



China International Gold, Jewellery & Gem Fair – Shenzhen 2014

Visitor Survey Report



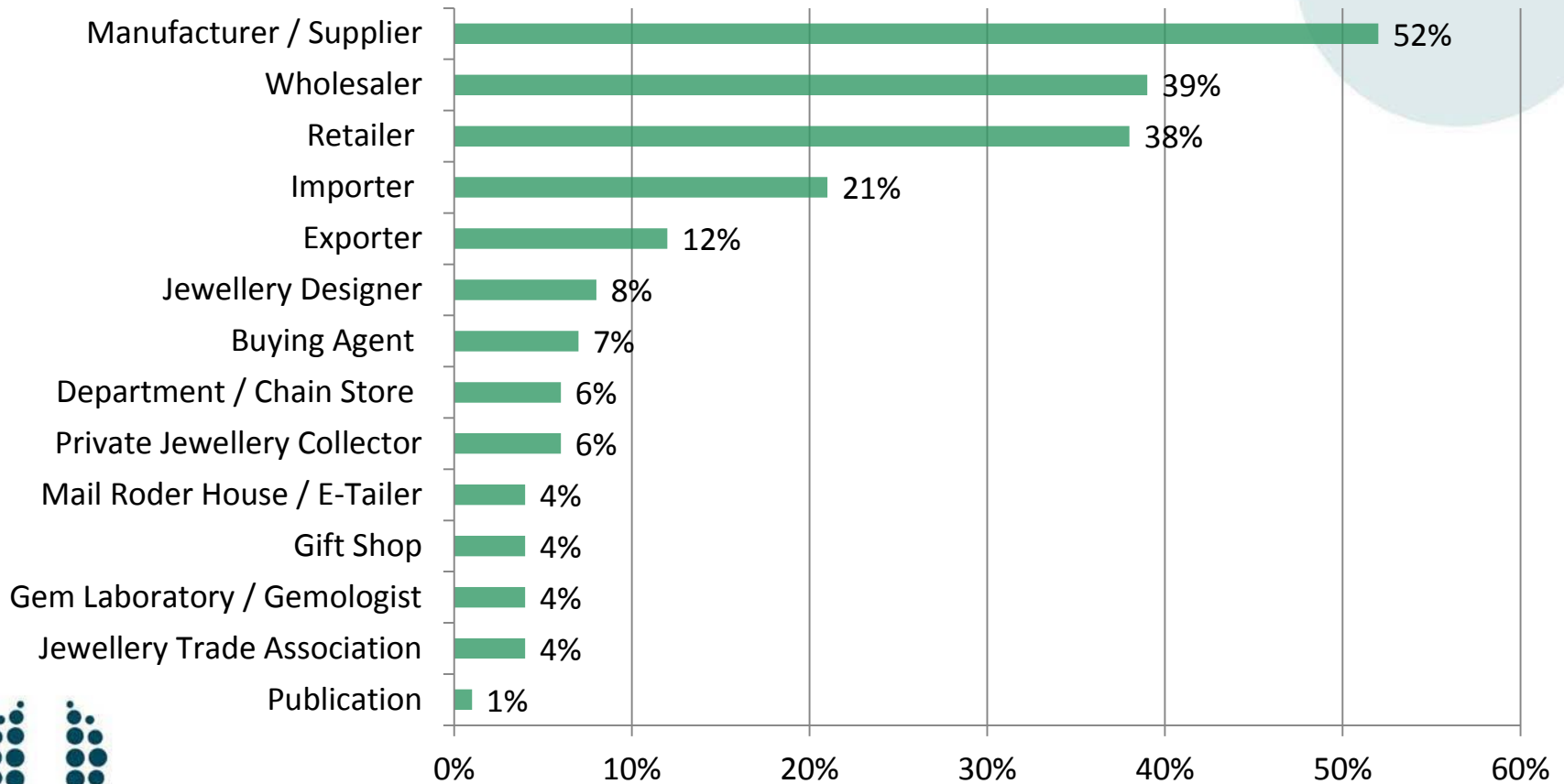
Survey Summary

Total number of visitors	12828
Invited online survey	4250
Completed online survey	115
Overall online survey response rate	2.71% [115/4250]

Visitors' nature of business(es)

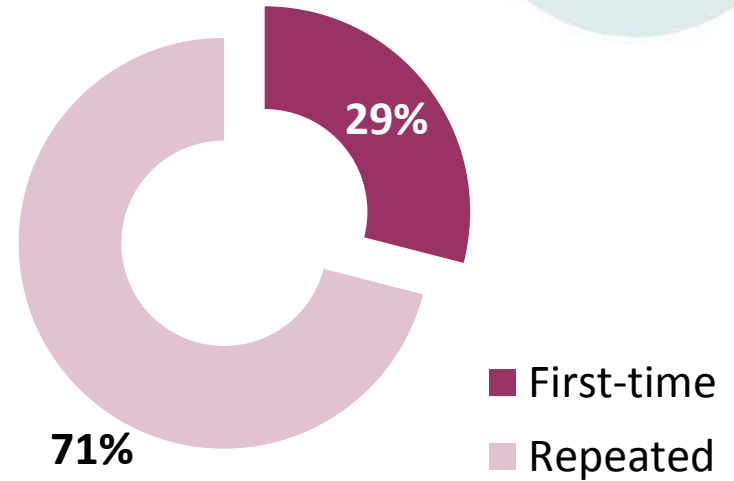
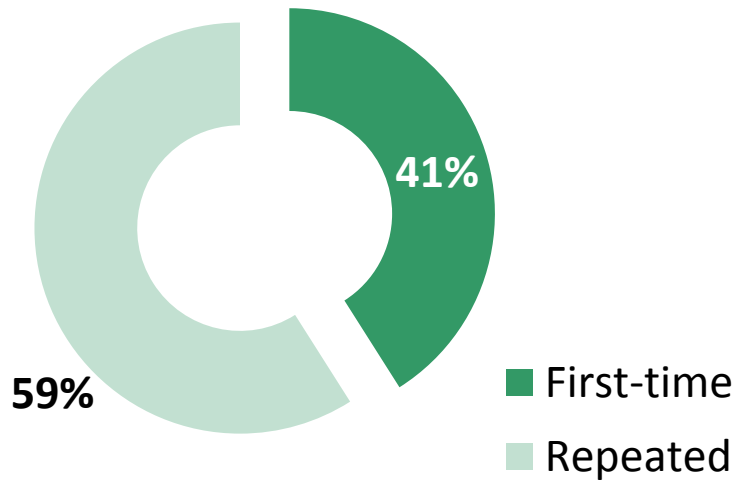
2014

Number of Respondents: 115



*Visitors can tick more than one category

Are you visiting this exhibition for the first time?

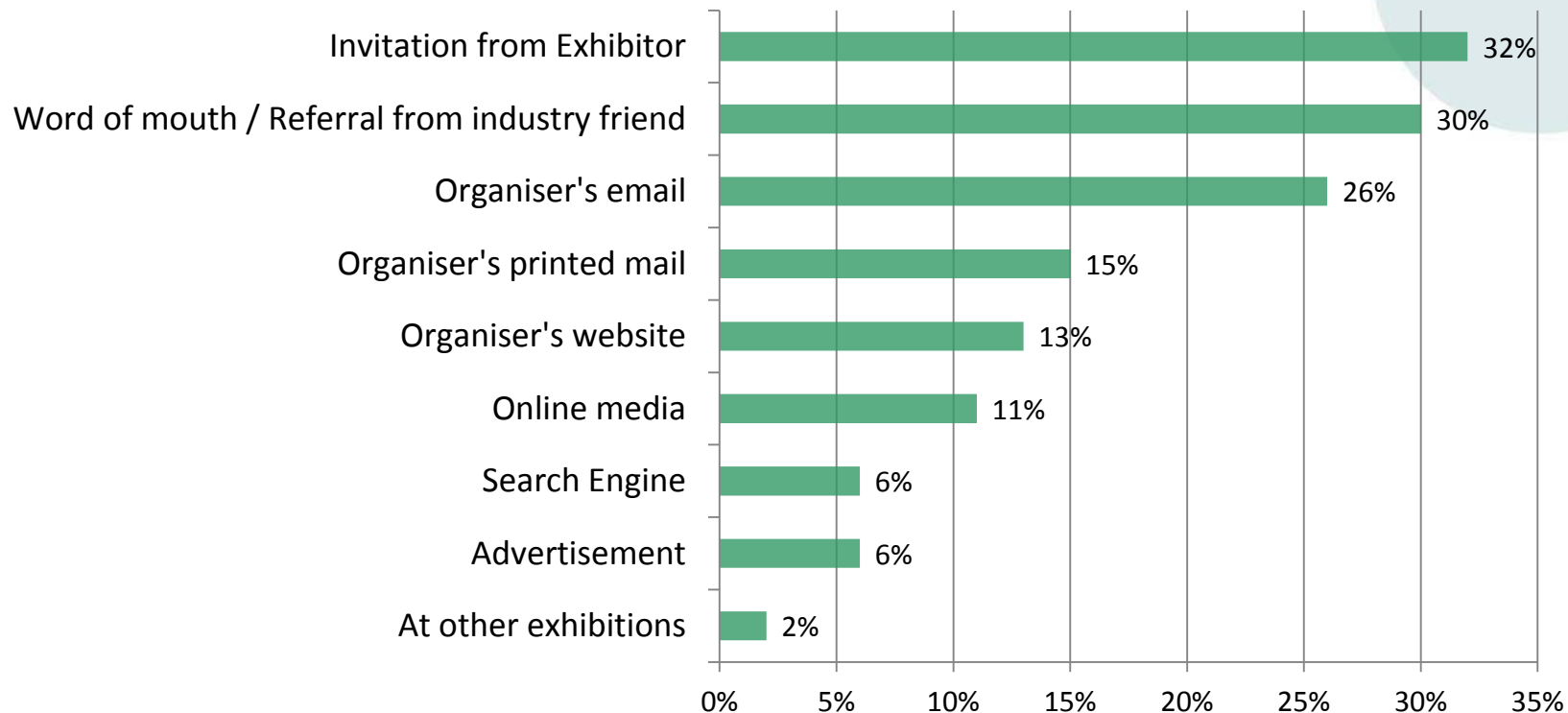


- The number of first-time participants increased 12% compared to last year's figure.

How did you learn about this exhibition?

2014

Number of Respondents: 47



*Visitors can tick more than one category

How did you learn about this exhibition?

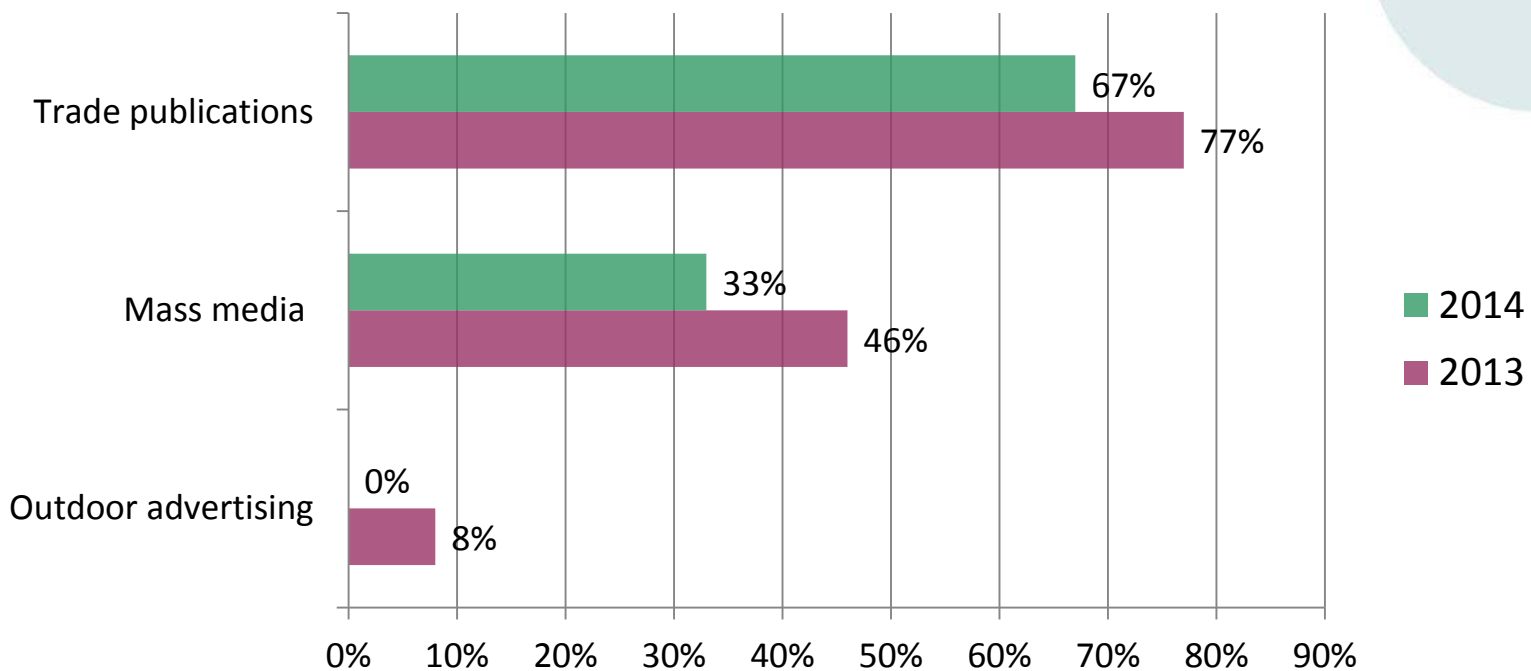
(Based on visitors who learnt about the fair from advertisement)

2014

Number of Respondents: 3

2013

Number of Respondents: 13



*Visitors can tick more than one category

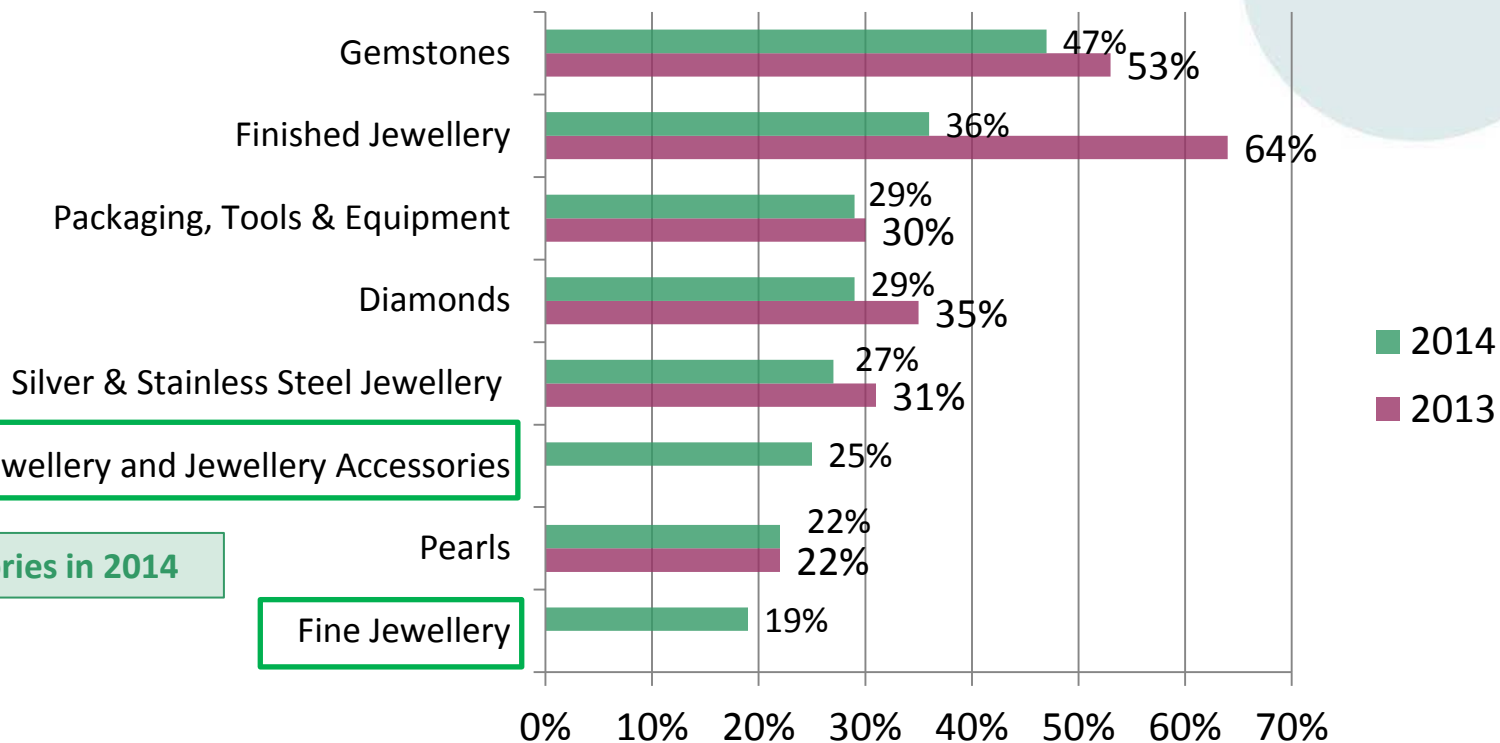
What is the major product category you source for? If you would like to source more than one product category, please indicate.

2014

Number of Respondents: 115

2013

Number of Respondents: 91



New categories in 2014

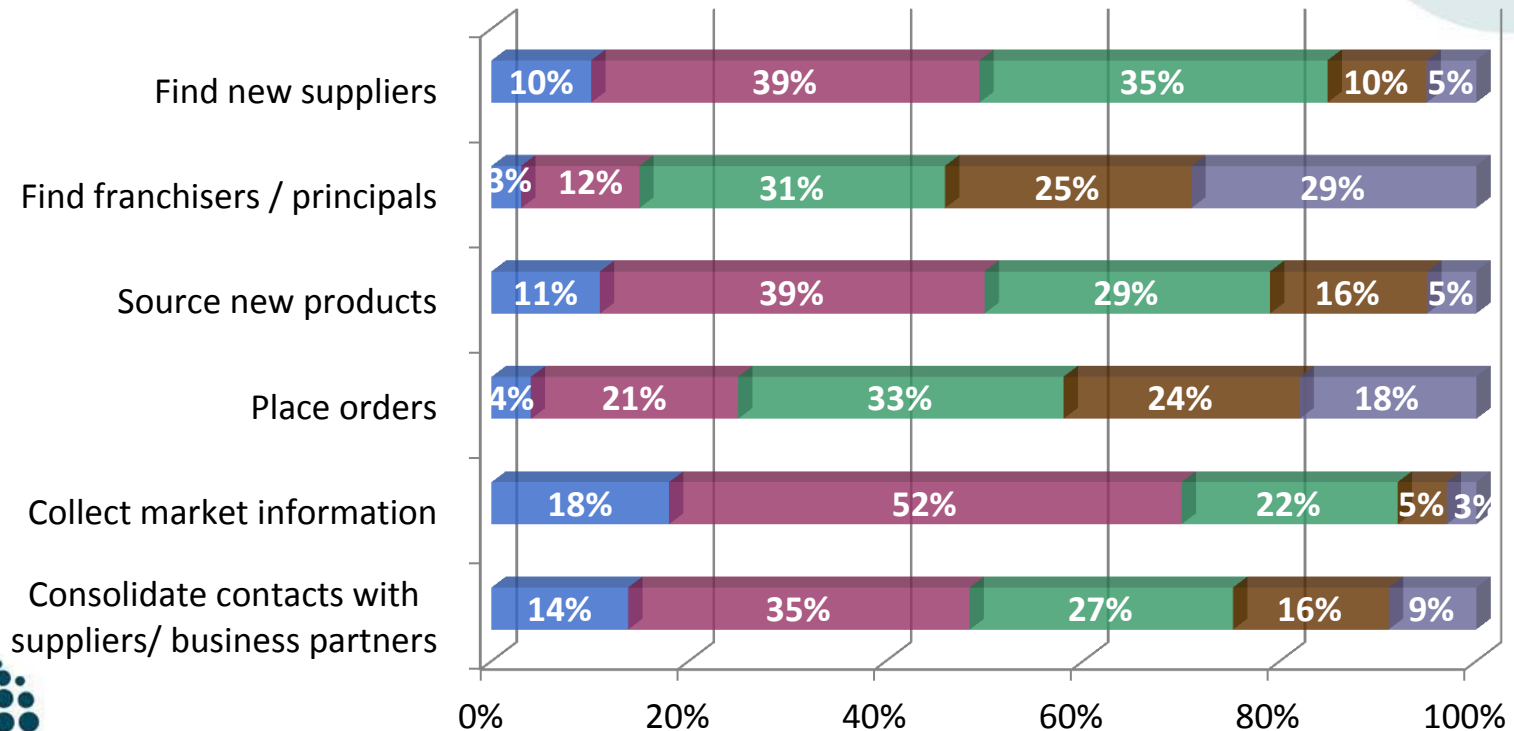
Fine Jewellery

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

2014

Number of Respondents: 115

■ Fully achieved
 ■ Fairly well achieved
 ■ Not quite achieved
 ■ Did not achieve at all
 ■ Not applicable



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

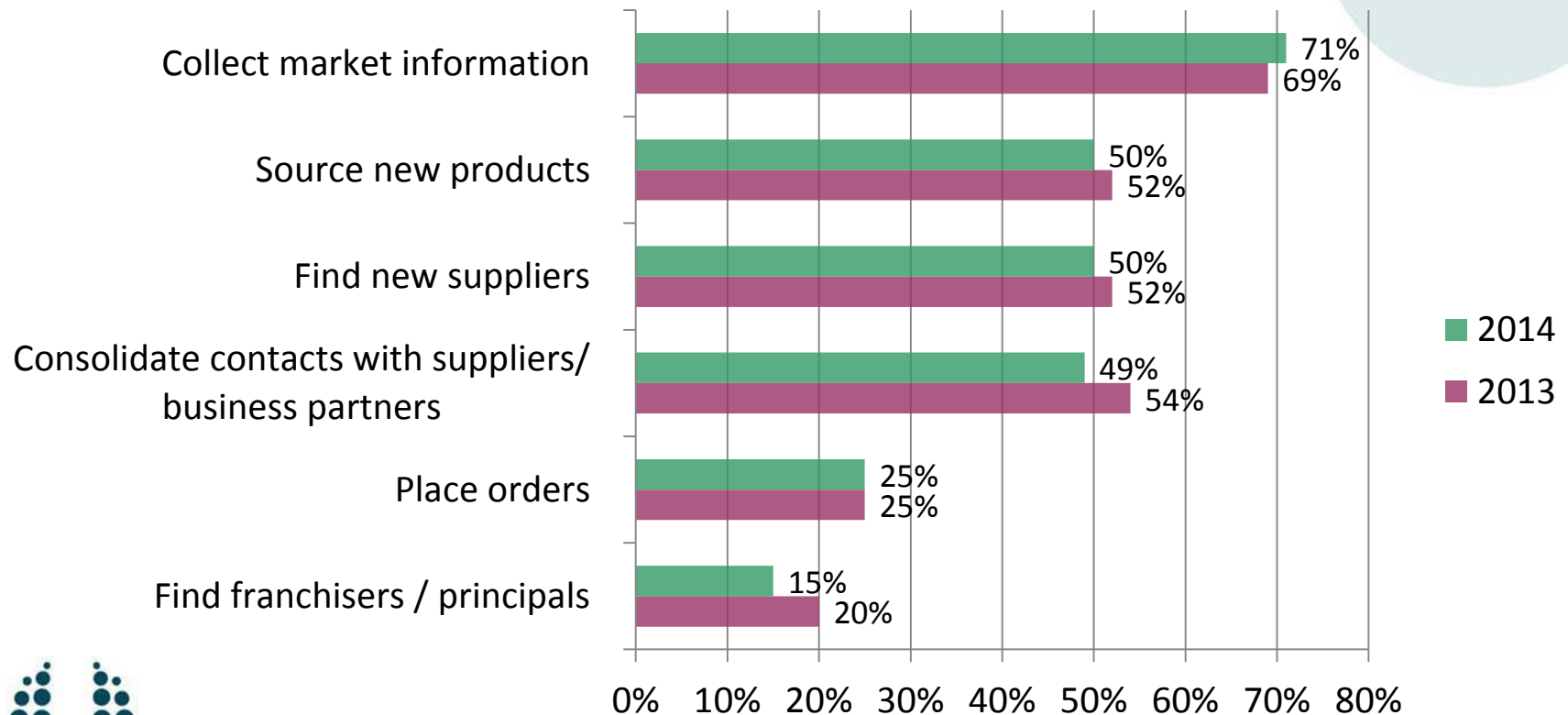
(2014 vs 2013 figures - “Fully achieved” + “Fairly well achieved”)

2014

Number of Respondents: 115

2013

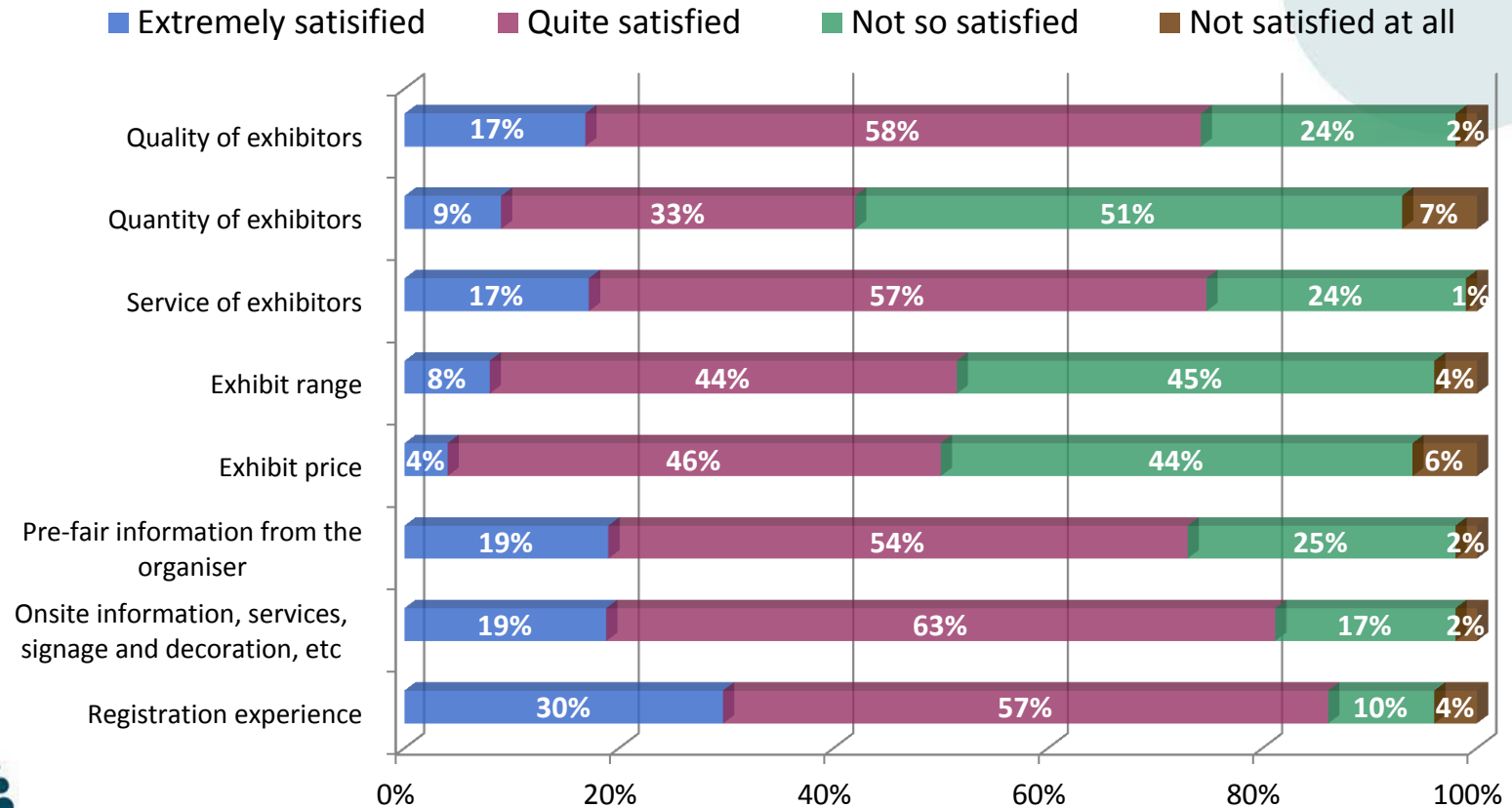
Number of Respondents: 91



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

2014

Number of Respondents: 115



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

(2014 vs 2013 figures - “Extremely satisfied” + “Quite satisfied”)

2014 Number of Respondents: 115 2013 Number of Respondents: 91

Combined category in 2014

Registration experience

Onsite information, services, signage and decoration, etc

Service of exhibitors

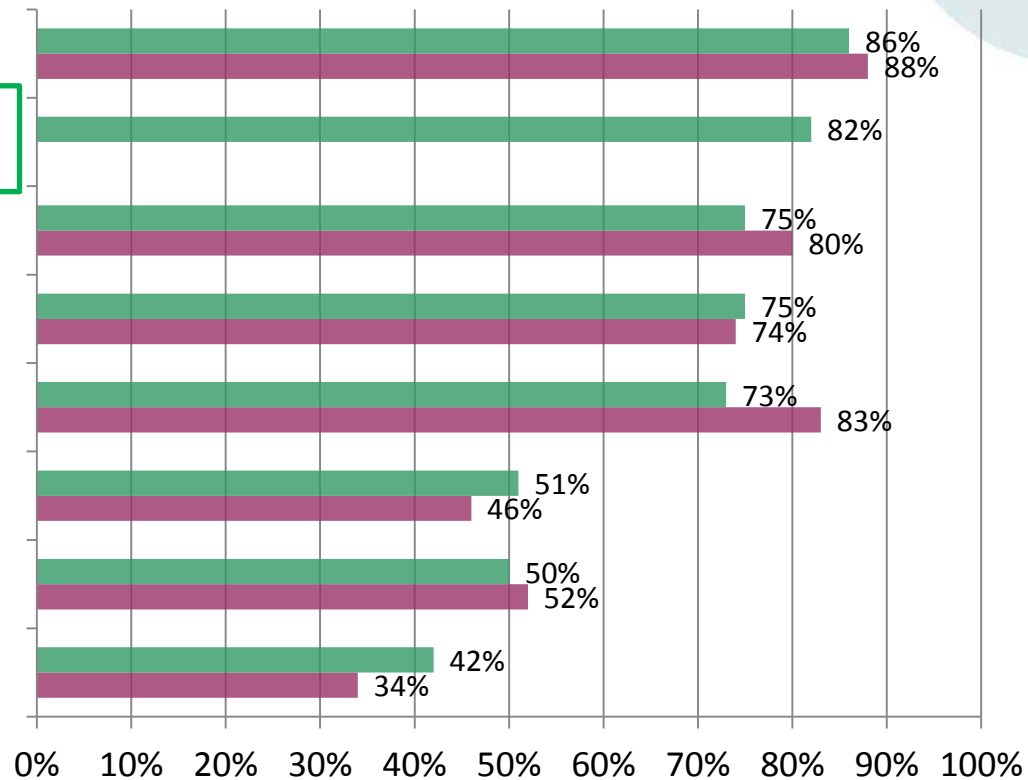
Quality of exhibitors

Pre-fair information from the organiser

Exhibit range

Exhibit price

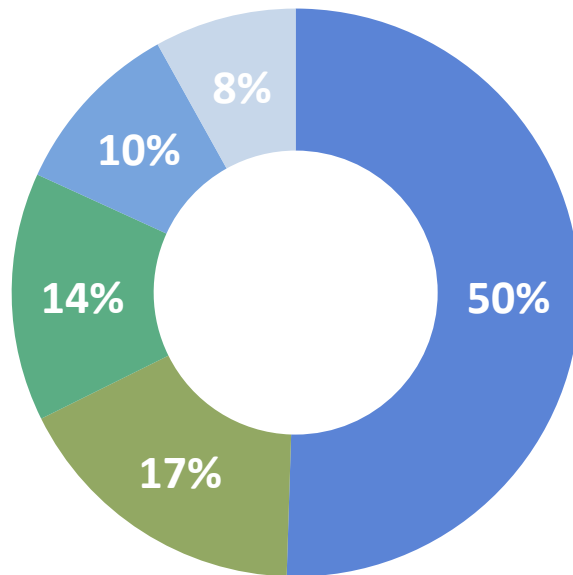
Quantity of exhibitors



2014
2013

In case you also visited at the China International Gold, Jewellery & Gem Fair – Shenzhen 2013, was the US\$ amount of business ordered during the Fair or as a direct result of the Fair more or less than last year?

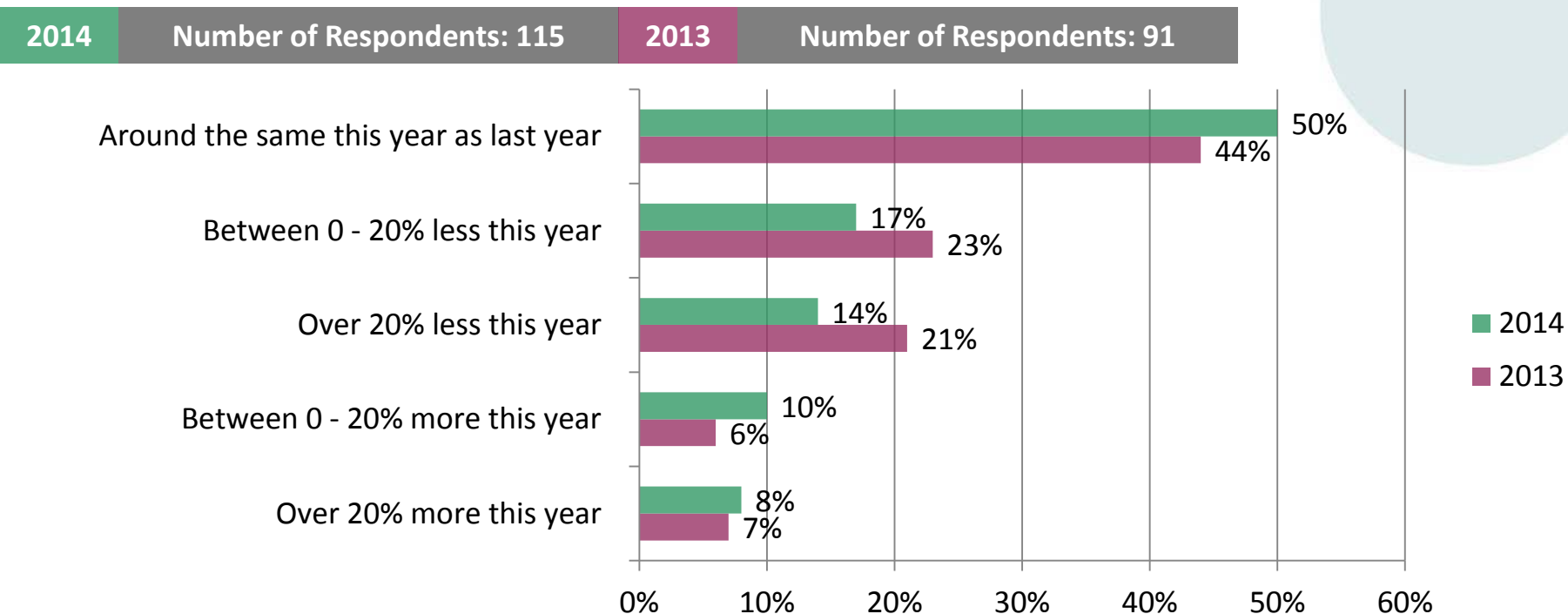
2014
Number of Respondents: 115



- Around the same this year as last year
- Between 0 - 20% less this year
- Over 20% less this year
- Between 0 - 20% more this year
- Over 20% more this year

In case you also visited at the China International Gold, Jewellery & Gem Fair – Shenzhen 2013, was the US\$ amount of business ordered during the Fair or as a direct result of the Fair more or less than last year?

(2014 vs 2013 figures)



- In general, respondents spent more than last year.
- 18% of visitors have ordered more businesses than last year (up 5% compared to 2013)

Please give an overall rating for your participation in this exhibition

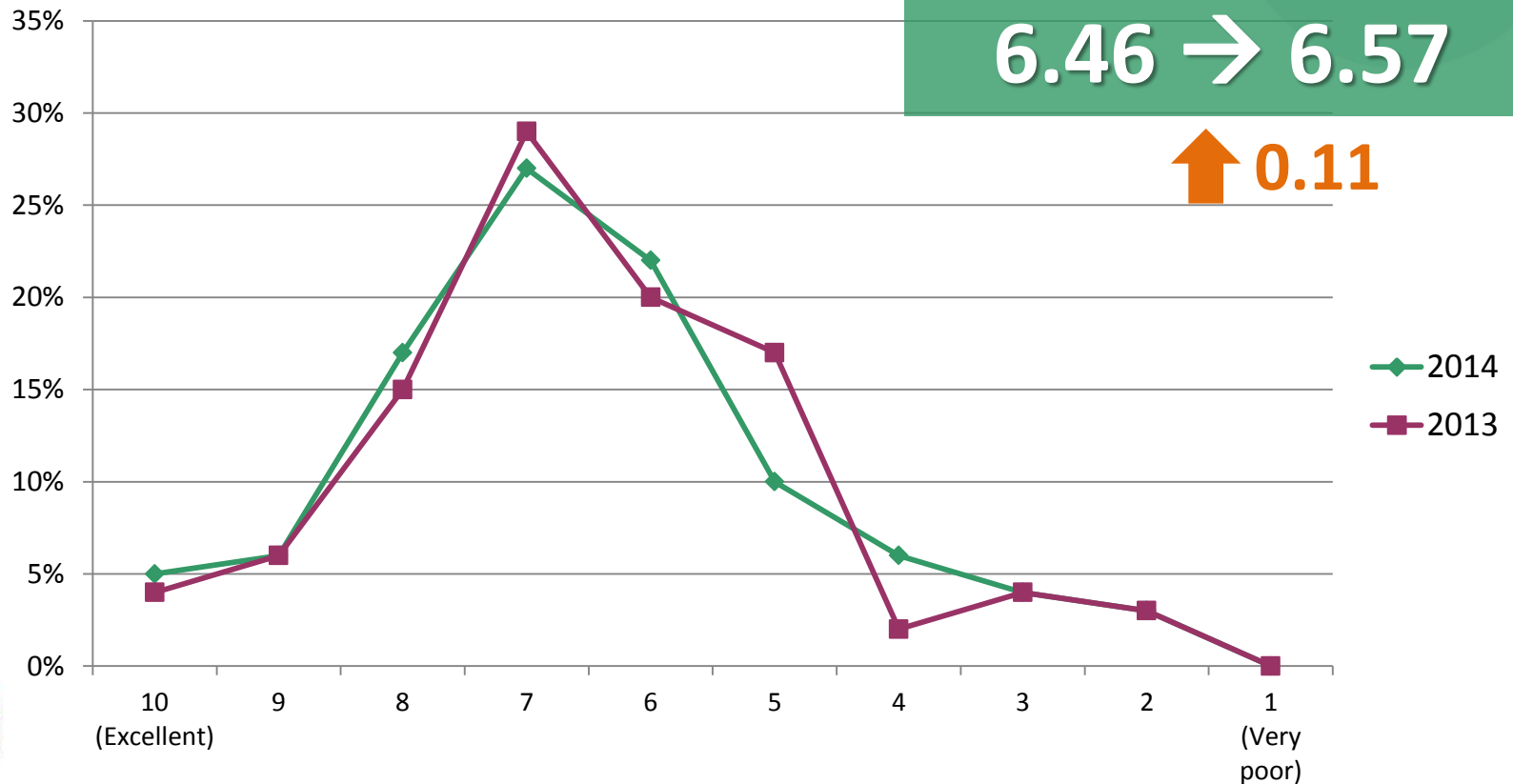
(10 = Excellent; 1 = Very poor)

2014

Number of Respondents: 115

2013

Number of Respondents: 91



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

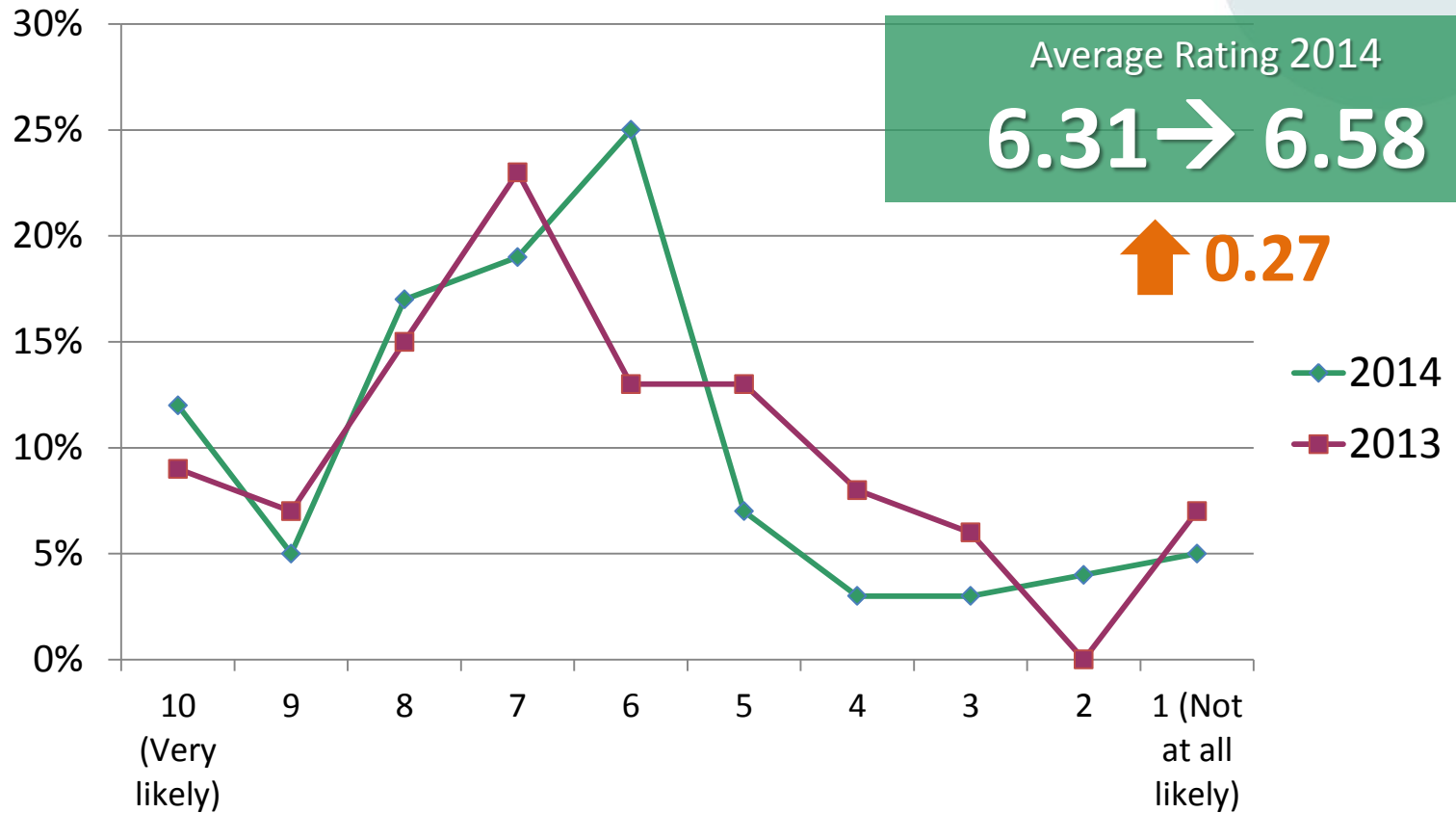
(10 = very likely; 1 = not at all likely)

2014

Number of Respondents: 115

2013

Number of Respondents: 91



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

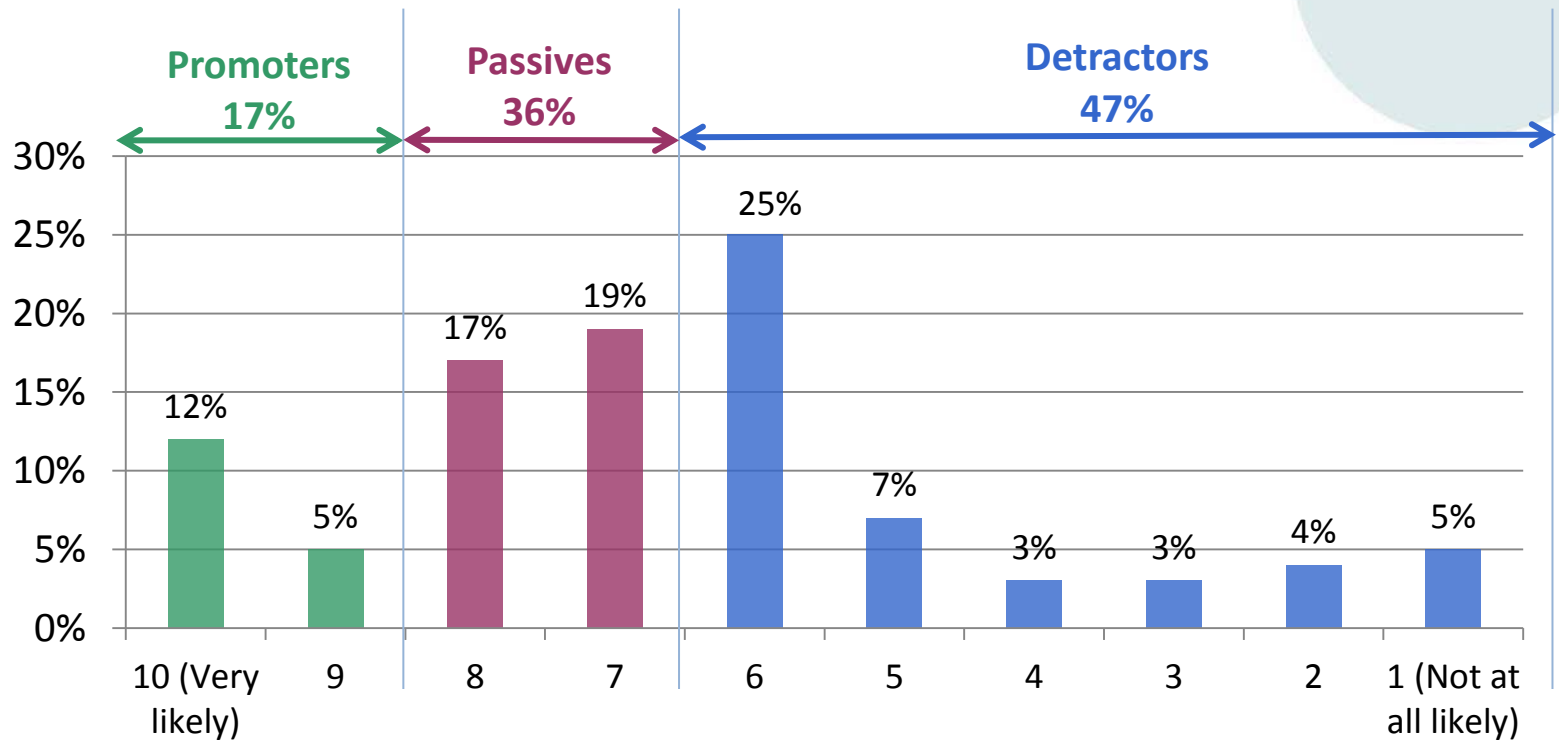
(10 = very likely; 1 = not at all likely)

Net Promoter Score 2014:
-31% → -30%

↑ 1%

2014

Number of Respondents: 115

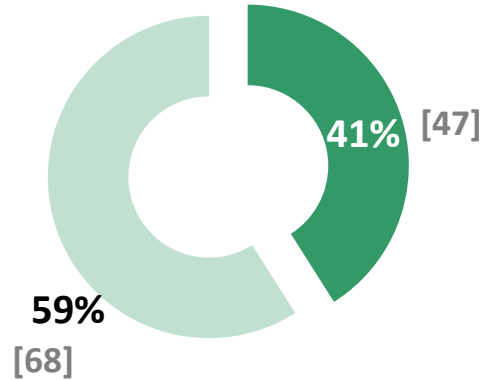


Formula for calculating NPS (Net Promoter Score):

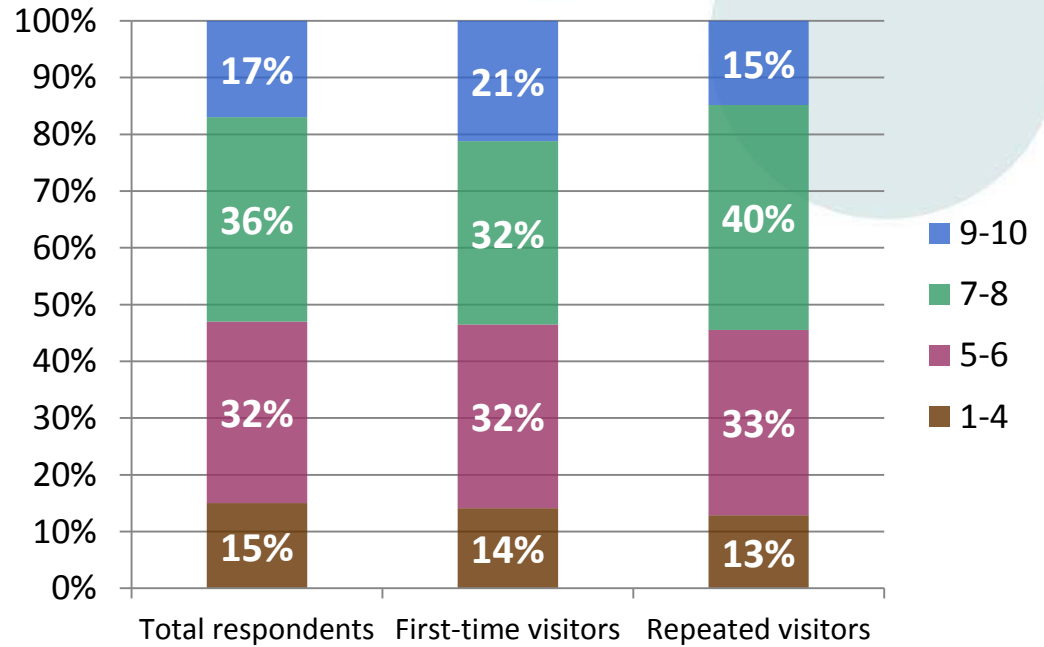
$$\begin{aligned} \text{NPS} &= \text{Promoters (\% rating 9 - 10)} - \text{Detractors (\% rating 0 - 6)} \\ &= 17\% - 47\% = -30\% \end{aligned}$$

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

(10 = very likely; 1 = not at all likely)



■ First-time
■ Repeated

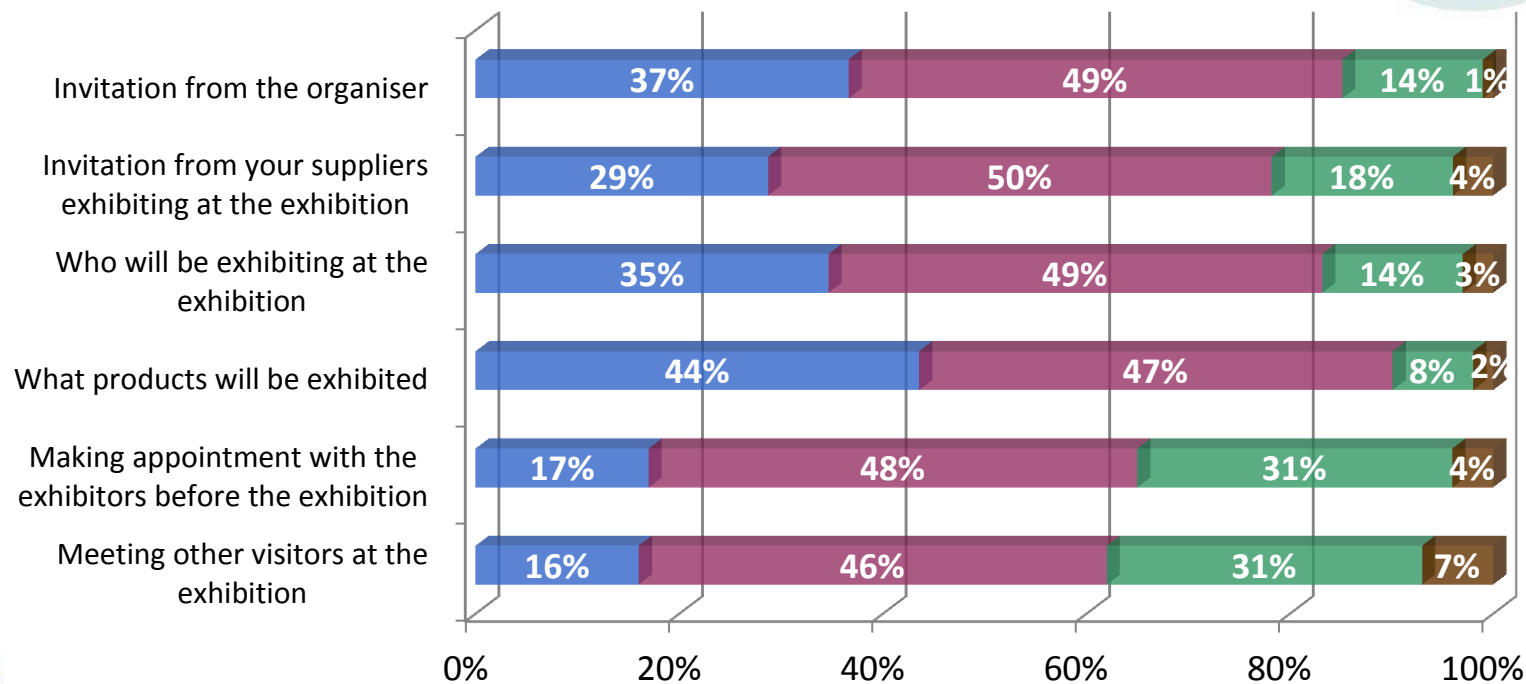


Net Promotion Score	2014	2013	Change
Total Respondents	-30%	-31%	+1%
First-time visitors	-25%	-27%	+2%
Repeated visitors	-31%	-33%	+2%

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

2014 Number of Respondents: 115

Extremely important Quite important Not quit important Not important at all



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

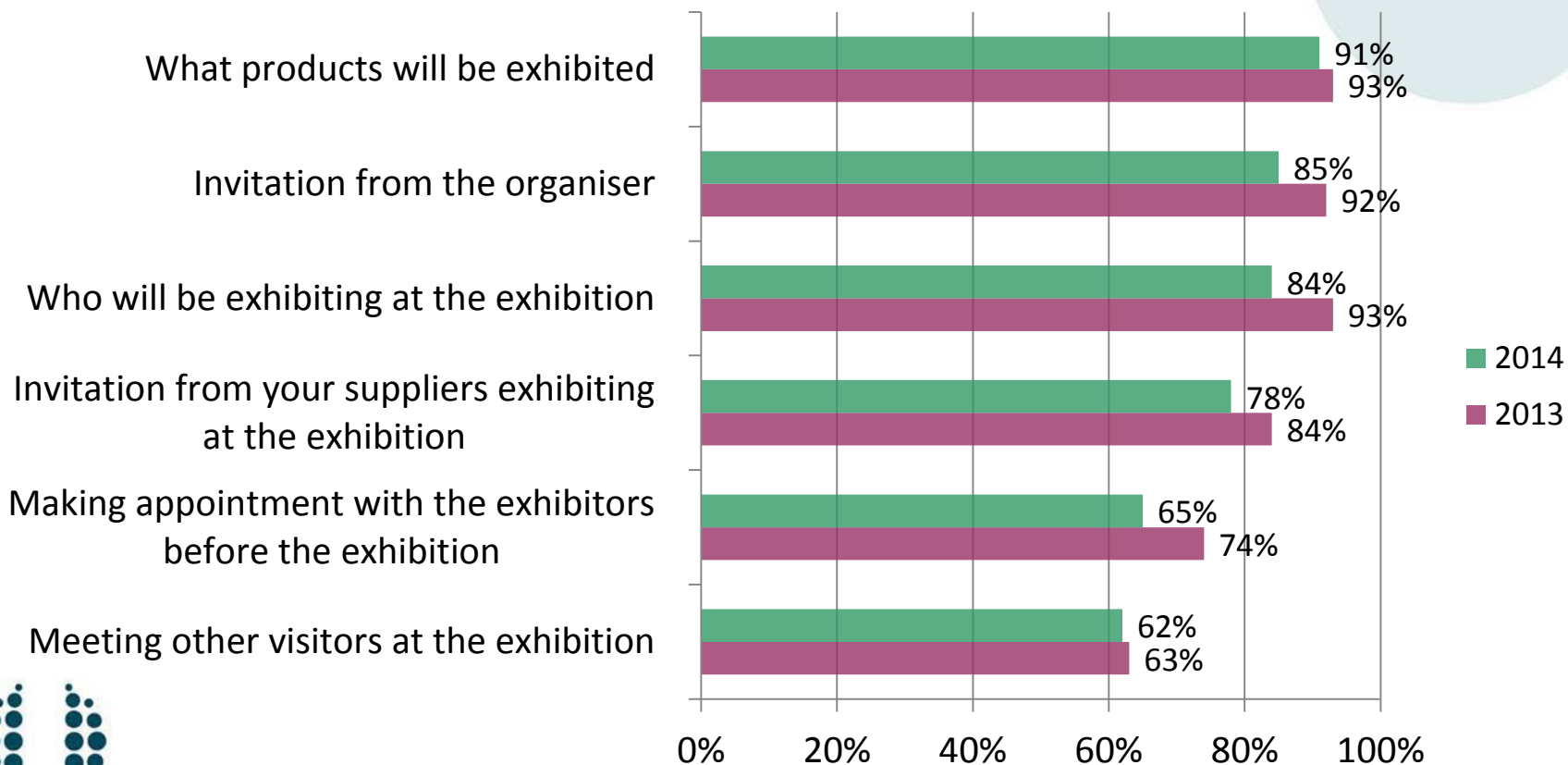
(2014 vs 2013 figures - “Extremely important” + “Quite important”)

2014

Number of Respondents: 115

2013

Number of Respondents: 91



Please tick the jewellery exhibition that you rate most important for your company

2014

Number of Respondents: 115

