

# JUNE Hong Kong Jewellery & Gem Fair

29 July 2019





Total number of exhibitors	1,972
Total number of collected onsite survey	1,228
<b>Onsite survey response rate</b>	<b>62.27% [1,228/1,972]</b>
Total number of online survey successfully sent out	1,910
Total number of collected online survey	217
<b>Online survey response rate</b>	<b>11.36% [217/1,910]</b>
Total number of collected survey (onsite + online)	1,295
<b>Overall response rate</b>	<b>65.67% [1,295/1,972]</b>

# Exhibitors nature of business(es)

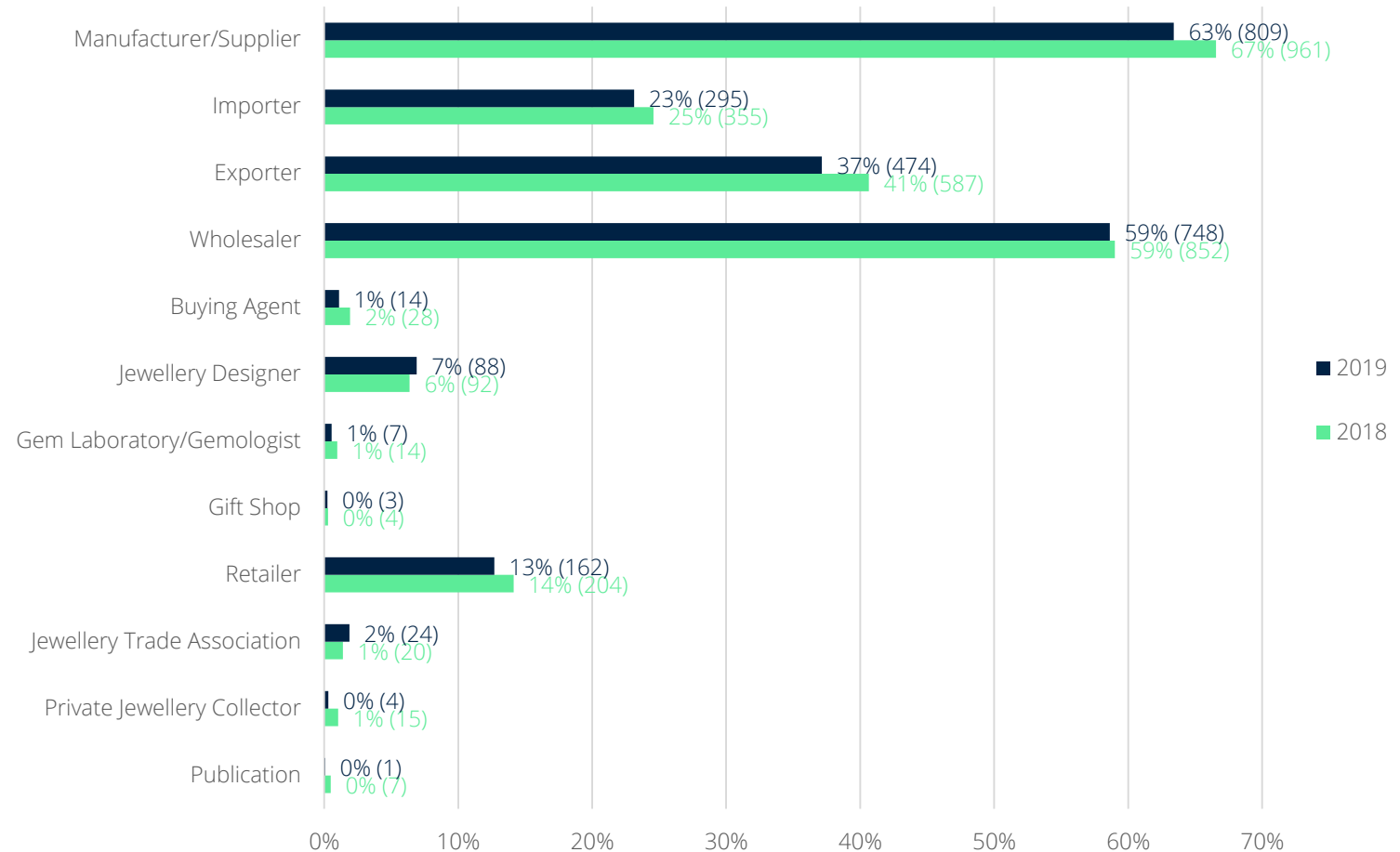
(Exhibitors may carry more than one business natures, so the overall percentage exceed 100%)



2019 No of Respondents: 1,276 No of Skipped: 19

2018 No of Respondents: 1,444 No of Skipped: 46

- “Manufacturer/Supplier”, “Wholesaler” and “Exporter” were the top three business nature among exhibitors. Compared to last year, there is a slight increase in “Jewellery Designer” and “Jewellery Trade Association”.



# Are you a first-time participant in this exhibition?

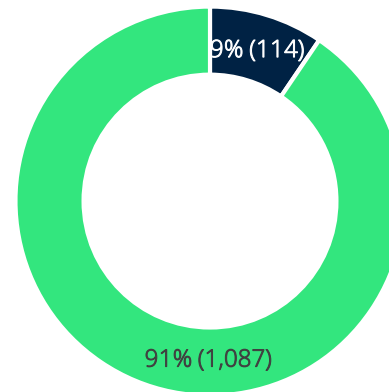


2019 No of Respondents: 1,201 No of Skipped: 94

2018 No of Respondents: 1,251 No of Skipped: 239

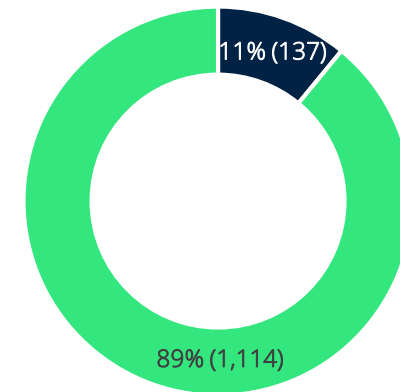
• As Asia's number one mid-year jewellery event, the June Fair is well established and have satisfactory exhibitor loyalty. As compared with last year, there is a slight increase in Returning exhibitor.

## 2019



■ First-time exhibitor ■ Returning exhibitor

## 2018



■ First-time exhibitor ■ Returning exhibitor

# Overall, how satisfied were you with your experience at the June Fair? (0 = Extremely dissatisfied, 10 = Extremely satisfied)



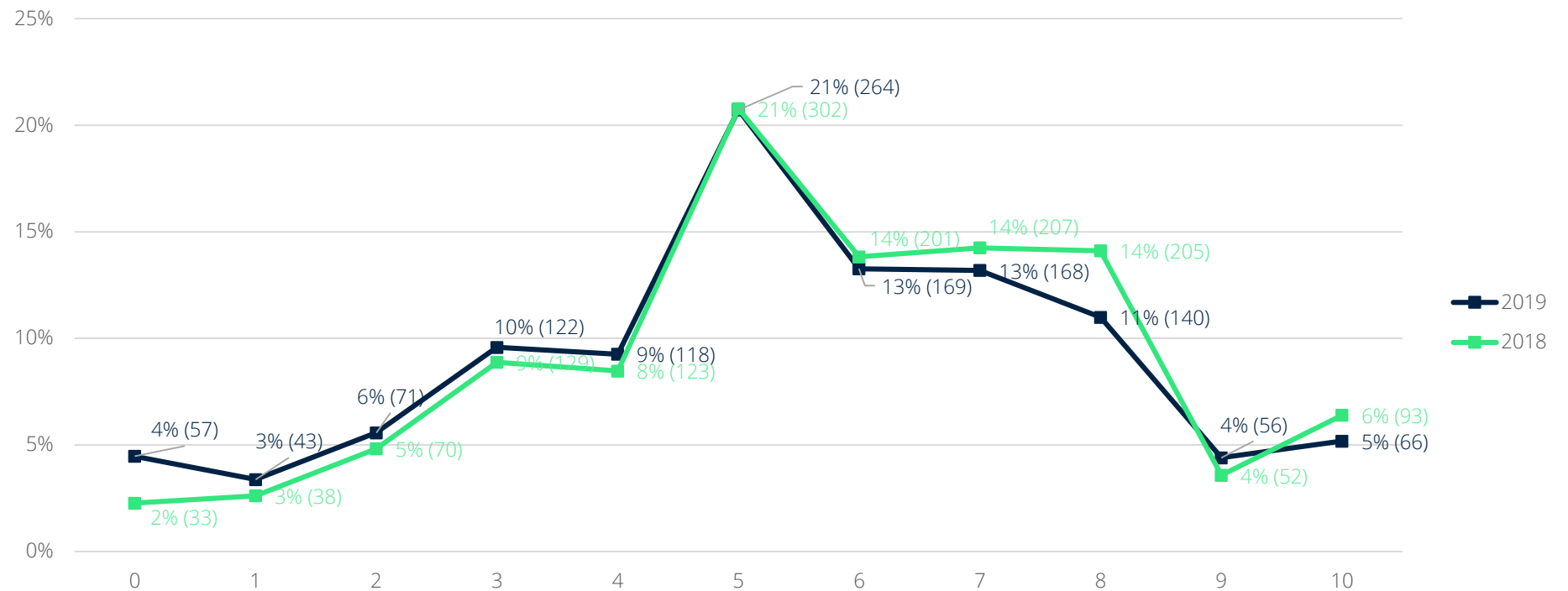
2019 No of Respondents: 1,274 No of Skipped: 21

2018 No of Respondents: 1,453 No of Skipped: 37

CSAT 2019  
5.35

CSAT 2018  
5.68

- There is a slight drop of the satisfaction level among exhibitors from 2018, a 0.33 drop.
- 46% of exhibitors gave a 6-10 rating in 2019 and 52% in 2018, a 6 percentage points drop.



# (Cont'd): Satisfaction rating by exhibitors- Returning exhibitor vs First-time exhibitor

(0 = Extremely dissatisfied, 10 = Extremely satisfied)



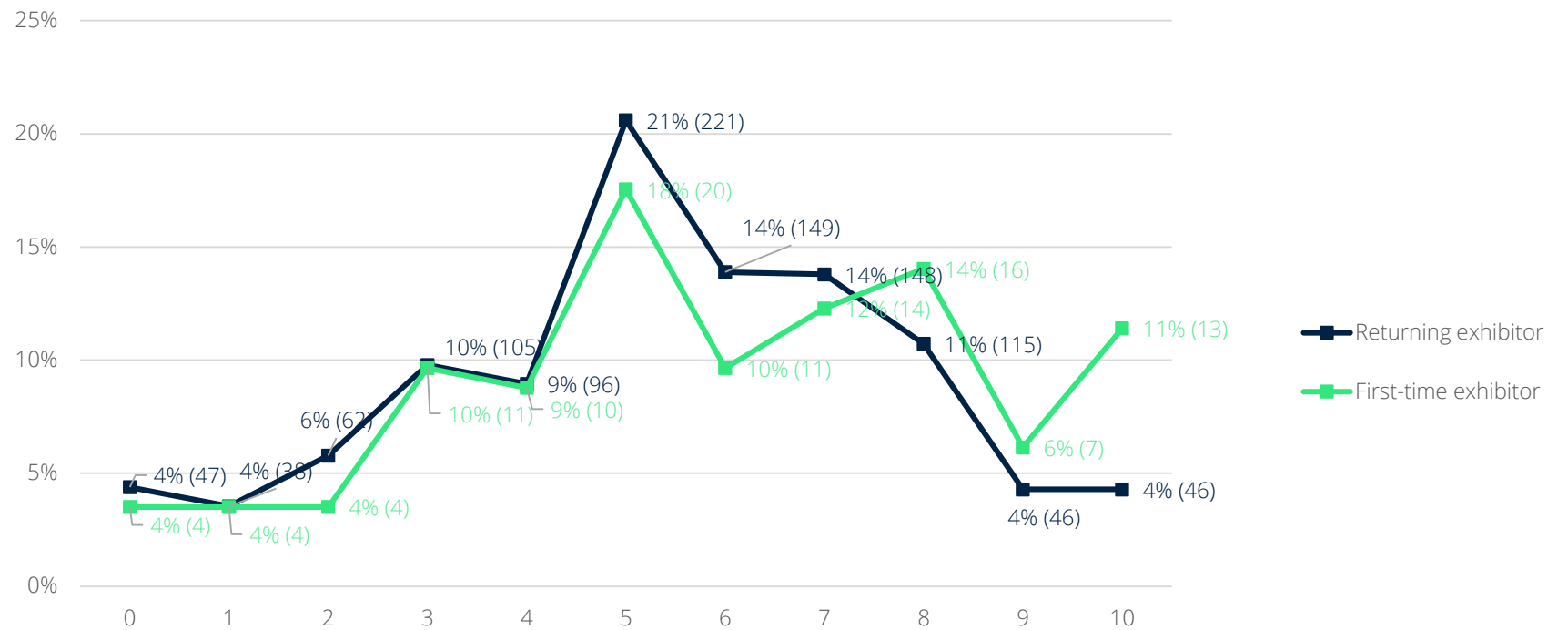
Returning exhibitor  
No of Respondents: 1,073 No of Skipped: 14

First-time exhibitor  
No of Respondents: 114 No of Skipped: 0

Returning exhibitor's CSAT  
5.30

First-time exhibitor's CSAT  
5.88

- The customer satisfaction among first-time exhibitors was slightly higher than that of returning exhibitors. 53% of first-time exhibitors gave rating 6-10, while 47% of returning exhibitors gave rating 6-10.



# How likely would you attend June Hong Kong Jewellery & Gem Fair again next year?



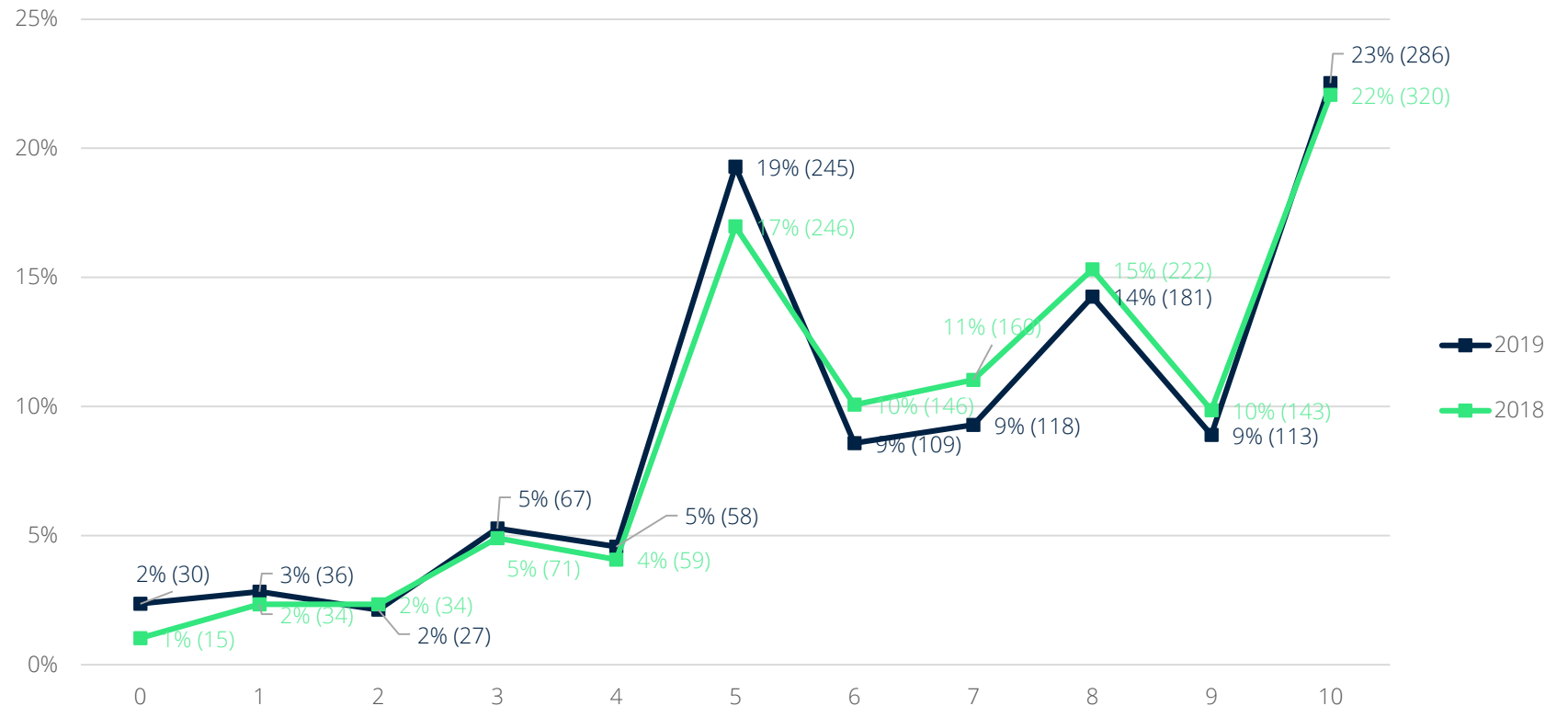
2019 No of Respondents: 1,270 No of Skipped: 25

2018 No of Respondents: 1,450 No of Skipped: 40

Loyalty Score  
2019  
6.73

Loyalty Score  
2018  
6.92

- With a very slight decrease, the loyalty score among exhibitors was close to last year. It indicates that there is a particular amount of exhibitors intended to join again.
- 64% of exhibitors gave rating 6-10, 4 percentage points drop compared to 68% last year.



# (Cont'd): Loyalty to exhibit again

## - Returning exhibitor vs First-time exhibitor

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



**Returning exhibitor**  
2019 No of Respondents: 1,071 No of Skipped: 16

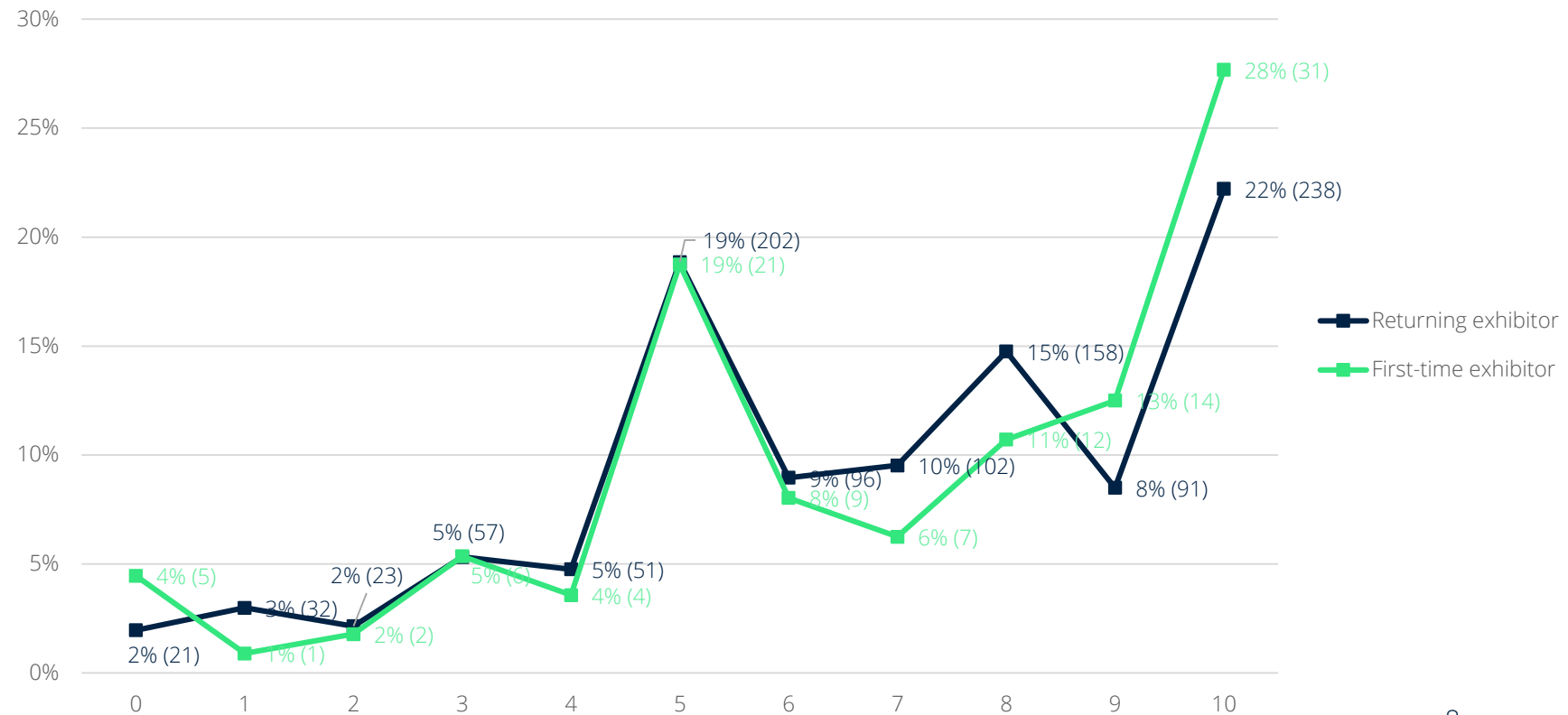
**First-time exhibitor**  
2019 No of Respondents: 112 No of Skipped: 2

Returning exhibitor's  
Loyalty Score:  
6.74

First-time exhibitor's  
Loyalty Score:  
6.96

- First-time exhibitors' loyalty score was slightly higher (by 0.22) than that of Returning exhibitors.

- Most exhibitors, including both returning and new, had loyalty to the Fair – 64% of returning exhibitors and 66% of first-time exhibitors gave rating 6-10.





# How likely would you recommend June Hong Kong Jewellery & Gem Fair to a friend or colleague? (0 = Not likely at all , 10 = Extremely likely)



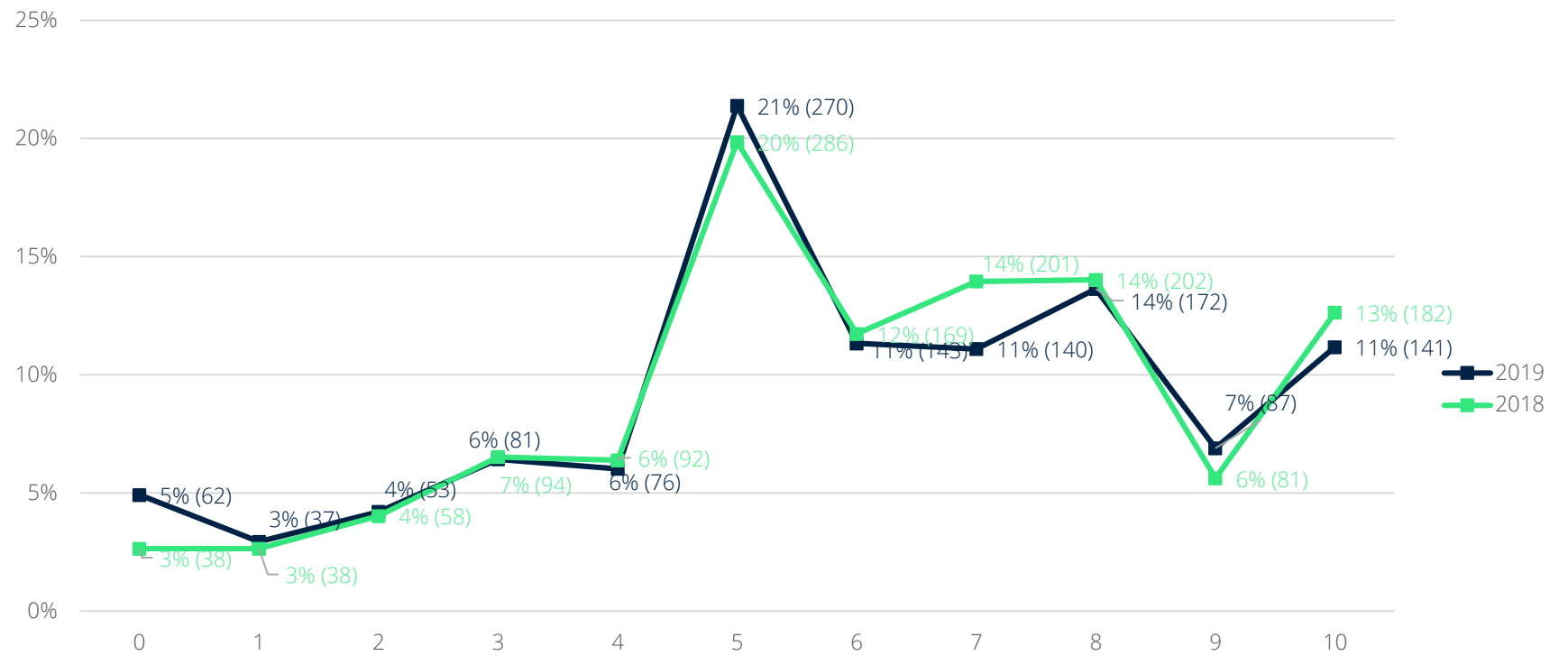
2019 No of Respondents: 1,262 No of Skipped: 33

2018 No of Respondents: 1,441 No of Skipped: 49

NPS Average 2019  
5.9

NPS Average 2018  
6.12

- NPS Average has a very slight drop (0.22) from last year. 54% of exhibitors gave rating 6–10, with a decrease of 5 percentage points from 2018.



# How did you learn about this exhibition?

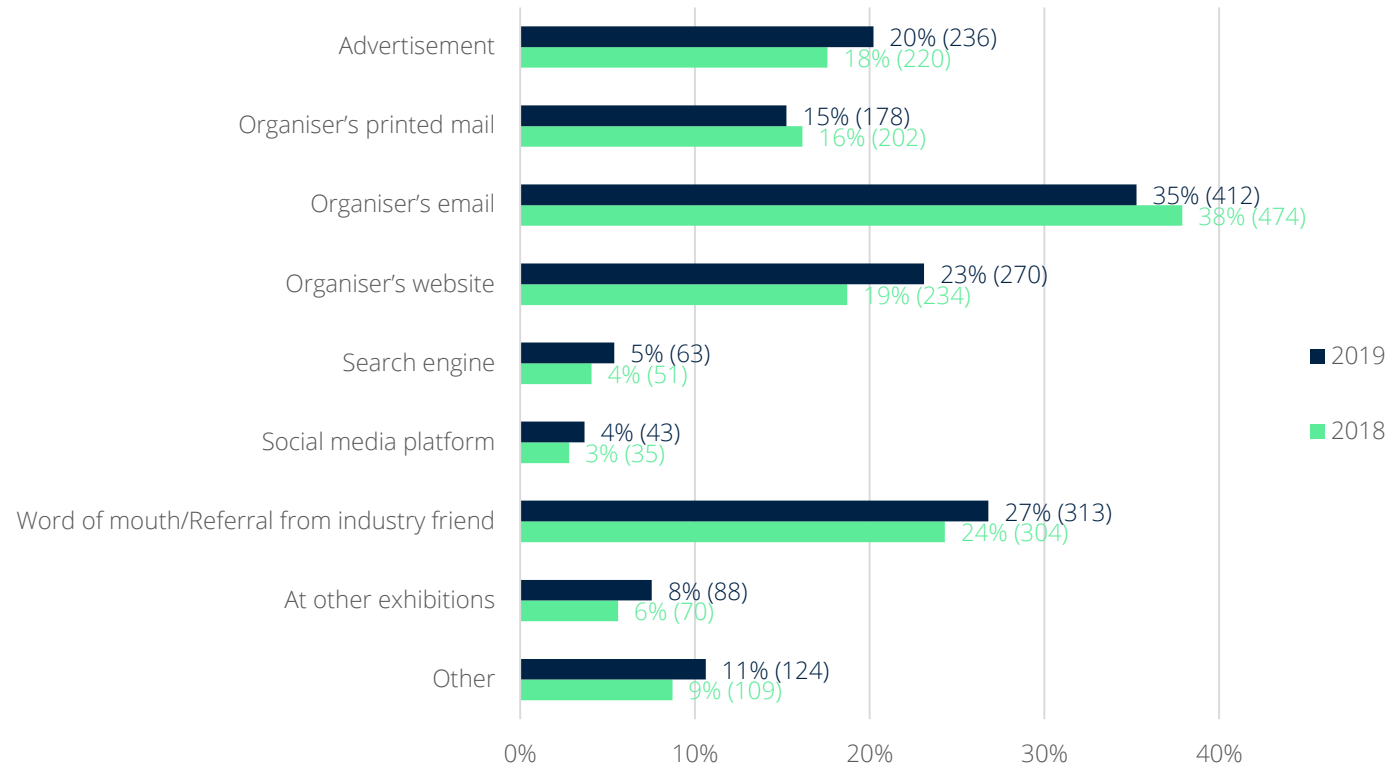
(Exhibitors may take more than one options, so the overall percentage exceed 100%)



2019 No of Respondents: 1,168 No of Skipped: 127

2018 No of Respondents: 1,251 No of Skipped: 239

- “Organiser’s email” was still the top important channel with a 3 percentage points decrease from last year. “Word of mouth / Referral from industry friend” ranked the second with a 3 percentage points increase.
- There is a slight increase in “Social media platform” but 4% is still low. We have engaged in more social media promotion this year and will further promote in social media platforms in the coming year to increase the effectiveness of social media promotion.



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

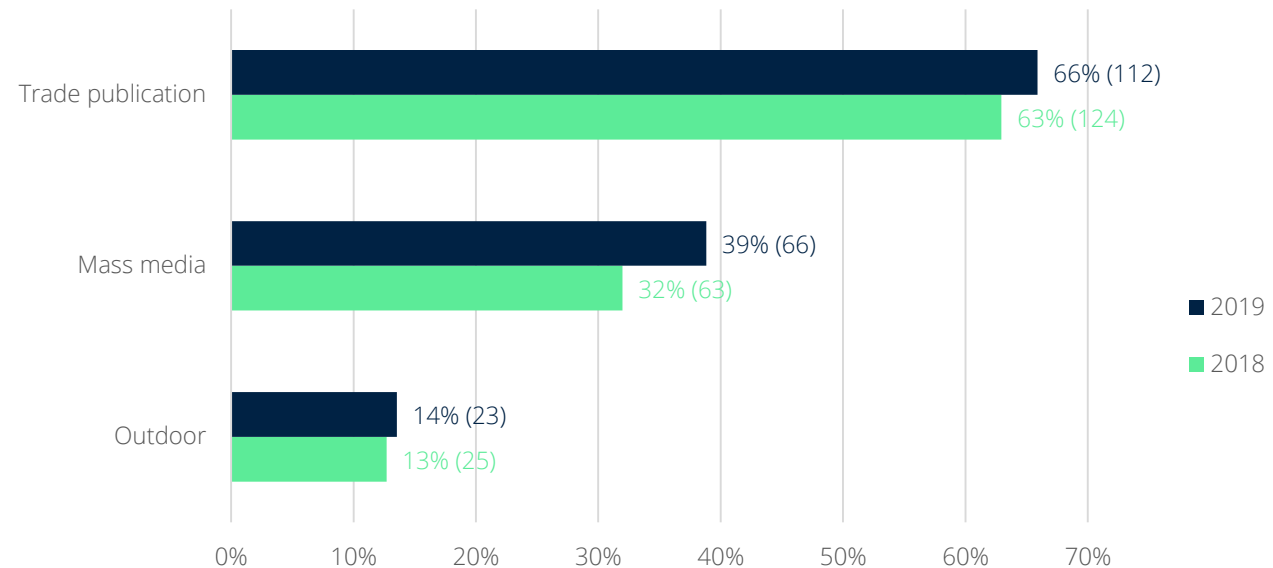
(Exhibitors may take more than one options, so the overall percentage exceed 100%)



2019 No of Respondents: 170 No of Skipped: 1,125

2018 No of Respondents: 197 No of Skipped: 1,293

- With a 3 percentage points increase from 2018, "Trade publications" remained the top source of advertisement this year to serve the purpose of promotion. Mass media ranked the second with 7 percentage points increase from last year.



\*The response rate for this question is relatively low, data may not be as indicative.

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

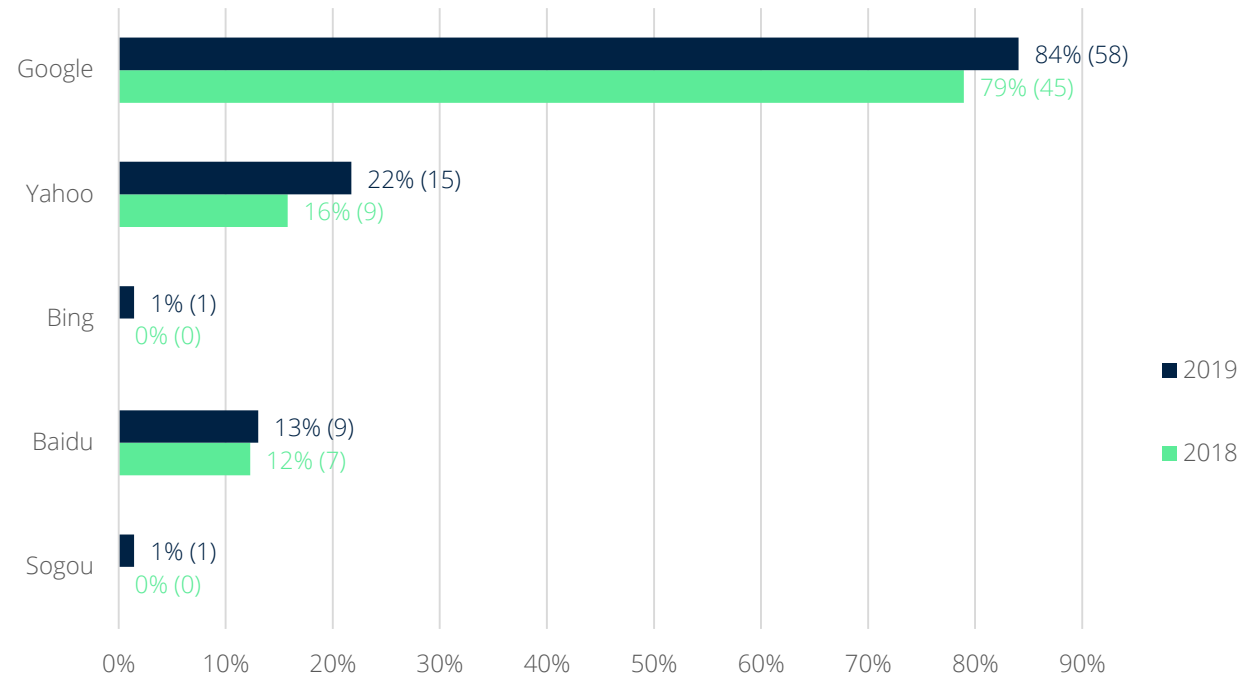
(Exhibitors may take more than one options, so the overall percentage exceed 100%)



2019 No of Respondents: 69 No of Skipped: 1,226

2018 No of Respondents: 57 No of Skipped: 1,433

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



\*The response rate for this question is relatively low, data may not be as indicative.

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

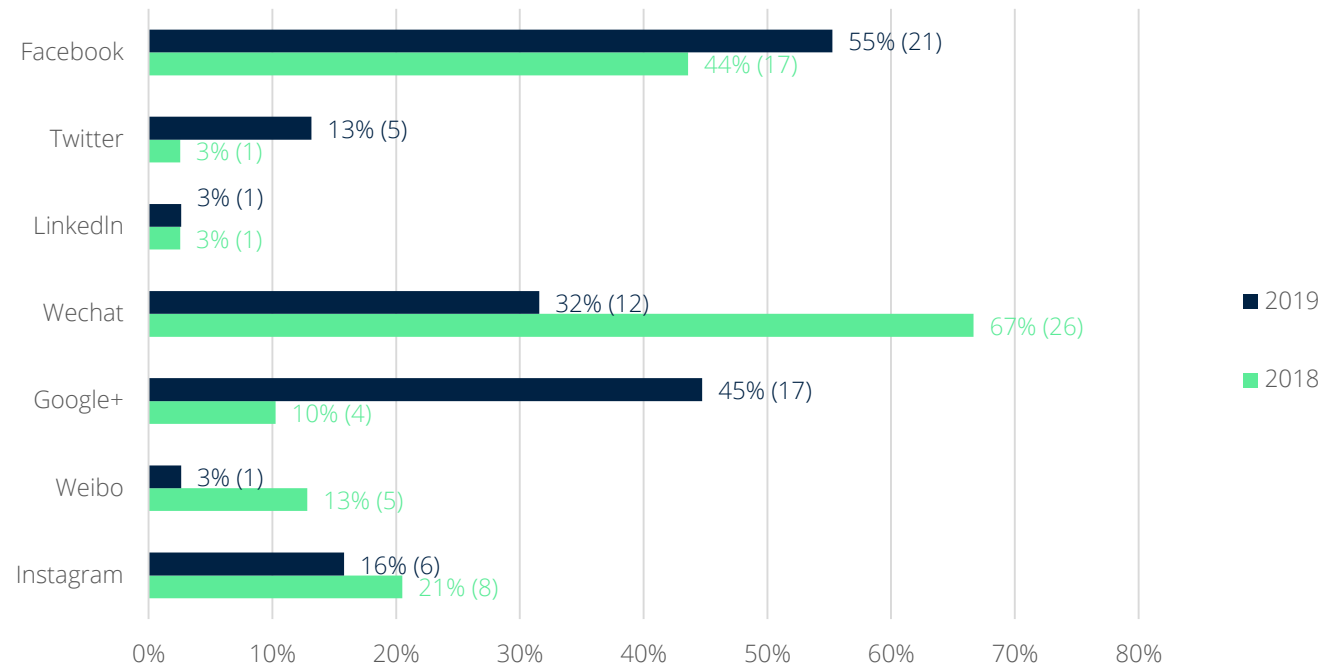
(Exhibitors may take more than one options, so the overall percentage exceed 100%)



2019 No of Respondents: 38 No of Skipped: 1,257

2018 No of Respondents: 39 No of Skipped: 1,451

- For social media, the official Facebook Fan page of the Fair has a rise of 11 percentage points from 2018. However, there is a big decrease in WeChat, recording a 35 percentage points decrease from 2018. It is still a useful tool to provide fair info and promote the fair.
- There is a big increase of 35 percentage points in "Google+".



\*The response rate for this question is relatively low, data may not be as indicative.

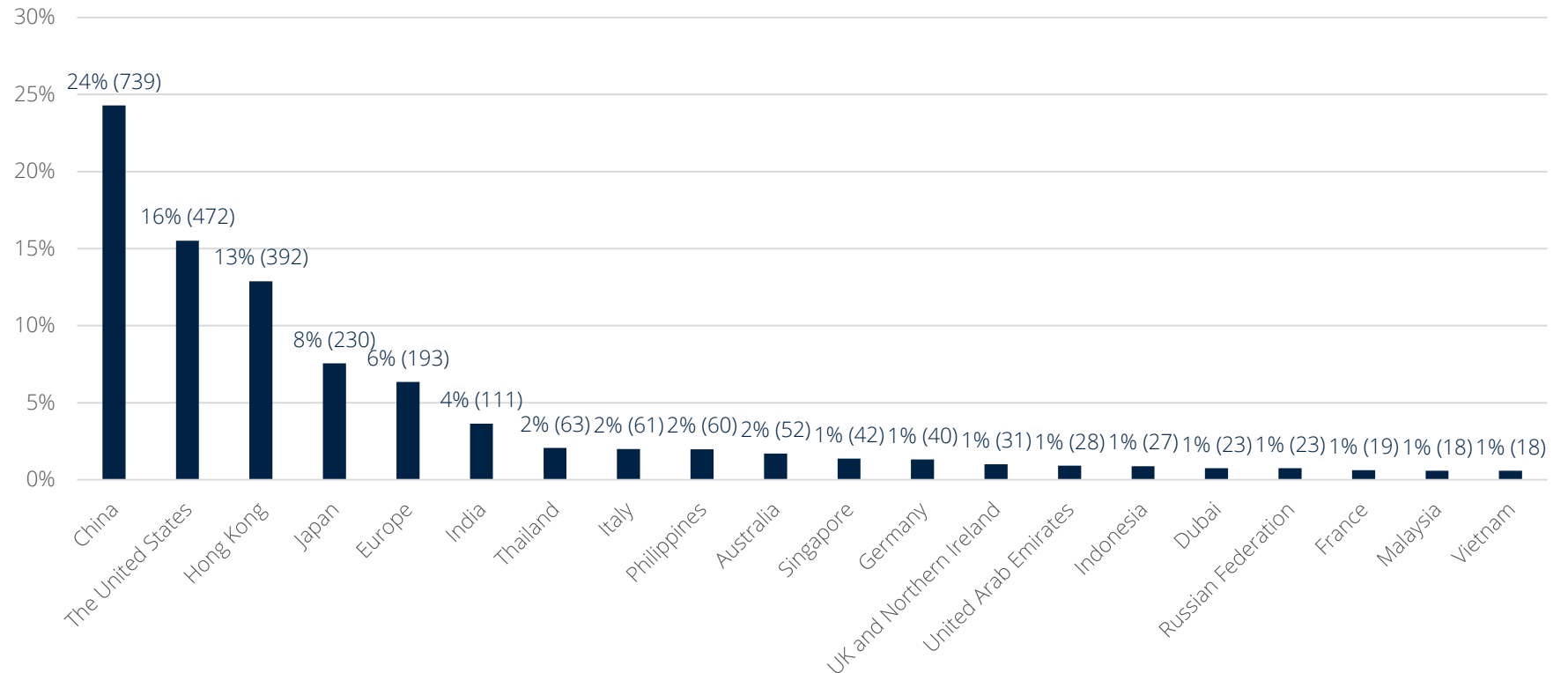
# My top 3 markets (countries & regions) currently are:

2019 No of Respondents: 1,107 No of Skipped: 188



- Mainland China, the United States and Hong Kong are the top three markets of the exhibitors.

## Top 20 out of 60



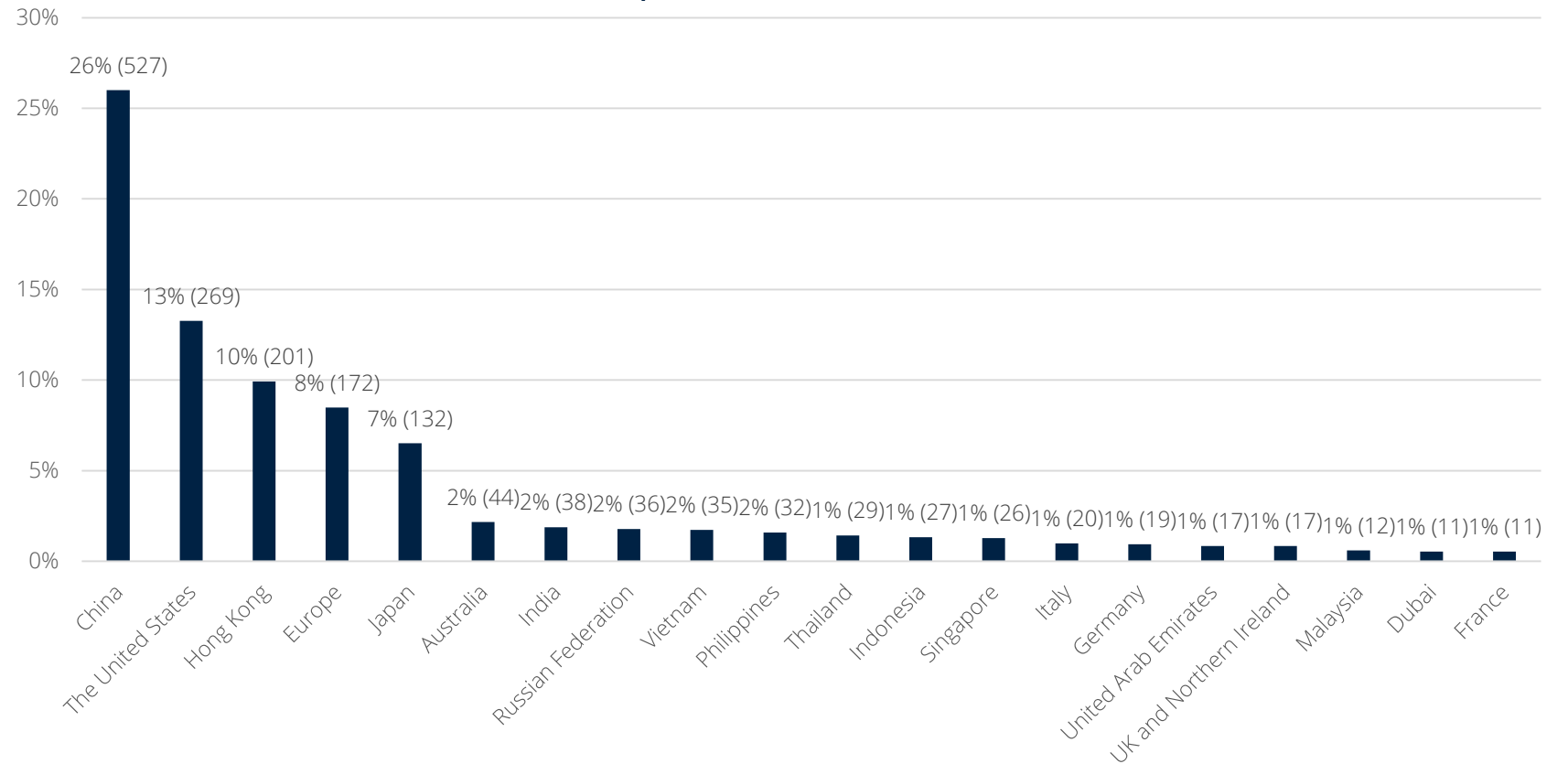
# My target markets (countries & regions) are:

2019 No of Respondents: 868 No of Skipped: 75



## Top 20 out of 59

- Despite a slowdown in the Chinese jewellery market in past few years, the country remains the target market of most exhibitors.



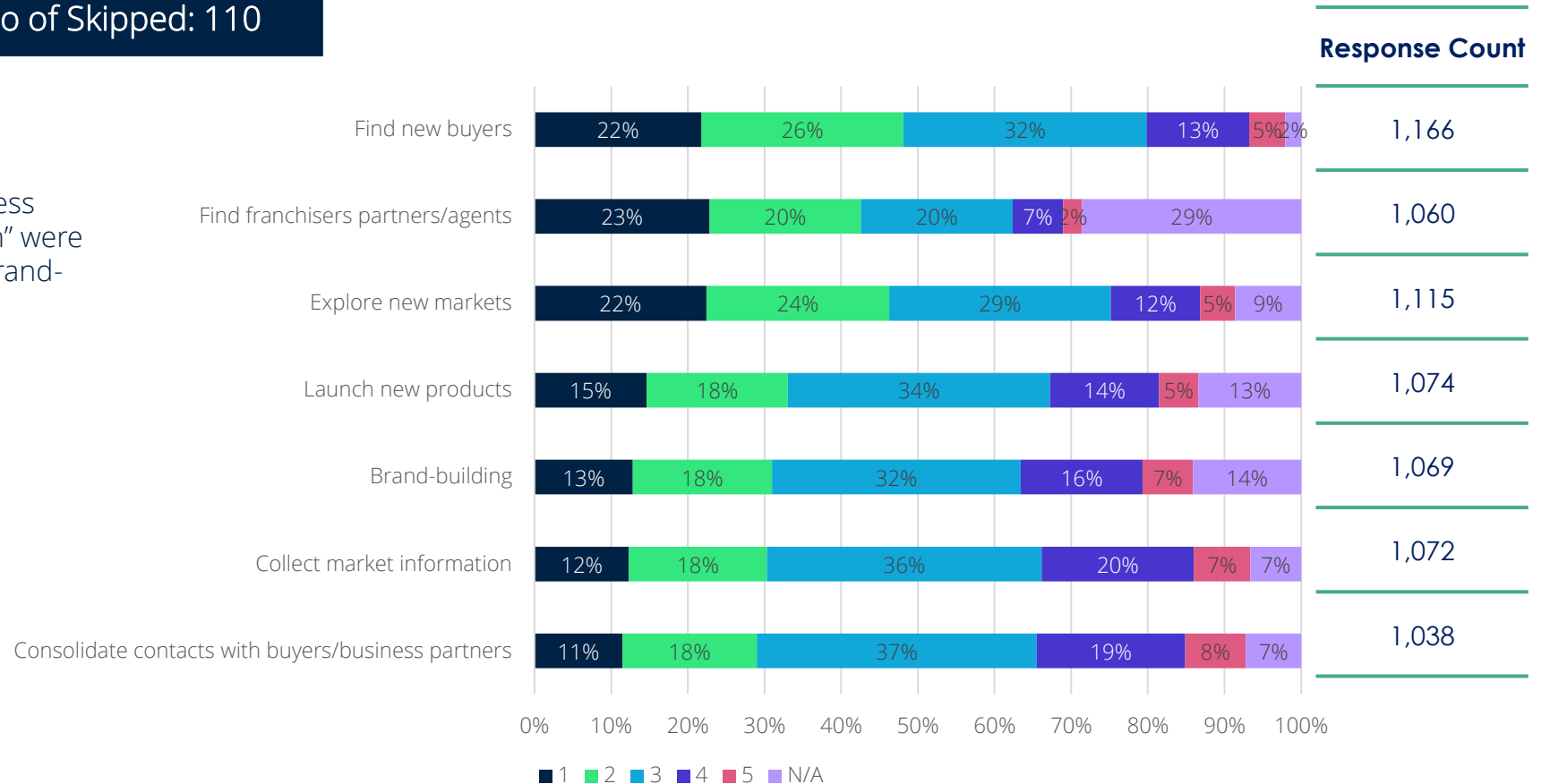
# To what extent have your objectives for exhibiting in this exhibition been achieved?

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



2019 No of Respondents: 1,185 No of Skipped: 110

- Exhibitors found that their objectives in “Consolidate contacts with buyers/ business partners” and “Collect market information” were achieved to a large extent, followed by “Brand-building”.





# (Cont'd): Objectives' achievement level

## - Comparison of combining Ratings 4 & 5

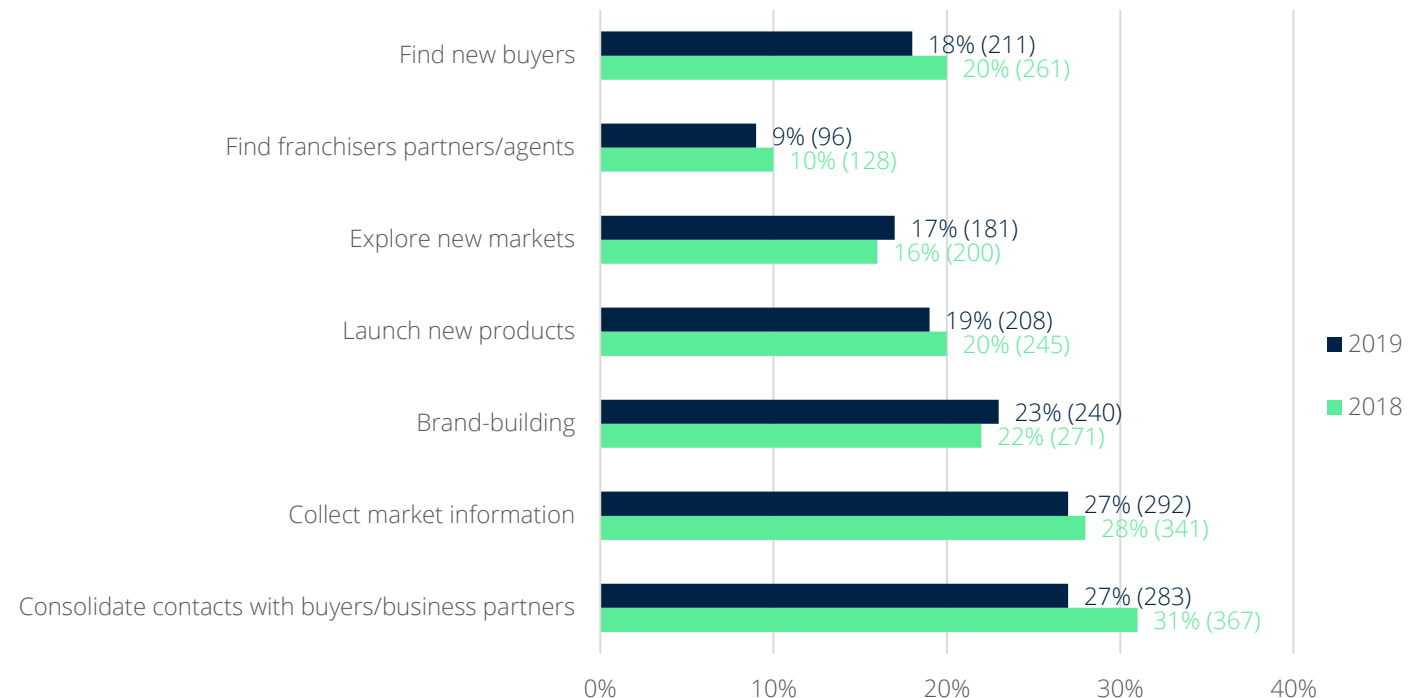
(1 = Did not achieve at all, 5 = Fully achieved)



2019 No of Respondents: 1,185 No of Skipped: 110

2018 No of Respondents: 1,353 No of Skipped: 137

- Exhibitors' objectives of "Consolidate contacts with buyers/business partners" and "Collect market information" received the highest achievement level this year, followed by "Brand-building". The achievement level of "Launch new products" was also satisfactory.



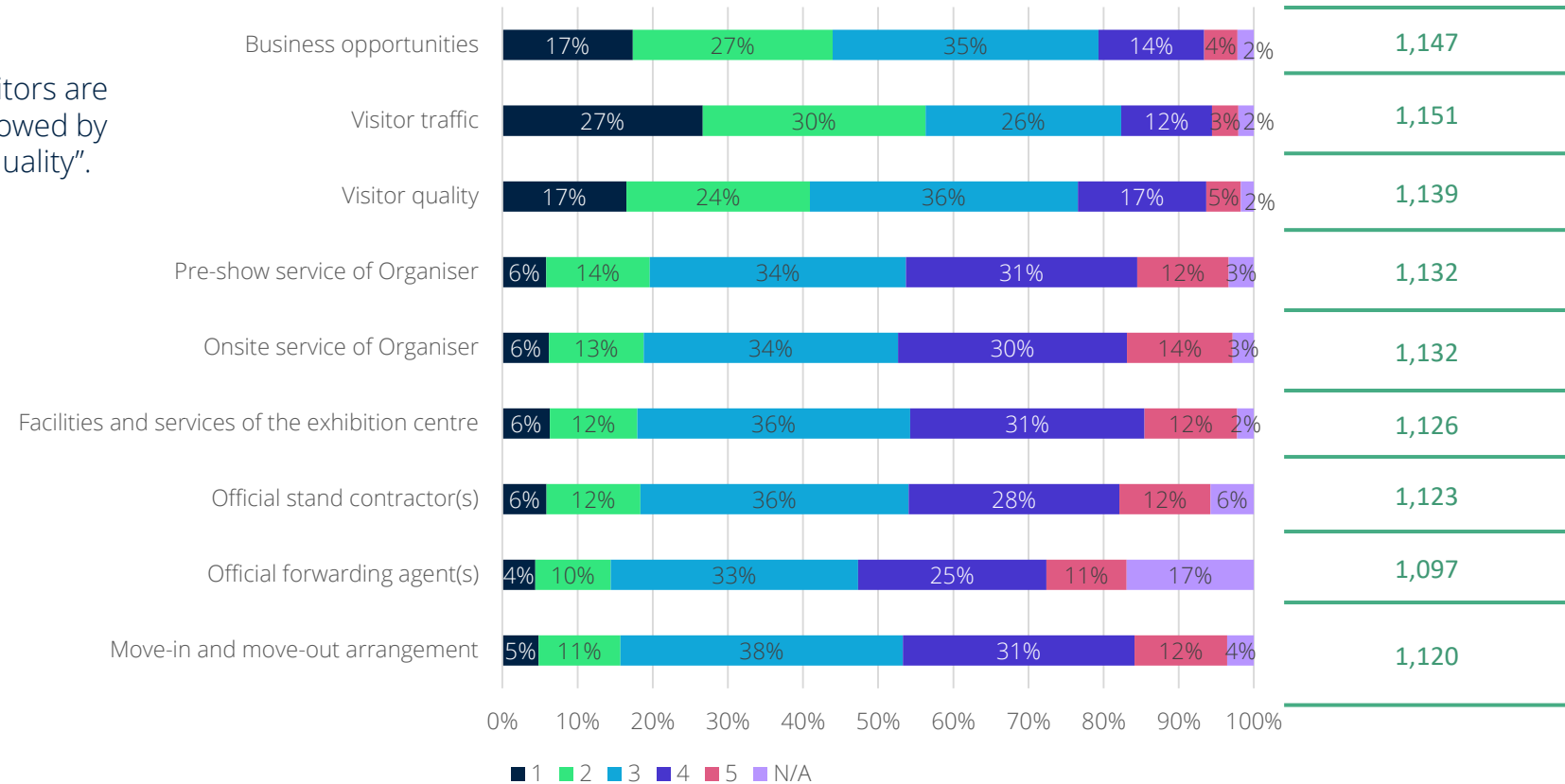
# To what extent are you satisfied with the fair in the following aspects?

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



2019 No of Respondents: 1,173 No of Skipped: 122

- Compared with other aspects, exhibitors are less satisfied with "Visitor traffic", followed by "Business opportunity" and "Visitor quality".



# (Cont'd): Fair aspects' satisfaction level

## - Comparison of combining Ratings 4 & 5

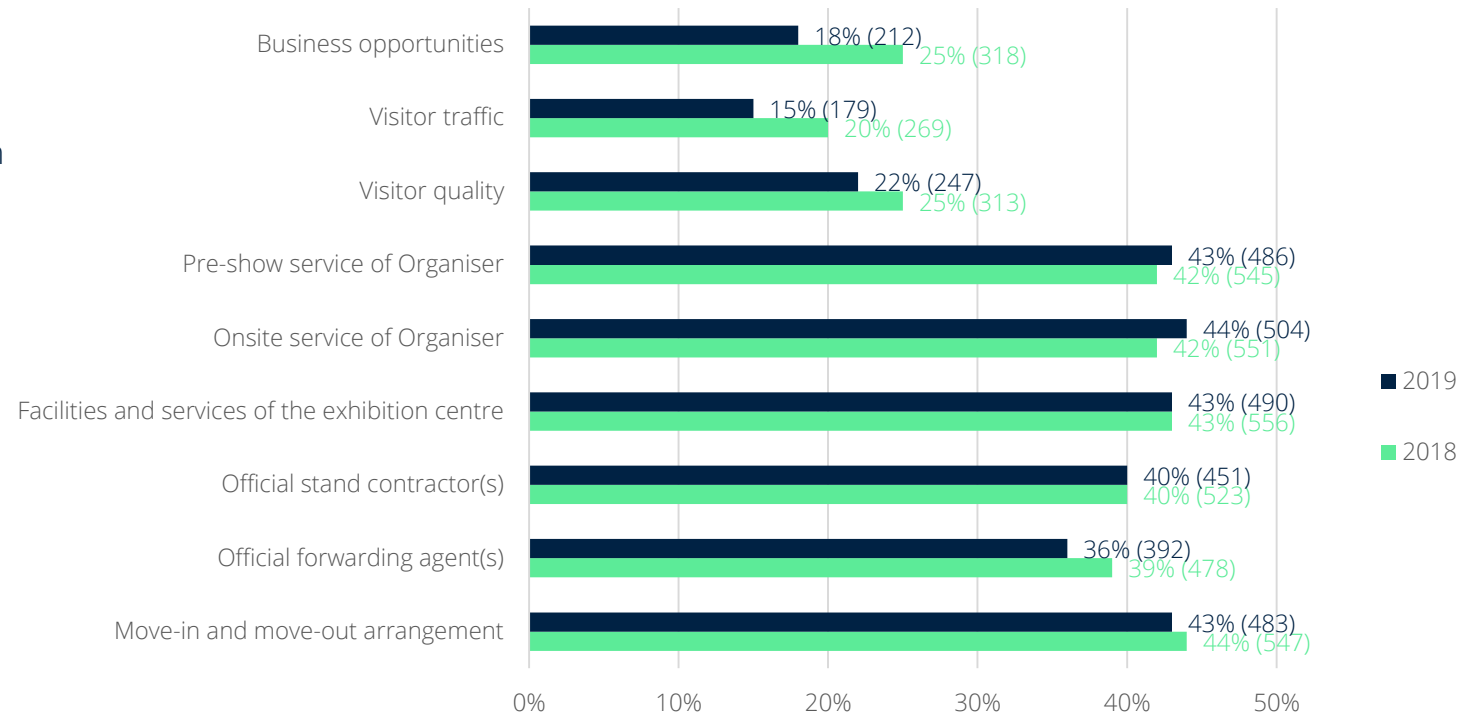
(1 = Not satisfied at all, 5 = Extremely satisfied)



2019 No of Respondents: 1,173 No of Skipped: 122

2018 No of Respondents: 1,350 No of Skipped: 140

- Compared to 2018 findings, the satisfaction level of "Onsite service of Organiser" is the highest with 2 percentage points increase from last year.



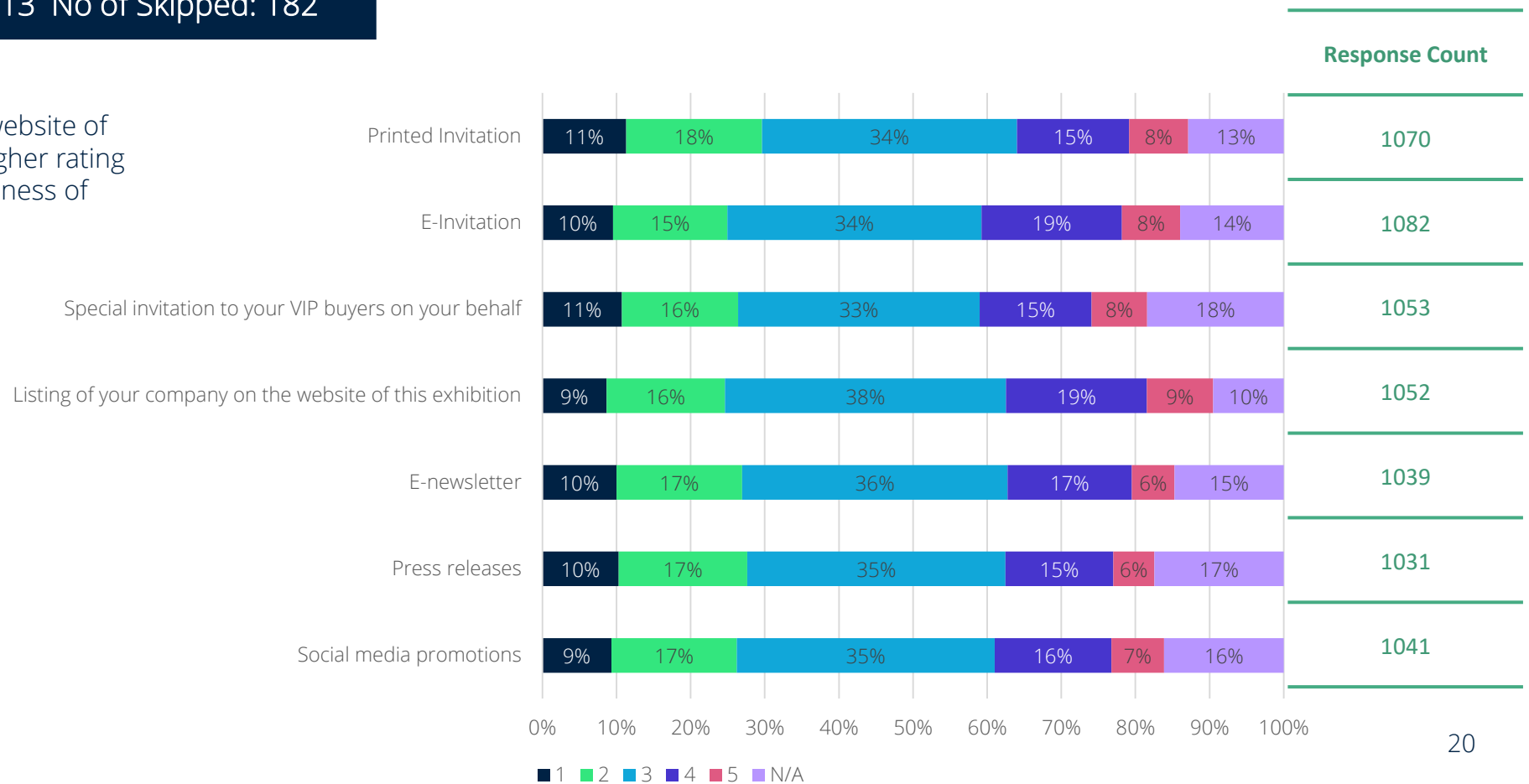
# How useful are the following free marketing materials / channels provided by the organiser in promoting your presence at the exhibition?

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



2019 No of Respondents: 1,113 No of Skipped: 182

- “Listing of your company on the website of this exhibition” gets a relatively higher rating from exhibitors in term the usefulness of promotion.



# (Cont'd): Usefulness of free marketing materials/ channels: - Comparison of combining Ratings 4 & 5

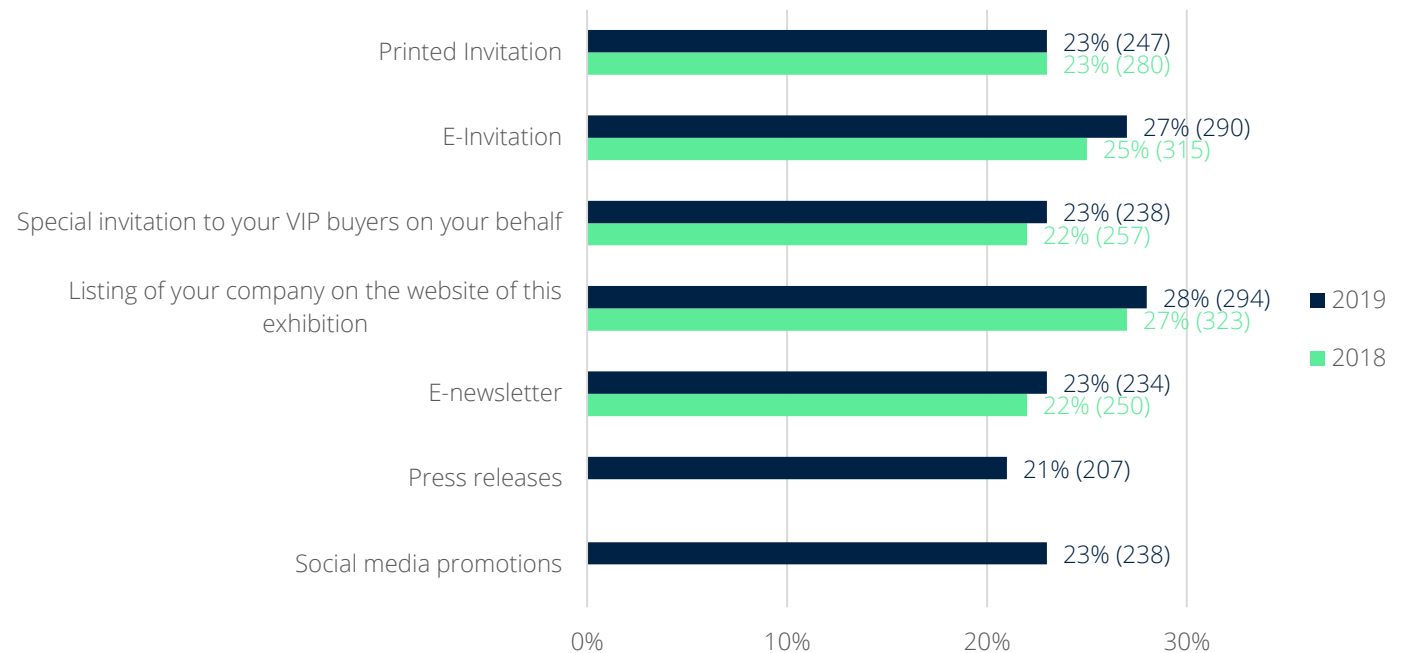
(1 = Not useful at all, 5 = Extremely useful)



2019 No of Respondents: 1,113 No of Skipped: 182

2018 No of Respondents: 1,280 No of Skipped: 210

- “Listing of company on the website of this exhibition” remains the most useful marketing tools in promoting exhibitors’ presence at the Fair.
- Compared to 2018, more exhibitors say that “E-invitation” is useful (from 25% to 27%) in promoting their presence at the exhibition, while there is a slight increase in “E-newsletter” (from 22% to 23%). There is a switch to more environmental friendly promotion channels.

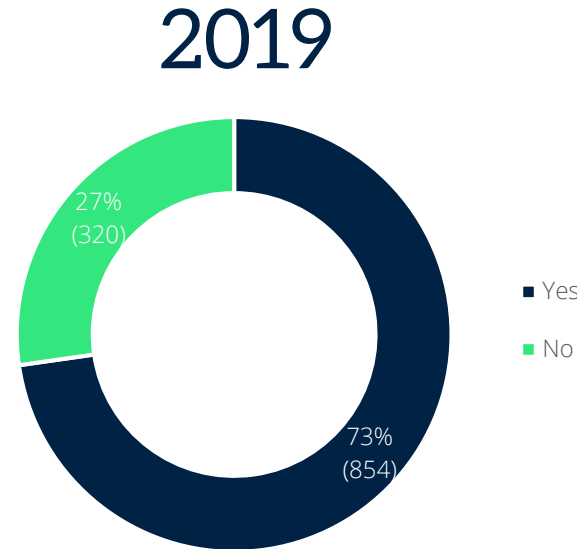


# Have you conducted business(es) at the show?

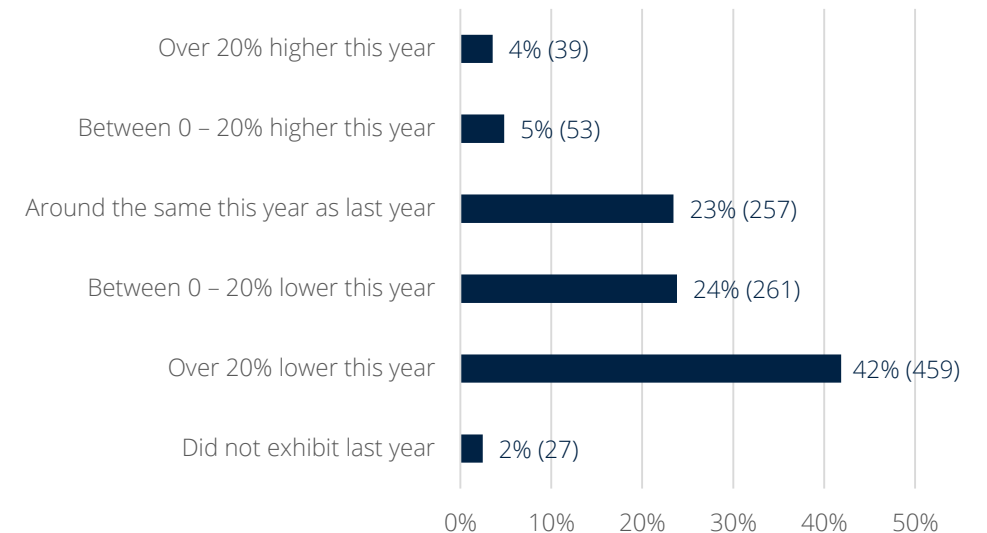


2019 No of Respondents: 1,174 No of Skipped: 121

- 73% of exhibitors have conducted business at the Fair, and over 66% of exhibitors got fewer orders than last year in the fair. (This is a newly added question to the survey.)



## Business(es) conducted during the 2019 edition higher or lower than the orders secured last year

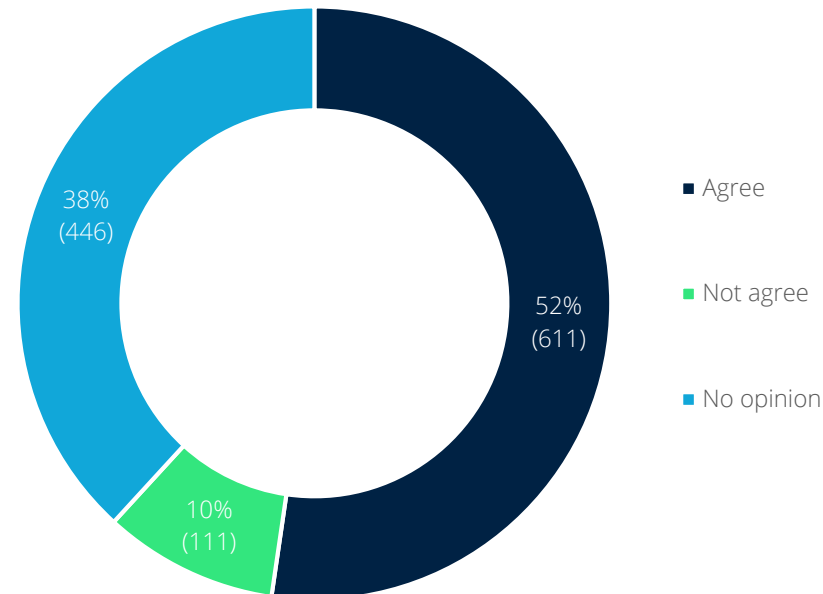


# The Organiser allows selected high net income consumers access to the exhibition. What do you think of this arrangement?



2019 No of Respondents: 1,168 No of Skipped: 127

- Over 50% of the exhibitors agree that the organiser allows selected high net income consumers access to the fair. Whereas, only 10% of the exhibitors disagree with this arrangement. (This is a new question added to the survey.)

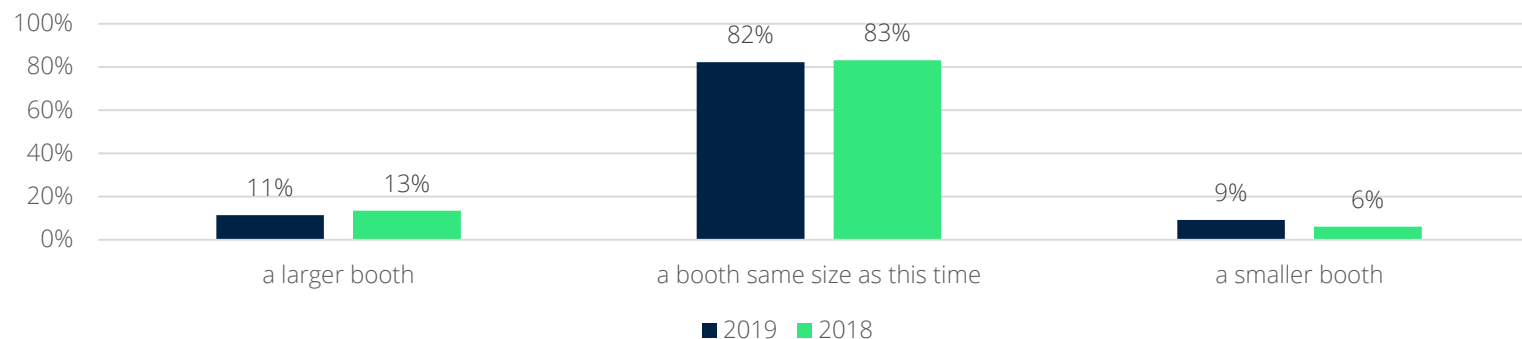
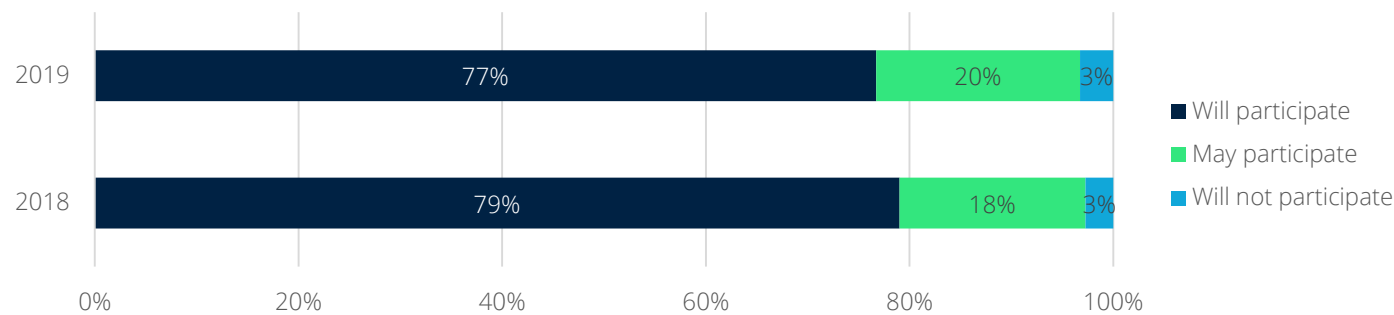


# What are your plans for participating in this exhibition next year?



2019 No of Respondents: 1,164 No of Skipped: 131

2018 No of Respondents: 1,172 No of Skipped: 318



- There is a 2 percentage points decrease in exhibitors who want to participate in next edition.
- 77% will participate in next edition of which 82% of the respondents are looking for a booth with the same size as 2019. This reflects that exhibitors are satisfied with the current booth size, which brings them a good ROI, and therefore they have no intention to further expand.



# Thank you

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