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JUNE HONG KONG JEWELLERY + GEM FAIR



VISITOR SURVEY REPORT



UBM

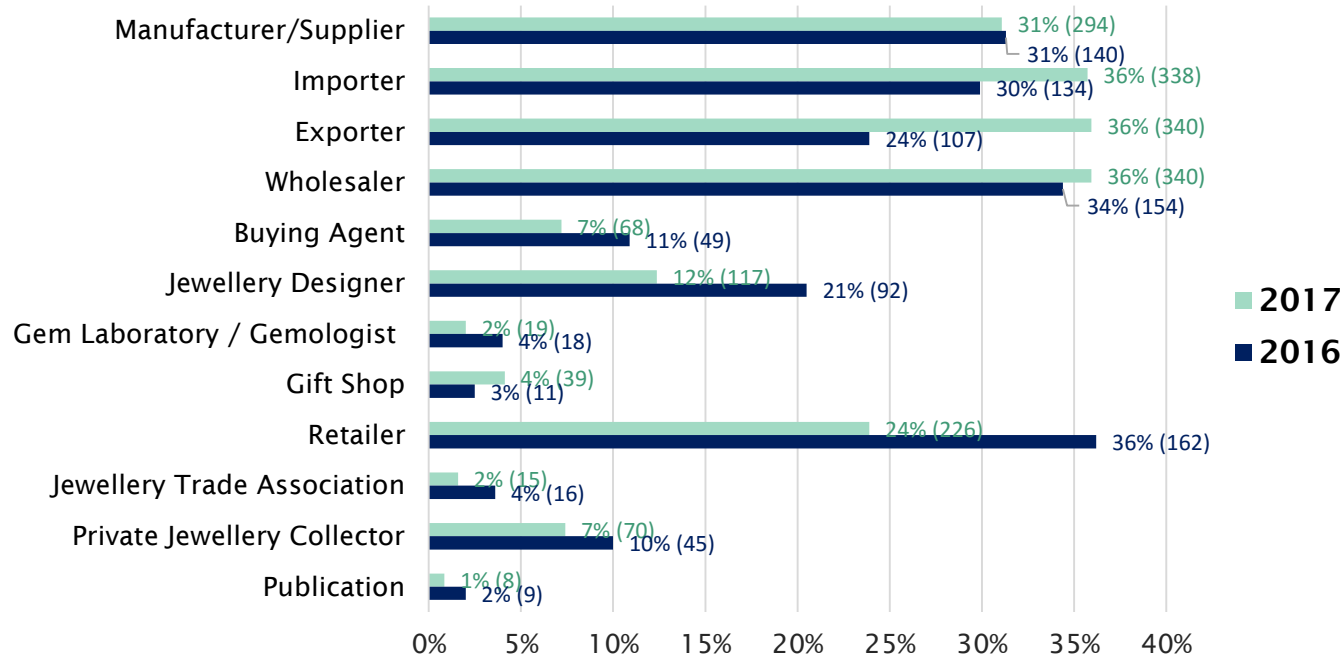
Total number of visitors	25,652
Total number of collected onsite survey	580
Onsite survey response rate	2.26% [580/25,652]
Total number of online survey successfully sent out	12,775
Total number of collected online survey	391
Online survey response rate	3.06% [391/12,775]
Total number of collected survey (onsite + online)	971
Overall response rate	3.78% [971/25,652]

Visitor's nature of business(es)

(Visitors may carry more than one business natures, so the overall percentage exceed 100%)

2017 No of Respondents: 946 No of Skipped: 25

2016 No of Respondents: 448 No of Skipped: 20

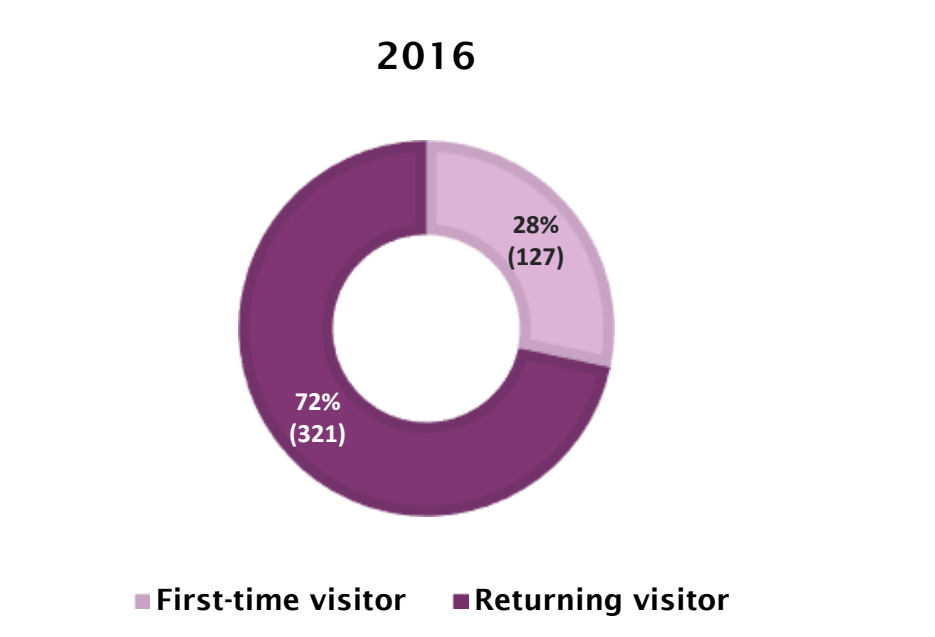


- Importer, exporter and wholesaler were the top three business nature among visitors, followed by Manufacturer/Supplier.

Are you visiting this exhibition for the first-time?

2017 No of Respondents: 909 No of Skipped: 62

2016 No of Respondents: 448 No of Skipped: 20



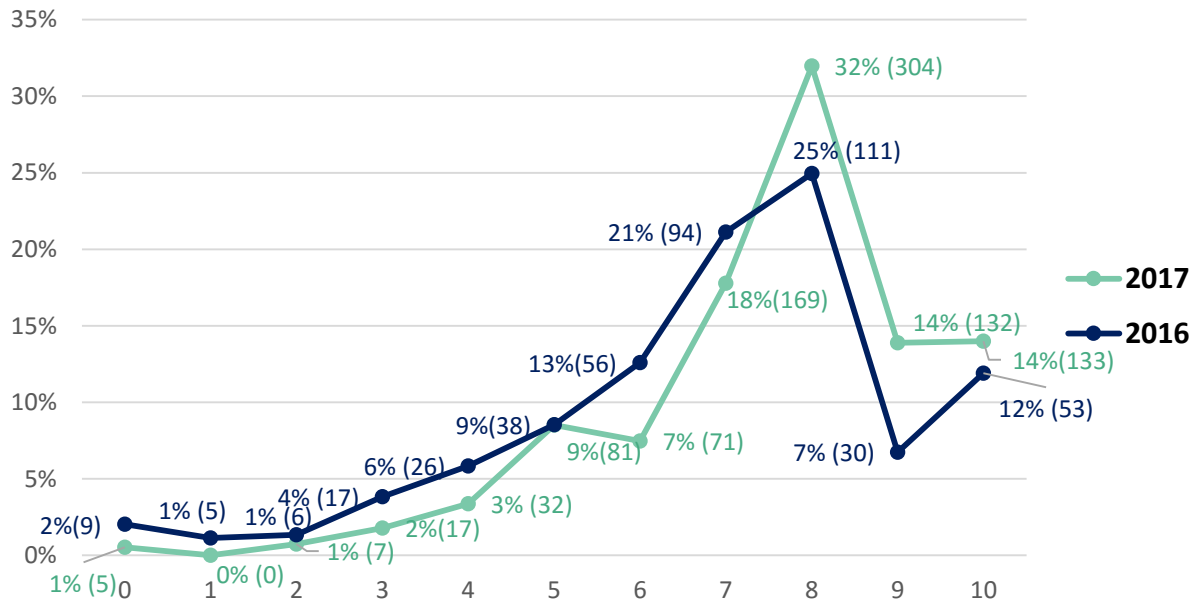
· Similar to last year, over 70% of total visitors were returning visitors. As one of Asia's top three fine jewellery events, the June Fair was well established and have satisfactory visitor loyalty. Meanwhile, less than 30% of first-time visitor also shows that more efforts should be put to attract more new visitors.

Overall, how would you rate your satisfaction with your experience at the June Fair?

(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2017 No of Respondents: 951 No of Skipped: 20

2016 No of Respondents: 445 No of Skipped: 23



CSAT 2017
7.53

CSAT 2016
6.84

- Satisfaction level was quite high in the Fair of both years with a slight increase from 2016.
- The majority of visitors gave rating 6-10, with 85% in 2017 and 78% in 2016, had a 7% rise in total.

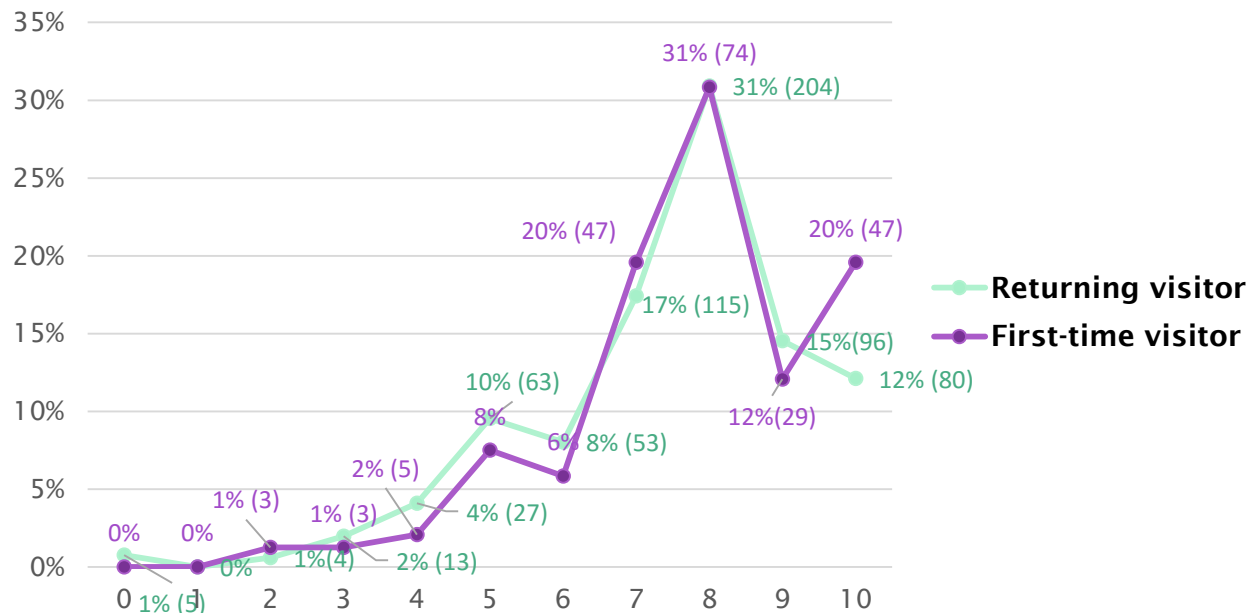
(Cont'd): Satisfaction rating by visitors - Returning visitor vs First-time visitor (0 = Extremely dissatisfied, 10 = Extremely satisfied)

Returning visitor:

No of Respondents: 660 No of Skipped: 7

First-time visitor:

No of Respondents: 240 No of Skipped: 2



Returning visitor's
CSAT:
7.41

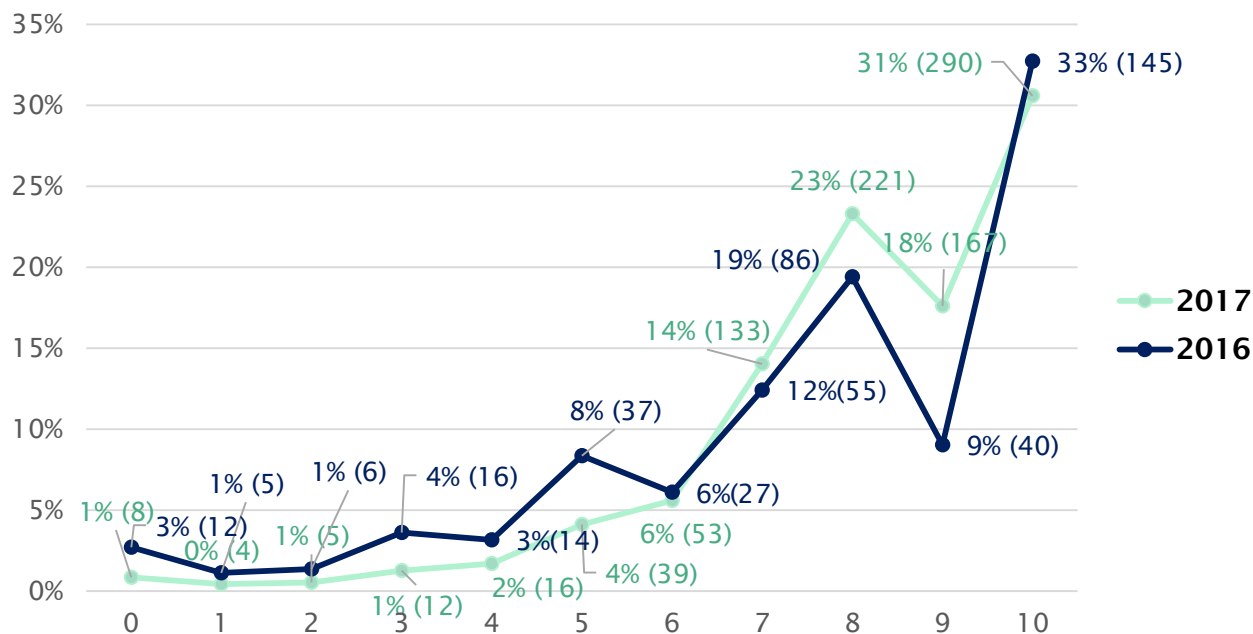
First-time visitor's
CSAT:
7.75

- The customer satisfaction among first-time visitors was slightly higher than that of returning visitors.
- Most visitors were satisfied with the experiences gained in the Fair. 89% of first-time visitors gave rating 6-10, while 83% of returning visitors gave rating 6-10.

How likely would you be to attend June Hong Kong Jewellery & Gem Fair again in the future?

2017 No of Respondents: 948 No of Skipped: 23

2016 No of Respondents: 443 No of Skipped: 25



Loyalty
Score 2017
8.15

Loyalty
Score 2016
7.56

- The Fair got very high loyalty score this year, with a slight increase from last edition. It indicates that the majority of visitors intended to visit again.
- It is encouraging that 92% of visitors gave rating 6-10, 13% up compared to 79% last year.

(Cont'd): Loyalty to attend again - Returning visitor vs First-time visitor

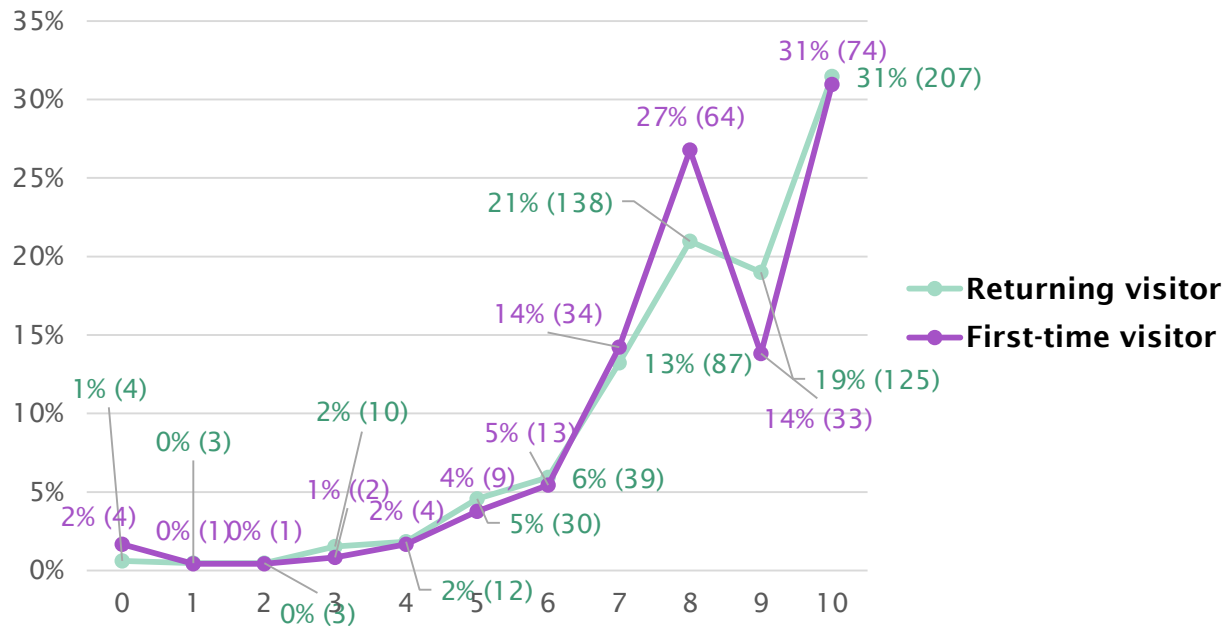
(0 = Not likely at all , 10 = Extremely likely)

Returning visitor:

No of Respondents: 658 No of Skipped: 9

First-time visitor:

No of Respondents: 239 No of Skipped: 3



**Returning visitor's
Loyalty Score:
8.17**

**First-time visitor's
Loyalty Score:
8.10**

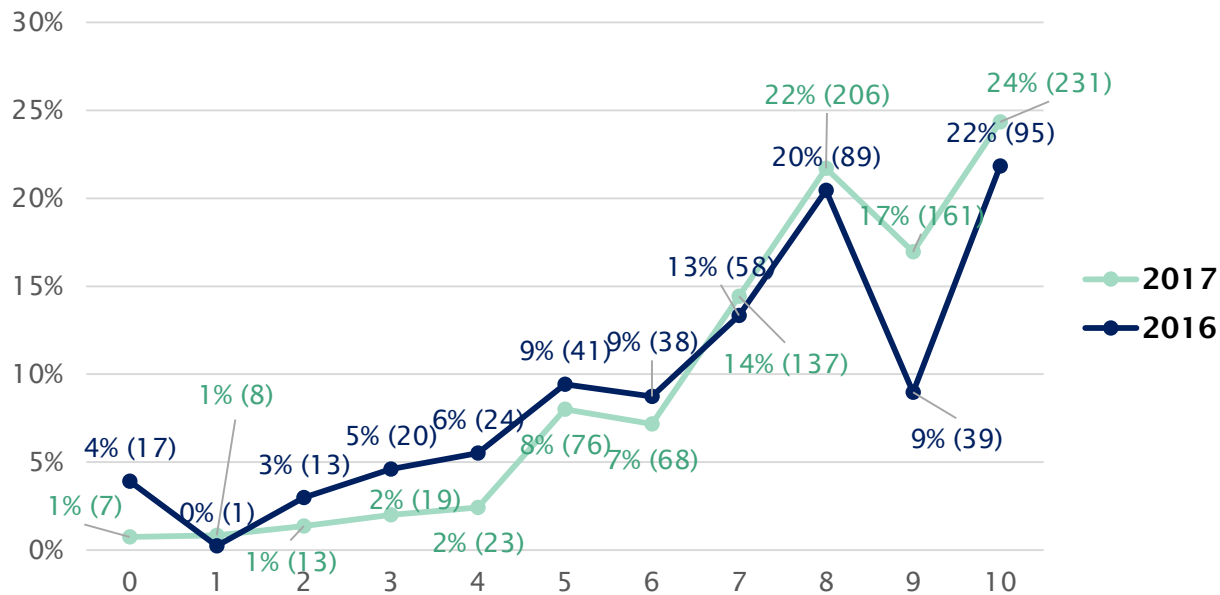
- Returning visitors' high loyalty score was very close to that of new visitors.
- The majority of visitors, including both returning and new, had high loyalty to the Fair, include 90% of returning visitors and 91% of first-time visitors gave rating 6-10.

How likely are you to recommend June Hong Kong Jewellery & Gem Fair to a friend or colleague?

(0 = Not likely at all , 10 = Extremely likely)

2017 No of Respondents: 949 No of Skipped: 22

2016 No of Respondents: 435 No of Skipped: 33



NPS Average
2017
7.73

NPS Average
2016
6.98

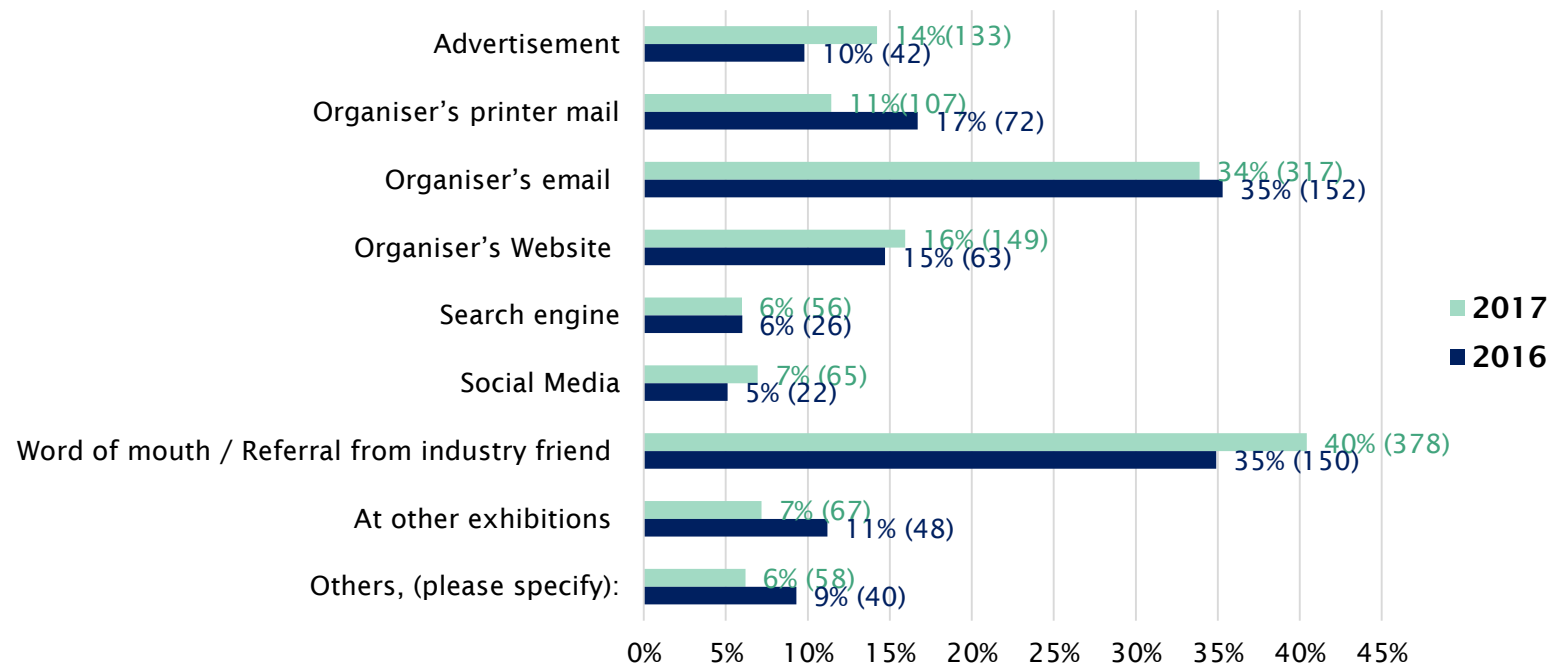
- NPS Average has a slight rise from last year, with 0.75 increase.
- Visitors who gave rating 6-10 were very high at 84%, rise 11% from 2016.

How did you learn about this exhibition?

(Visitors may take more than one options, so the overall percentage exceed 100%)

2017 No of Respondents: 935 No of Skipped: 36

2016 No of Respondents: 430 No of Skipped: 38

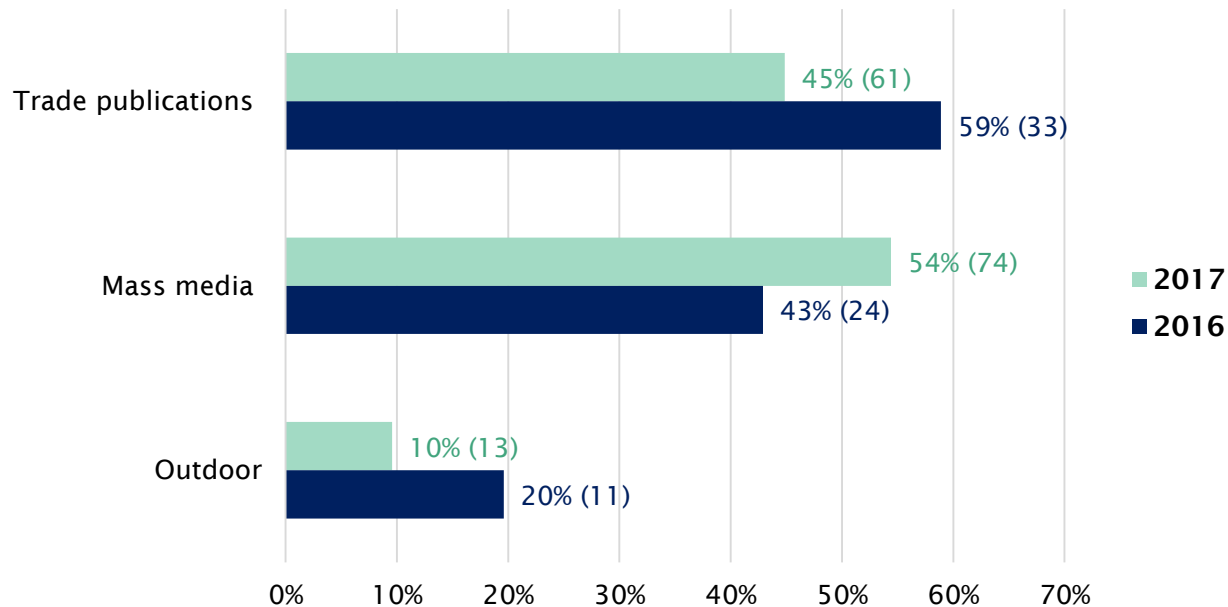


- “Word of mouth / Referral from industry friend” became the top important channel with a 5% increase from last year. “Organiser’s email” ranked the second though the percentage dropped slightly.
- Minor increase in the percentages of “Advertisement”, “Organiser’s website” & “Social media”.

(Cont'd): How did you learn about this exhibition? - Types of Advertisement

2017 No of Respondents: 136 No of Skipped: 835

2016 No of Respondents: 56 No of Skipped: 412

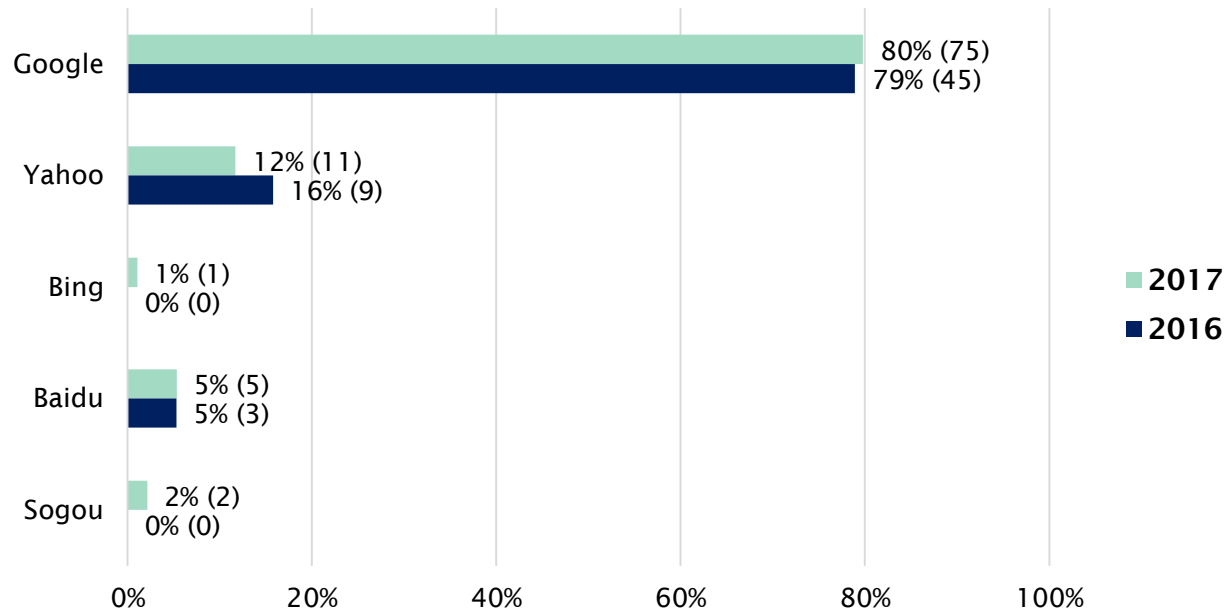


- Mass media became the top source of advertisement this year to serve the purpose of promotion, with a 11% increase from 2016.
- Trade publications were not as important as last year while outdoor advertising was still the least important type of advertisement.

(Cont'd): How did you learn about this exhibition? - Search Engine

2017 No of Respondents: 94 No of Skipped: 877

2016 No of Respondents: 57 No of Skipped: 411

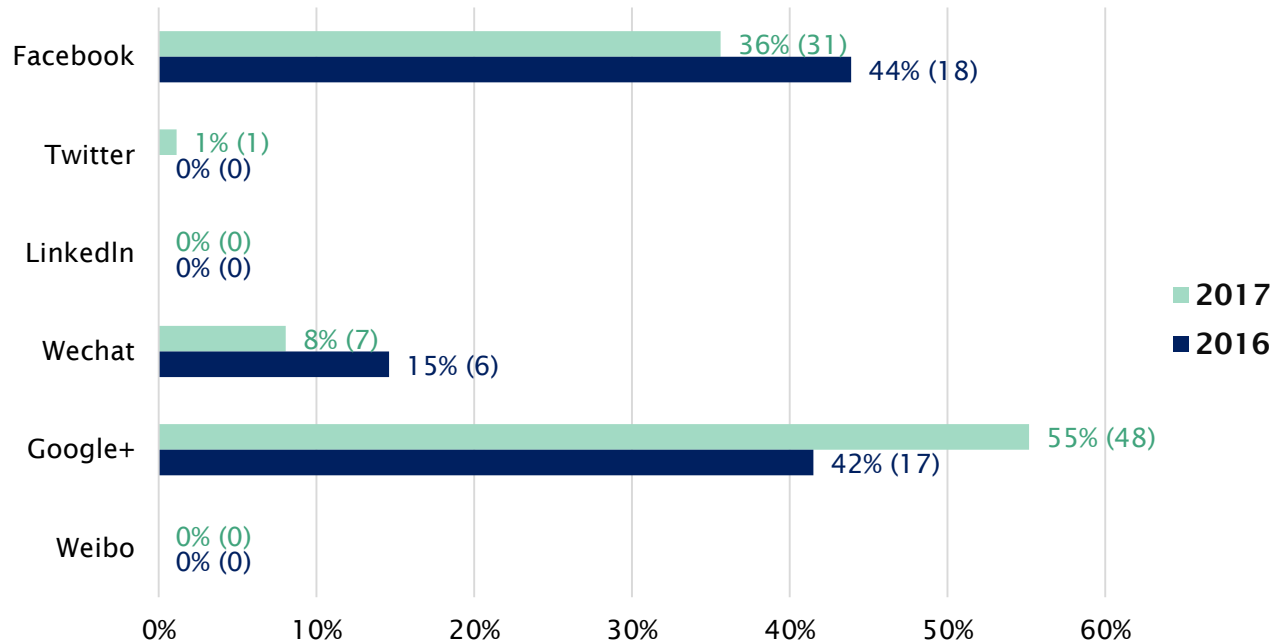


· Same as last year, Google, as the most popular local and international search engine, was the most effective channel for people to know more about the Fair.

(Cont'd): How did you learn about this exhibition? - Social Media

2017 No of Respondents: 87 No of Skipped: 884

2016 No of Respondents: 41 No of Skipped: 427



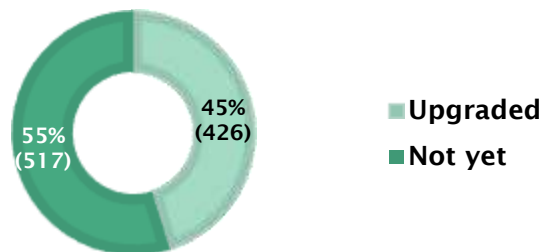
- For social media, Google+ has a 13% increase from 2016 and it became the most effective channel to reach visitors.
- The official Facebook Fan page of the Fair ranked the second effective channel to reach visitors.

Have you upgraded your visitor badge for Trade Buyer ID?

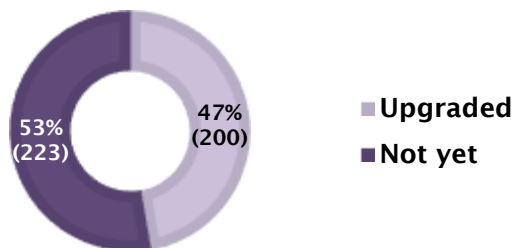
2017 No of Respondents: 943 No of Skipped: 28

2016 No of Respondents: 423 No of Skipped: 45

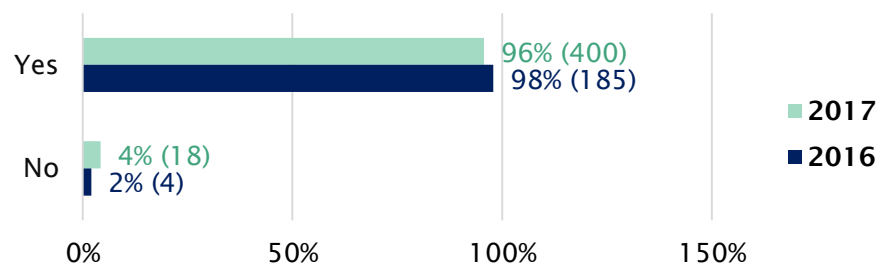
2017



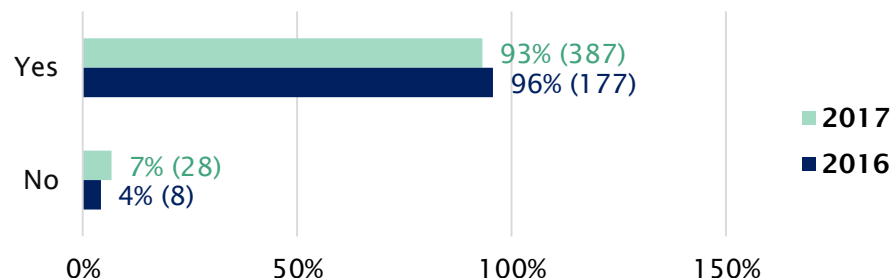
2016



TBID is user-friendly



I will recommend TBID to my peers



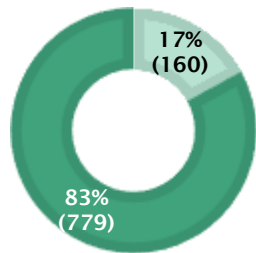
- More promotion for TBID is required as the visitors who have upgraded their visitor badge for TBID were still below 50% this year.
- Most of the TBID holders found the card user-friendly and were willing to recommend it to their peers.

Did you use the fairs' mobile app "Mobile Buyer Guide"?

2017 No of Respondents: 939 No of Skipped: 32

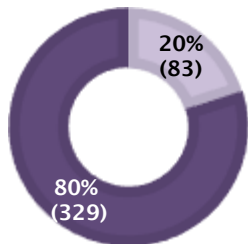
2016 No of Respondents: 412 No of Skipped: 56

2017



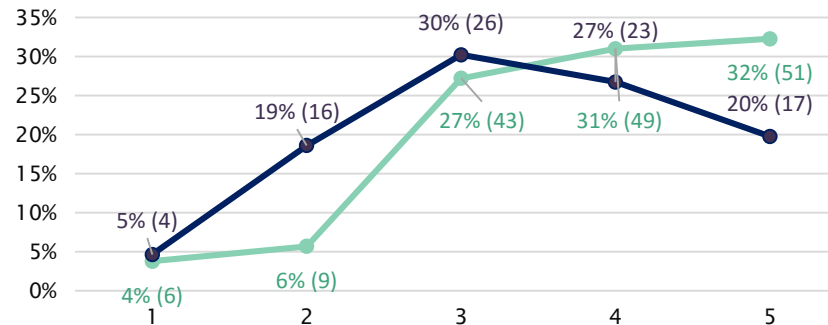
■ User
■ Non-user

2016



■ User
■ Non-user

How well did the Mobile App meet your needs?
(1 = Not at all, 5 = Very Well)

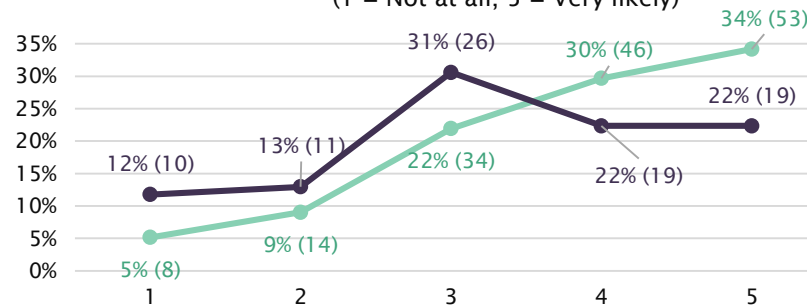


Average Rating
2017: 3.82

Average Rating
2016: 3.38

● 2017
● 2016

How likely would you be to recommend this MOBILE APP
to other attendees of the event?
(1 = Not at all, 5 = Very likely)



Average Rating
2017: 3.79

Average Rating
2016: 3.31

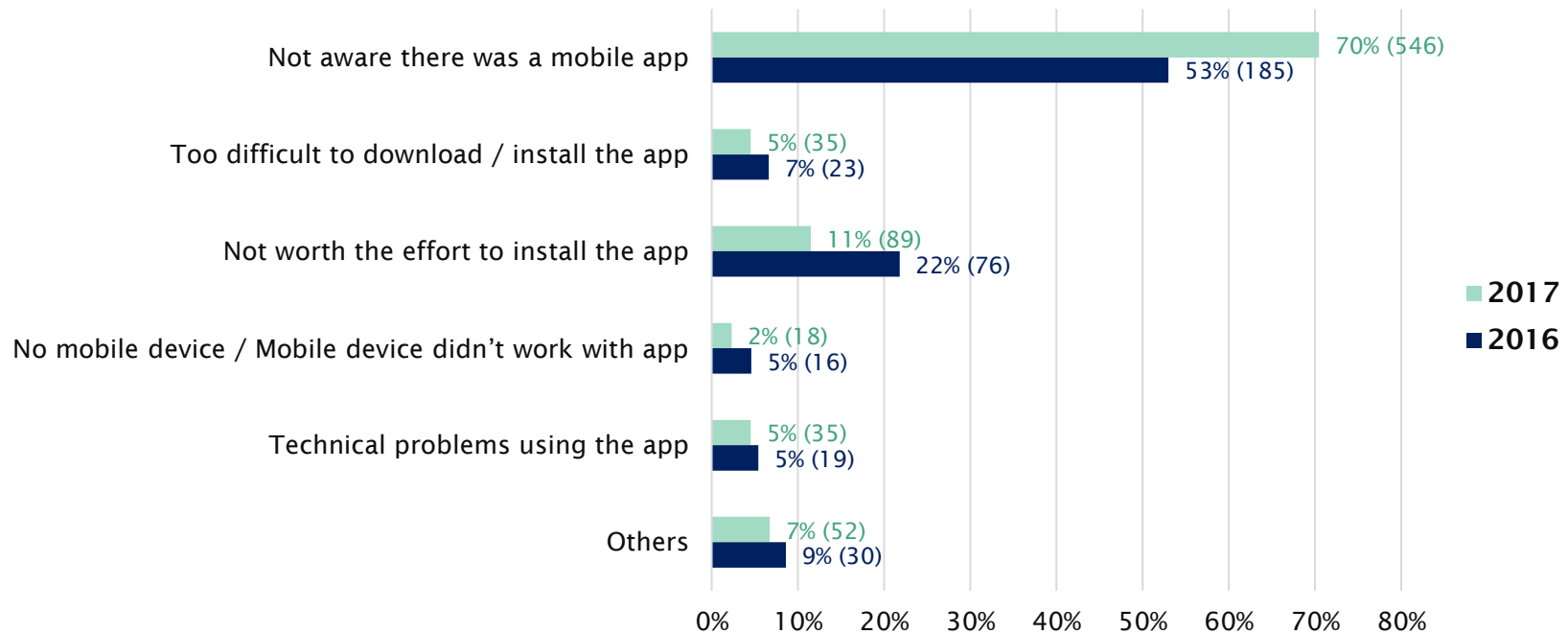
● 2017
● 2016

• More promotion for the mobile app is required as there were only 17%, a relatively low percentage of Mobile Buyer Guide user among the visitors of the June Fair. The comments for the app were not good enough according to the low average rating.

(Cont'd): Why the visitors did not download the Mobile App?

2017 No of Respondents: 775 No of Skipped: 196

2016 No of Respondents: 349 No of Skipped: 119

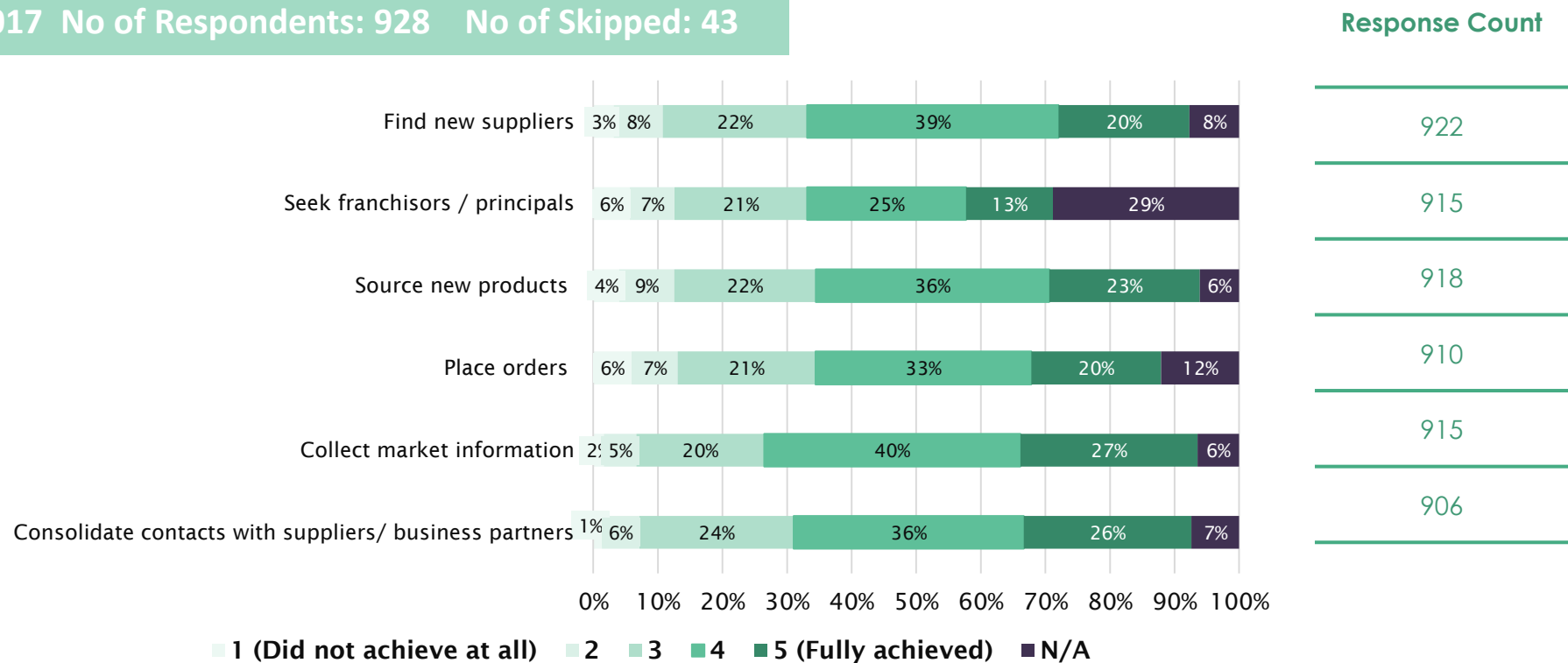


· More promotion for the mobile app is required as 70% of the Q7 respondents even not aware there was a mobile app.

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

(1 = Did not achieve at all, 5 = Fully achieved)

2017 No of Respondents: 928 No of Skipped: 43

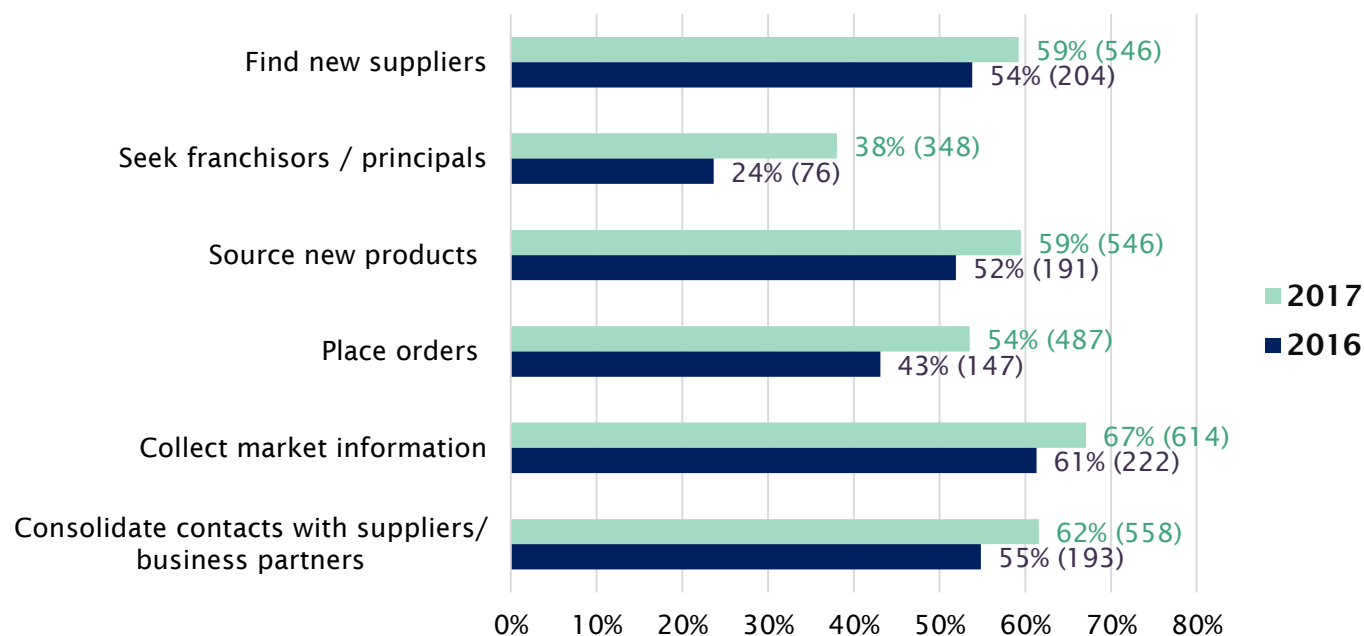


· Visitors found that their objectives in “Collect market information” and “Consolidate contacts with suppliers/business partners” could be achieved to a larger extent; followed by “Find new suppliers” and “Source new products”. The objective in “Place orders” could also be achieved quite satisfactorily.

(Cont'd): Objectives' achievement level - Comparison of combining Ratings 4 & 5 (1 = Did not achieve at all, 5 = Fully achieved)

2017 No of Respondents: 928 No of Skipped: 43

2016 No of Respondents: 392 No of Skipped: 76

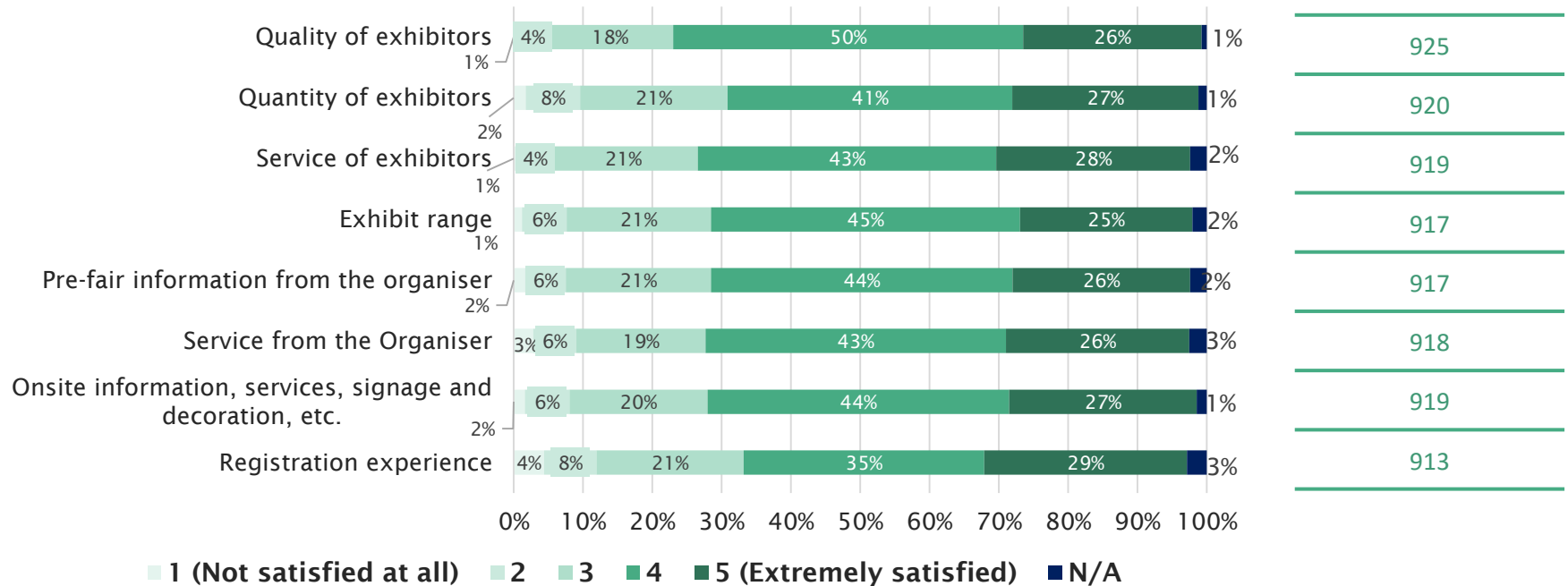


· Visitors' objective of "Collect market information" had the highest achievement level this year, followed by "Consolidate contacts with suppliers/business partners". The achievement level of "Find new suppliers" and "Source new products" were also satisfactory.

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

(1 = Not satisfied at all, 5 = Extremely satisfied)

2017 No of Respondents: 927 No of Skipped: 44

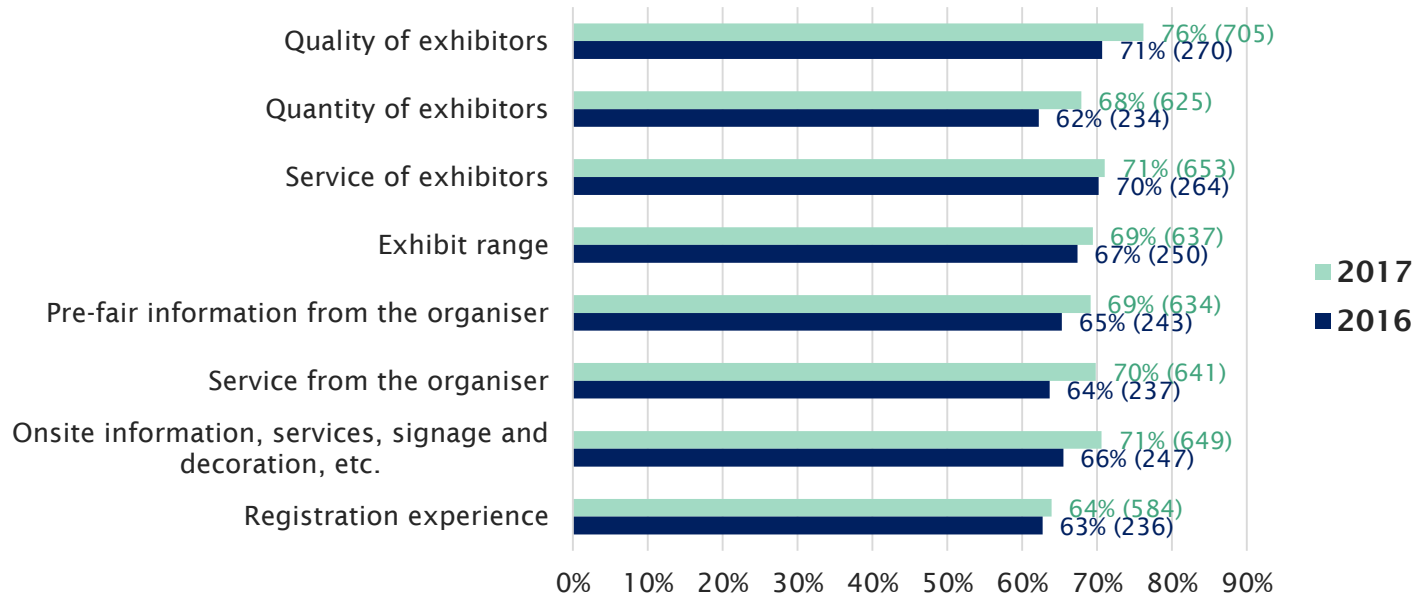


· It is encouraging that visitors were very satisfied with all of various aspects of the June Fair.

(Cont'd): Satisfaction level on the exhibition - Comparison of combining Ratings 4 & 5 (1 = Not satisfied at all, 5 = Extremely satisfied)

2017 No of Respondents: 927 No of Skipped: 44

2016 No of Respondents: 384 No of Skipped: 84

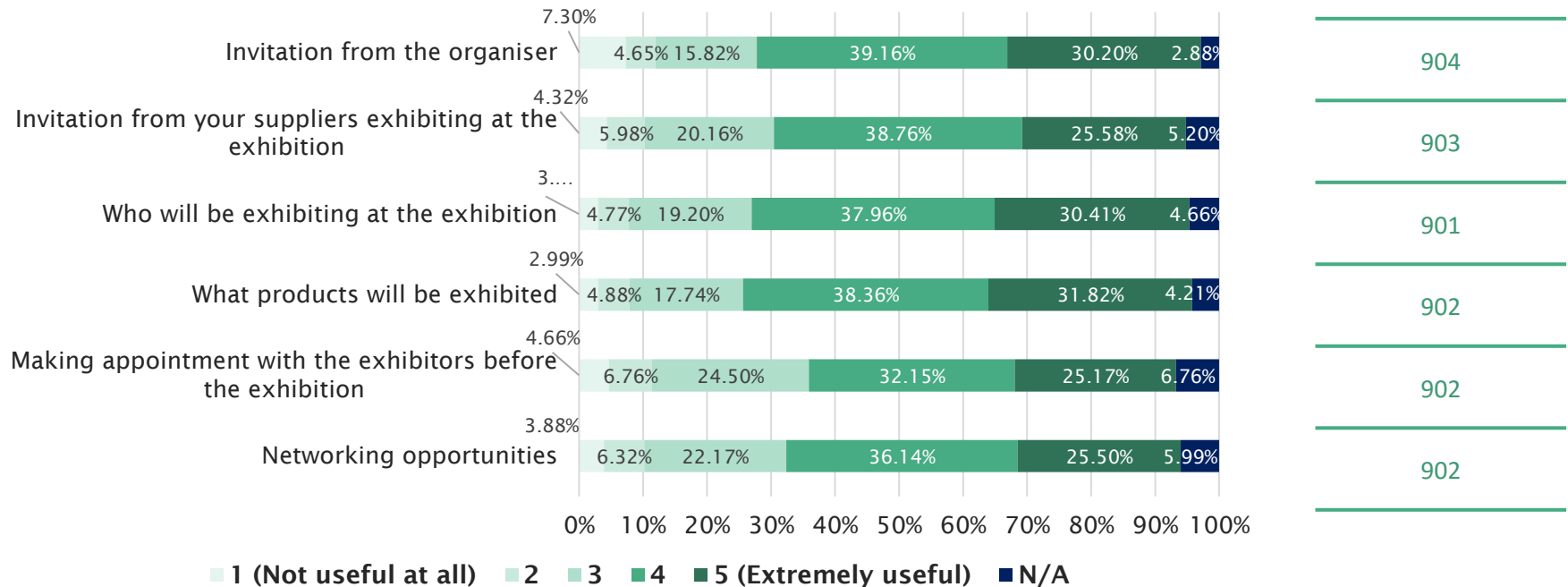


· “Quality of exhibitors” got the highest satisfaction level among visitors, followed by “Service of exhibitors”, “Onsite information, services, signage and decoration, etc” and “Service from the organiser”.

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

(1 = Not useful at all, 5 = Extremely useful)

2017 No of Respondents: 909 No of Skipped: 62

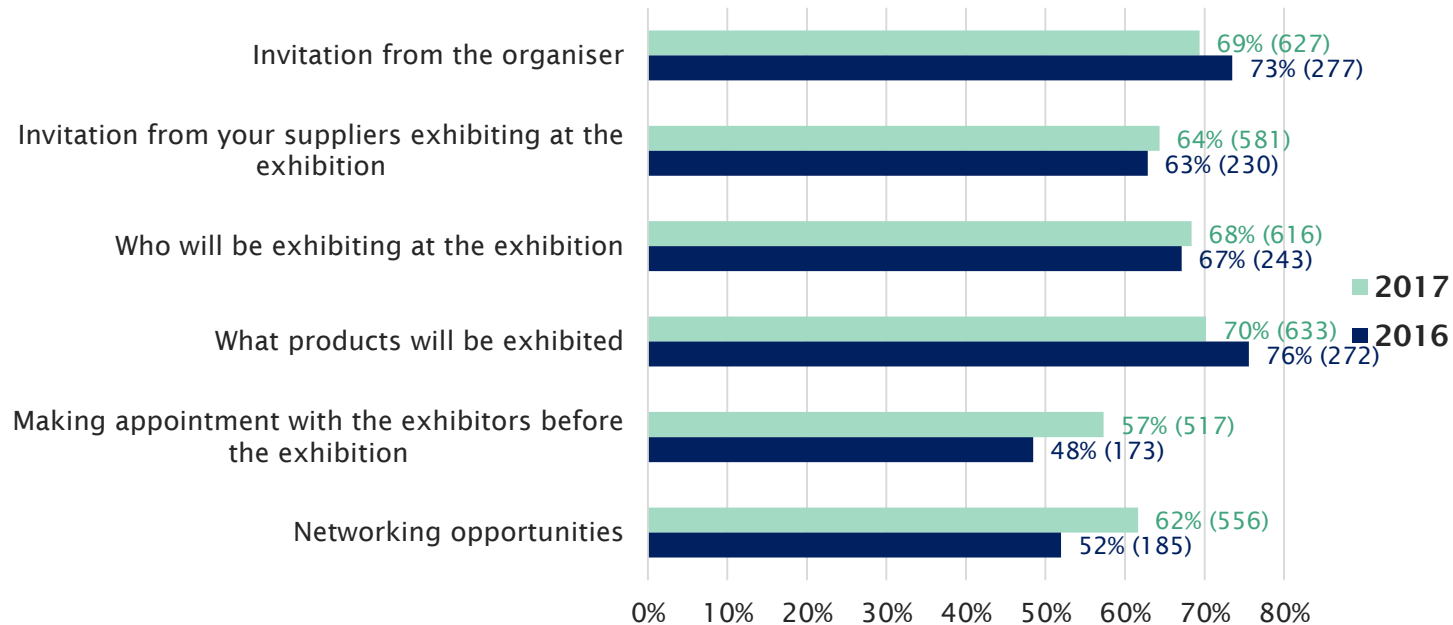


· Visitors found that “What products will be exhibited” in the Fair was the most important factor in their planning to visit the Fair, followed by “Who will be exhibiting at the exhibition” and “Invitation from the organiser”.

(Cont'd): Level of Importance on Visitors' Planning - Comparison of combining Ratings 4 & 5 (1 = Not useful at all, 5 = Extremely useful)

2017 No of Respondents: 909 No of Skipped: 62

2016 No of Respondents: 383 No of Skipped: 85



· Refer to the combined ratings 4 & 5, “What products will be exhibited” were the top factor in visitors’ planning, followed by “Invitation from the organiser”, in both editions of the June Fair.