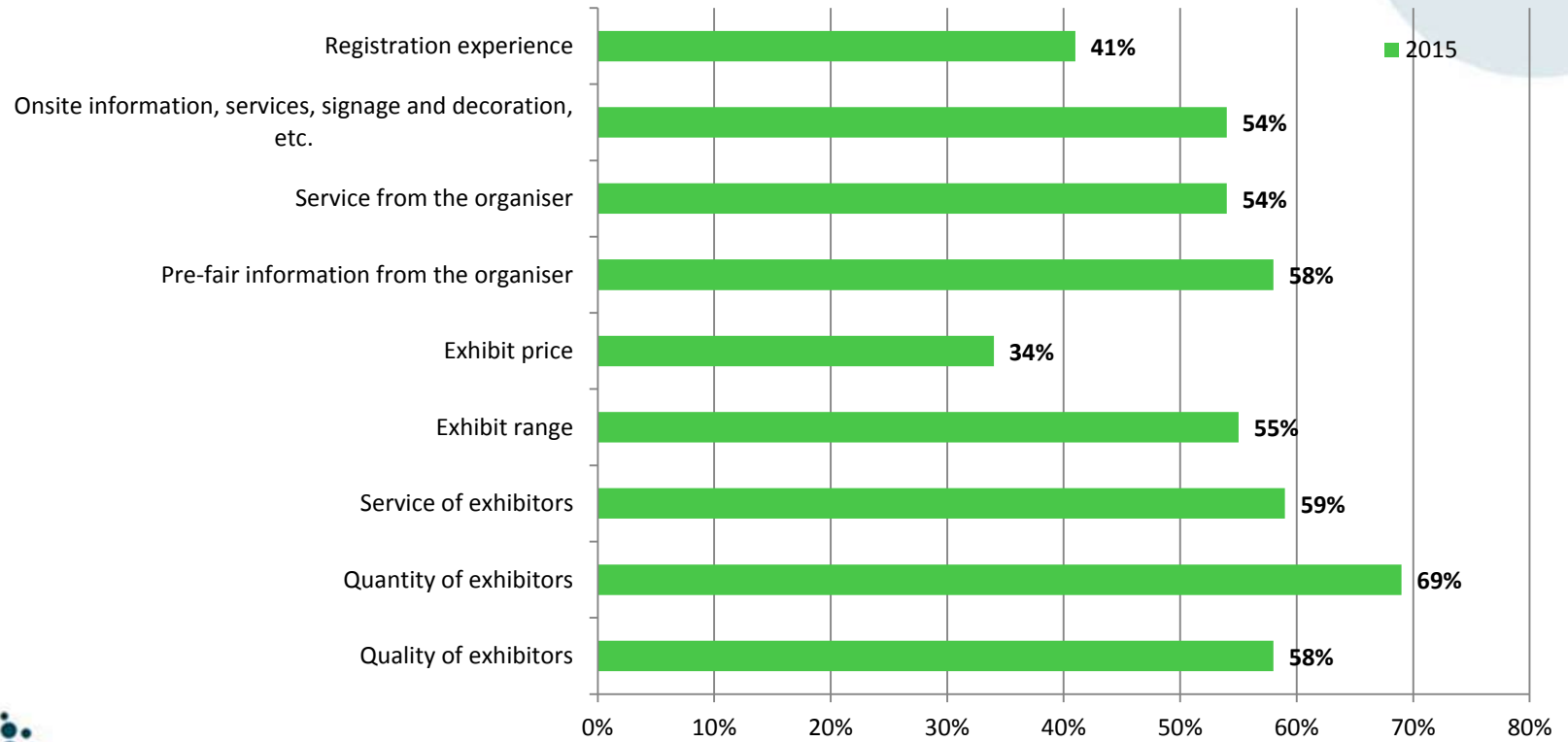
8. To what extent are you satisfied with the fair in the following aspects?

2015
Number of Respondents: 99



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

2015 **Number of Respondents: 99**
 Combining responses of
 "Rating 5" and "Rating 4" *

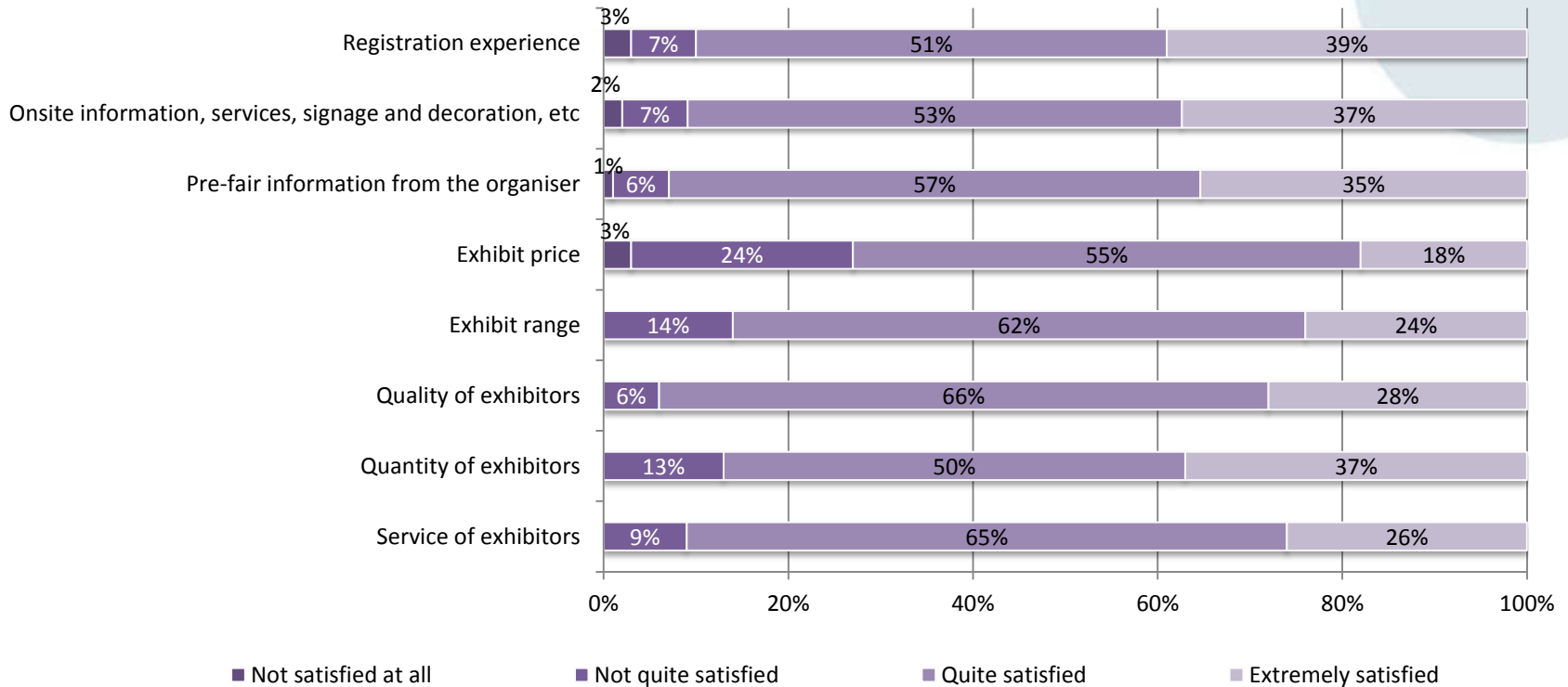


2014

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

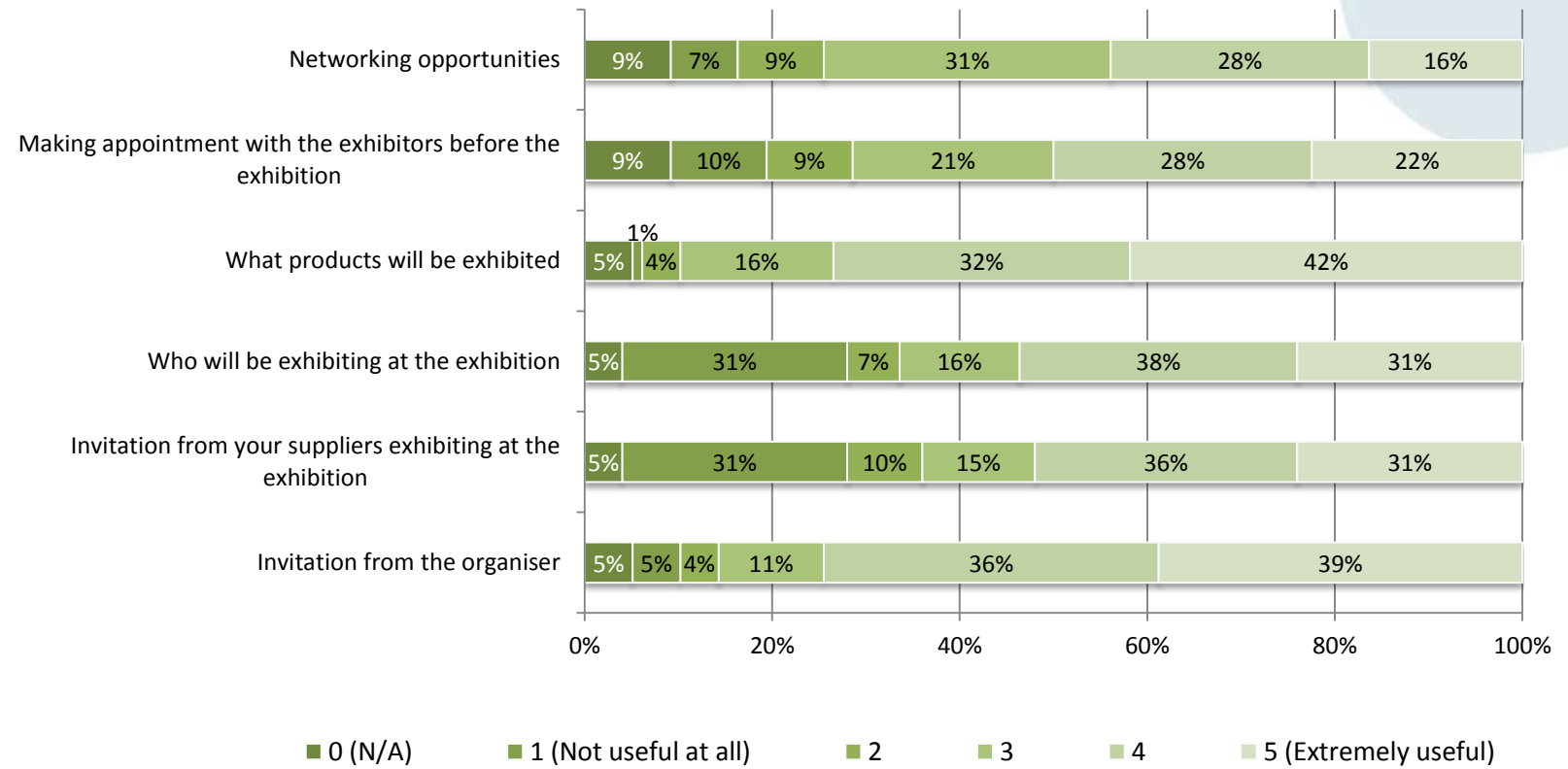
2014

Number of Respondents: 148



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

2015 Number of Respondents: 98

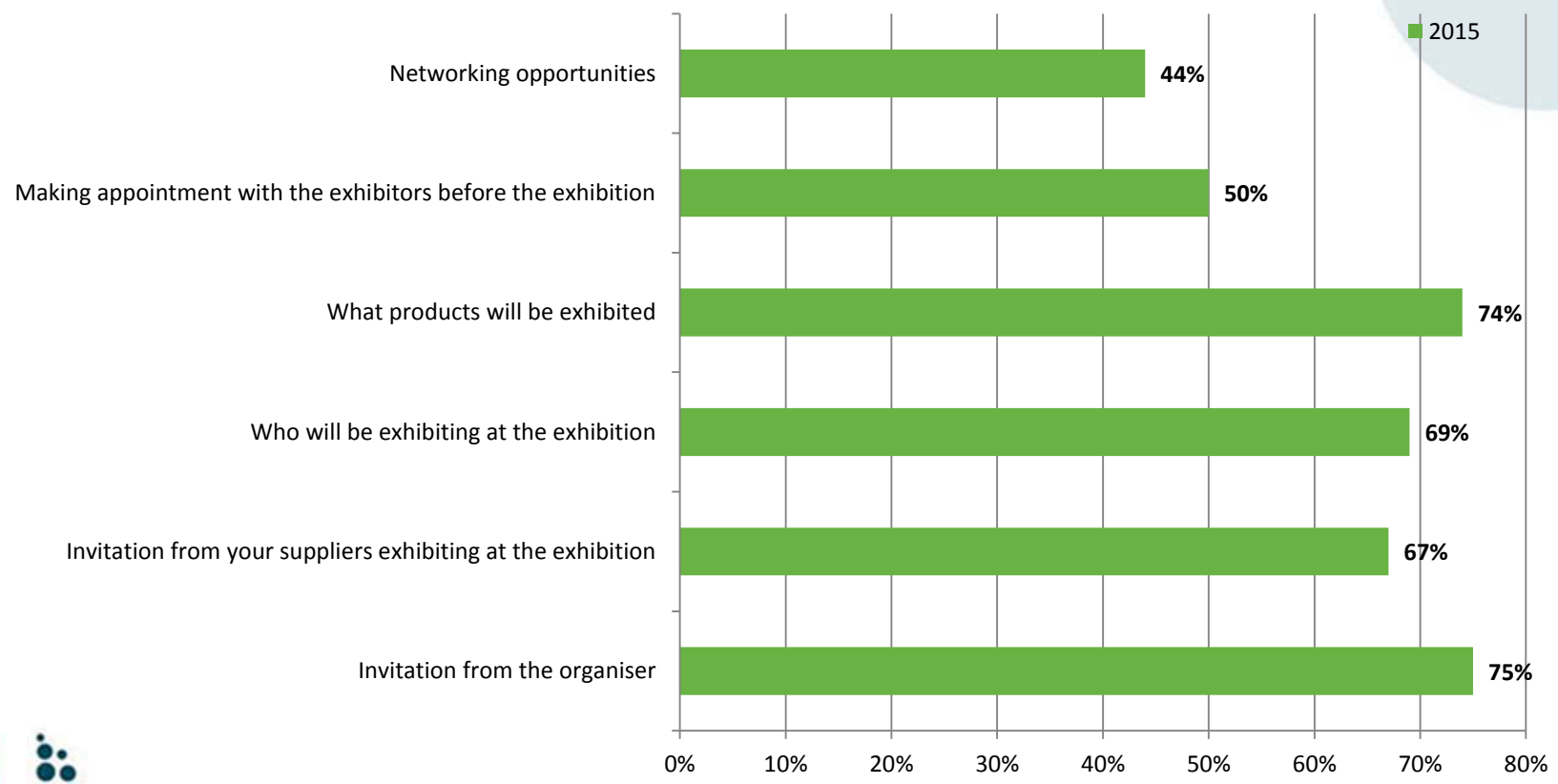


9. How important are the following to you in your planning to visit this exhibition?

2015

 Number of Respondents: 98

 Combining responses of "Rating 5" and "Rating 4" *

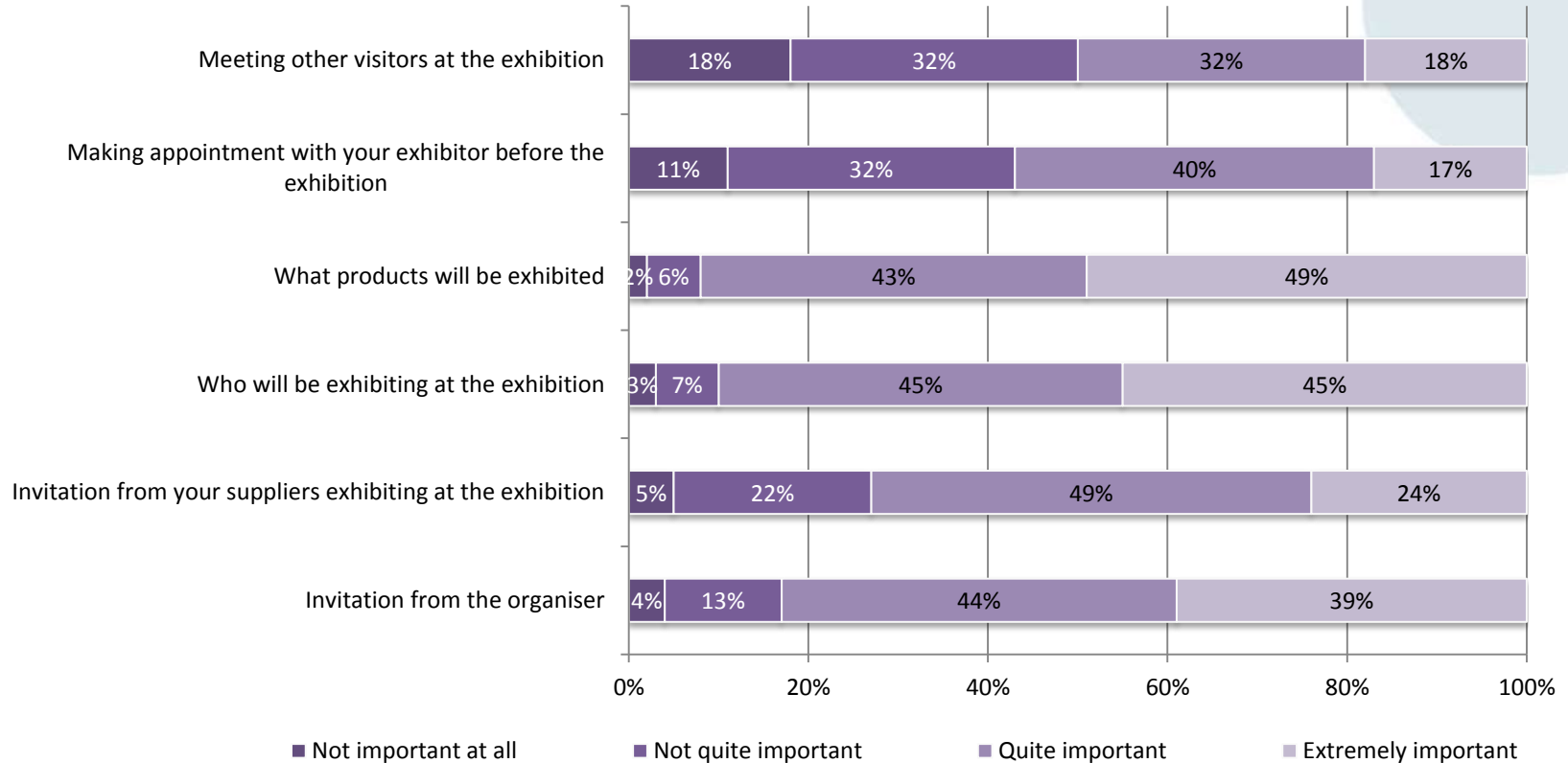


2014

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

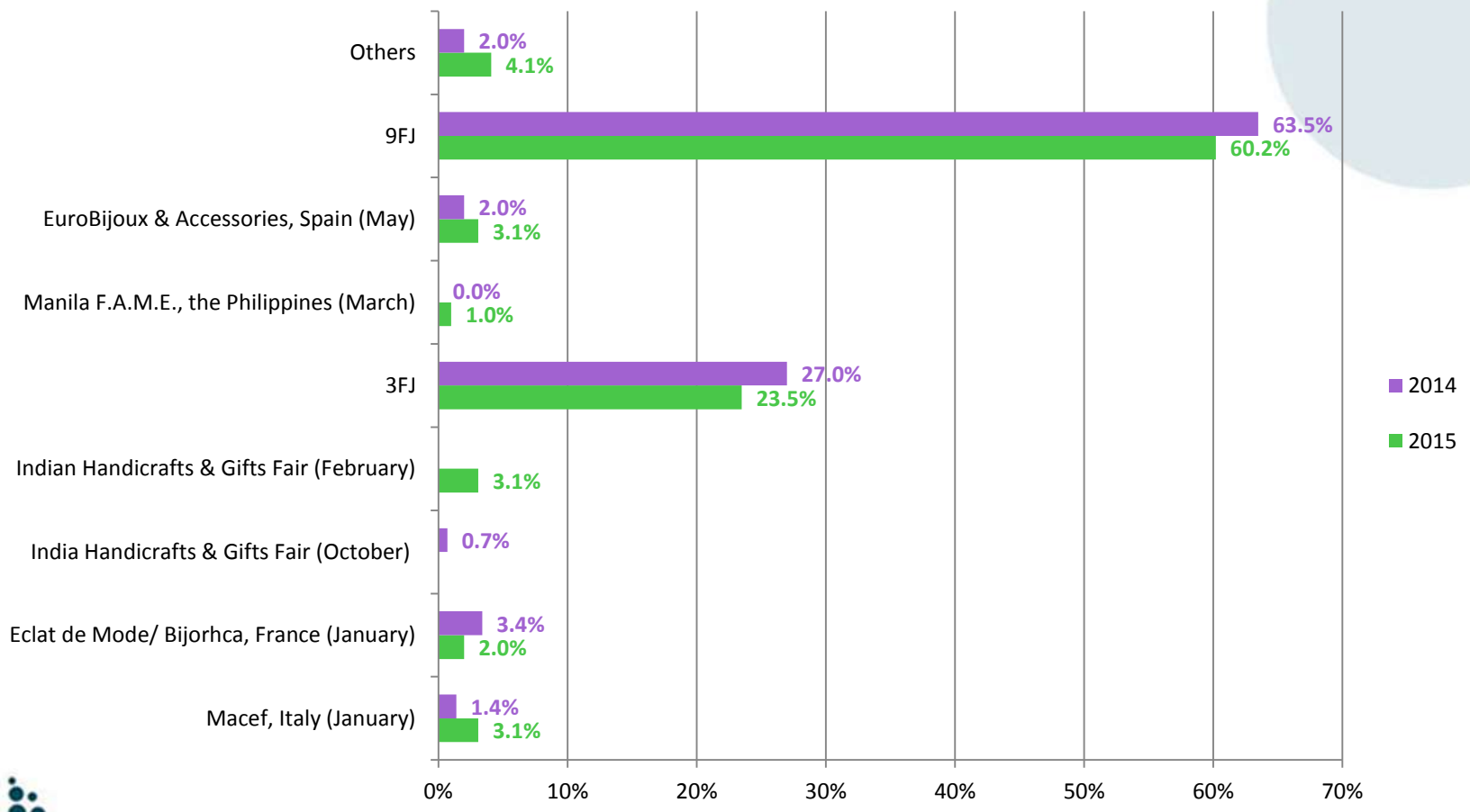
2014

Number of Respondents: 148



10. Please select the exhibition(s) that you rate most important for your company.

2015
Number of Respondents: 98
2014
Number of Respondents: 148



- Others include: Maison et Objet (Paris), Vicenzaoro (Italy), Basel (Switzerland), and TDC March Fair(Hong Kong)