

13 - 16 September 2016
2016年9月13至16日

Asia's Fashion Jewellery & Accessories Fair – September 2016

Visitor Survey Report



Total number of visitor	7,501
Total number of online survey successfully sent out	4,875
Total number of collected online survey	153
Overall survey response rate	3.1% [153/4,875]

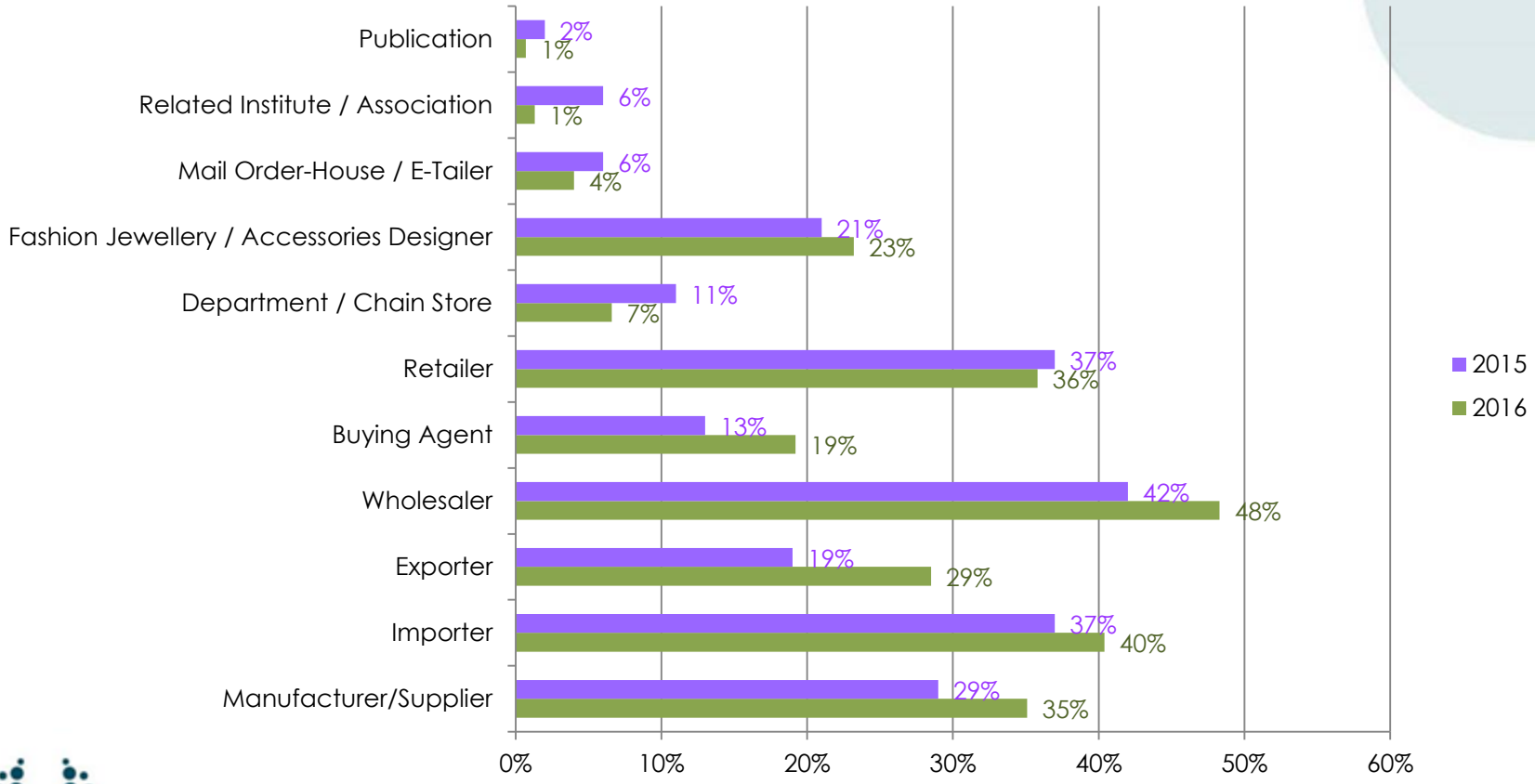
Schedule:

The date of online survey started	26 September 2016
The date of reminder sent	3 October 2016
The date of online survey closed	10 October 2016
The date of submission of the report	28 October 2016

Nature of Business(es)

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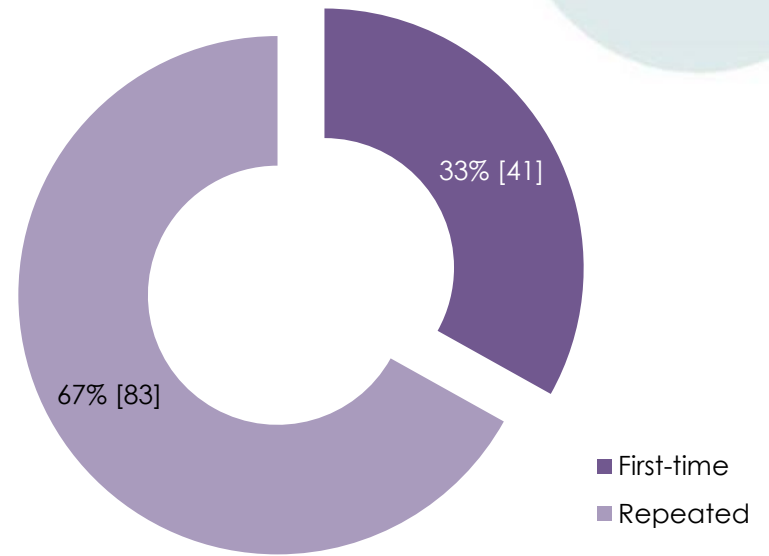
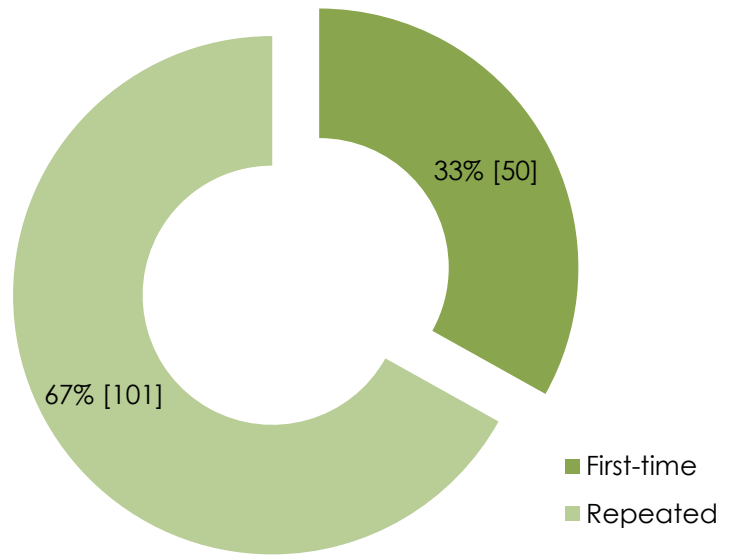
2016 Number of Respondents: 151 | 2015 Number of Respondents: 126



Q1. Are you visiting this exhibition for the first time?

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2016 Number of Respondents: 151 **2015** Number of Respondents: 124

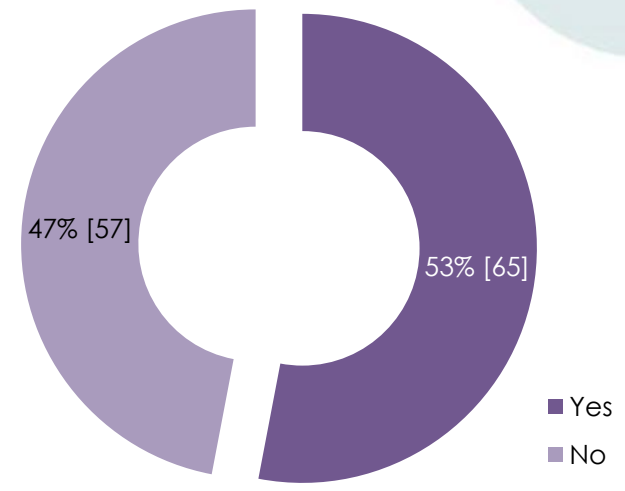
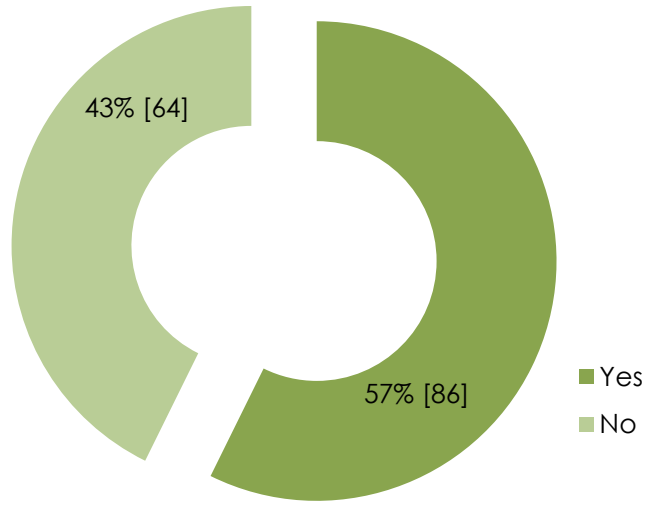


The percentage remains unchanged for first-time visitors and repeated visitors.

Q2. Have you upgraded your visitor badge for Trade Buyer ID?

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2016 Number of Respondents: 150 2015 Number of Respondents: 122

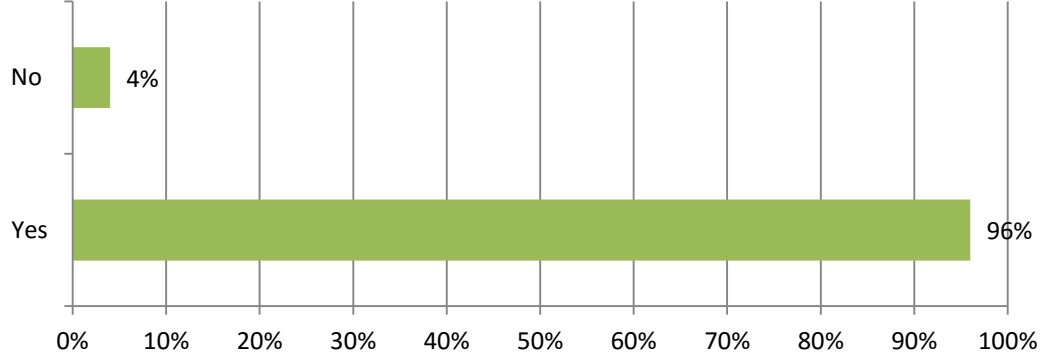


More people have upgraded their visitor badge to TBID because we have introduced the TBID privilege programme. It may increase their intention to recommend TBID to their colleagues and friends (Q2.1).

Q2.1. Have you upgraded your visitor badge for Trade Buyer ID?

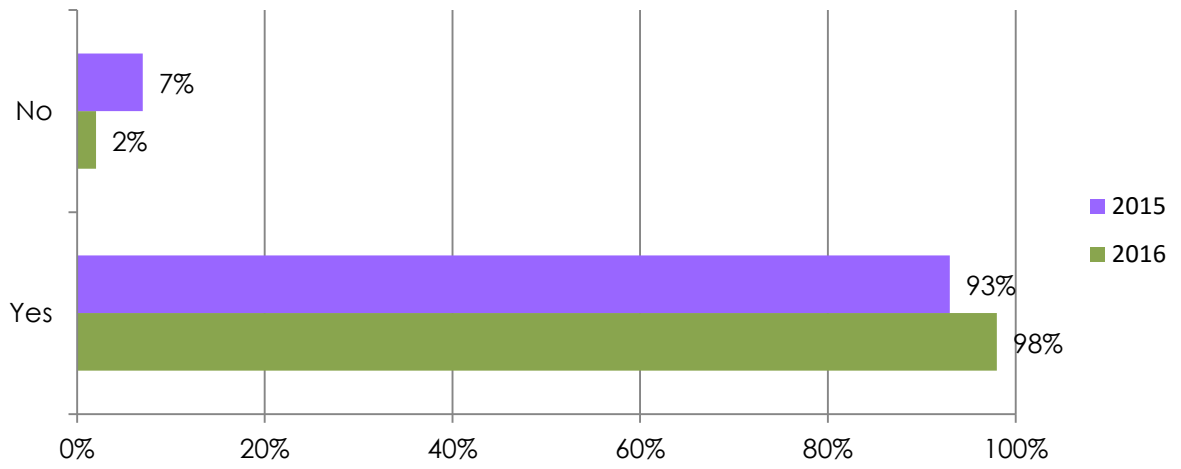
2016 Number of Respondents: 85

With Trade Buyer ID, visiting the Fair is convenient



2016 Number of Respondents: 85 | 2015 Number of Respondents: 53

I will recommend to my peers



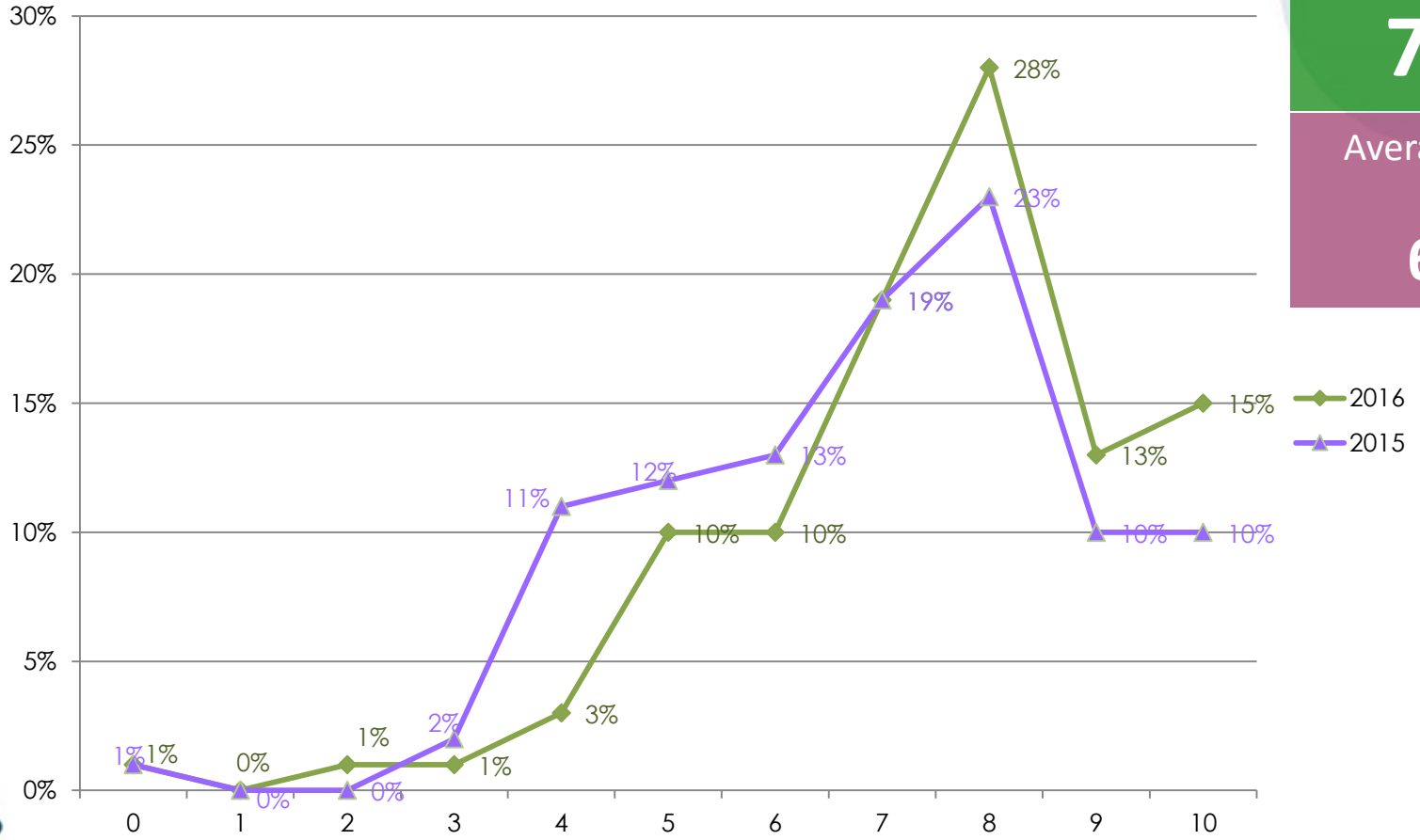
Q3. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – September?

(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2016
Number of Respondents: 149
Number of skipped: 4

2015
Number of Respondents: 120
Number of skipped: 11

Average Rating 2016
7.43
Average Rating 2015
6.91



Visitors gave a better rating to 9FJ16 compared to last year. The CSAT score shows that visitors are satisfied with the Fair in general.



Q4. How likely would you be to attend Asia's Fashion Jewellery & Accessories Fair – September again in the future?

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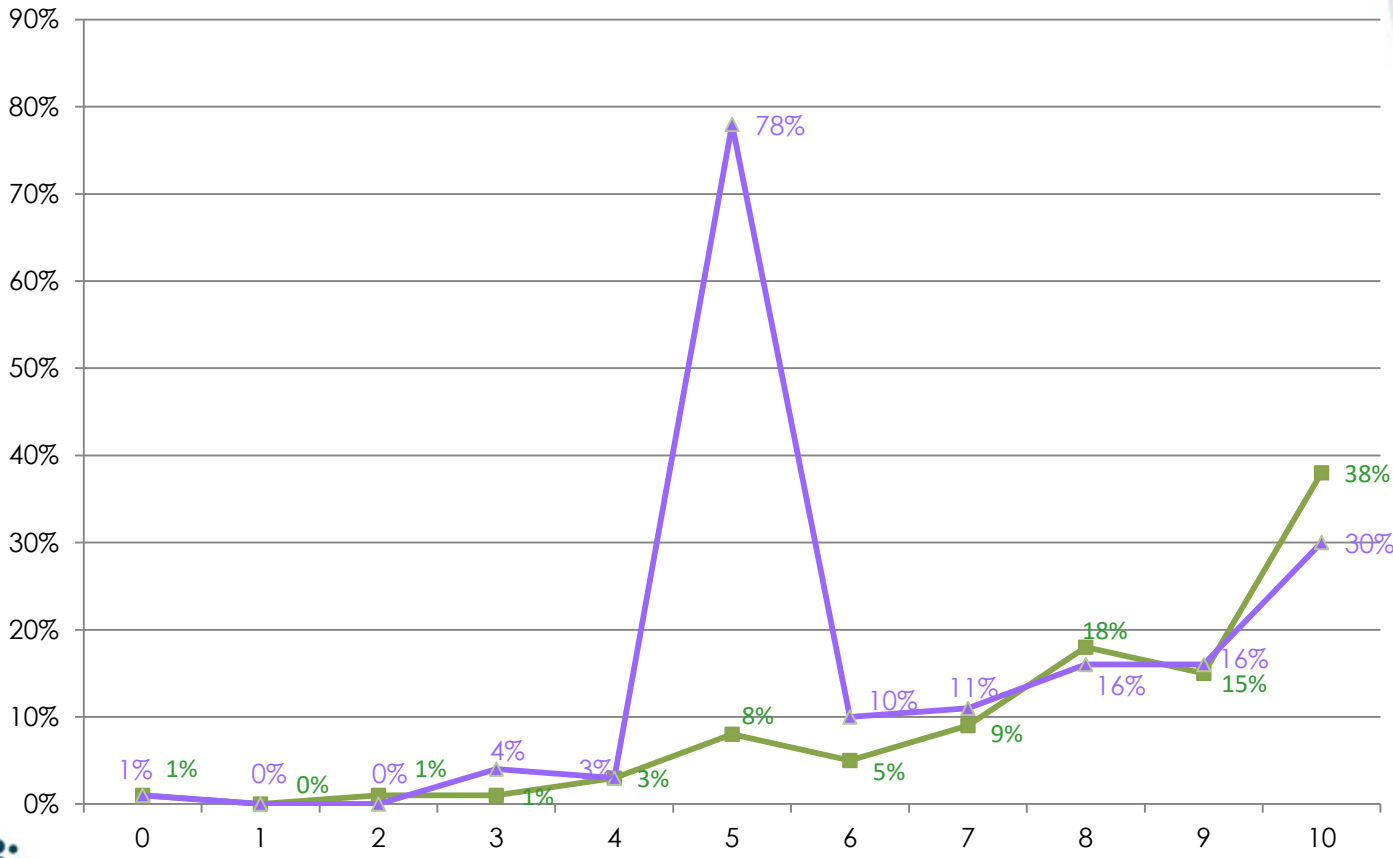
2016	Number of Respondents: 149 Number of skipped: 4	2015	Number of Respondents: 116 Number of skipper: 15
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Average Rating 2016

8.13

Average Rating 2015

7.83



The Loyalty score has also improved this year. The 2016 responses shows a progressive increase in rating. It shows that they are likely to return to 9FJ in the future. In 2015, visitors are indecisive whether or not to attend again (peak at 5).

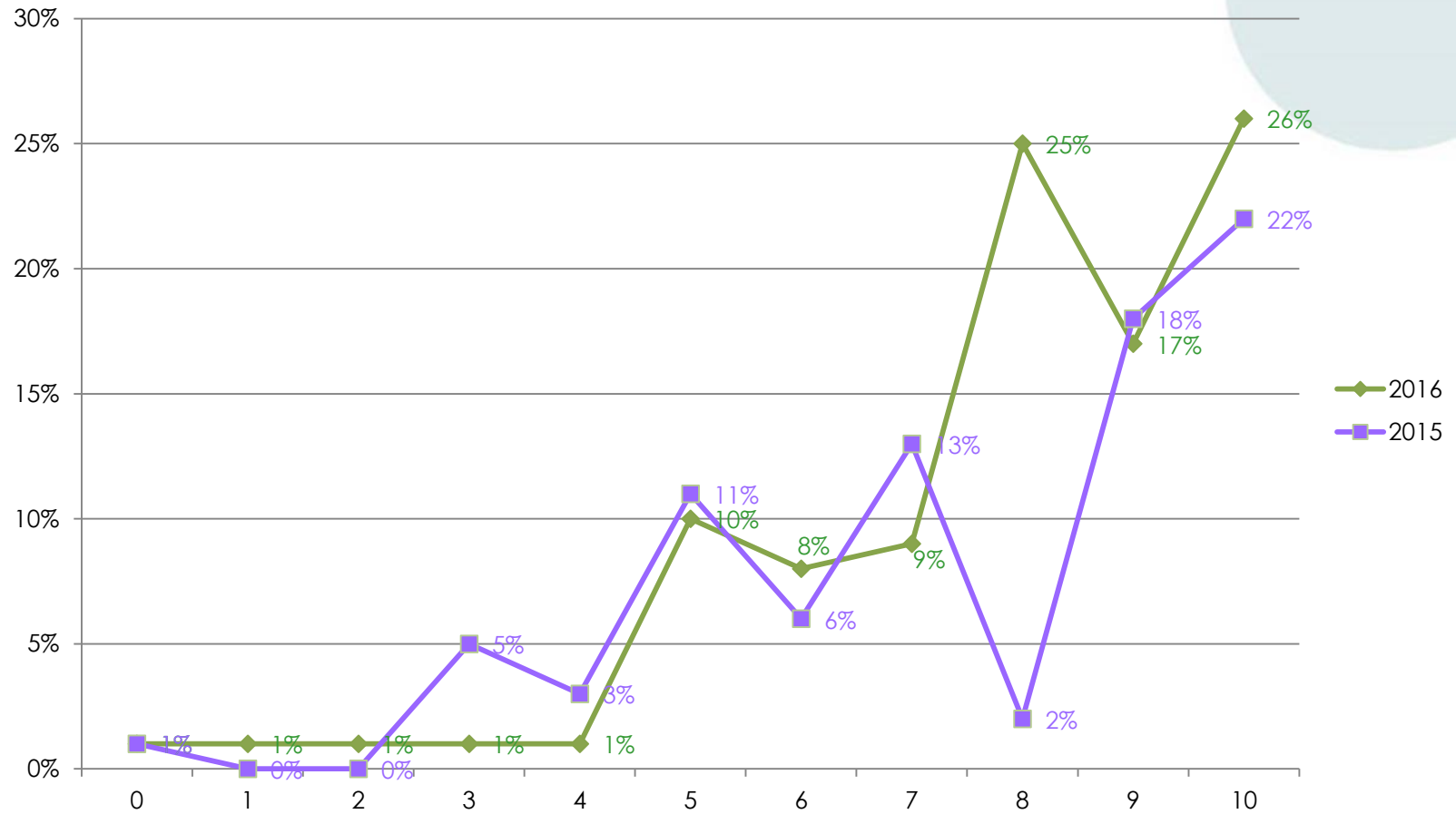


Q5. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – September to a friend or colleague?

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2016 Number of Respondents: 148 Number of skipped: 5

2015 Number of Respondents: 114 Number of skipped: 48

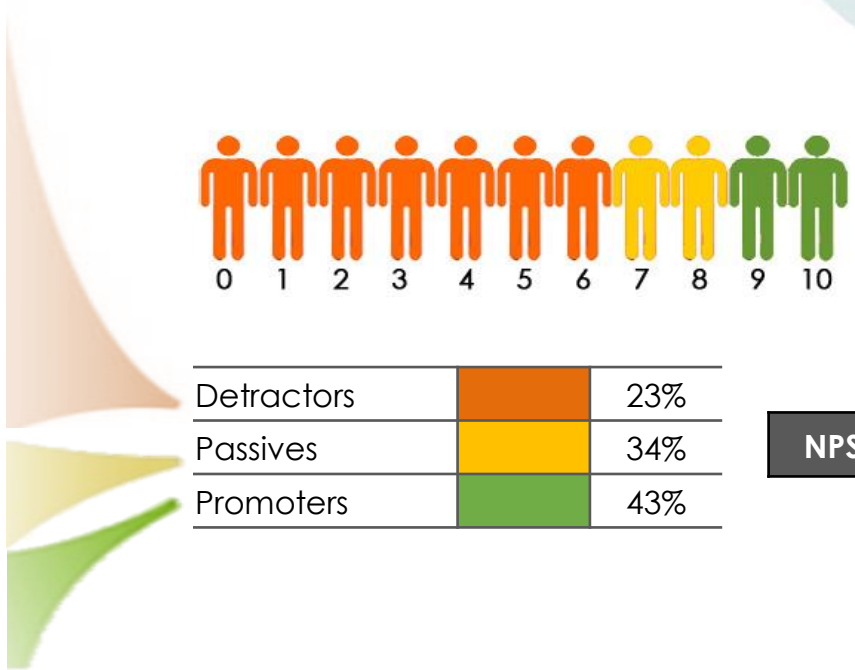


Q5.1. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – September to a friend or colleague?

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2016 Number of Respondents: 148
Number of skipped: 5

Scale	# of respondents	Ratings Breakdown %
0	1	1%
1	1	1%
2	1	1%
3	2	1%
4	2	1%
5	15	10%
6	12	8%
7	14	9%
8	37	25%
9	25	17%
10	38	26%



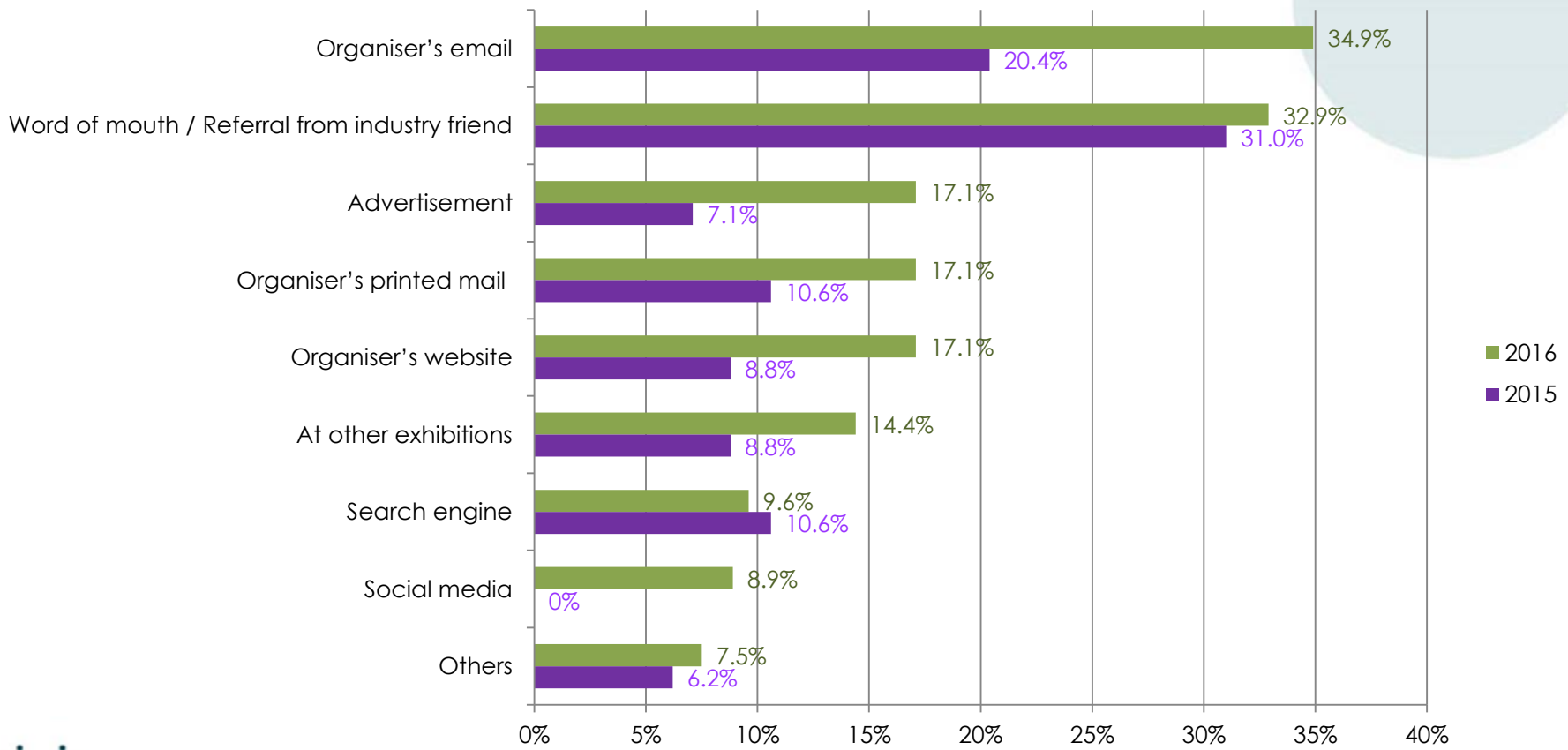
NPS 20



A positive NPS is recorded in 9FJ16, it reflects that visitors are willing to promote the Fair through word of mouth. It also shows that visitors are satisfied with 9FJ16 in general.

Q6a. How did you learn about this exhibition?

2016 Number of Respondents: 146 2015 Number of Respondents: 113



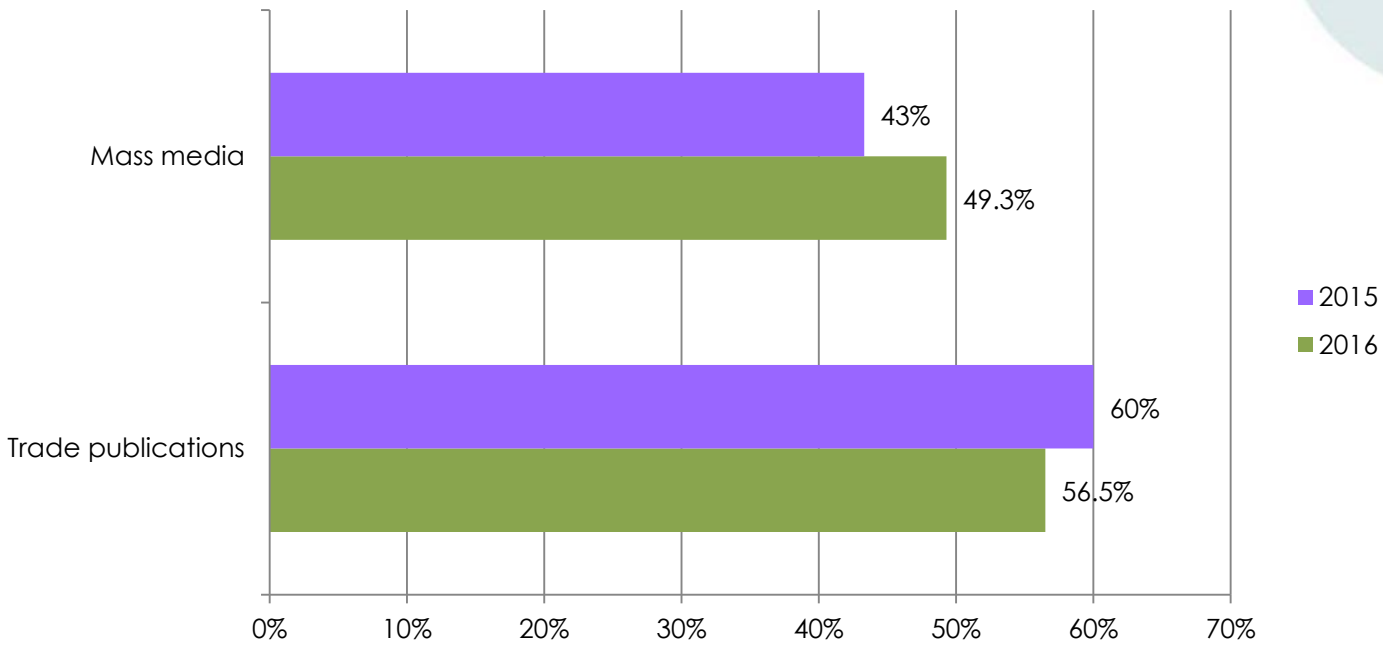
"Social media" is a new option in 2016.
Others include : regular buyers of 9FJ, they get this information from suppliers' website.
Organiser's emails, referral and word of mouth are the main reasons the visitors learn about 9FJ.

Q6a.1. How did you learn about this exhibition?

[Based on visitors who learnt about the fair from advertisement]

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2016 Number of Respondents: 69 2015 Number of Respondents:



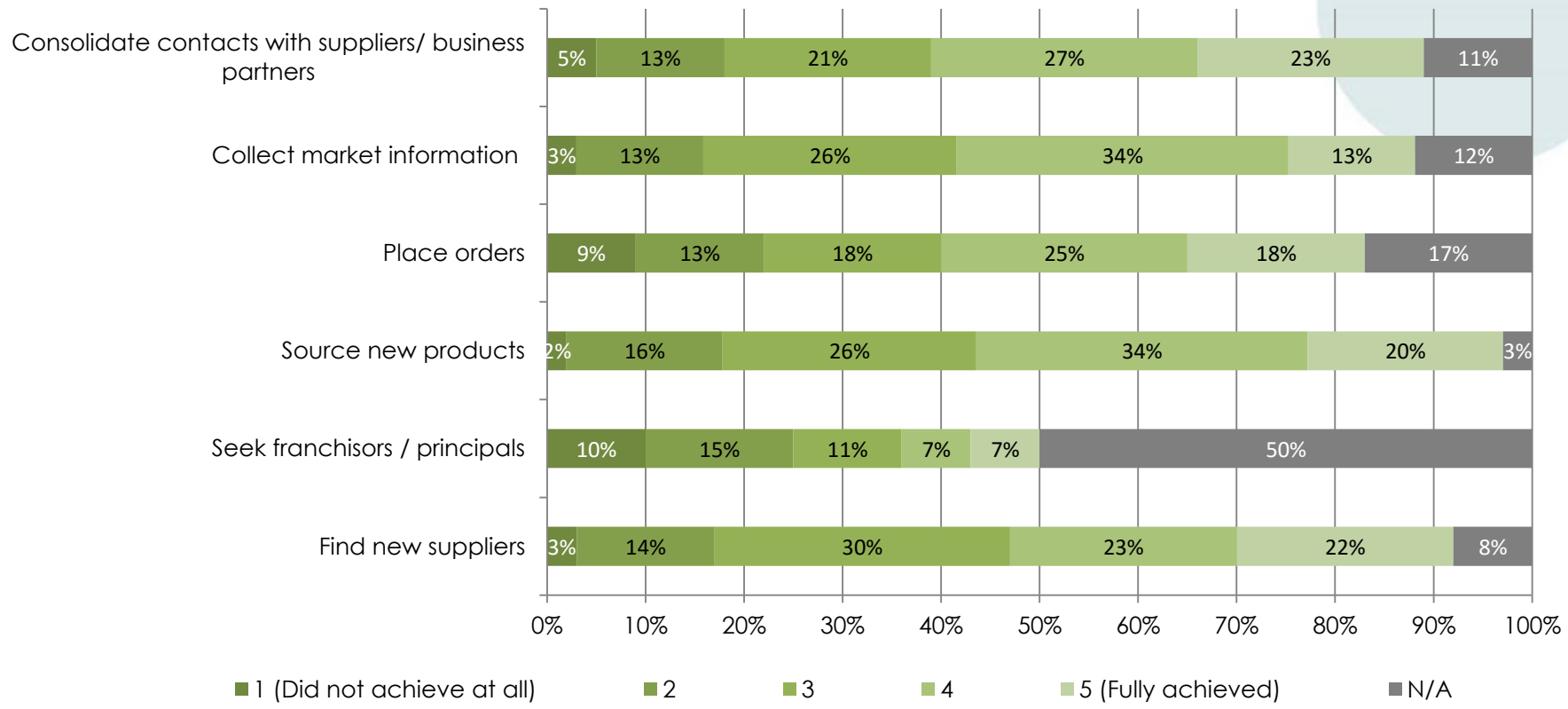
We have been placing both online and offline advertisement in trade media than mass media.



Q7. To what extent have your objectives for visiting in this exhibition been achieved?

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

2016 Number of Respondents: 128



The visitors came to 9FJ mainly to meet source new products (54%), consolidate contacts with suppliers/business partners (50%), and collect market information (47%).

Q7.1. To what extent have your objectives for visiting in this exhibition been achieved?

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

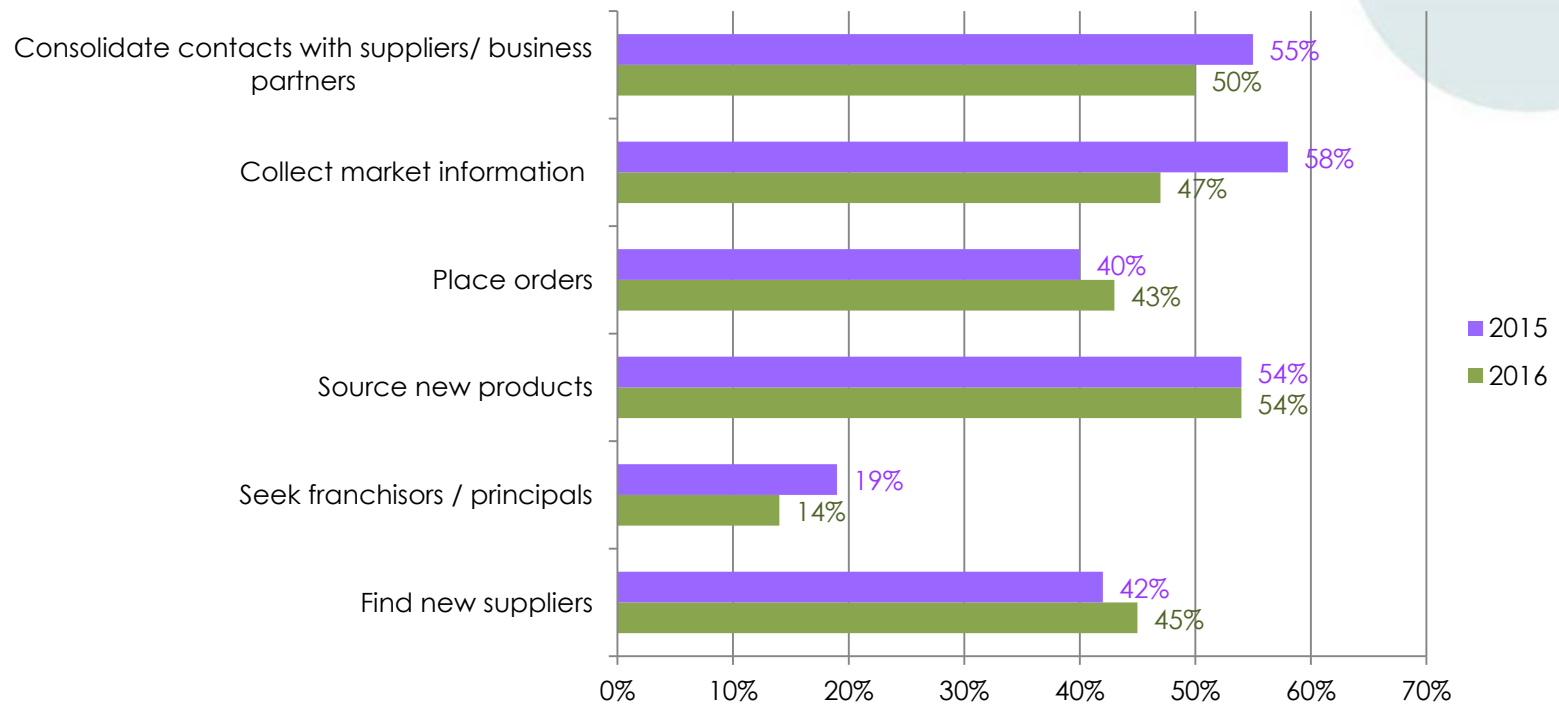
2016

Number of Respondents: 128

2015

Number of Respondents: 100

Comparison of combining responses of "Rating 4" and "Rating 5"



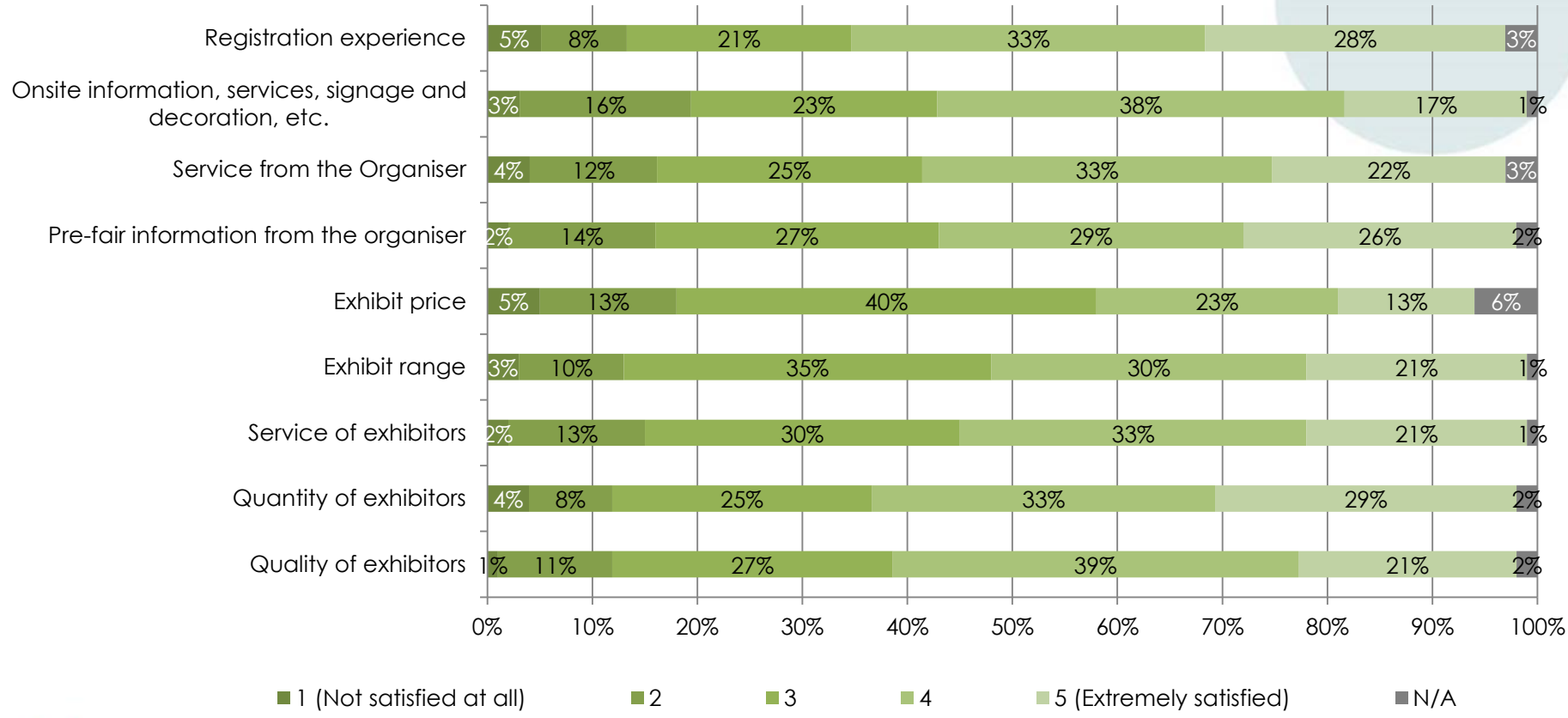
"Source new products", "consolidate contacts" and "collect market information" are the top three objectives that the buyers achieved in 9FJ. We can also see an increase in "place orders" and "find new suppliers".

Q8. To what extent are you satisfied with the fair in the following aspect?

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

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2016 Number of Respondents: 126 **2015** Number of Respondents: 99



Visitors are impressed by the quantity of exhibitors(62%), registration experience(61%), and followed by the quality of exhibitors (60%).

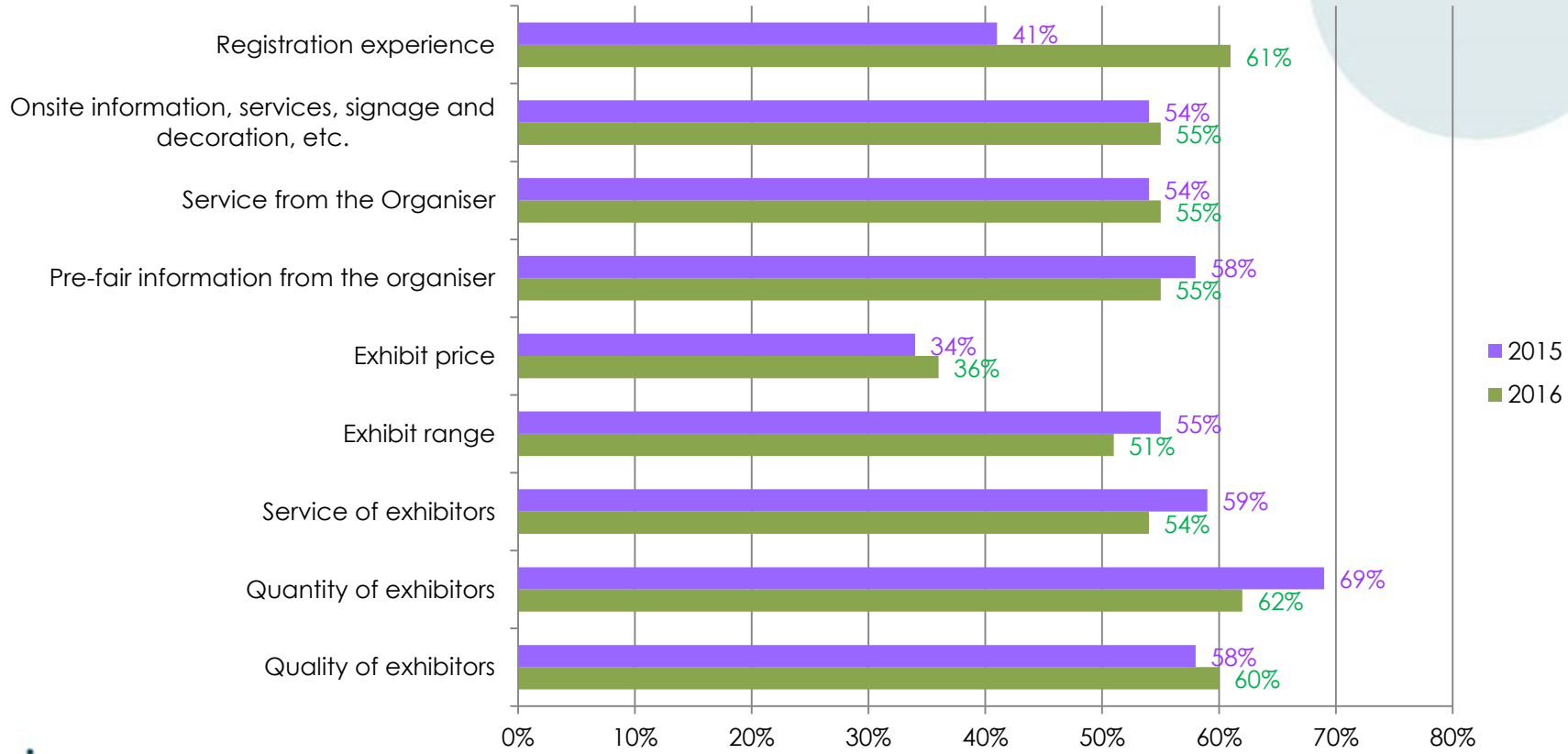
Q8.1. To what extent are you satisfied with the fair in the following aspect?

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

13 -16 September 2016
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2016 Number of Respondents: 126 2015 Number of Respondents: 99

Comparison of combining responses of "Rating 4" and "Rating 5"



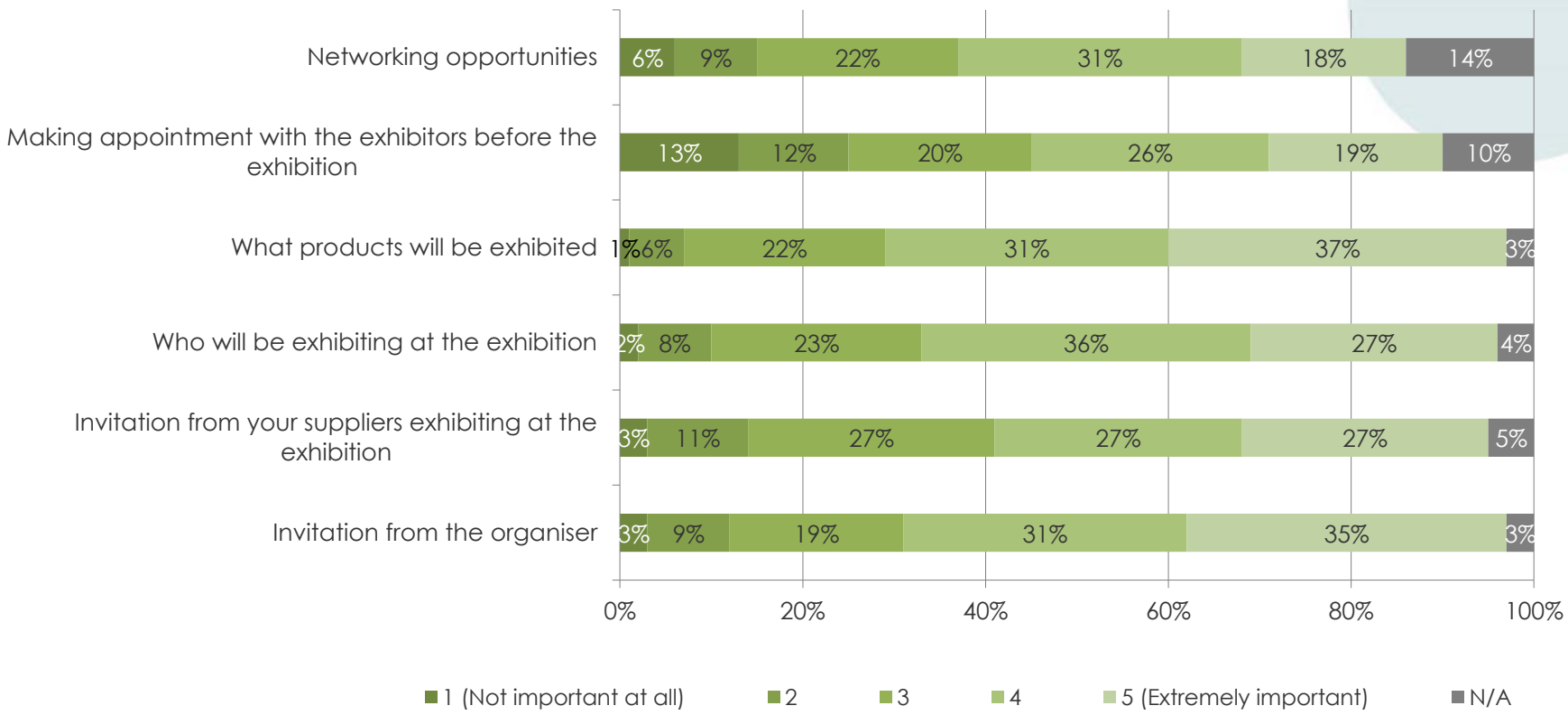
Compared to 2015, there is a significant increase in satisfaction of the registration experience. The visitors are also satisfied with the onsite signage and services provided.

Q9. How important are the following to you in your planning to visit this exhibition?

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

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2016 Number of Respondents: 124 **2015** Number of Respondents: 98



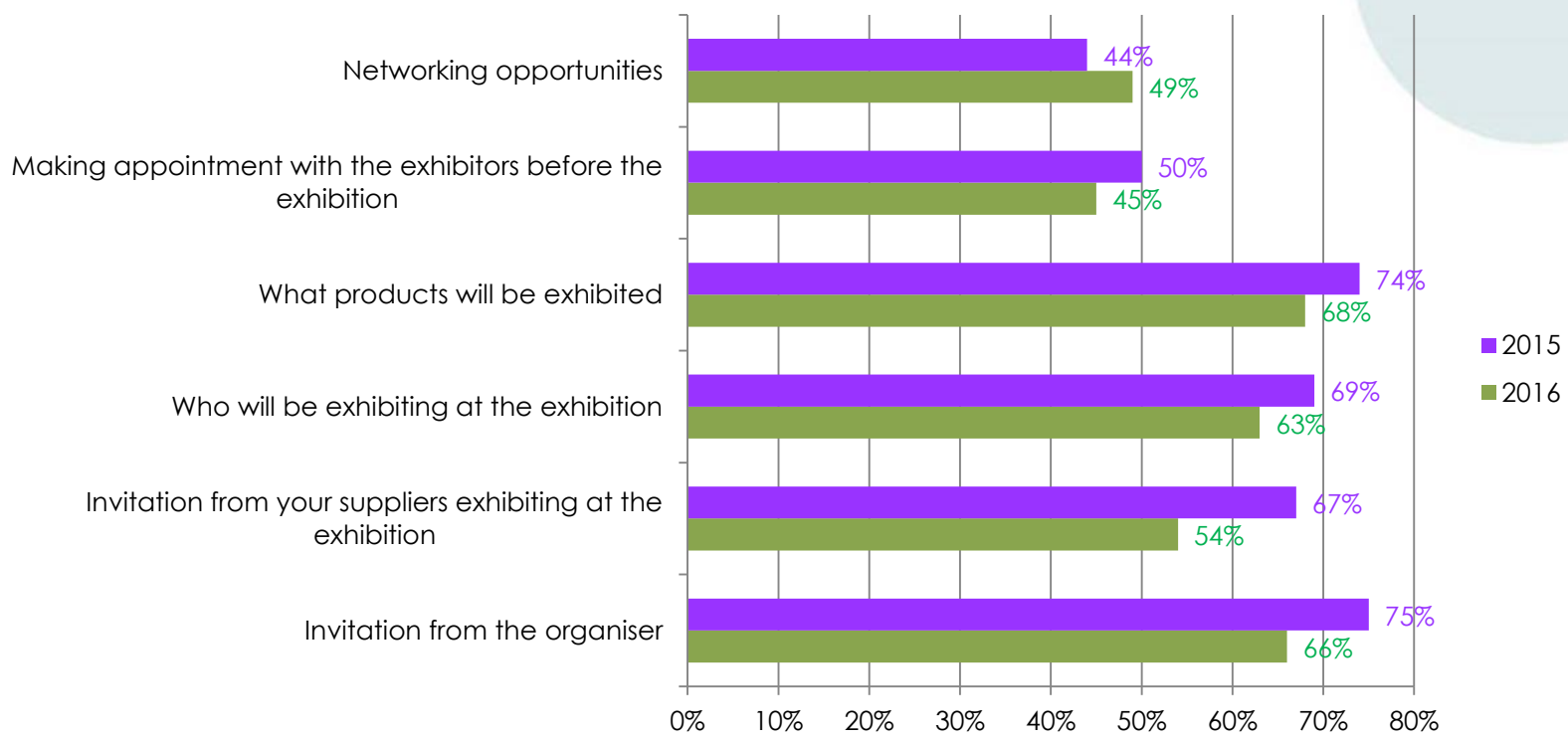
“Exhibits category” (68%) and “Invitation from organiser” (66%) are very important to our visitors. “Who will exhibit at the fair” (73%) ranked third.

Q9.1. 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: 124	2015	Number of Respondents: 98
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Comparison of combining responses of "Rating 4" and "Rating 5"

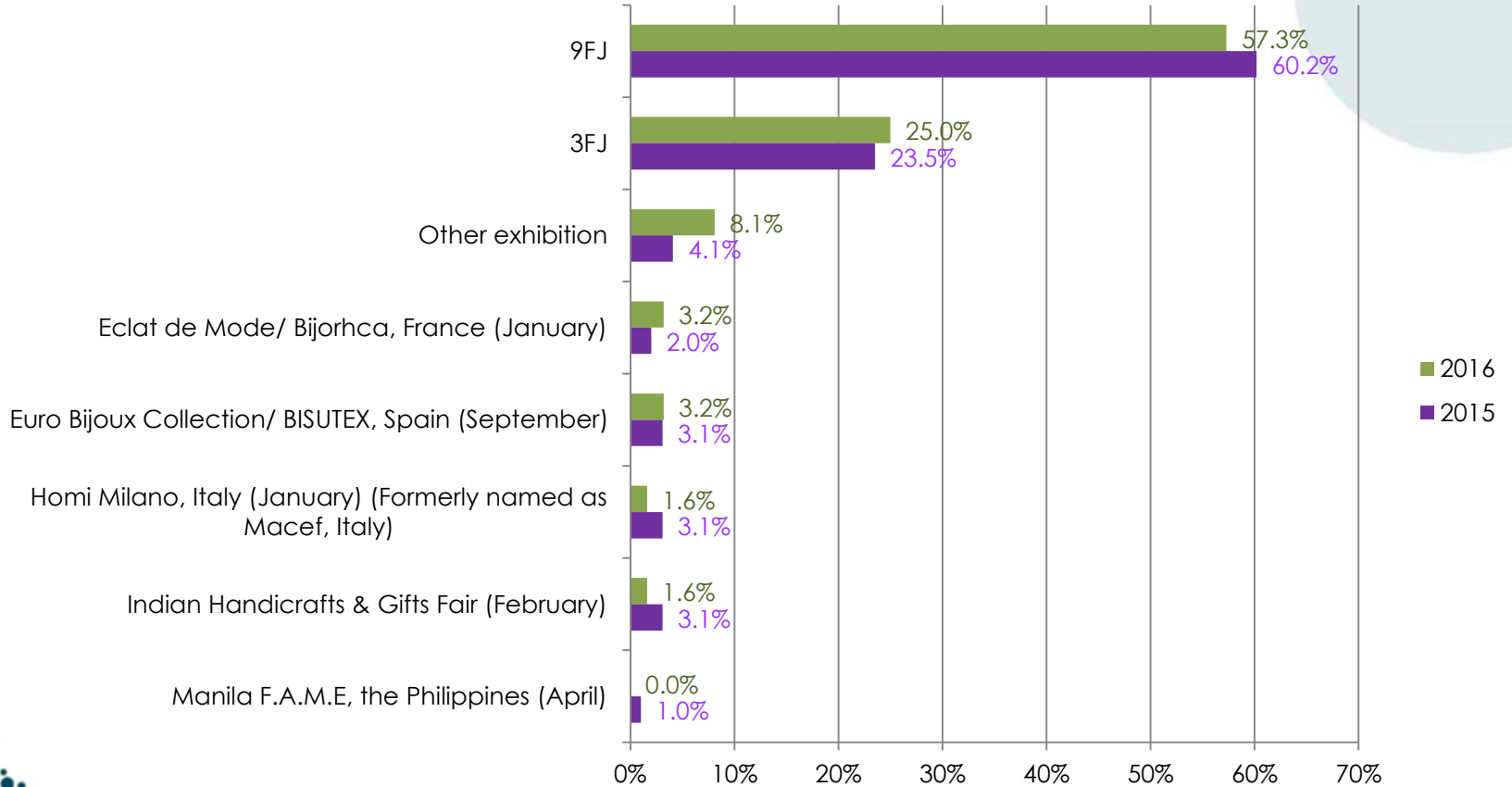


Apart from sourcing and making orders at 9FJ, networking with other industry professional is important. This is demonstrated by the increase percentage of "networking opportunities".

Q10. Please select the exhibition(s) you rate most important for your company to visit.

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2016 Number of Respondents: 124 2015 Number of Respondents: 98



9FJ is the most important fair for our visitors.
Other exhibitions included MegaShow, TDC fair, fair in Bangkok, and Canton fair.