



June Hong Kong Jewellery & Gem Fair 2016

Visitor Survey Report



Total number of visitor	24,861
Total number of online survey successfully sent out	18,856
Total number of collected online survey	468
Overall survey response rate	2.48% [468/18,856]

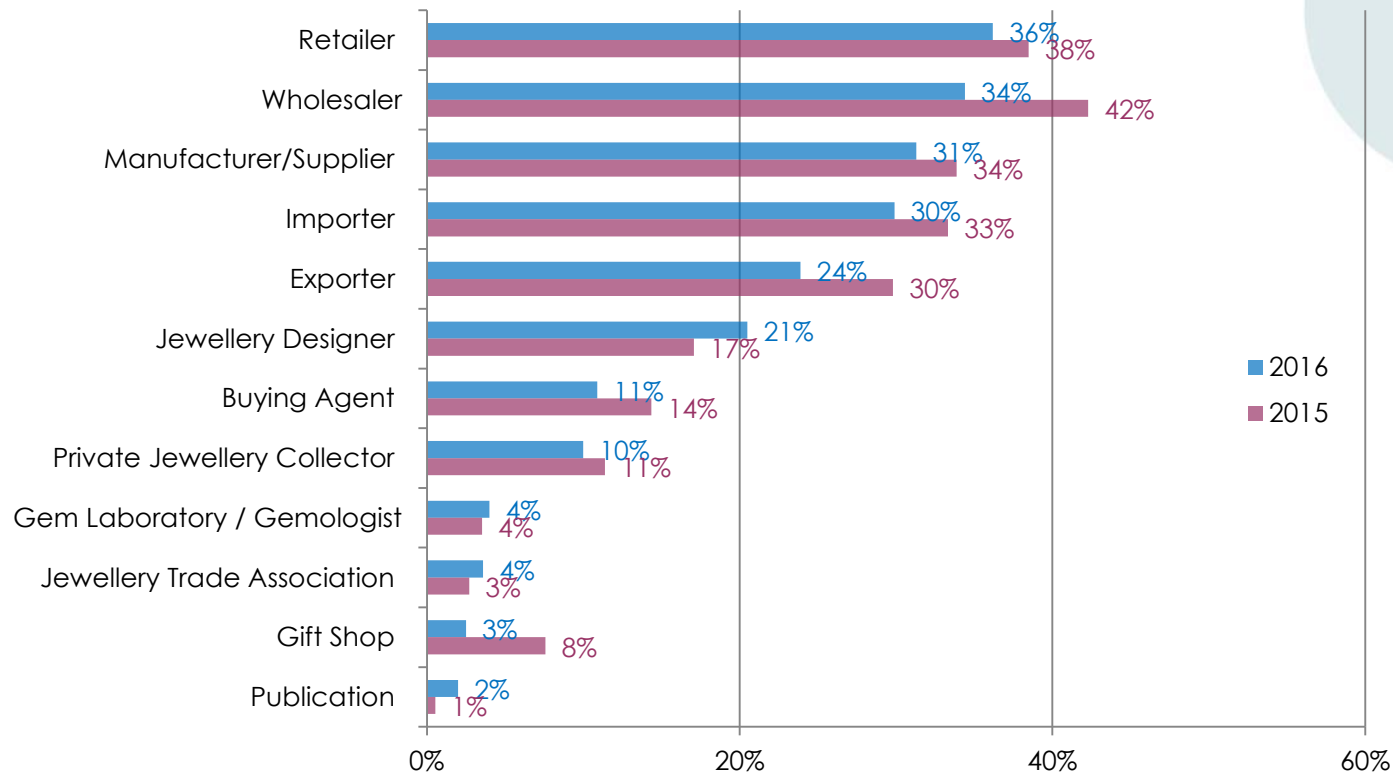
Exhibitors' nature of business(es)

2016

Number of Respondents: 448

2015

Number of Respondents: 369



- The top three business nature of 6JG16 visitors are retailer, wholesaler and manufacturer/supplier.
- The proportion of manufacturer/supplier dropped and ranked the second this year.
- Visitors may carry more than one business natures, therefore the overall percentage exceed 100%.

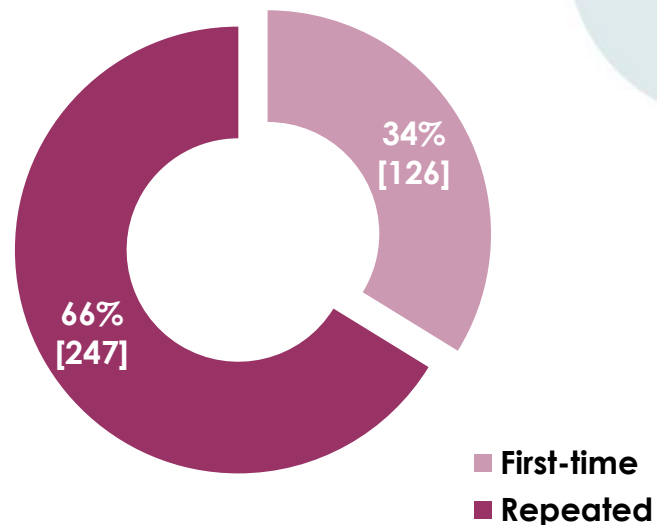
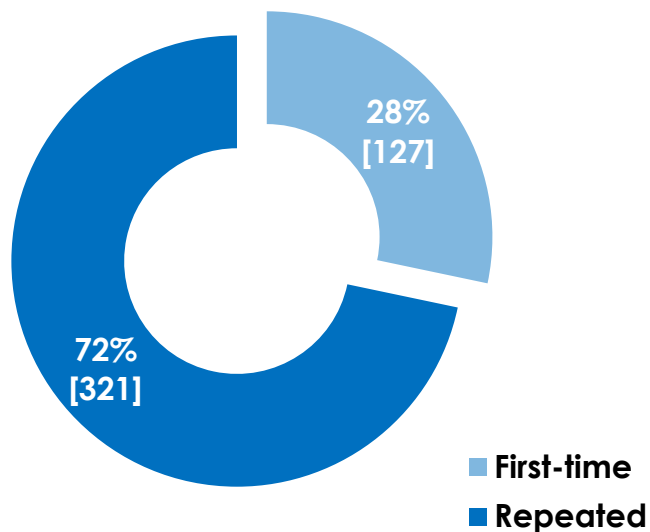
Are you visiting this exhibition for the first time?

2016

Number of Respondents: 448

2015

Number of Respondents: 373



- The proportion of repeated visitors grew from 66% to 72% this year.

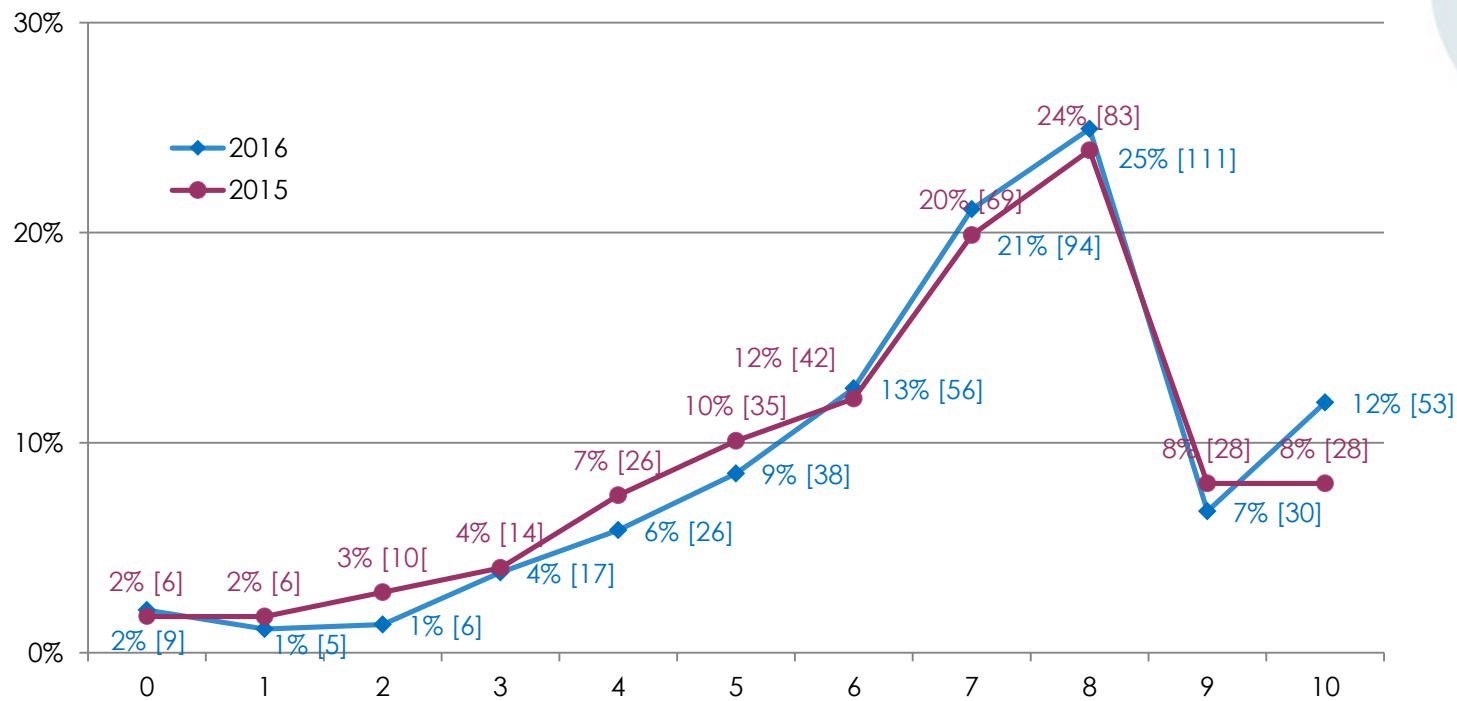


Overall, how would you rate your satisfaction with your experience at June Hong Kong Jewellery & Gem Fair?

(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2016
 Number of Respondents: 445
 Number of Skipped: 23

2015
 Number of Respondents: 347
 Number of Skipped: 36

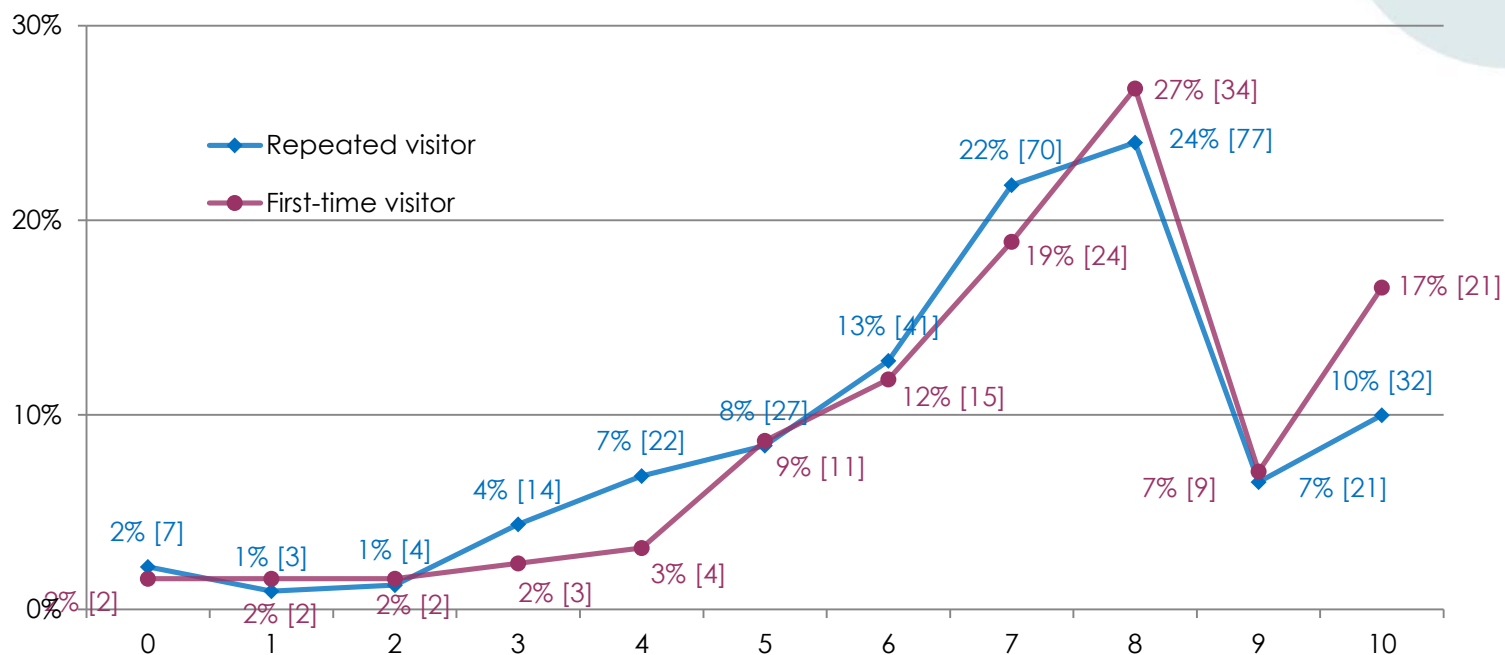


- Visitor satisfaction slightly increased from 6.56 to 6.84.
- More visitors gave the June Fair a rating of 10 (12%). Around 65% of the visitors gave a rating of 7 or above.

Overall, how would you rate your satisfaction with your experience at June Hong Kong Jewellery & Gem Fair?

(Breakdown of responses between First-time visitor and repeated visitor)

CSAT 2016 [First-time visitor]	CSAT 2016 [Repeated visitors]
Response Count: 127	Response Count: 321



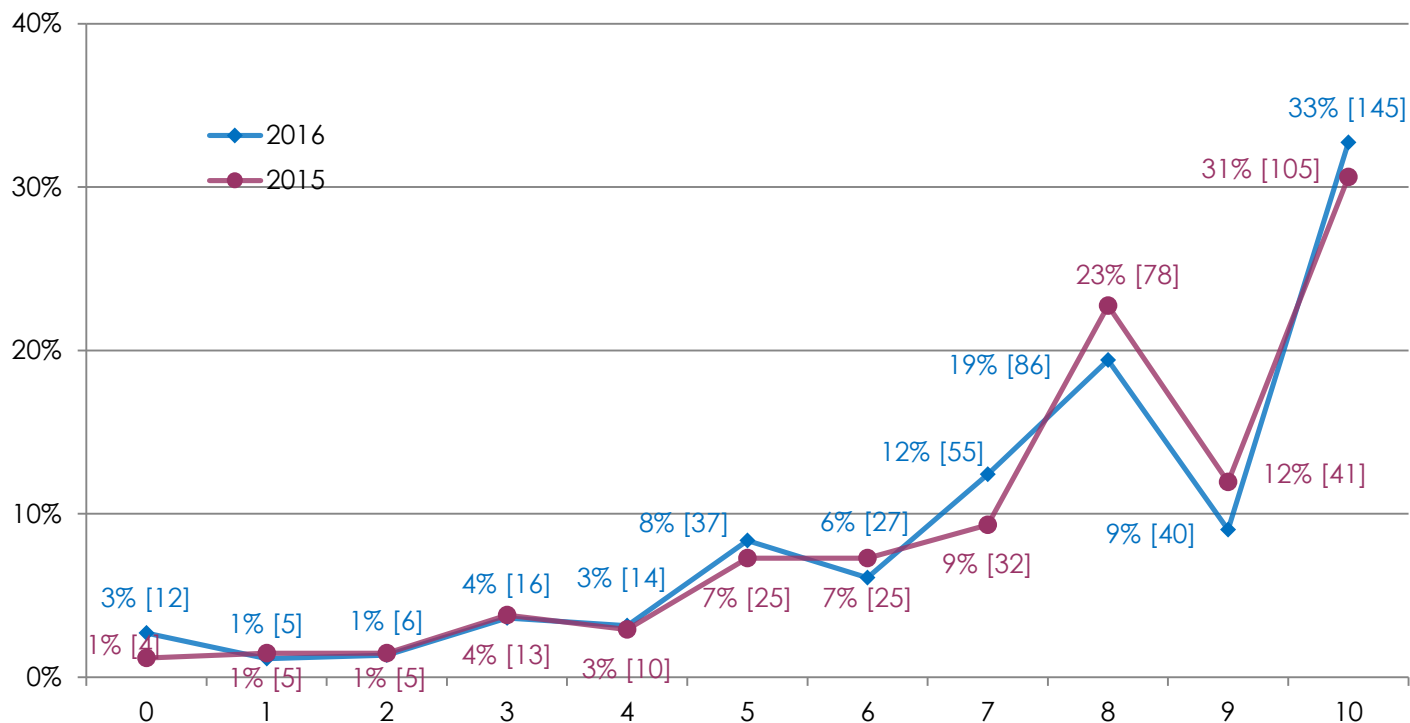
- First-time visitors generally gave the June Fair a higher rating.

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

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

2016
Number of Respondents: 443
Number of Skipped: 25

2015
Number of Respondents: 343
Number of Skipped: 40

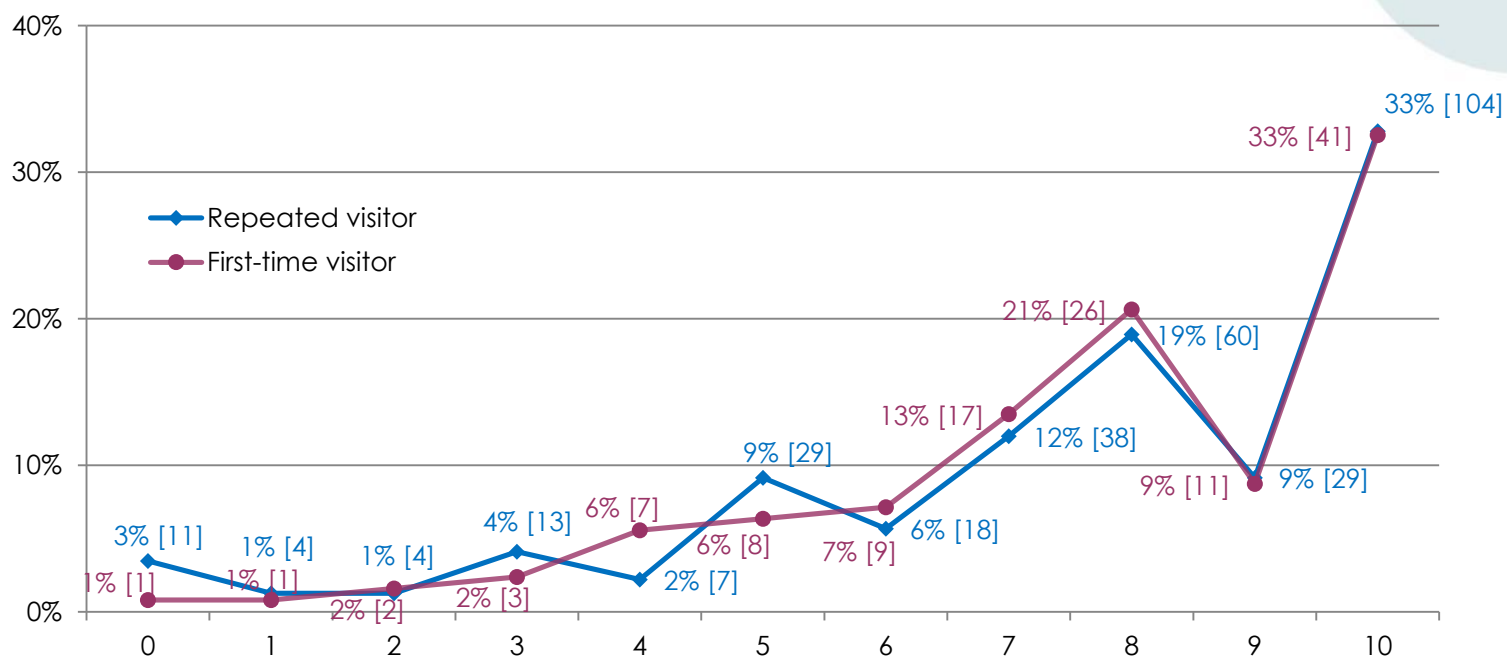


- Around 74% of the visitors gave a rating of 7 or above.

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

(Breakdown of responses between First-time visitor and repeated visitor)

[First-time visitor]	[Repeated visitors]
Response Count: 126	Response Count: 317

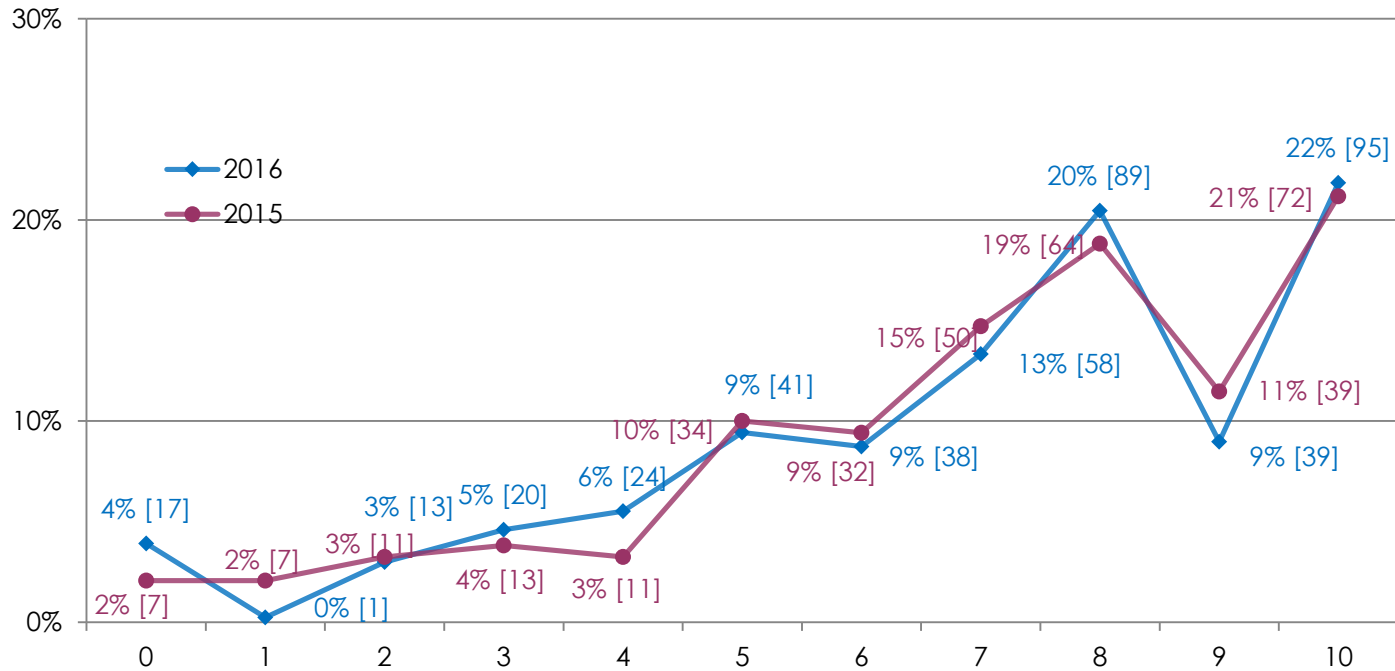


How likely are you to recommend June Hong Kong Jewellery & Gem Fair to a friend or colleague?

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

2016
Number of Respondents: 435
Number of Skipped: 33

2015
Number of Respondents: 340
Number of Skipped: 43



- Reasons for not recommending includes:- small scale compared to TDC show and 9JG, lack of new products, discourage from the security measures, uncertain economic condition, inappropriate fair schedule among others.

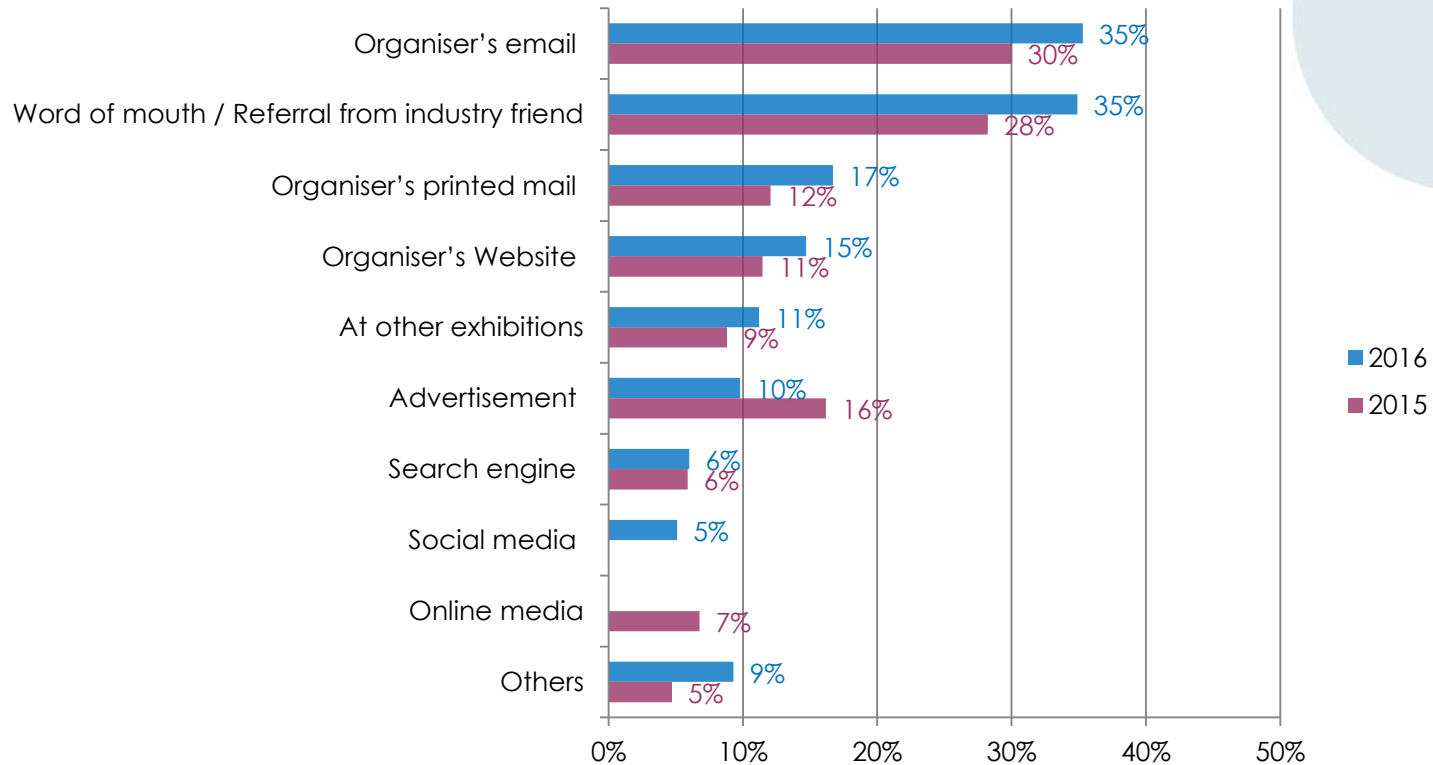
How did you learn about this exhibition?

2016

Number of Respondents: 430

2015

Number of Respondents: 340



- Both organiser's email and WOM/ referral are the main channel for the Fair to communicate with the visitors.
- A drop in advertisement, from 16% to 10%, might indicate the shift of communication habits among the visitors.
- "Social media" is new choice in 2016.

How did you learn about this exhibition?

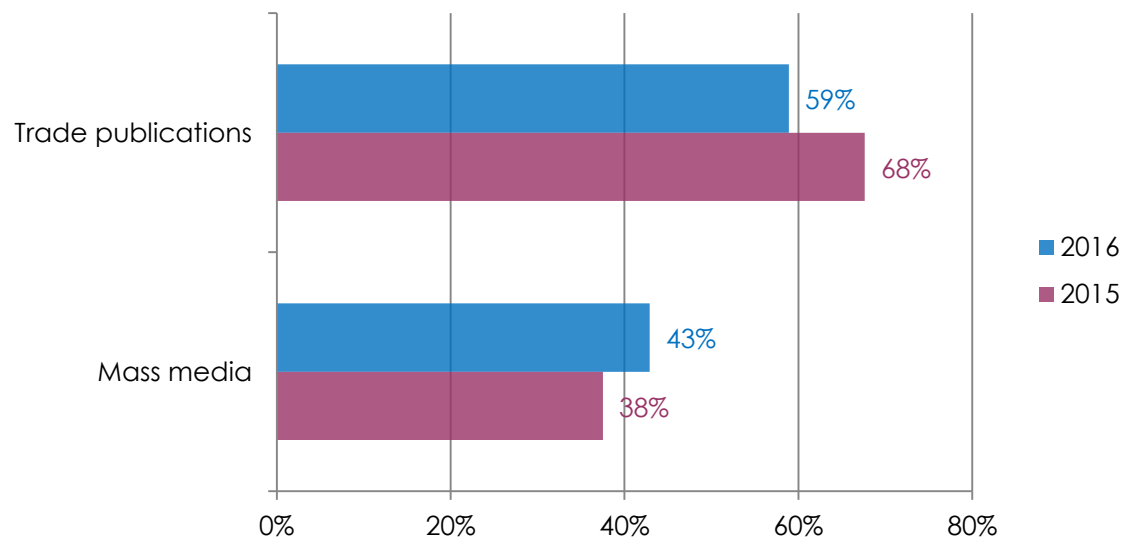
[Based on exhibitors who learnt about the fair from **advertisement**]

2016

Number of Respondents: 56

2015

Number of Respondents: 144



- Trade publications remained as the most significant channel among advertisement.

How did you learn about this exhibition?

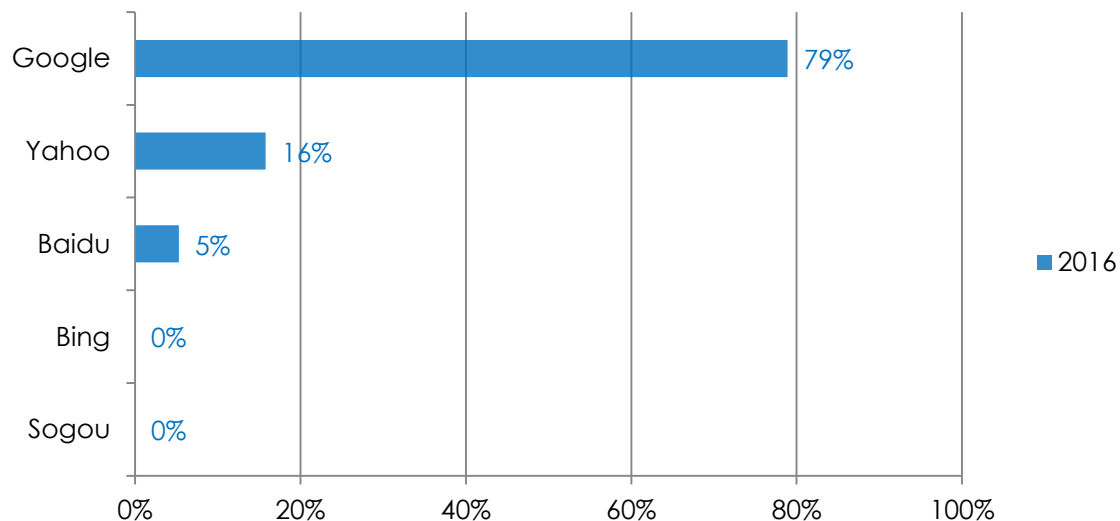
[Based on exhibitors who learnt about the fair from **search engine**]

2016

Number of Respondents: 57

2015

Number of Respondents: N/A



- Most of the visitors who learn the June Fair from search engine are via Google.
- Strengthen the promotion via SEM or SEO might help in enhance exposure among the worldwide buyers.

How did you learn about this exhibition?

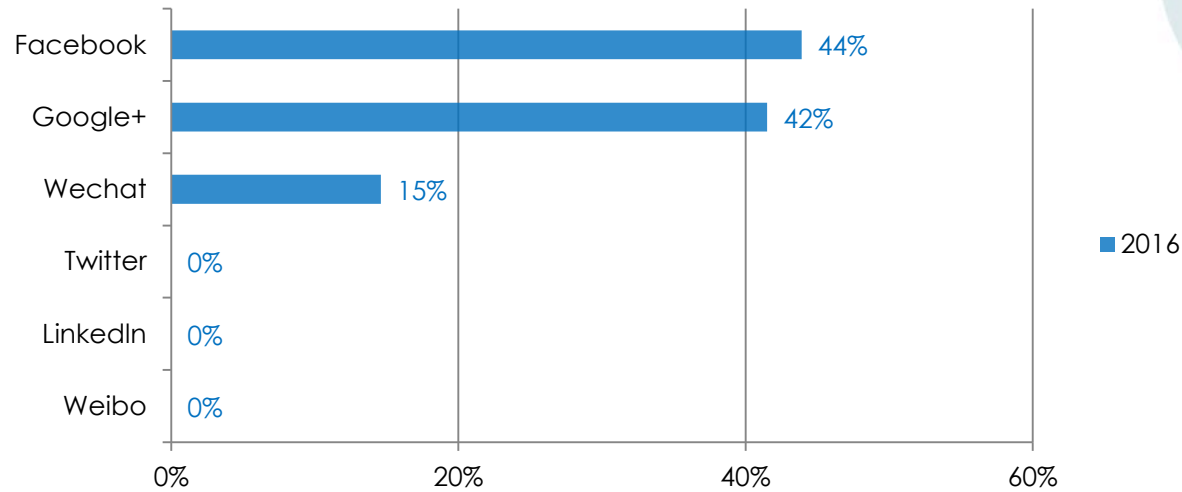
[Based on exhibitors who learnt about the fair from **social media**]

2016

Number of Respondents: 41

2015

Number of Respondents: N/A



- Facebook dominates the result in social media. Better management of the Fair fan page could make it be one of the effective promotional channel for the June Fair.
- The June Fair does not have a Google+ account, such finding might be a result of WOM among the jewellery trade players.
- Response of WeChat is not as good as exhibitor's, can use more for visprom in China.

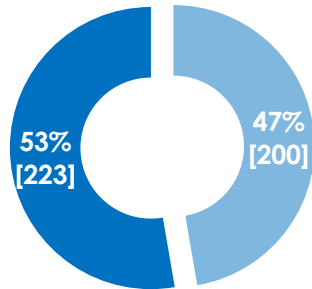
Have you upgraded your visitor badge for Trade Buyer ID?

2016

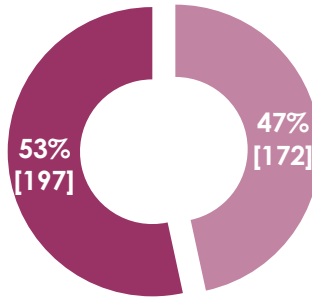
Number of Respondents: 423

2015

Number of Respondents: 369

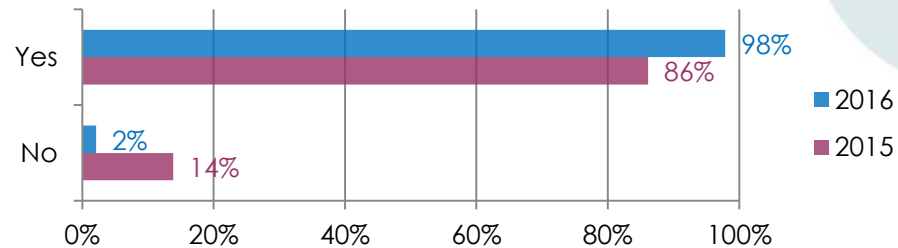


■ Upgraded ■ Did not upgrade

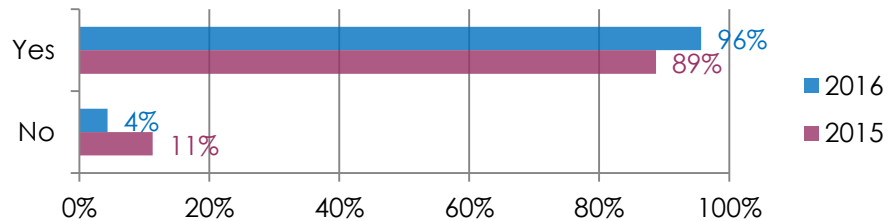


■ Upgraded ■ Did not upgrade

TBID is user-friendly



Intention to recommend to peers



- Around half of the visitors have upgraded their visitor badge for TBID. Most of them are happy with the experience of being a TBID holder and are likely to recommend it to peers.

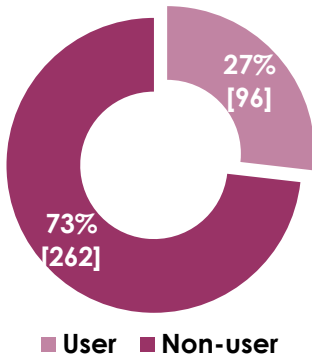
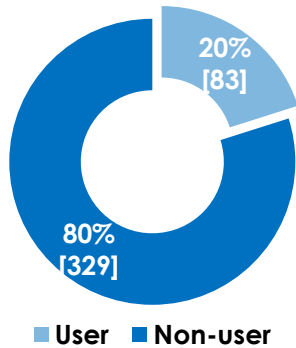
Did you use the fairs' mobile app "Mobile Buyer Guide"?

2016

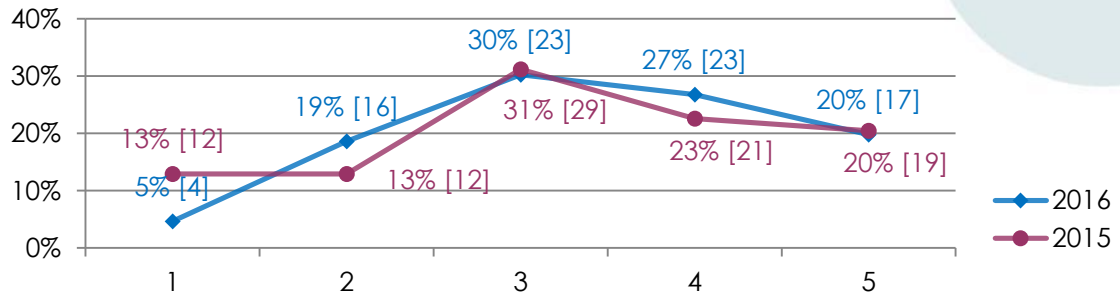
Number of Respondents: 412

2015

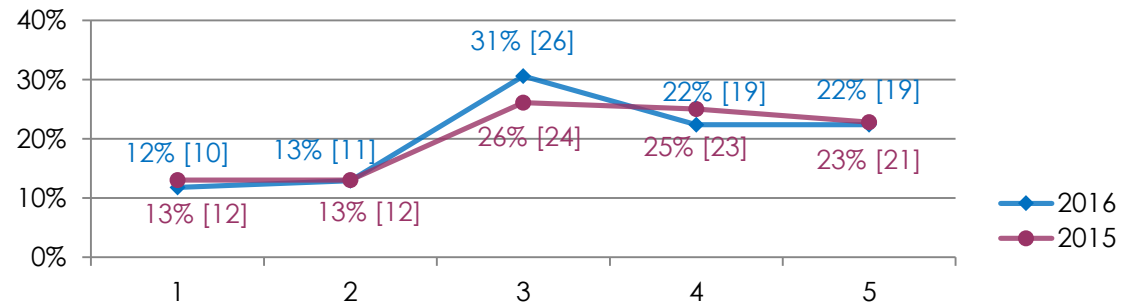
Number of Respondents: 358



How well did the MOBILE APP meet your needs



How likely would you be to recommend this MOBILE APP to other attendees of the event?

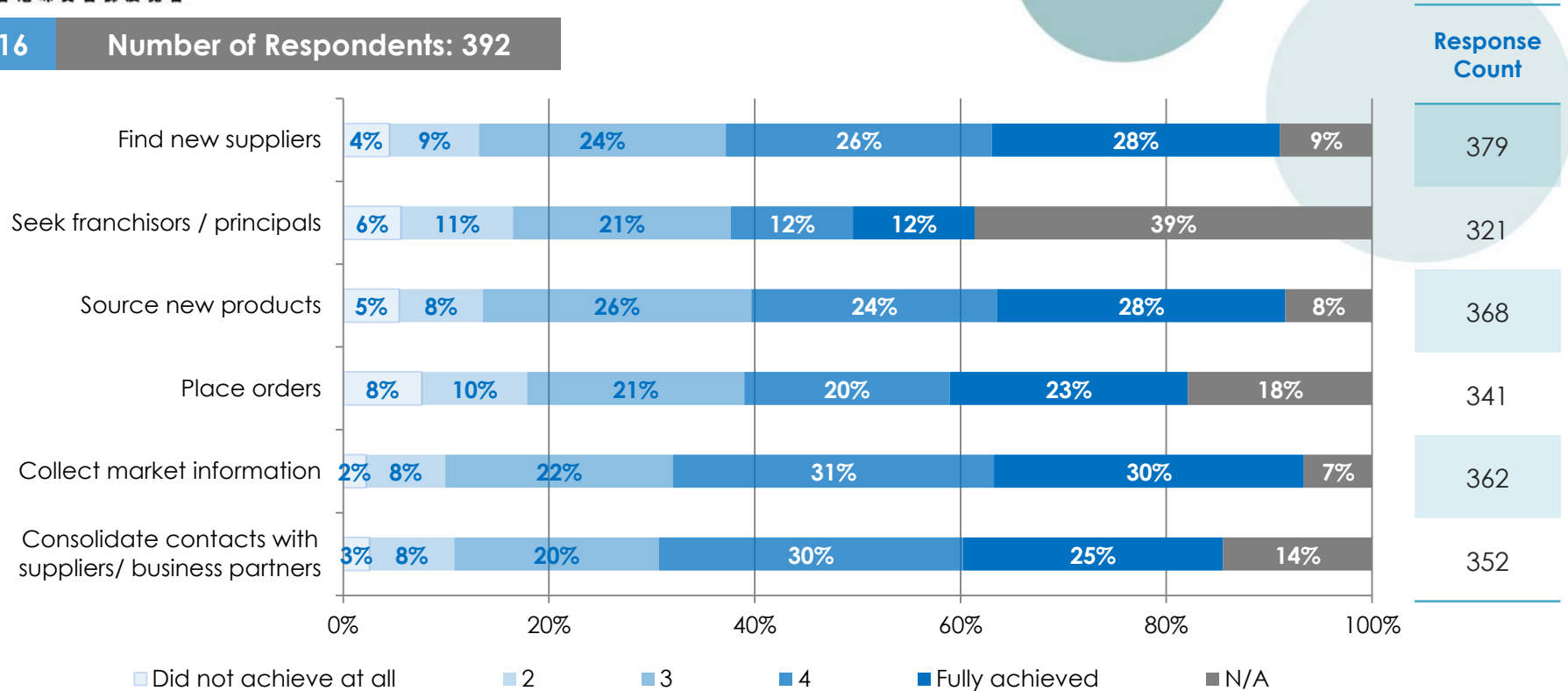


- A relatively low percentage of Mobile Buyer Guide user at the June Fair – 20%.
- Features visitors like most: Floor plan, Exhibitor list and search engine, Product search engine
- Features should be added: Note pad, Booth locator, More filters in search engine

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

(N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)

2016 Number of Respondents: 392



- Collect market information (93%), source new products (92%) and find new suppliers (91%) are top three aspects that received visitors' rating (1-5). It implies that these are important objectives for visiting the June Fair.
- 39% of respondents expressed that they are not coming to the fair to seek franchisors or principals. It seems that it is not popular to overall jewellery industry yet.

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

(N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)

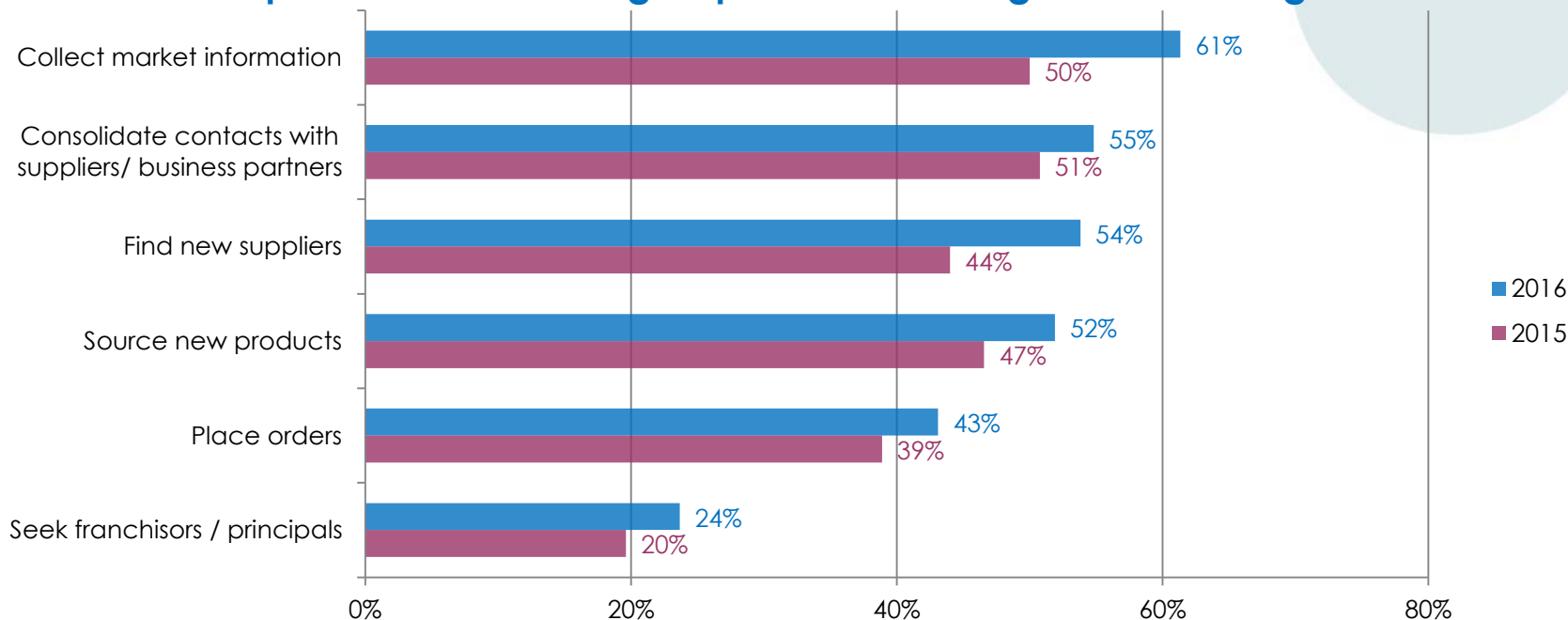
2016

Number of Respondents: 392

2015

Number of Respondents: 320

Comparison of combining responses of “Rating 4” and “Rating 5”

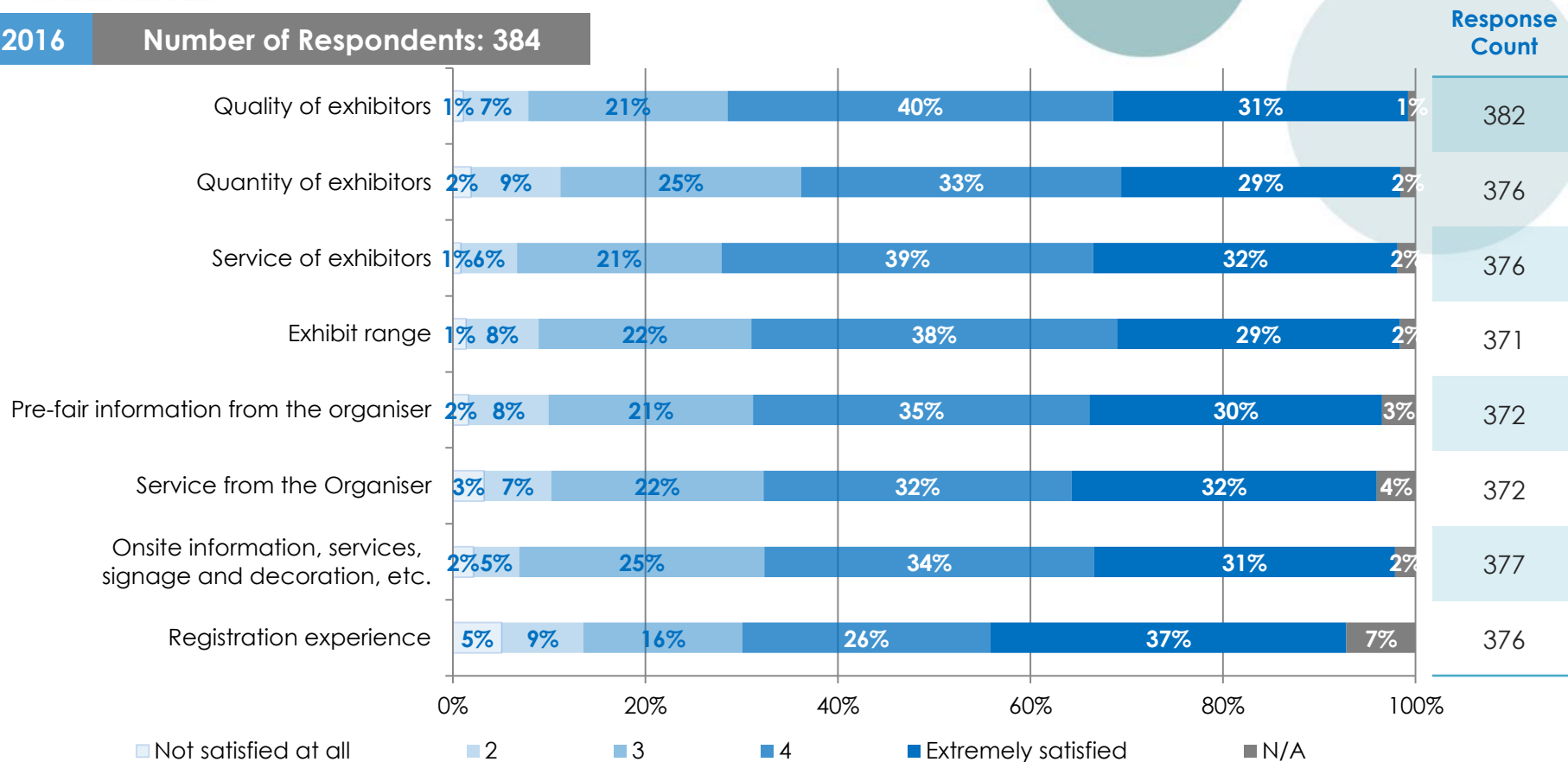


- Collect market information and find new suppliers are two objectives that had significant increase in level of achievement.

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

(N/A ; 1 = Not satisfied at all ; 5 = Extremely satisfied)

2016 Number of Respondents: 384



- 37% of respondents expressed they are extremely satisfied with the registration experience of the fair.

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

(N/A ; 1 = Not satisfied at all ; 5 = Extremely satisfied)

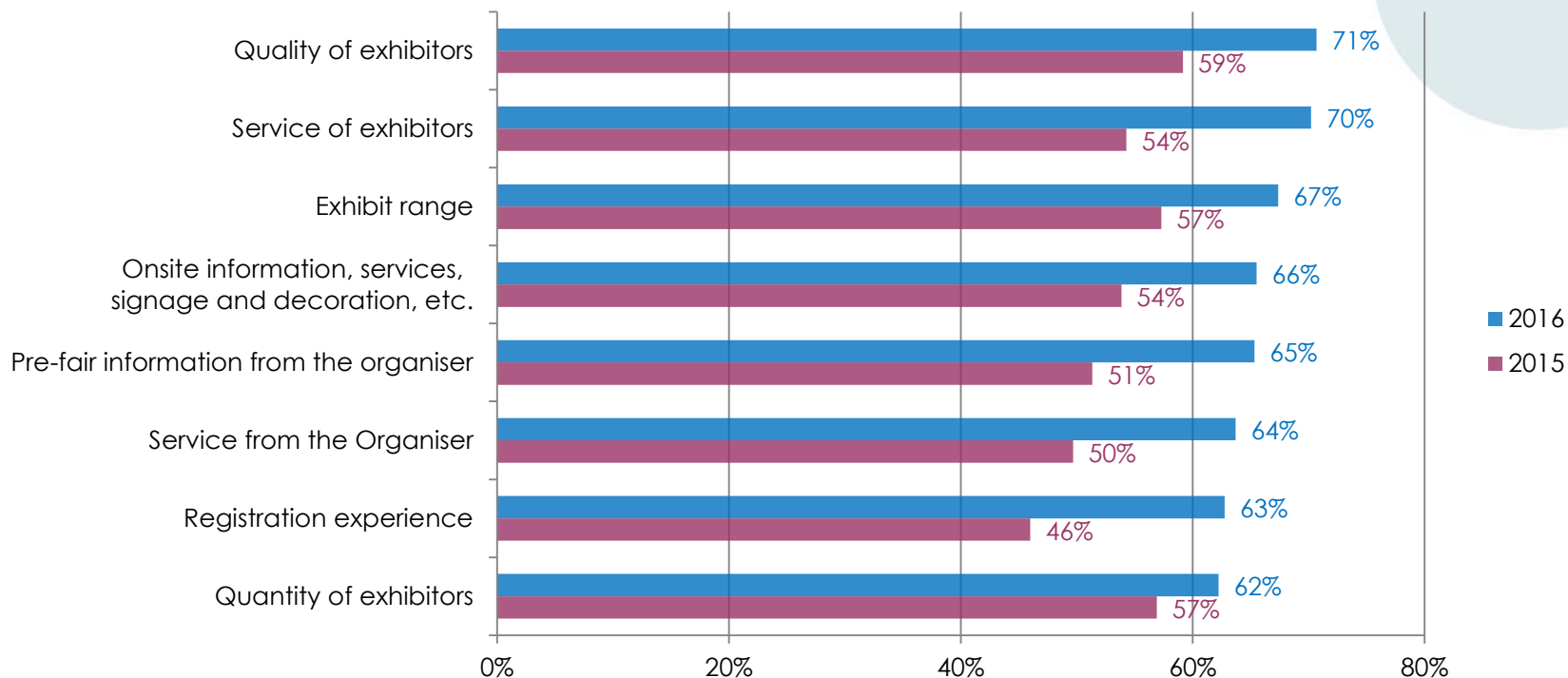
2016

Number of Respondents: 384

2015

Number of Respondents: 315

Comparison of combining responses of “Rating 4” and “Rating 5”

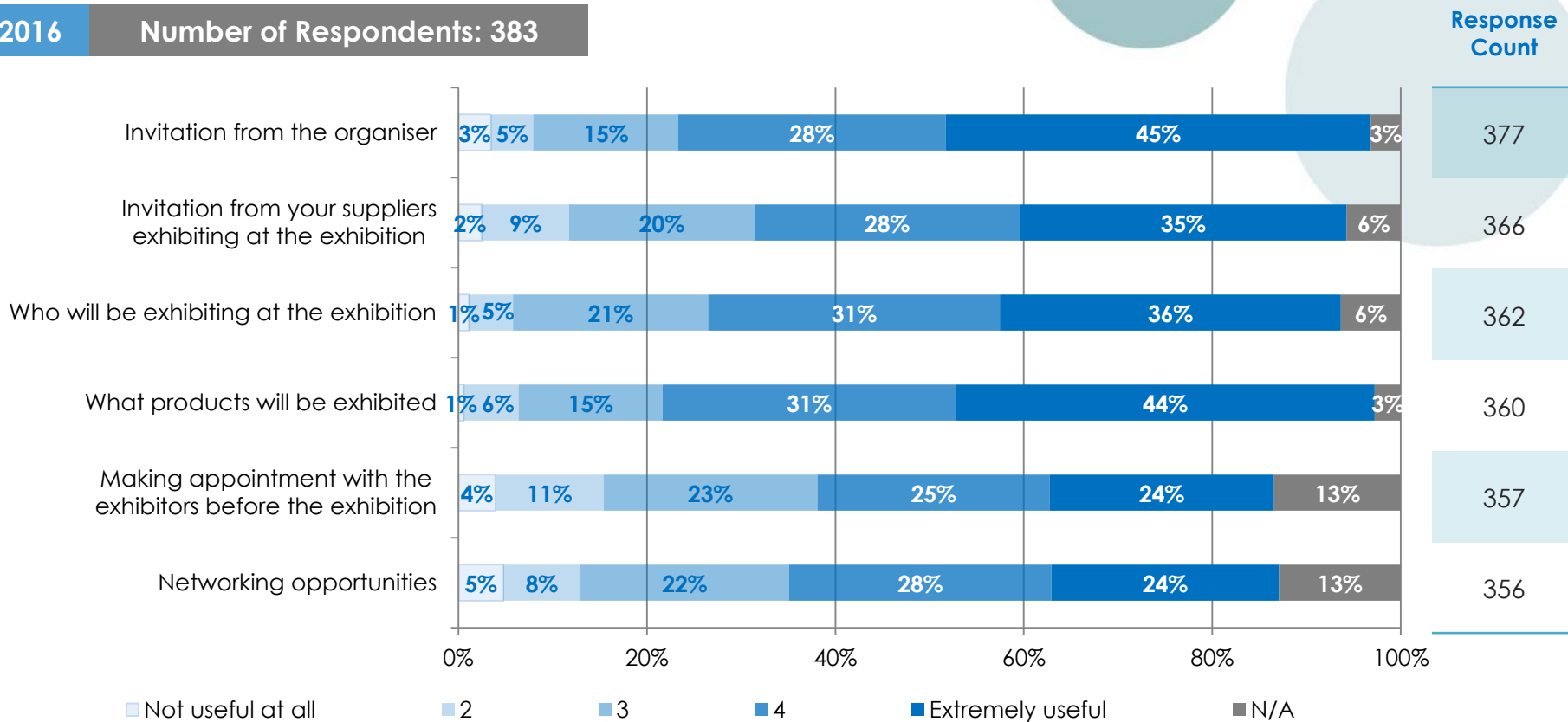


- Satisfaction level increased in all aspects, in which “Registration experience” and “Service of exhibitors” recorded the most significant improvement.

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

(N/A ; 1 = Not important at all ; 5 = Extremely important)

2016 Number of Respondents: 383



- Invitation from organiser (97%) and What products (97%) will be exhibits are two aspects that received visitors' rating (1-5). These are important factors to visitors whether play a trip to the June Fair.

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

(N/A ; 1 = Not important at all ; 5 = Extremely important)

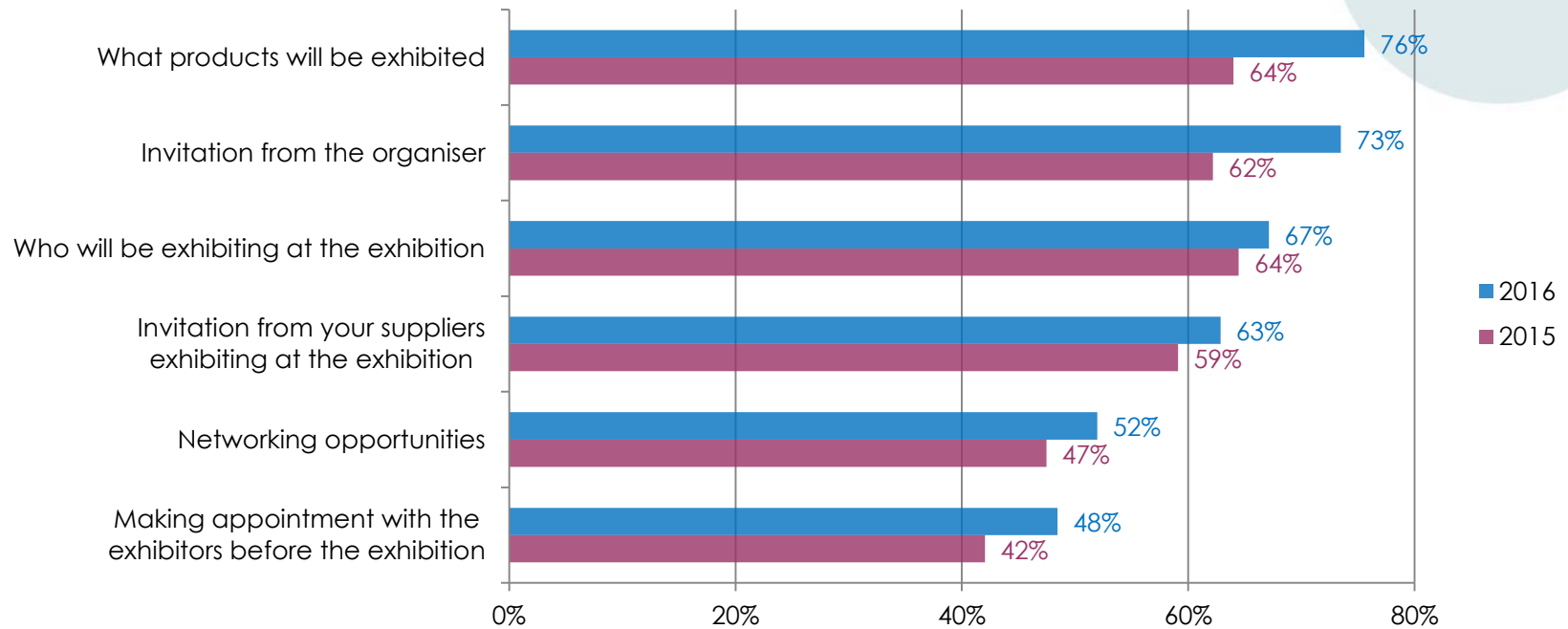
2016

Number of Respondents: 383

2015

Number of Respondents: 313

Comparison of combining responses of “Rating 4” and “Rating 5”



- The importance level of “what products will be exhibited” and “invitation from the organiser” increased significantly by 12% and 11% respectively.
- The increase of rating in “what products will be exhibited” could be a result of strengthened product quality in 2016.

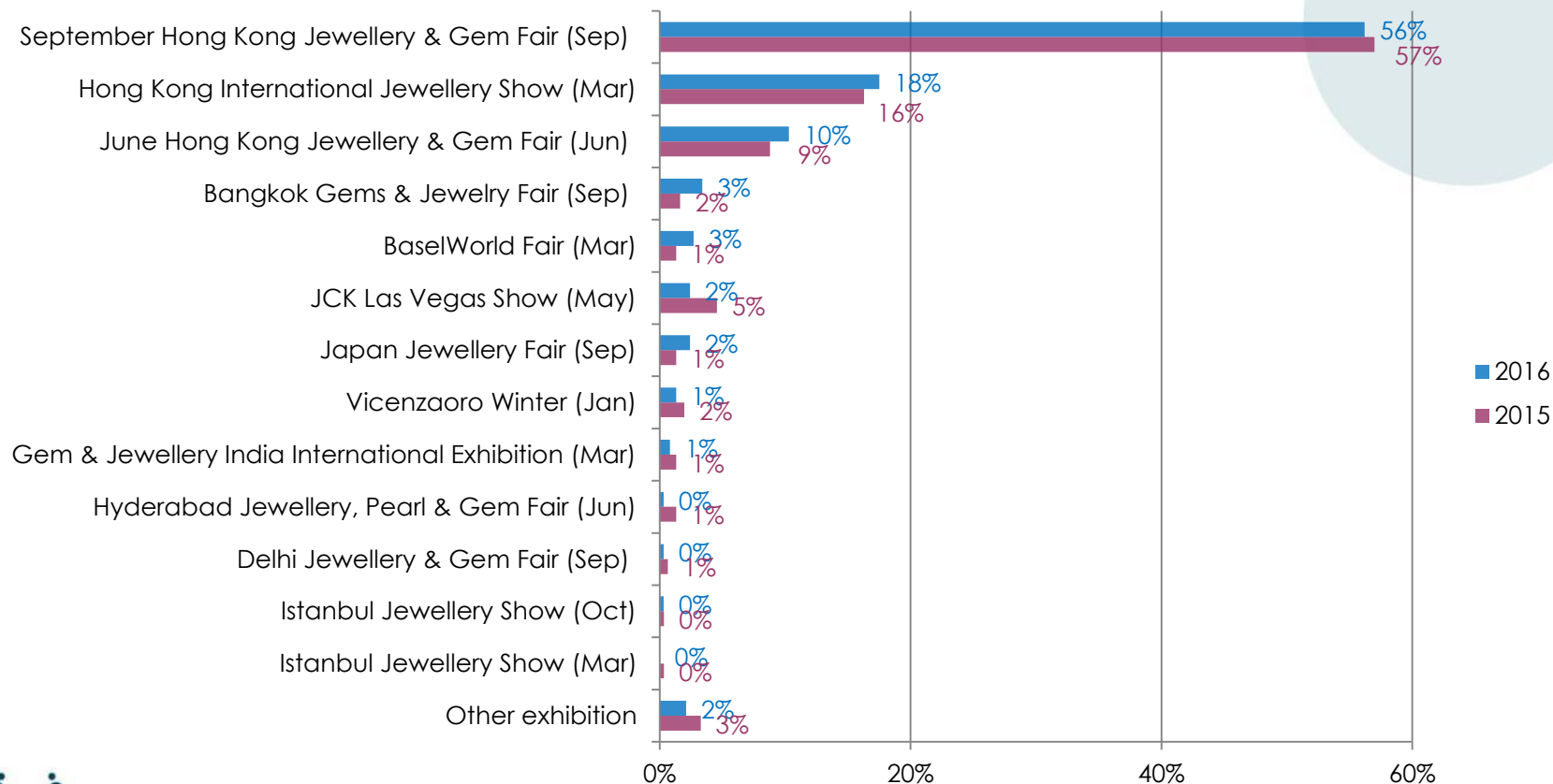
Please select the exhibition that you rate most important for your company to visit. (Please tick only one when appropriate)

2016

Number of Respondents: 377

2015

Number of Respondents: 307



- The September HK Jewellery & Gem Fair again ranked number one, followed by the TDC March HK Show and the June Fair.

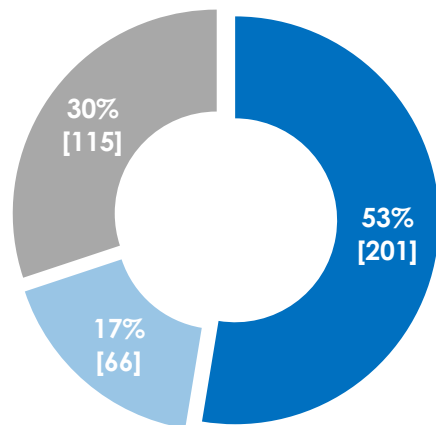
June Hong Kong Jewellery & Gem Fair and Mineral, Gem & Fossil Asia are held in HKCEC concurrently this year. Do you think this arrangement is beneficial for your company?

2016

Number of Respondents: 382

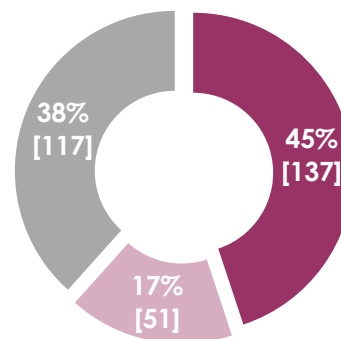
2015

Number of Respondents: 305



■ Beneficial ■ Not beneficial ■ No Comment

June Hong Kong Jewellery & Gem Fair and Mineral & Gem Asia are held in HKCEC and AWE concurrently this year. Do you think this arrangement is beneficial for your company?



■ Beneficial
■ Not beneficial
■ No Comment

- Over 50% of the visitors think that the concurrent event, 6MG, to be held at the HKCEC is beneficial. A eight percent up from 2015 where the 6MG was held in AWE instead. The result may reflect the importance of product profile in Q10.1.