

JUNE Hong Kong Jewellery & Gem Fair

29 July 2019





Total number of visitors	26,744
Total number of collected onsite survey	424
Onsite survey response rate	1.59% [424/26,744]
Total number of online survey successfully sent out	21,706
Total number of collected online survey	541
Online survey response rate	2.49% [541/21,706]
Total number of collected survey (onsite + online)	943
Overall response rate	3.53% [943/26,744]

Visitor's nature of business(es)

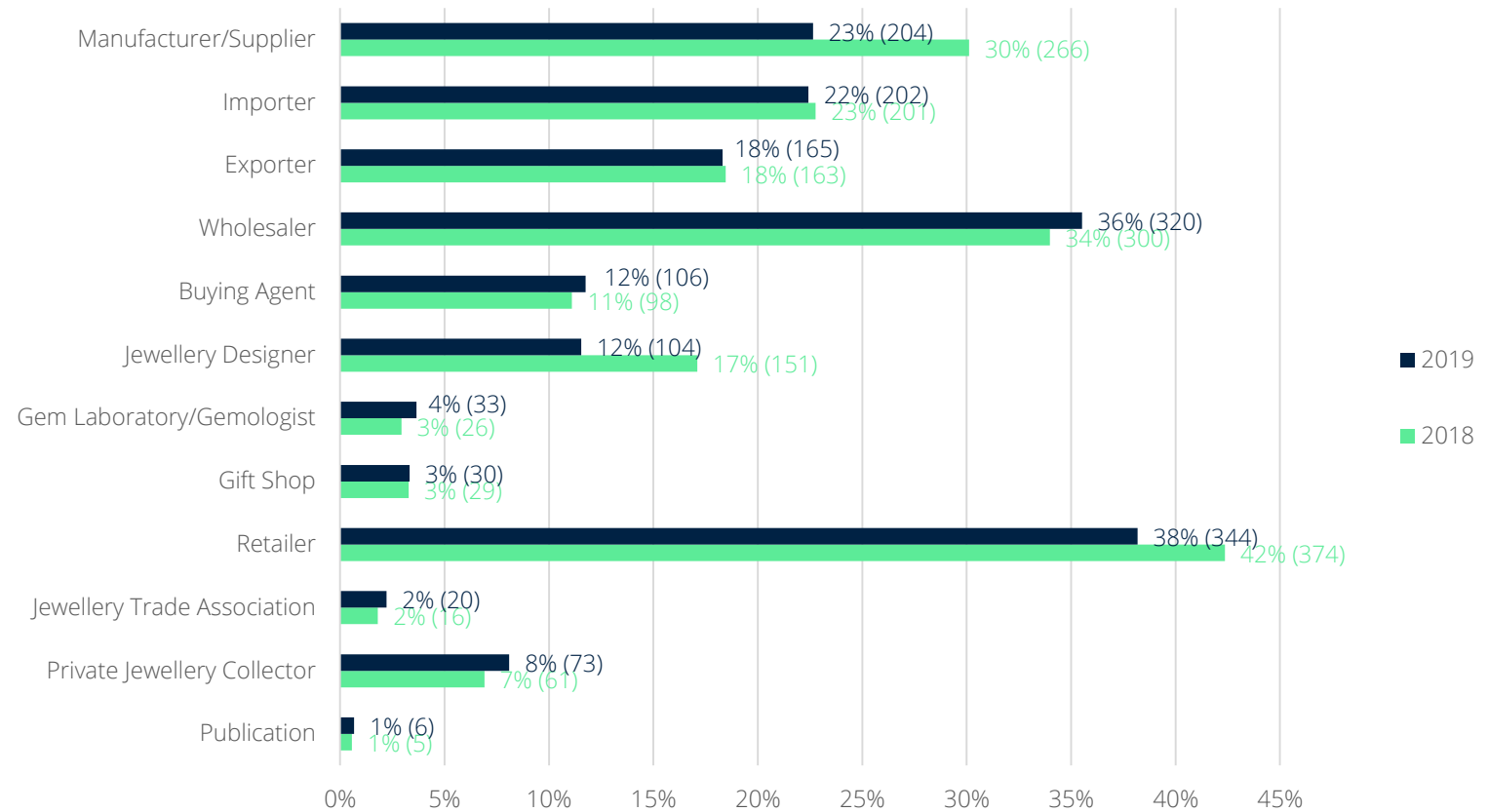
(Visitors may carry more than one business nature, so the overall percentage exceeds 100%)



2019 No of Respondents: 901 No of Skipped: 42

2018 No of Respondents: 883 No of Skipped: 28

- As in 2018, "Retailer", "Wholesaler" and "Manufacturer/supplier" were the top three business nature among visitors, followed by "Importer".



Are you visiting this exhibition for the first-time?

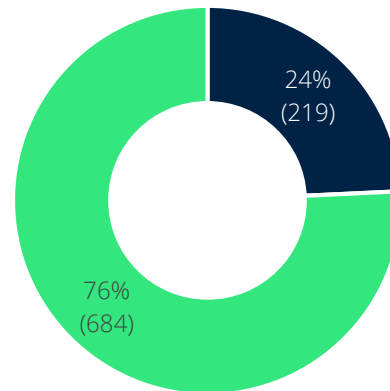


2019 No of Respondents: 903 No of Skipped: 40

2018 No of Respondents: 871 No of Skipped: 40

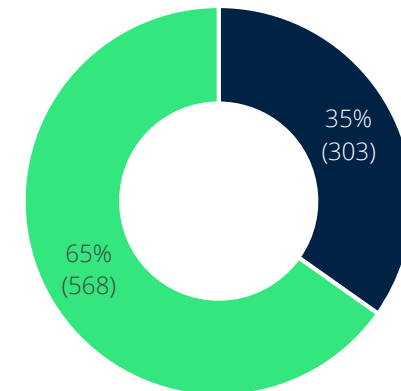
- The proportion of returning visitors rose this year, from 65% in 2018 to 76% this year. By the same token, there's a 11 percentage points drop in first-time visitors, to 24%.

2019



■ First-time visitor ■ Returning visitor

2018



■ First-time visitor ■ Returning visitor

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

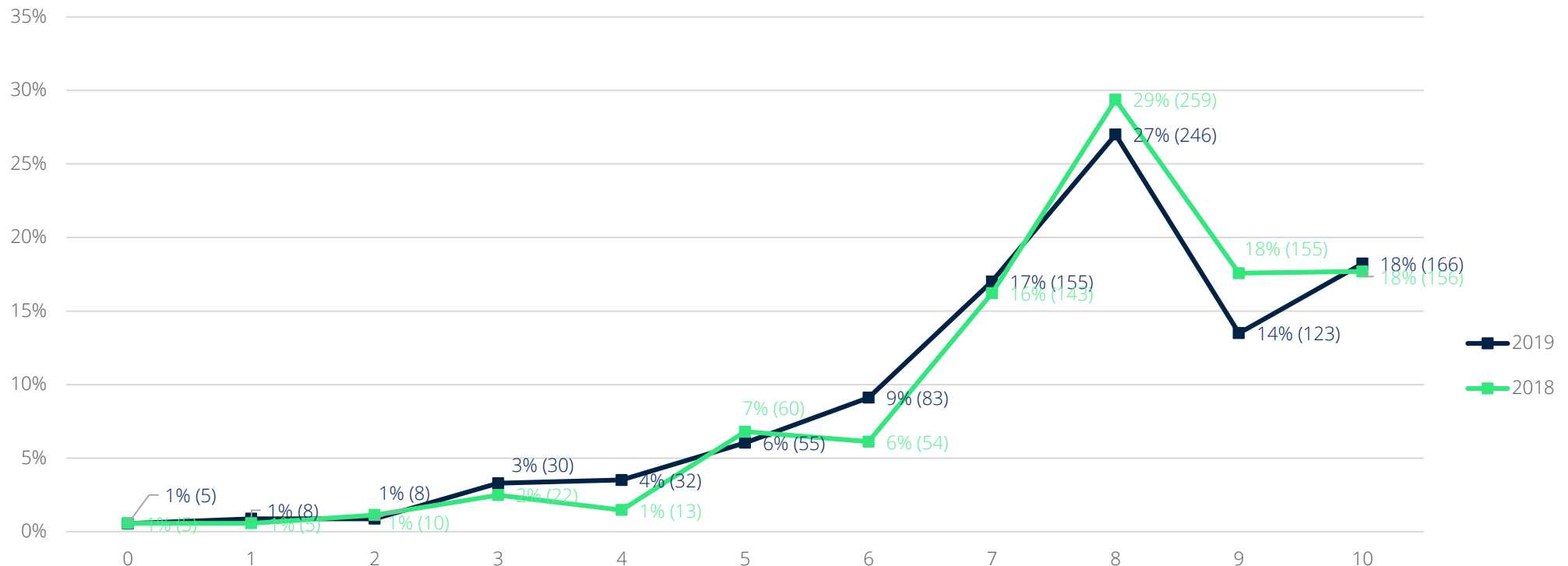


2019 No of Respondents: 911 No of Skipped: 32 | 2018 No of Respondents: 882 No of Skipped: 29

CSAT 2019
7.5

CSAT 2018
7.7

- Satisfaction level was quite high in both years, with a slight decrease in 2019.
- The majority of visitors gave rating of 6-10 (85% in 2019 and 87% in 2018), representing a 2 percentage points decrease this year.



(Cont'd): Satisfaction rating by visitors - Returning visitor vs First-time visitor

(0 = Extremely dissatisfied, 10 = Extremely satisfied)



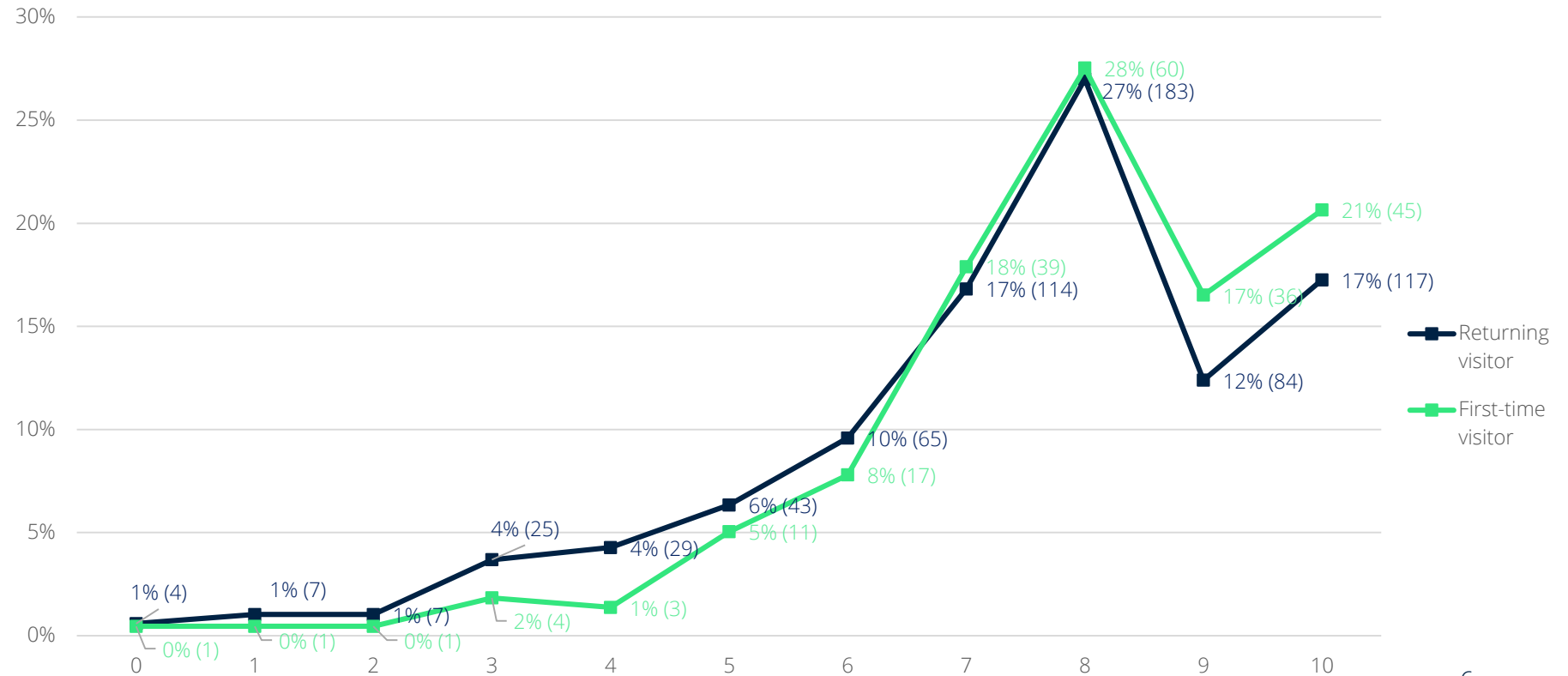
Returning visitor
No of Respondents: 678 No of Skipped: 6

First-time visitor
No of Respondents: 218 No of Skipped: 1

Returning visitor's CSAT
7.38

First-time visitor's CSAT
7.85

- Satisfaction among first-time visitors was slightly higher than that of returning visitors.
- Most visitors were satisfied with the experiences gained in the Fair. 90% 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?



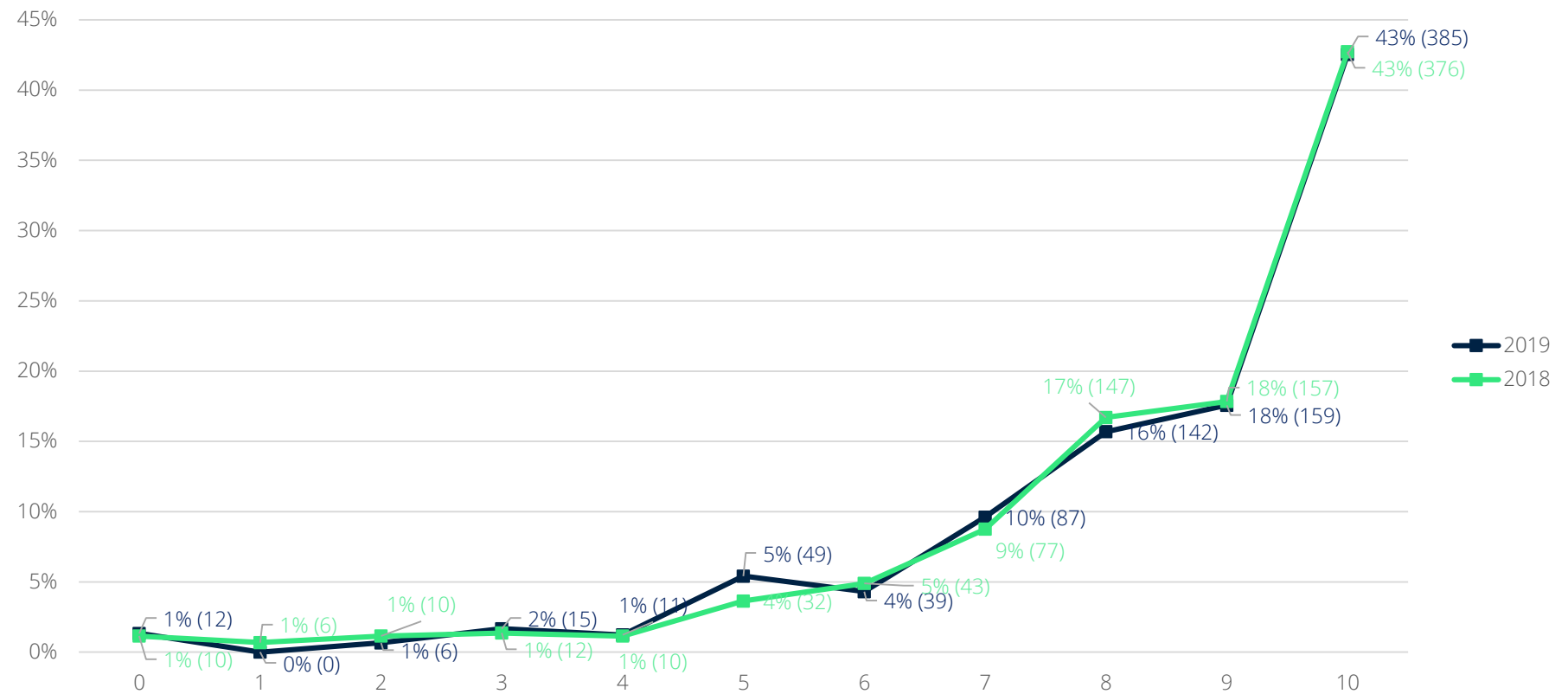
2019 No of Respondents: 905 No of Skipped: 38

2018 No of Respondents: 880 No of Skipped: 31

Loyalty Score
2019
8.4

Loyalty Score
2018
8.42

- The Fair got a very high loyalty score this year, albeit a slight decrease from the last edition. This indicates that the majority of visitors intended to visit again.
- It is encouraging that 90% of visitors gave rating 6-10, which is the same as last year.



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

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



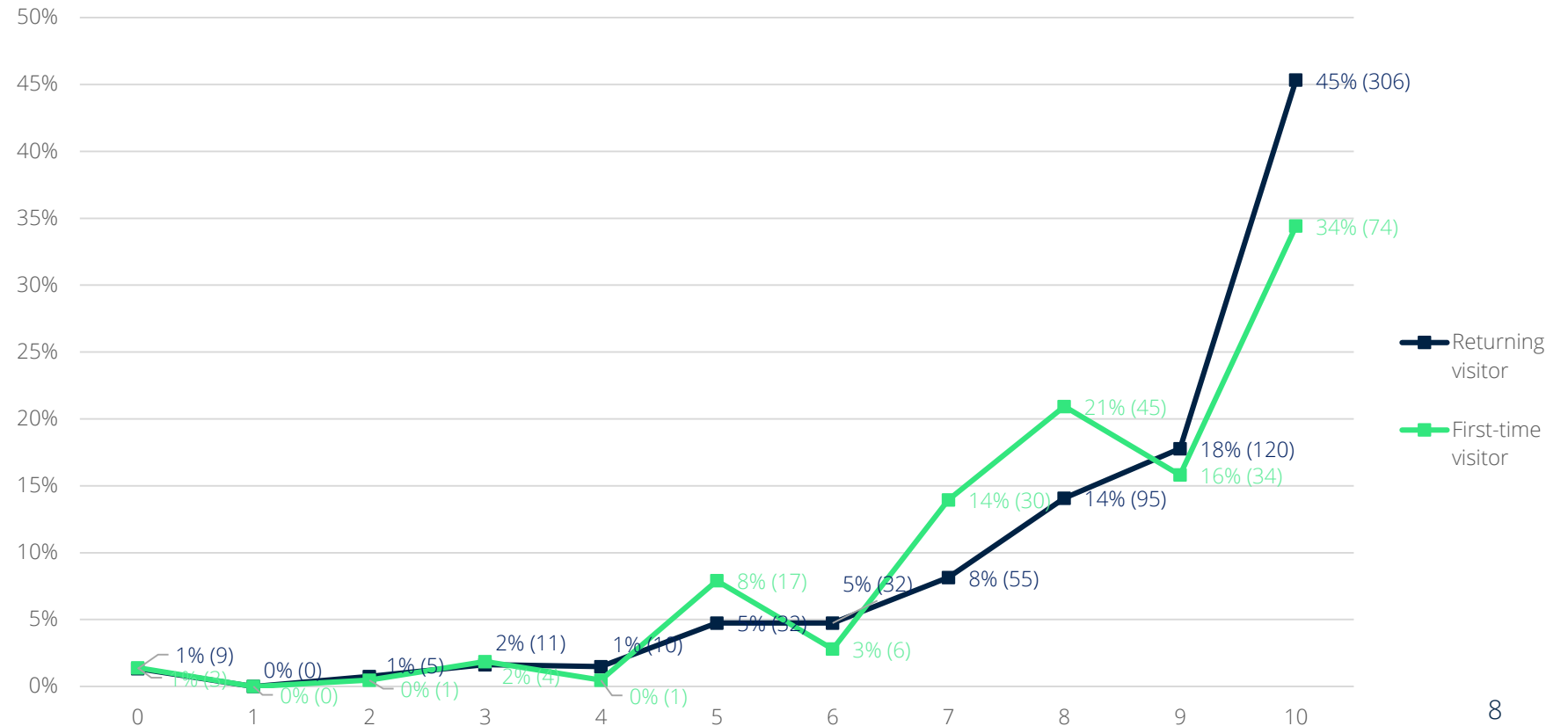
Returning visitor
2019 No of Respondents: 675 No of Skipped: 9

First-time visitor
2019 No of Respondents: 215 No of Skipped: 4

Returning visitor's
Loyalty Score
8.47

First-time visitor's
Loyalty Score
8.16

- 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: 90% of returning visitors and 88% of first-time visitors 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)



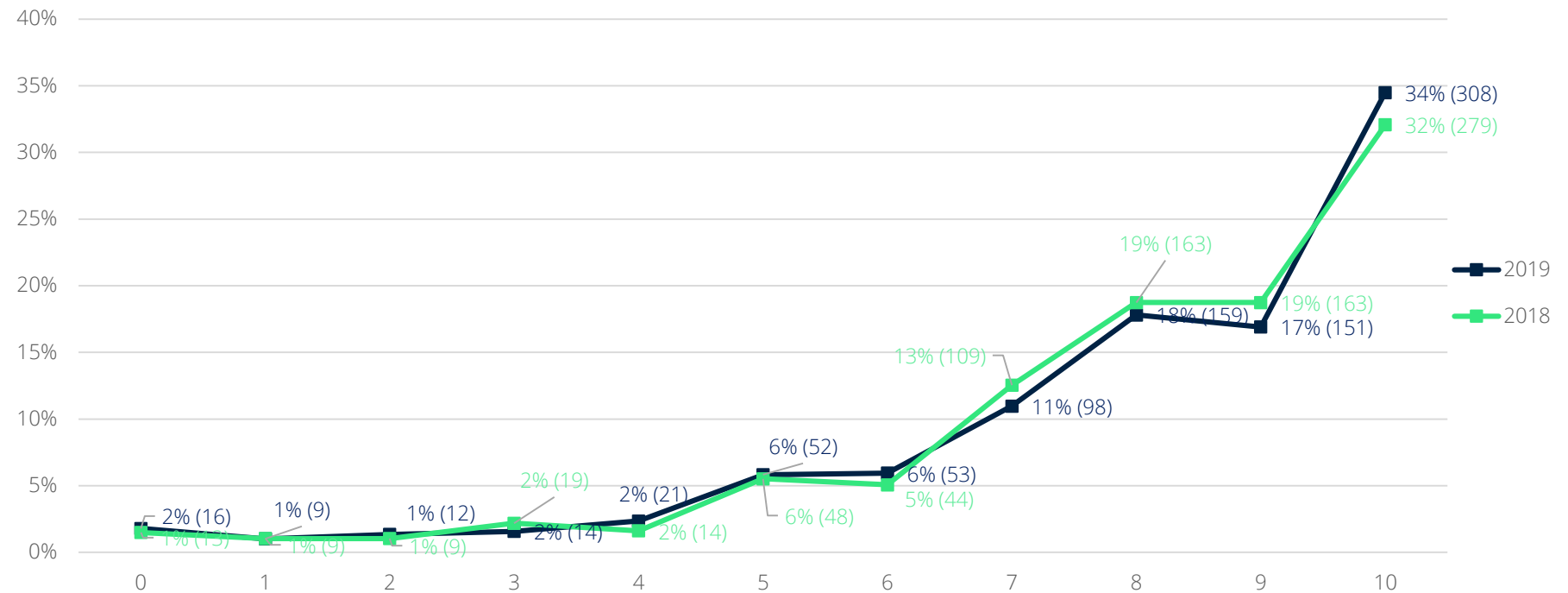
2019 No of Respondents: 893 No of Skipped: 50

2018 No of Respondents: 870 No of Skipped: 41

NPS Average
2019
7.99

NPS Average
2018
8.01

- NPS Average dropped slightly to 7.99.
- Even with a 2 percentage points drop, the proportion of visitors giving rating 6–10 was still very high this year, at 86%.



How did you learn about this exhibition?

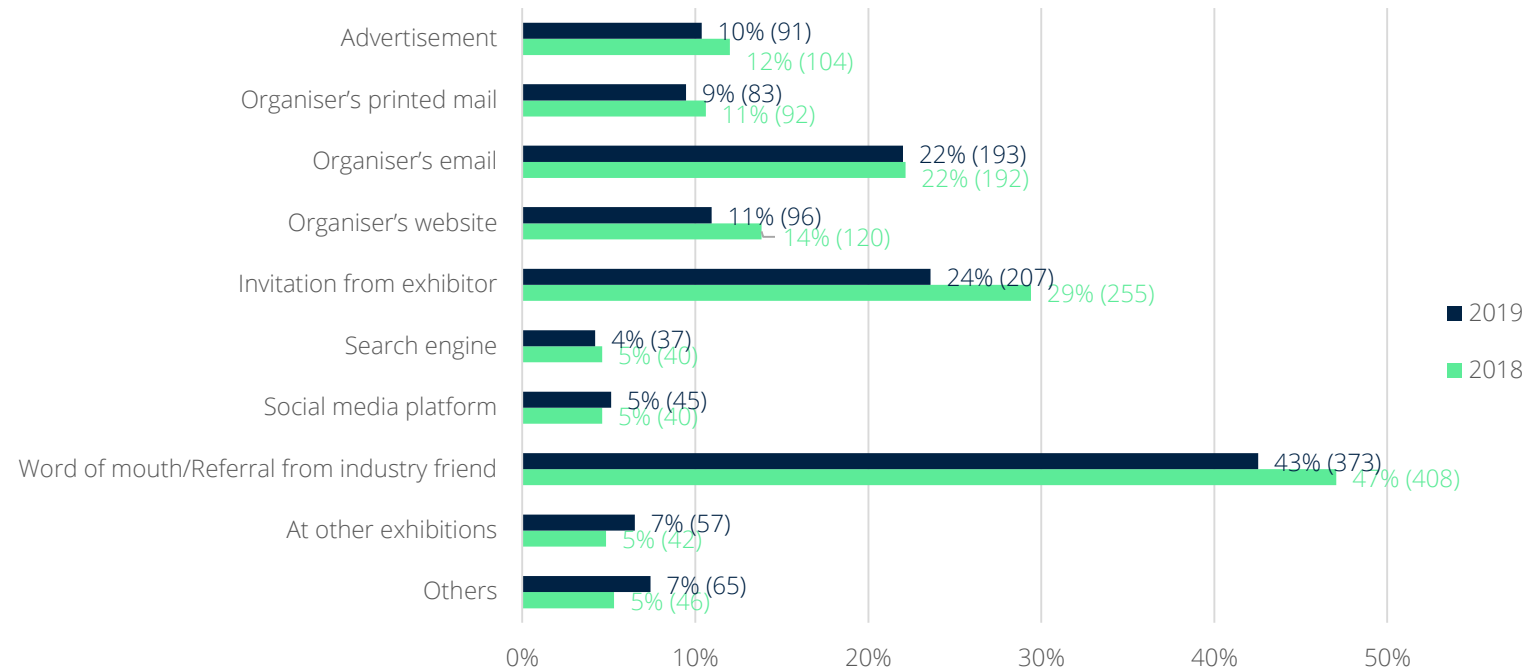
(Visitors may take more than one options, so the overall percentage exceeds 100%)



2019 No of Respondents: 877 No of Skipped: 66

2018 No of Respondents: 867 No of Skipped: 44

- Although there is a 4 percentage points decrease from last year, “Word of mouth / Referral from industry friend” remained the top important channel. “Invitation from exhibitor” ranked second, while there’s a minor decrease in the proportion of “Organiser’s email”, “Organiser’s website” and “Advertisement”.



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

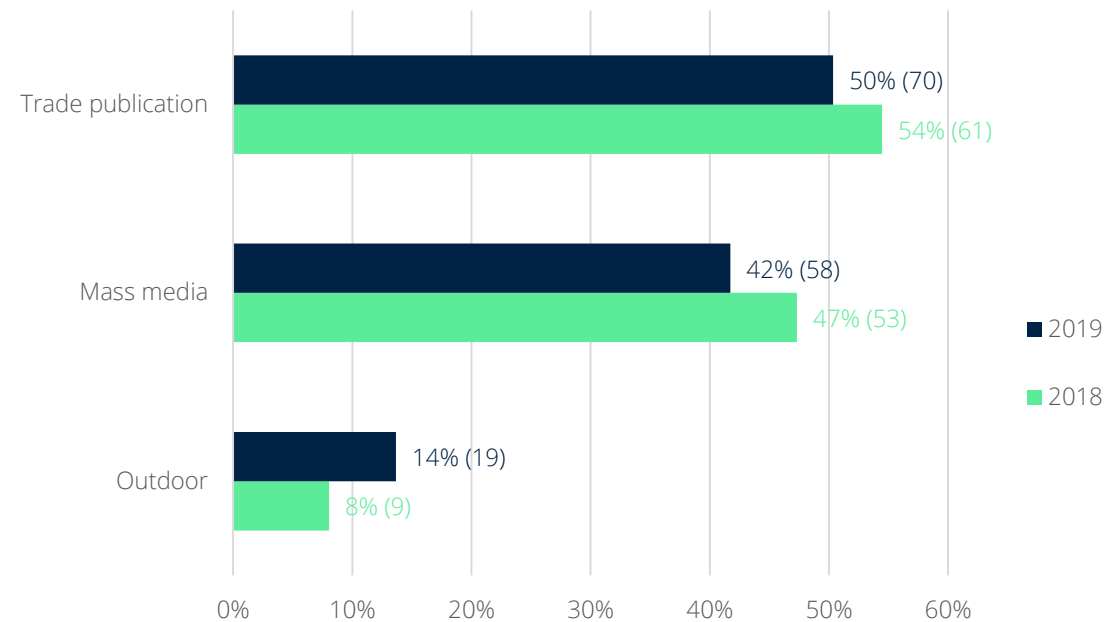
(Visitors may take more than one options, so the overall percentage exceeds 100%)



2019 No of Respondents: 139 No of Skipped: 804

2018 No of Respondents: 112 No of Skipped: 799

- “Trade publications” remained the top source of advertisement this year to serve the purpose of promotion, with a 4 percentage points decrease from 2018.
- “Mass media” ranked second. “Outdoor advertising” was still the least important type of advertisement, although there’s a 6 percentage points rise compared with last year.



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

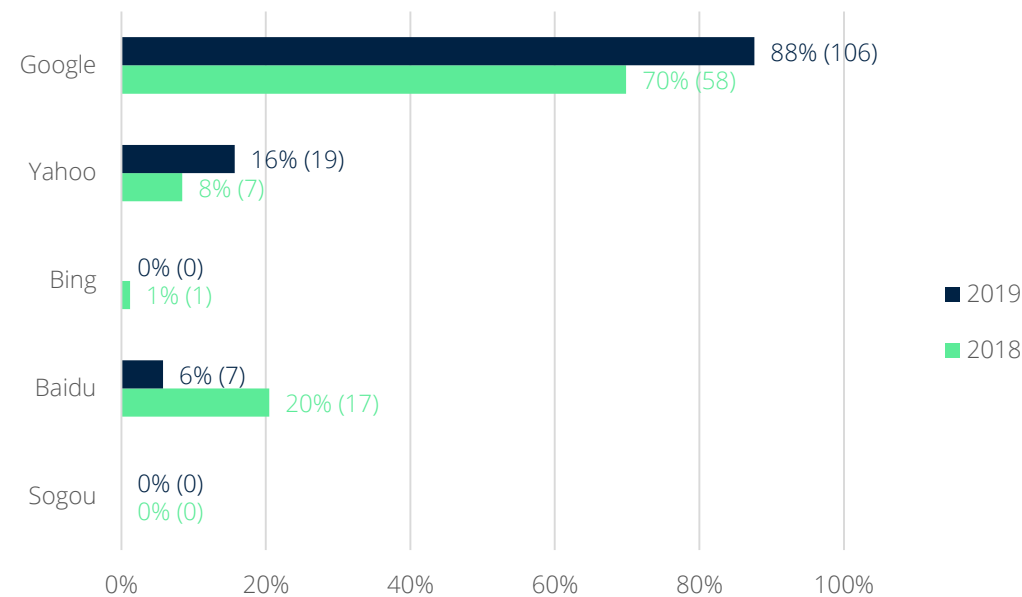
(Visitors may take more than one options, so the overall percentage exceeds 100%)



2019 No of Respondents: 121 No of Skipped: 822

2018 No of Respondents: 83 No of Skipped: 828

- As in 2018, "Google", as the most popular local and international search engine, was the most effective channel to get people to learn about the Fair.



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

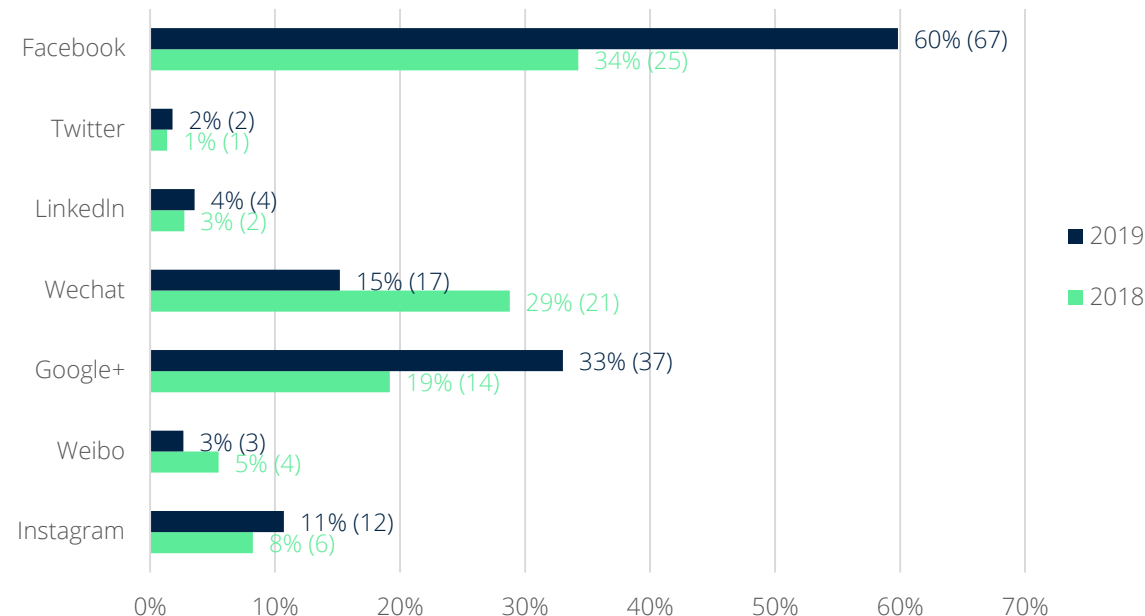
(Visitors may take more than one options, so the overall percentage exceeds 100%)



2019 No of Respondents: 112 No of Skipped: 831

2018 No of Respondents: 73 No of Skipped: 838

- For social media, the official Facebook Fan page of the Fair remained the most effective channel to reach visitors. It has the largest percentage increase from 34% to 60%.
- “Google+” ranked the second most effective channel to reach visitors, recording an increase of 14 percentage points from 2018.

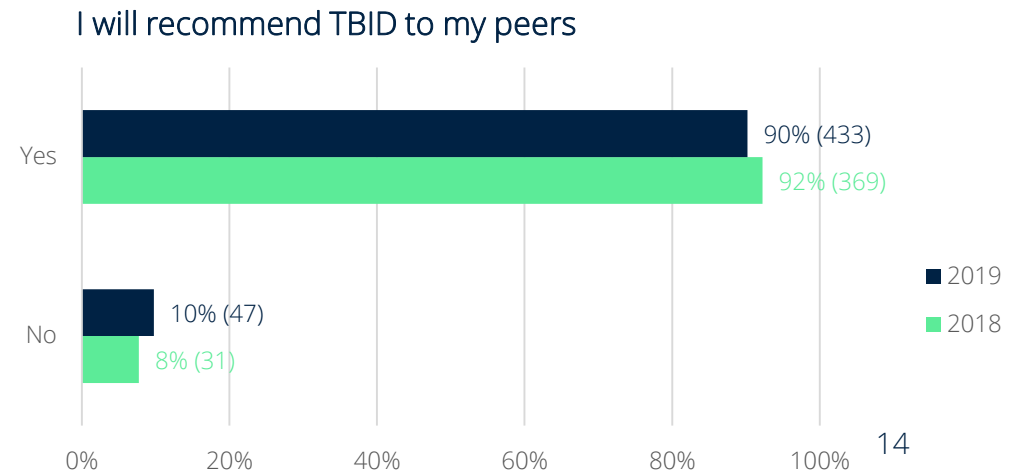
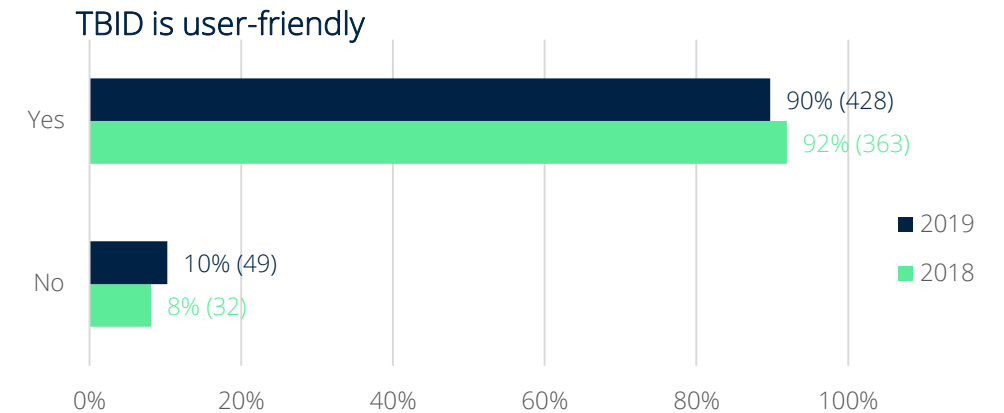
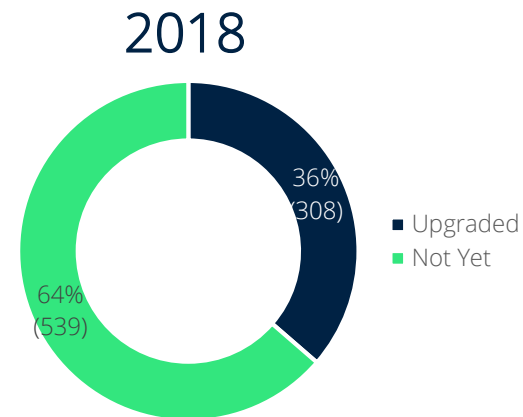
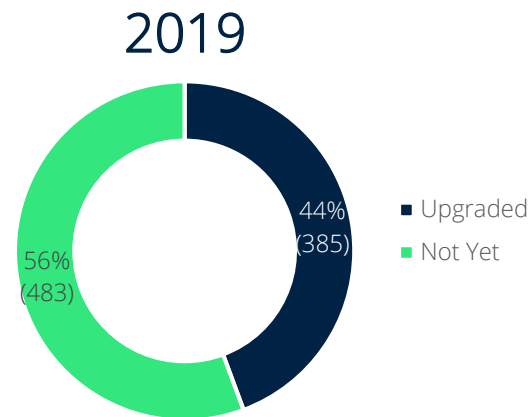


Have you upgraded your visitor badge for Trade Buyer ID?



2019 No of Respondents: 868 No of Skipped: 75 2018 No of Respondents: 847 No of Skipped: 64

- 44% of the visitors have upgraded their visitor badge for TBID and there is an increase of 8 percentage points compared with last year. It may be due the promotion for TBID this year.
- 90% of the TBID holders found the card user-friendly and were willing to recommend it to their peers.



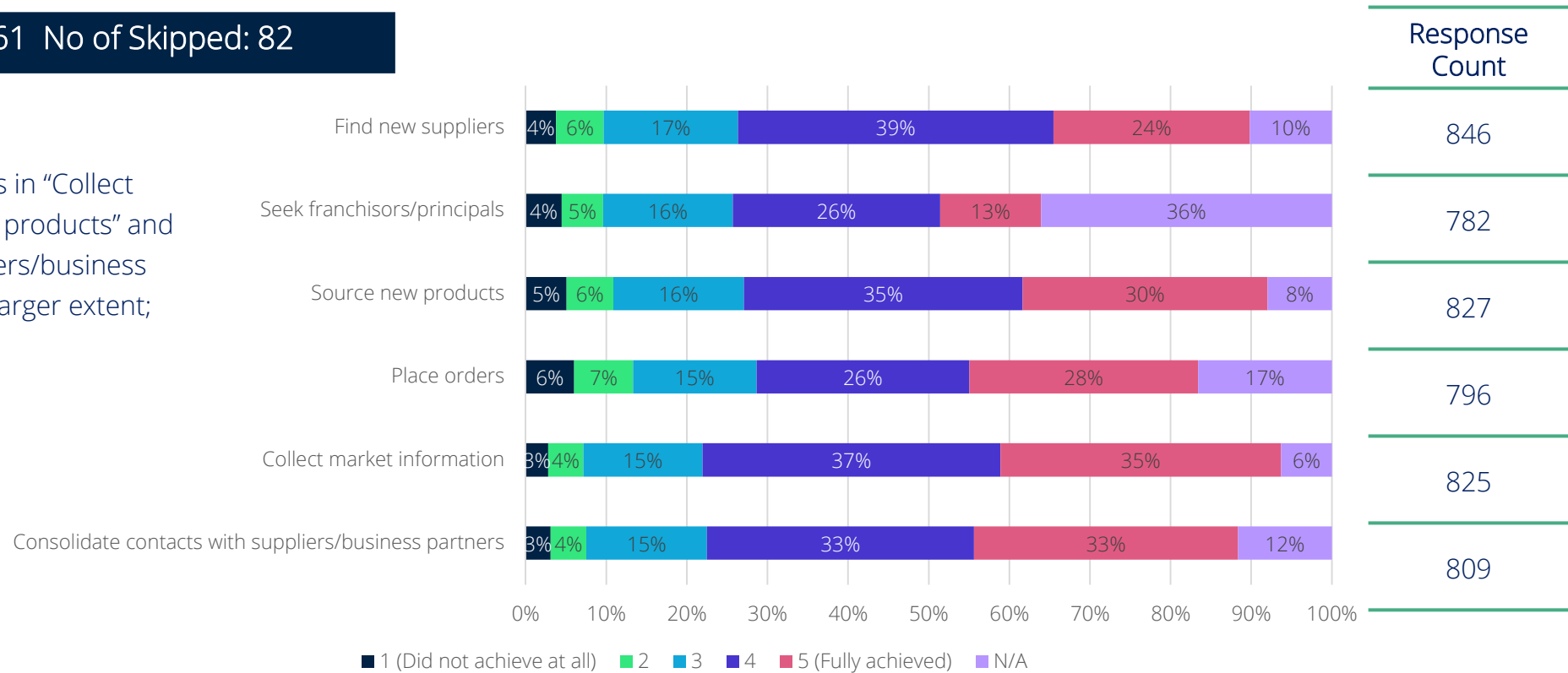
To what extent have your objectives for visiting this exhibition been achieved?

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



2019 No of Respondents: 861 No of Skipped: 82

- Visitors found that their objectives in “Collect market information”, “Source new products” and “Consolidate contacts with suppliers/business partners” could be achieved to a larger extent; followed by “Find new suppliers”.



(Cont'd): Objectives' achievement level

- Comparison of combining Ratings 4 & 5

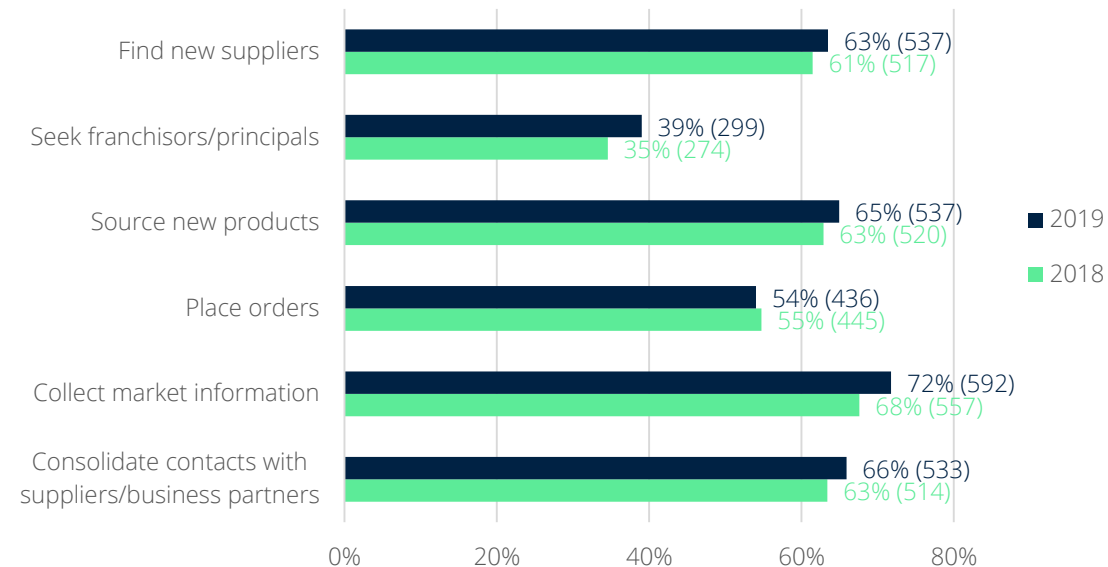
(1 = Did not achieve at all, 5 = Fully achieved)



2019 No of Respondents: 861 No of Skipped: 82

2018 No of Respondents: 848 No of Skipped: 63

- Same as last year, visitors' objective of "Collect market information" remained the most achieved objective this year, followed by "Consolidate contacts with suppliers/business partners" and "Source new products". The achievement level of "Find new suppliers" and "Place orders" were also satisfactory.



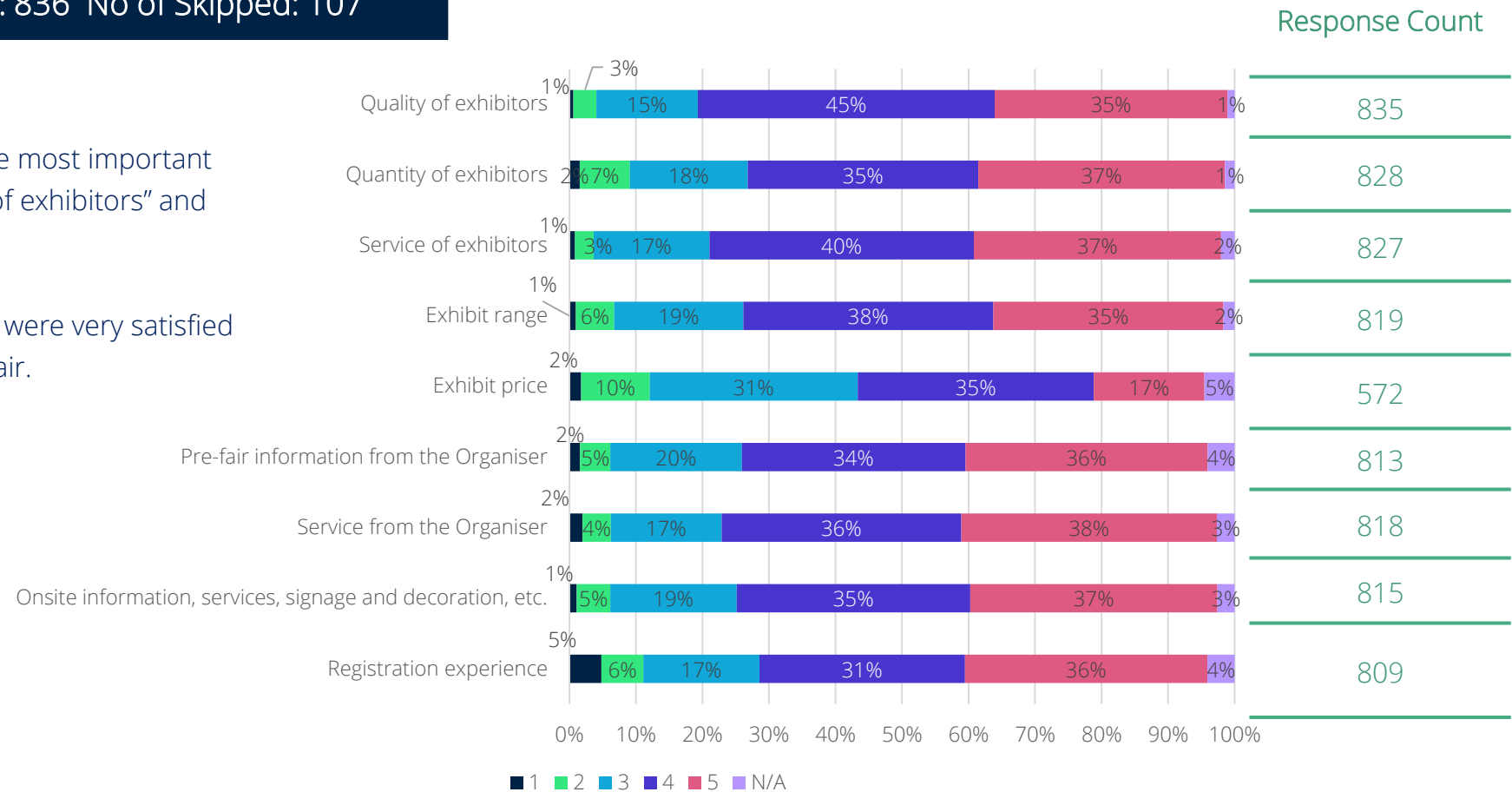
To what extent are you satisfied with the fair in the following aspect?

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



2019 No of Respondents: 836 No of Skipped: 107

- “Quality of exhibitors” was the most important aspect, followed by “Service of exhibitors” and “Exhibit Range”.
- It is encouraging that visitors were very satisfied with all aspects of the June Fair.



(Cont'd): Satisfaction level on the exhibition - Comparison of combining Ratings 4 & 5

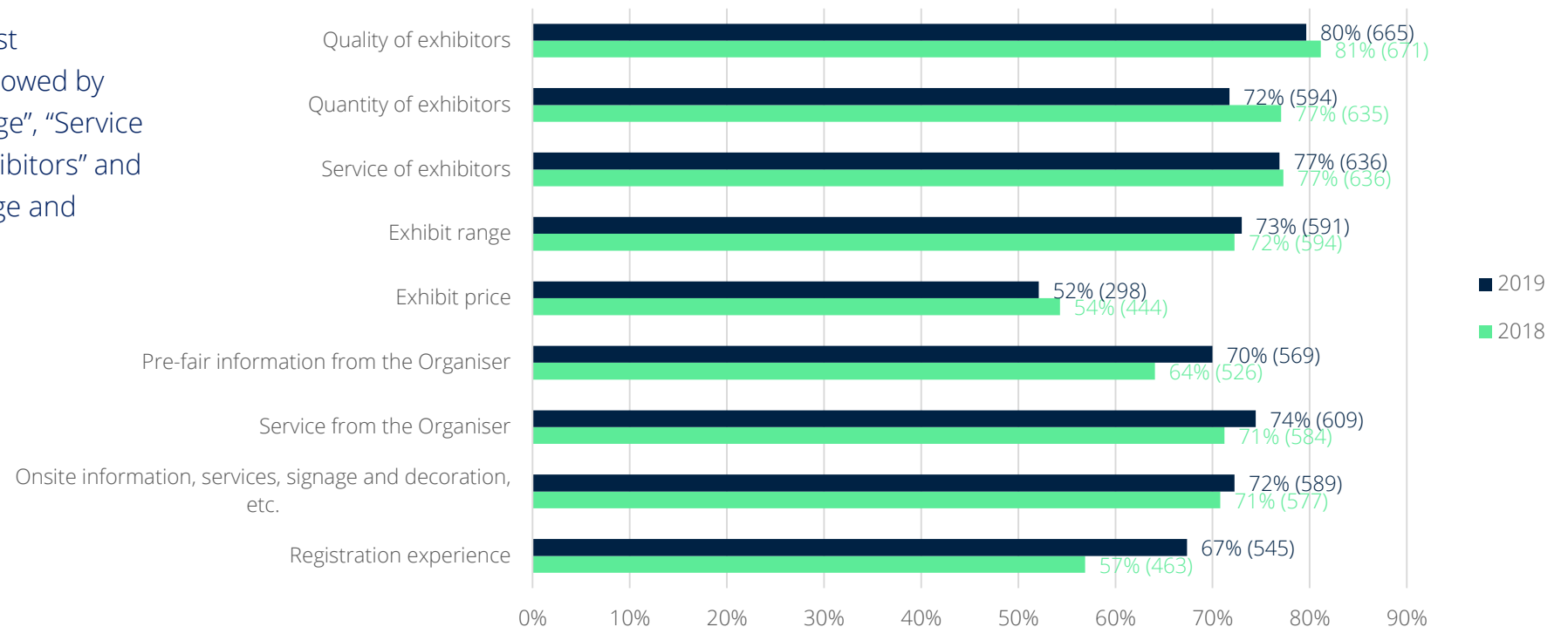
(1 = Not satisfied at all, 5 = Extremely satisfied)



2019 No of Respondents: 836 No of Skipped: 107

2018 No of Respondents: 829 No of Skipped: 82

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



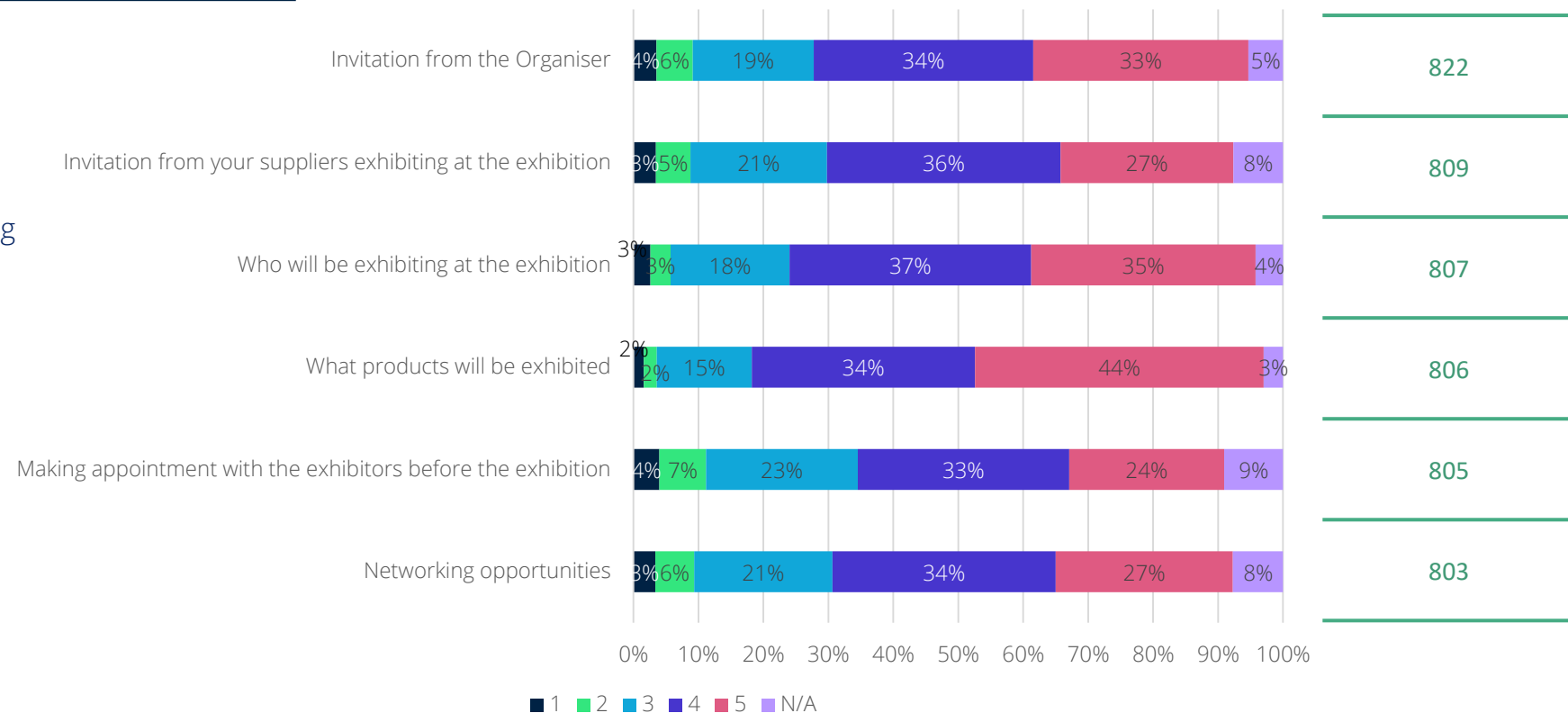
How important are the following to you in your planning to visit this exhibition?

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



2019 No of Respondents: 829 No of Skipped: 114

- 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”.

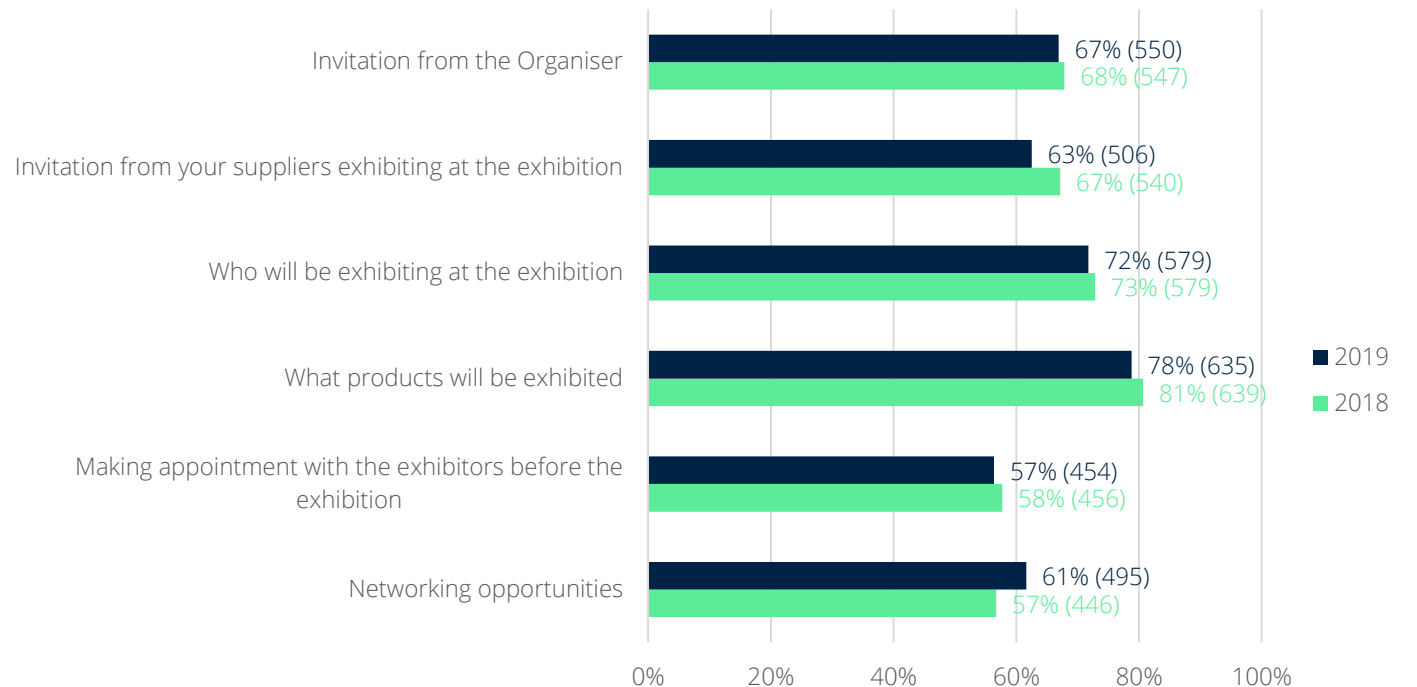


(Cont'd): Level of Importance on Visitors' Planning- Comparison of combining Ratings 4 & 5 (1 = Not useful at all, 5 = Extremely useful)



2019 No of Respondents: 829 No of Skipped: 114 | 2018 No of Respondents: 814 No of Skipped: 97

- Taking the combined ratings 4 & 5 into consideration, "What products will be exhibited" was the top factor in visitors' planning, followed by "Who will be exhibiting at the exhibition" and "Invitation from the Organiser", in both editions of the June Fair.

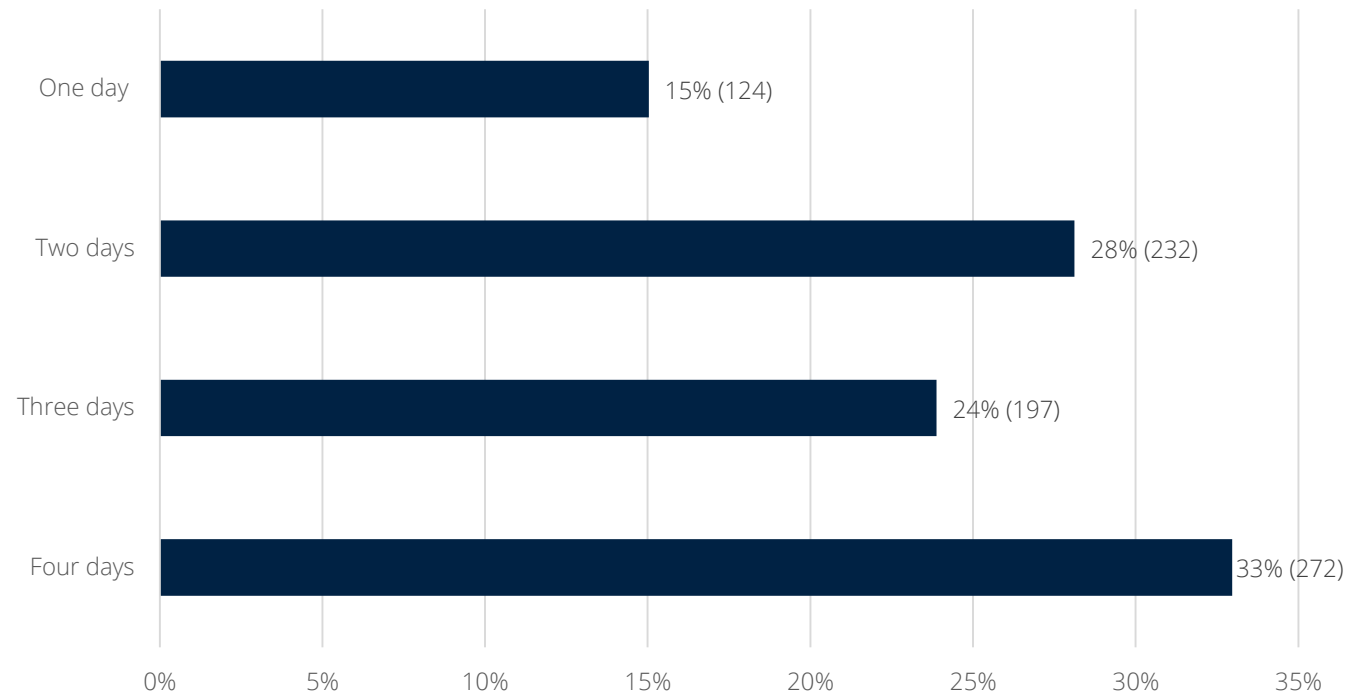


How many days will you be spending at the Fair?



2019 No of Respondents: 825 No of Skipped: 118

- Over 50% of the visitors would spend over three days at the Fair, of which 33% of them would spend all four days at the fair. This reflects that buyers are serious buyers and will revisit the fair to fulfil their visiting objectives.



Thank you

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