



Asia's
Fashion Jewellery
& Accessories Fair

亞洲時尚首飾及配飾展

13 - 16 September 2017

2017年9月13至16日

ASIA'S FASHION JEWELLERY &
ACCESSORIES FAIR - SEPTEMBER 2017



UBM

VISITOR SURVEY REPORT



UBM



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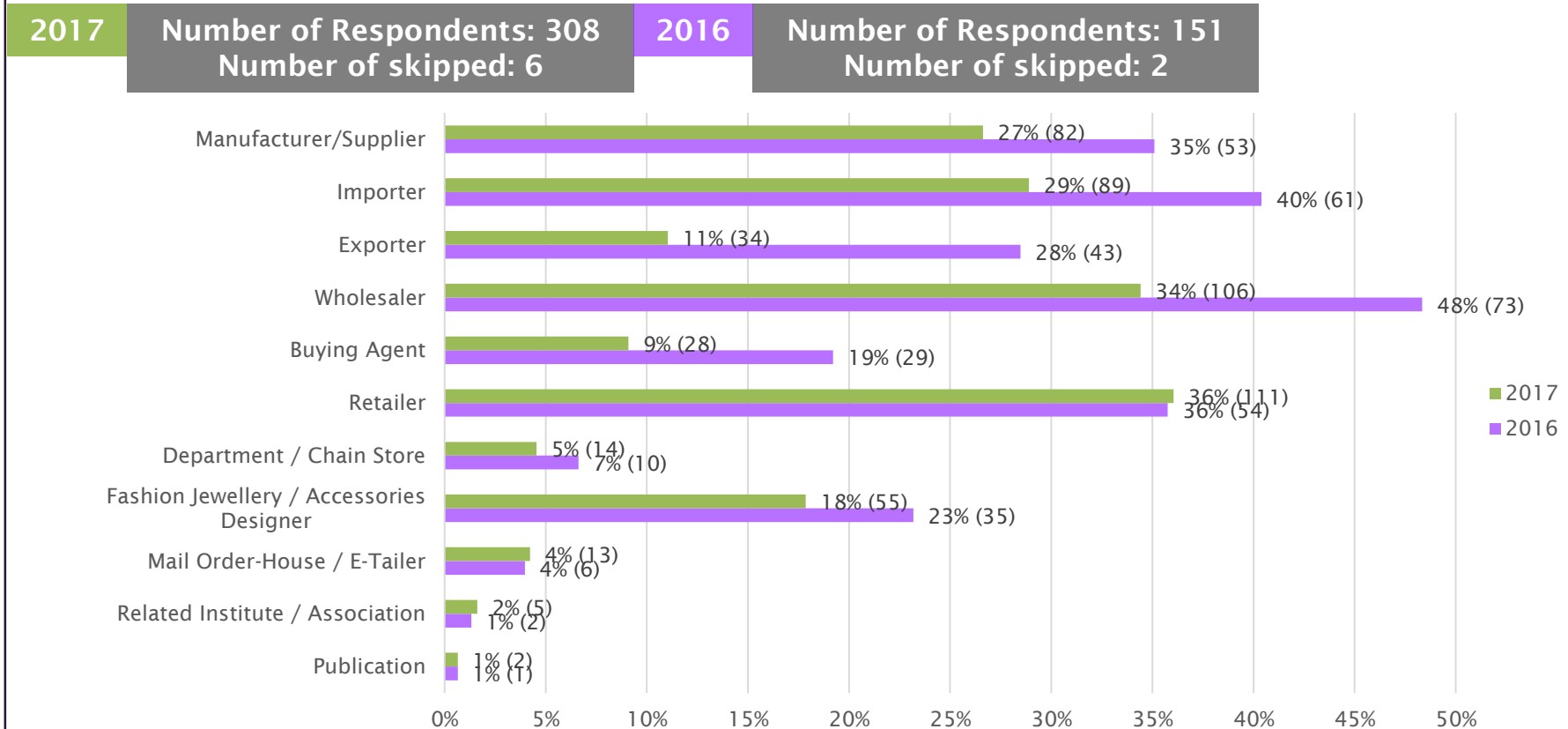
Survey Summary



UBM

Total number of visitors	9,193
Total number of collected onsite survey	155
Total number of collected online survey	163
Total number of collected survey (onsite + online)	314 (exclude 4 duplicated)
Overall response rate	3.4%

Nature of Business(es)

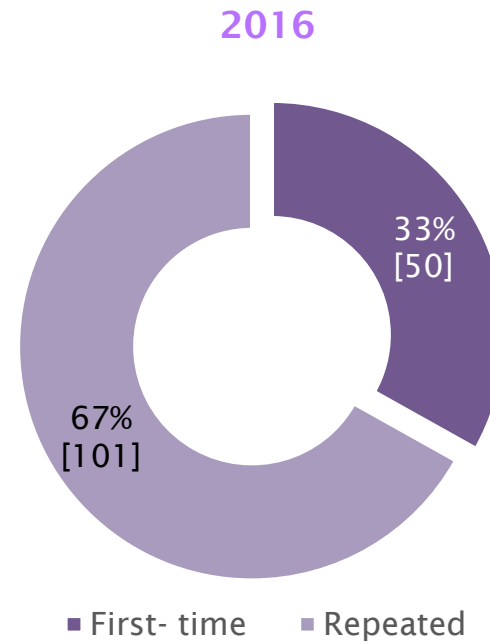
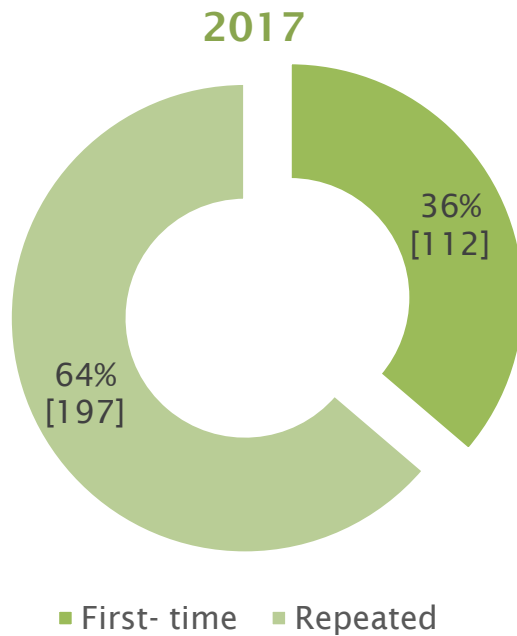


Many visitors carry more than one kind of business nature.

Are you visiting this exhibition for the first time?

2017
Number of Respondents: 309
Number of skipped: 5

2016
Number of Respondents: 151
Number of skipped: 2



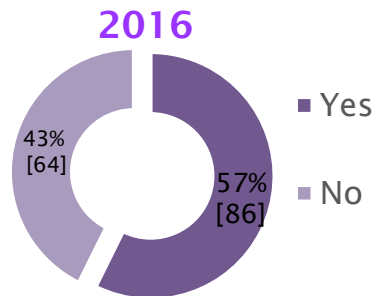
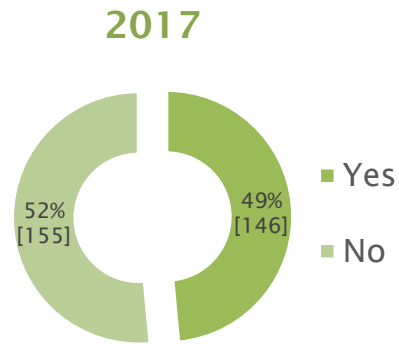
There is a percentage increase for first-time visitors .

Have you upgraded your visitor badge for Trade Buyer ID?

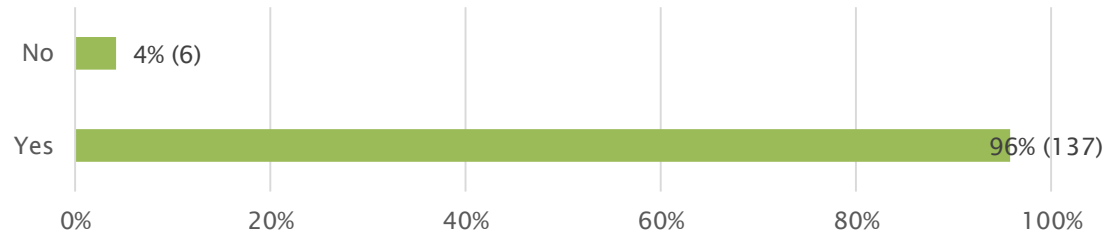
2017 Number of Respondents: 301
Number of skipped: 13

2016 Number of Respondents: 150
Number of skipped: 3

2017 Number of Respondents: 143
Number of skipped: 171

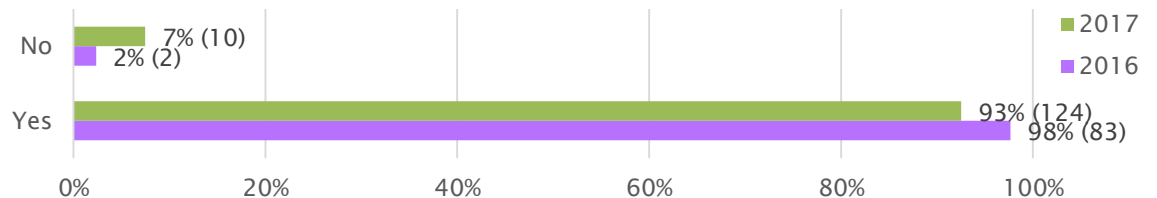


The Trade Buyer ID is very user-friendly



2017 Number of Respondents: 134
2016 Number of Respondents: 85
Number of skipped: 68

I will recommend to my peers



Less visitors have upgraded their visitor badge as they may have upgraded it in previous edition, since the validity of TBID is 3 years. The majority of visitors found the TBID card user-friendly and were willing to recommend it to their peers.

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

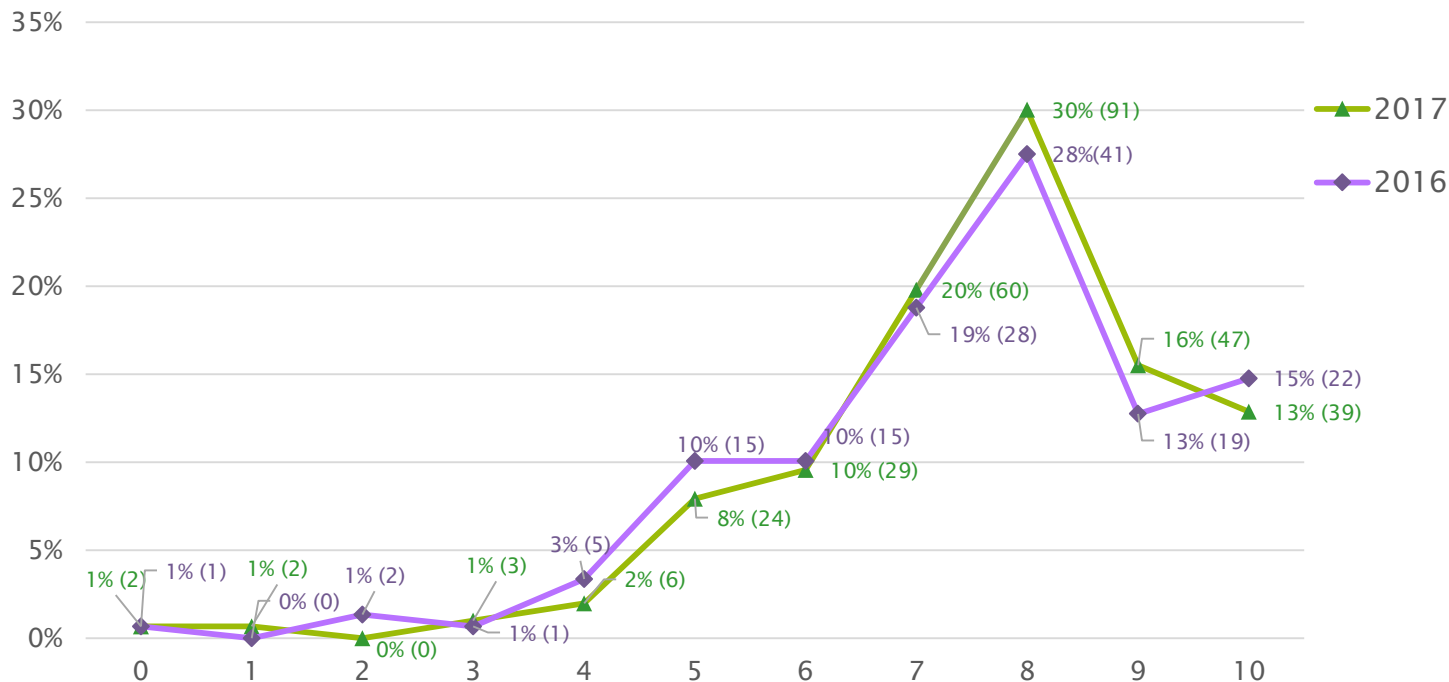
(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2017
Number of Respondents: 303
Number of skipped: 11

2016
Number of Respondents: 149
Number of skipped: 4

CSAT 2017
7.6

CSAT 2016
7.4



Visitors gave a higher rating to 9FJ17 compared to last year. The CSAT score shows that visitors are satisfied with the Fair in general. Visitors who gave rating 6-10 were very high at 88%, rise 4% from 2016.

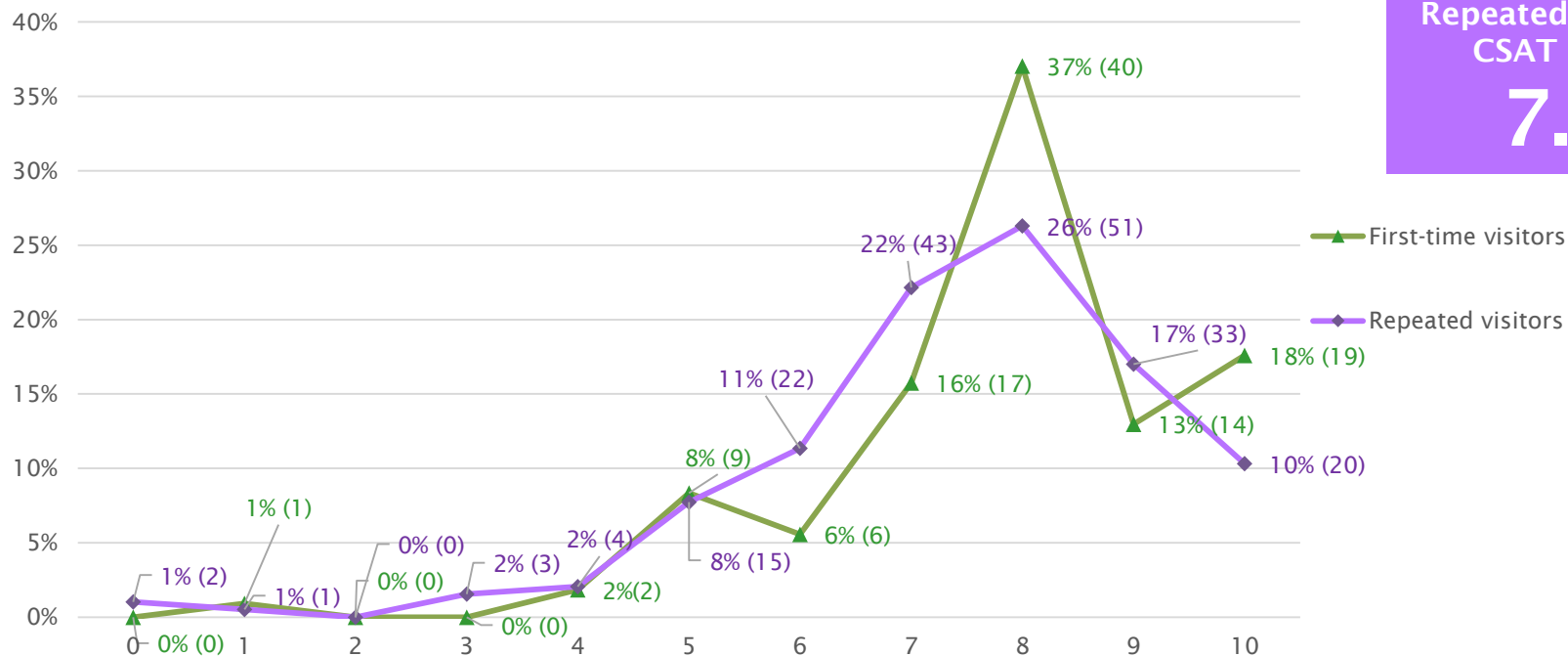
Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – September?

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

First-time visitors	Repeated visitors
Number of Respondents: 108	Number of Respondents: 194

First-time visitors
CSAT 2017
7.8

Repeated visitors
CSAT 2017
7.4



First-time visitors gave a higher score than repeated visitors. The repeated visitors have a higher expectations to our Fairs and first-time visitors are quite impressed by 9FJ.

Satisfaction rating by visitors- By business nature (0 = Extremely dissatisfied, 10 = Extremely satisfied)

Nature of Business	No. of people answered	CSAT 2017	CSAT 2017 vs CSAT 2016	CSAT 2016
Manufacturer / Supplier	82	7.5	0.1	7.4
Importer	89	7.3	0.1	7.2
Exporter	34	7.7	0.6	7.1
Wholesaler	106	7.4	(0.1)	7.5
Buying Agent	28	7.7	0.7	7.0
Retailer	111	7.8	(0.1)	7.9
Department / Chain Store	14	6.8	(0.7)	7.5
Fashion Jewellery / Accessories Design	55	7.8	0.3	7.5
Mail Order House / E-tailor	13	8.2	0.4	7.8
Related Institute / Association	5	8	(0.5)	8.5
Publication	2	7.5	(1.5)	9

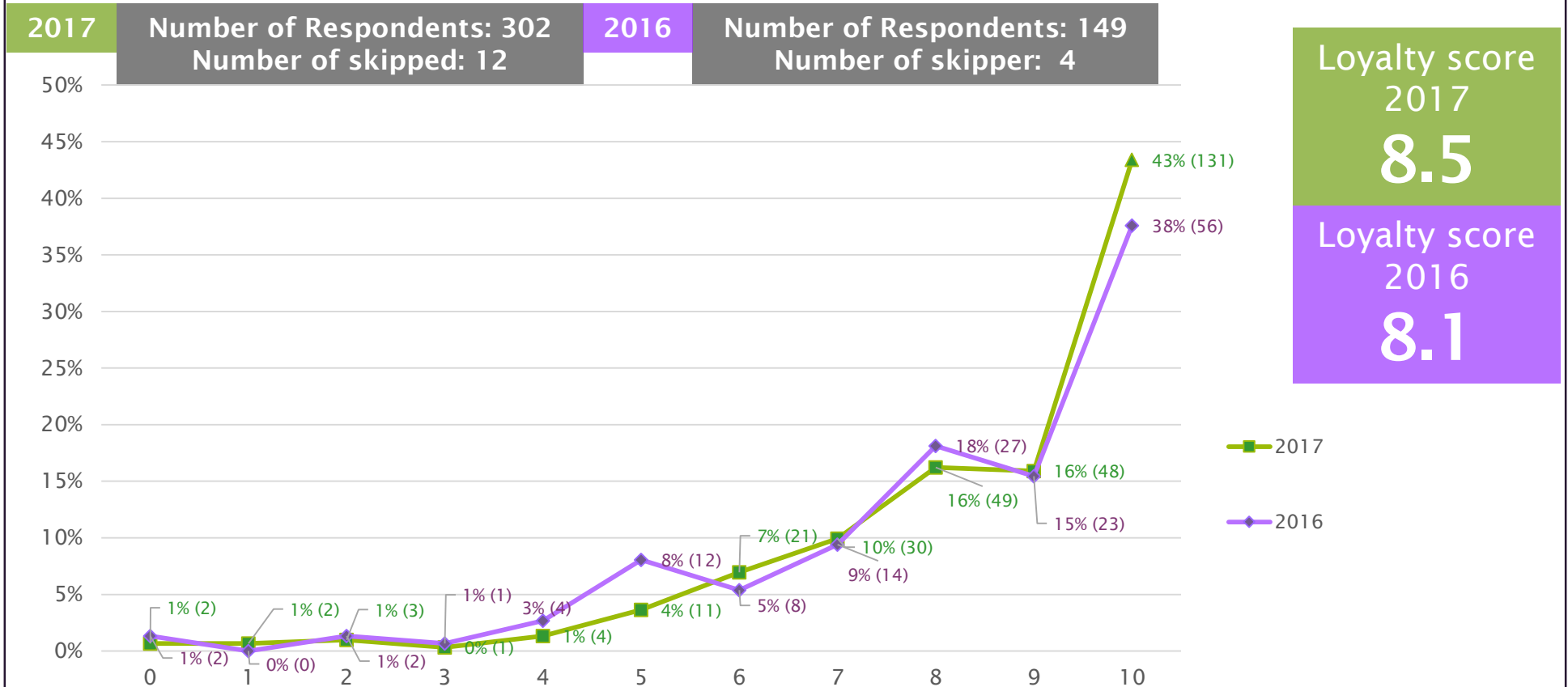
Satisfaction rating by visitors - By continent and region (0 = Extremely dissatisfied, 10 = Extremely satisfied)

Continent	Total no. of visitors	No. of People answered	Response Percentage	CSAT 2017	CSAT 2017 vs CSAT 2016	CSAT 2016
Asia-Pacific (excluding Hong Kong)	5,336	155	2.9%	7.6	0.3	7.3
North, South, Central America	658	47	7.1%	7.4	(0.7)	8.1
Hong Kong	1,749	34	1.9%	7.3	(0.3)	7.0
Europe	1,208	58	4.8%	7.6	0.2	7.4
Middle East, Africa and Others	242	15	6.2%	8.1	(1.15)	9.25

There is a slight increase in CSAT in the following continents, Asia Pacific, Hong Kong and Europe, whereas a decrease in CSAT for North, South, Central America and Middle East, Africa and others. "Middle East, Africa and others" has the highest CSAT rate, many of the visitors from this continent claim they are satisfied with the exhibitors.

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

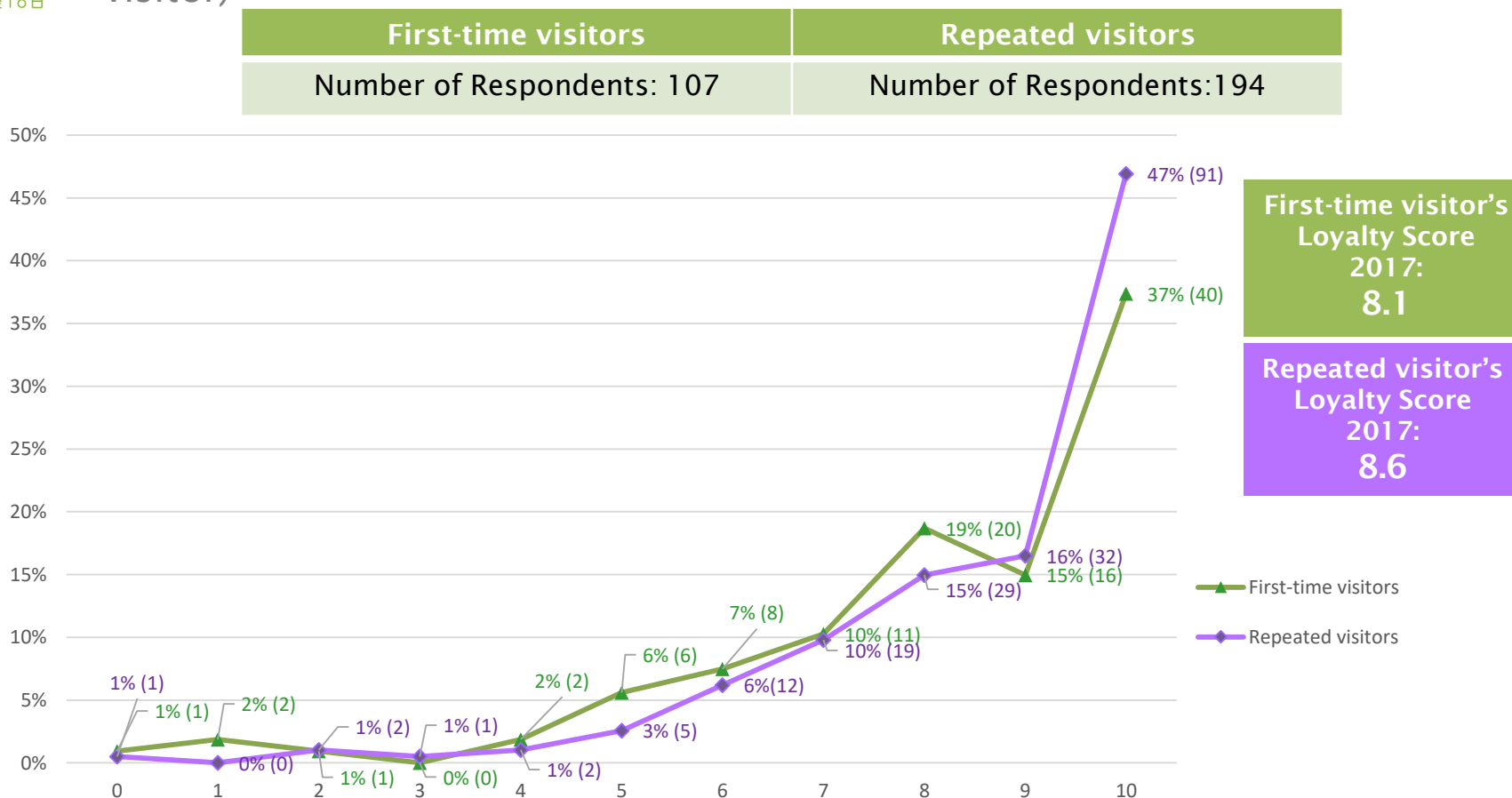
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The Loyalty score has also improved this year. The 2017 responses shows a progressive increase in rating. It shows that they are likely to return to 9FJ in the future.

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

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



Repeated visitors shows a higher loyalty score than first-time visitors.

The majority of visitors, including both returning and new, had high loyalty to the Fair, include 94% of returning visitors and 89% of first-time visitors rating 6-10.

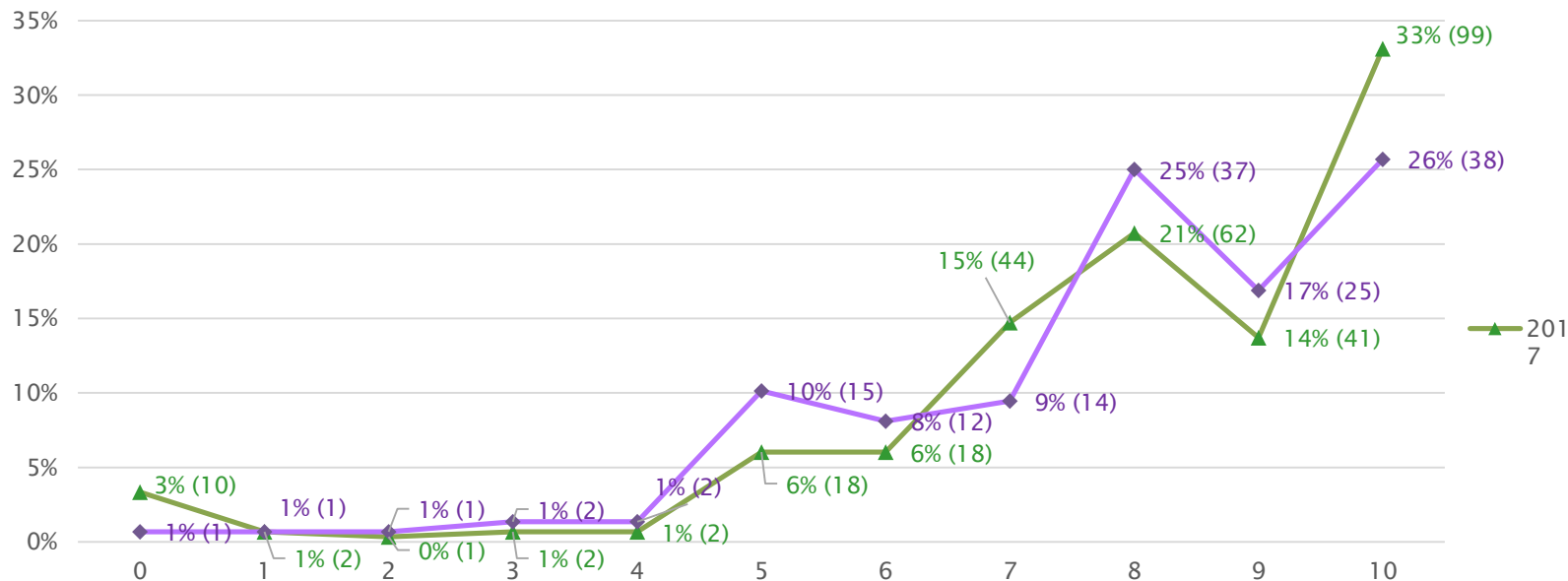
How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – September to a friend or colleague?

2017
Number of Respondents: 299
Number of skipped: 15

2016
Number of Respondents: 148
Number of skipped: 5

NPS Average
2017
8

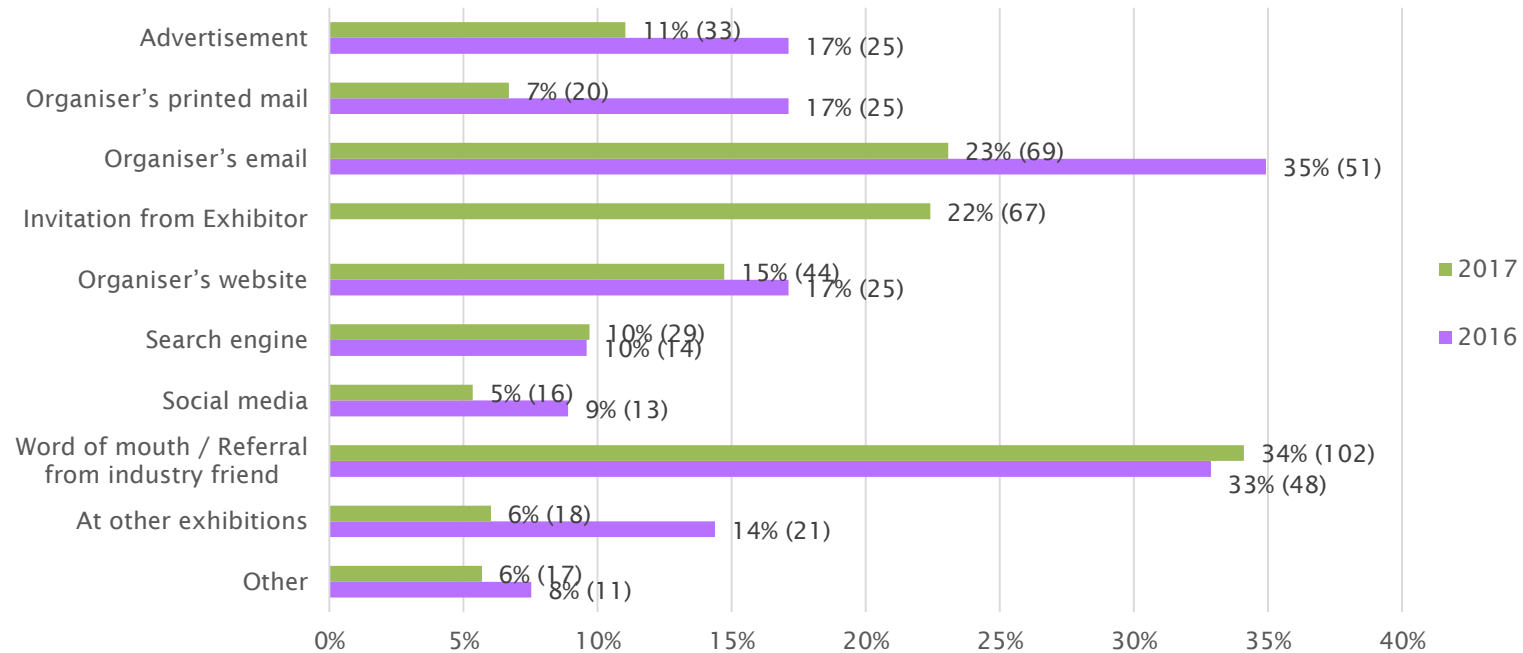
NPS Average
2016
7.9



NPS Average has a slight rise from last year, with 0.1 increase.
Visitors who gave rating 6-10 were very high at 88%, rise 3% from 2016.

How did you learn about this exhibition?

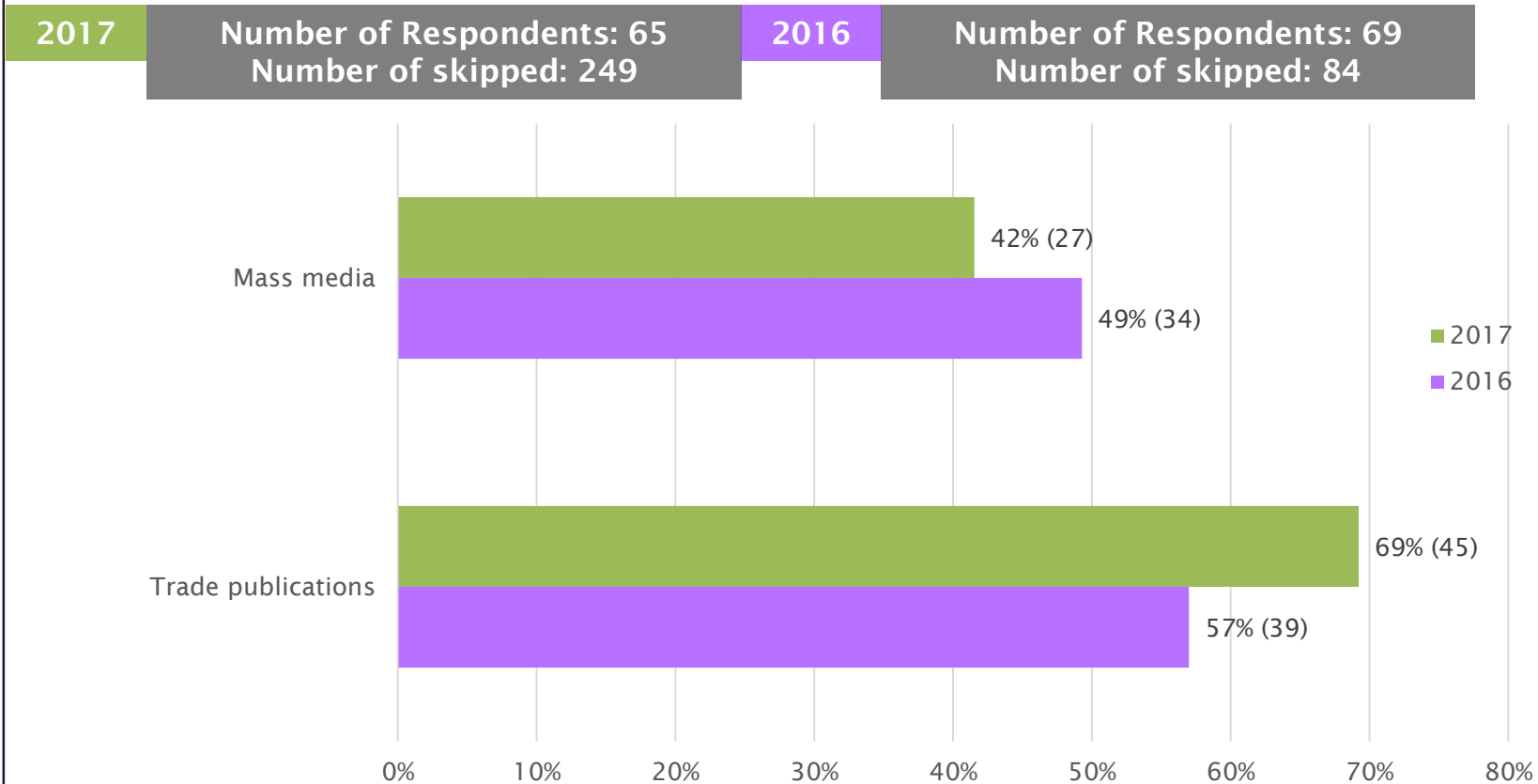
2017	Number of Respondents: 299	2016	Number of Respondents: 146
	Number of skipped: 15		Number of skipped: 7



Others include : regular buyers of 9FJ, they get this information from their own company.
Organiser's emails, referral and word of mouth and exhibitors' invitation are the main reasons the visitors learn about 9FJ.

How did you learn about this exhibition?

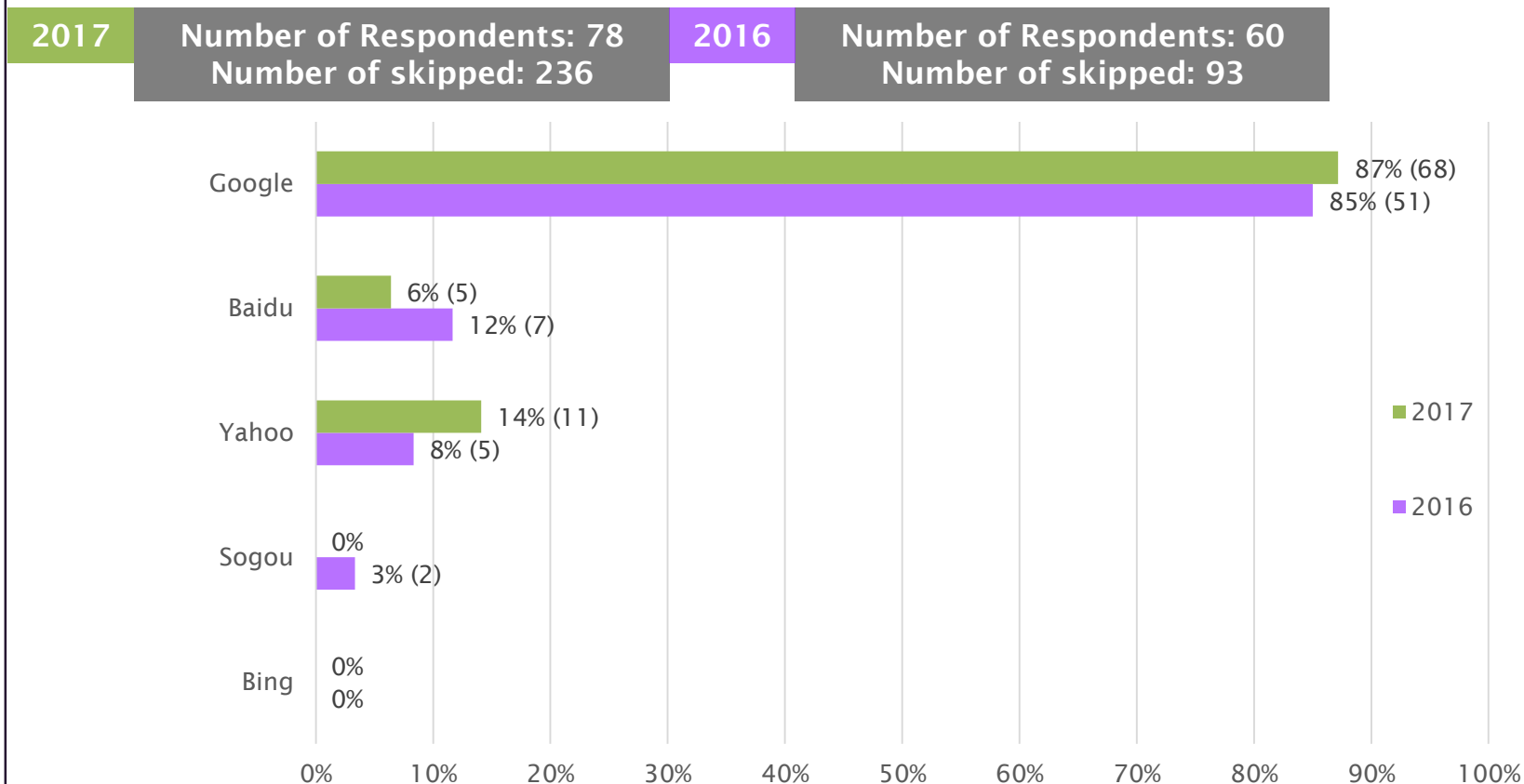
[Based on visitors who learnt about the fair from advertisement]



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

How did you learn about this exhibition?

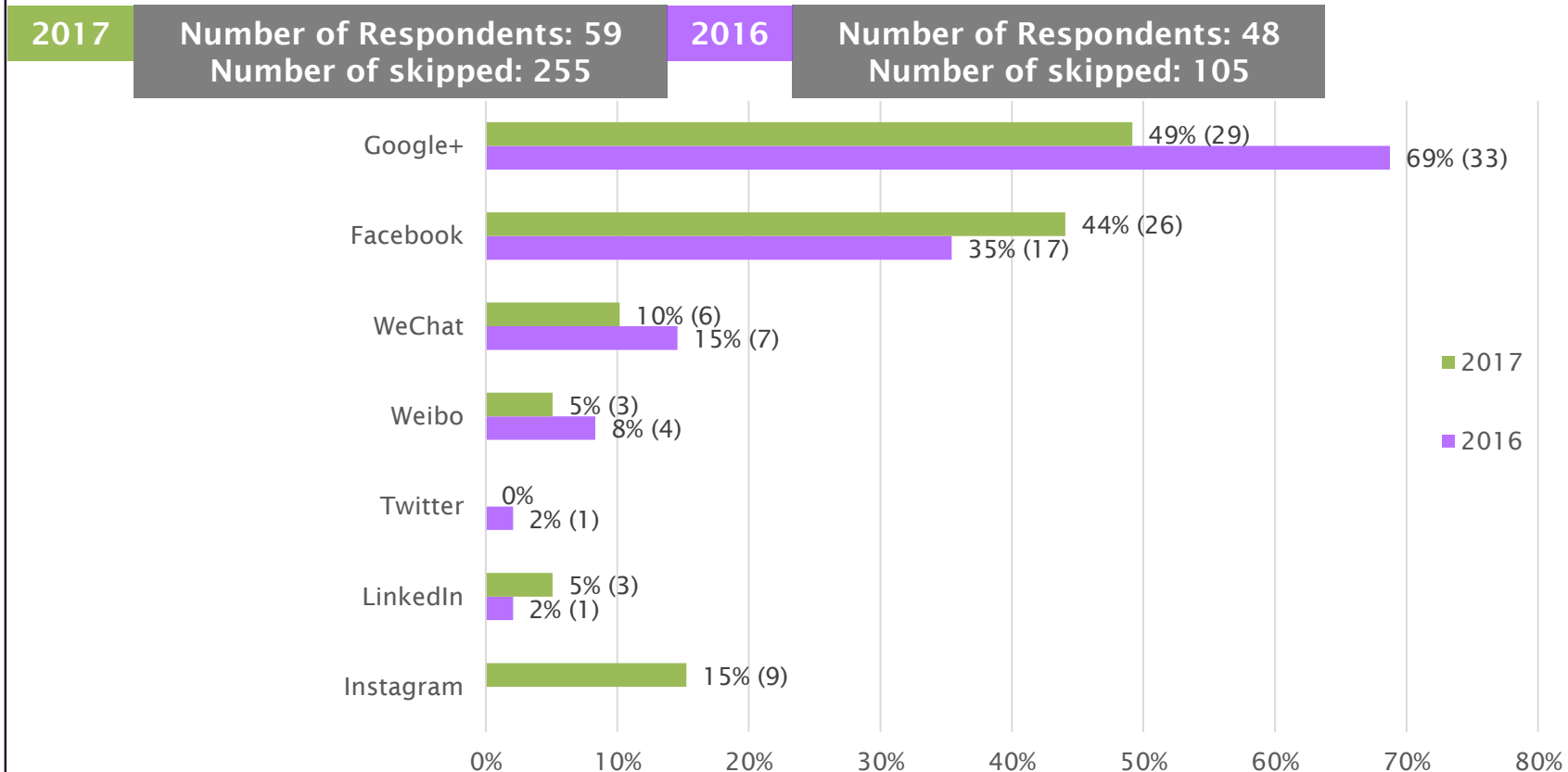
[Based on visitors who learnt about the fair from search engine]



Google remains the dominant search engine for our visitors.

How did you learn about this exhibition?

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



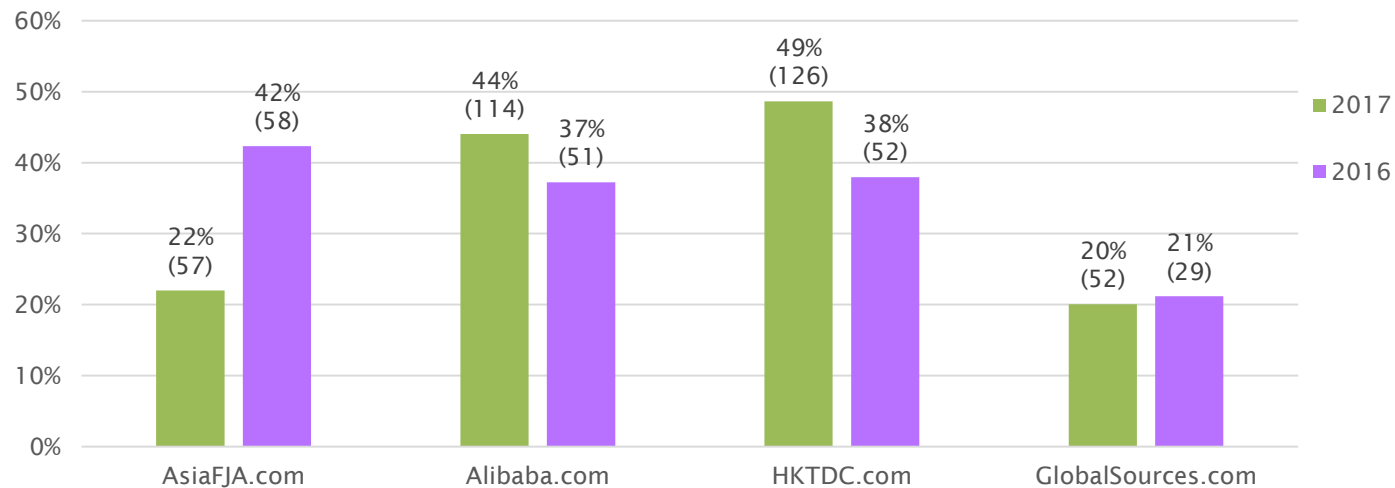
“Instagram” is a new category in 2017

Google+, Facebook and Instagram are the top three social media used by visitors.

Instagram is a popular social media in the past five years.

Which online platform do you usually use to source your products?

Year	Number of Respondents	Number of Skipped
2017	259	55
2016	137	16



The major online platforms are HKTDC.com, Alibaba.com and AsiaFJA.com.

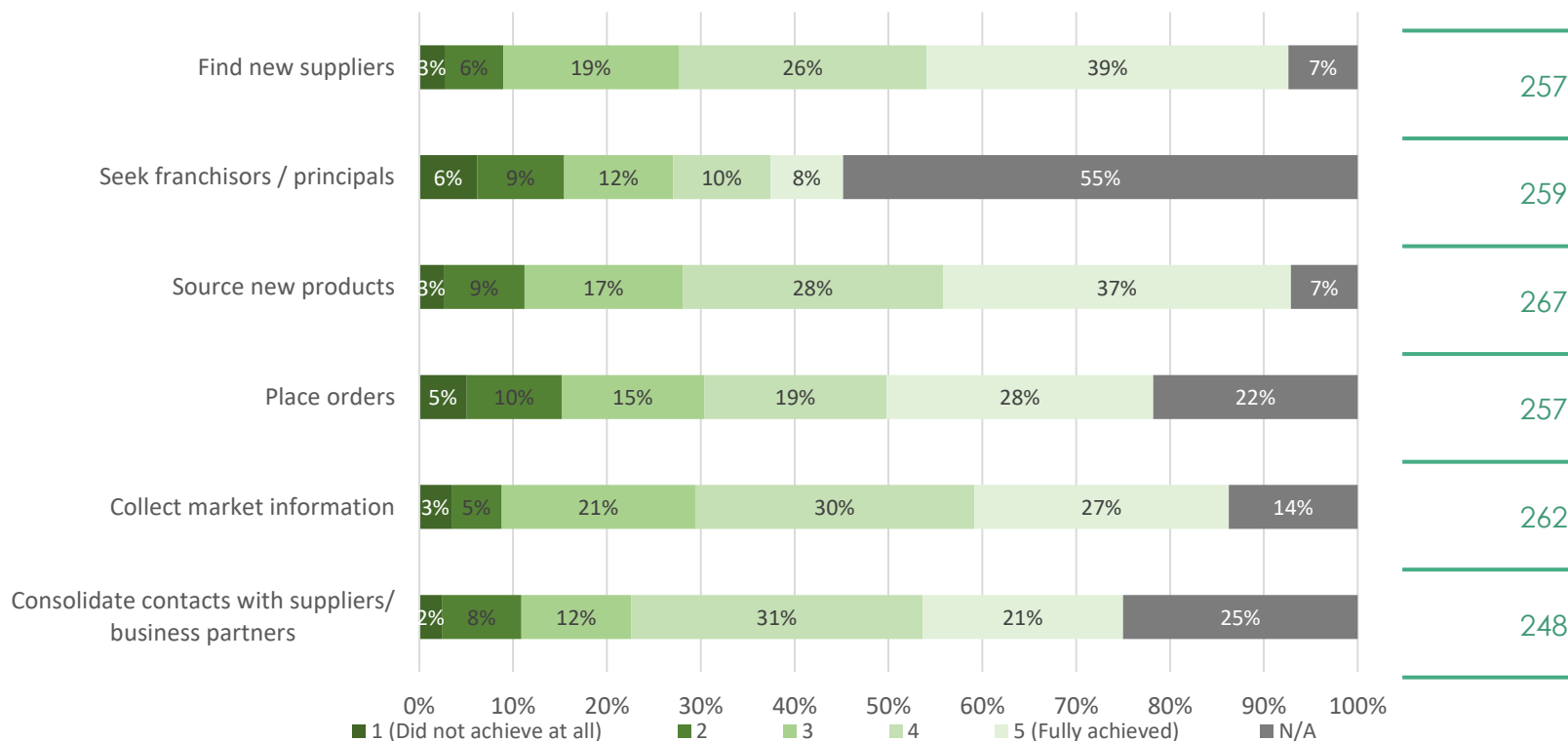
To what extent have your objectives for visiting in this exhibition been achieved?

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



2017
Number of Respondents: 286
Number of skipped: 28

Response Count



The visitors came to 9FJ mainly to source new products (65%), find new suppliers (65%), and collect market information (57%).

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

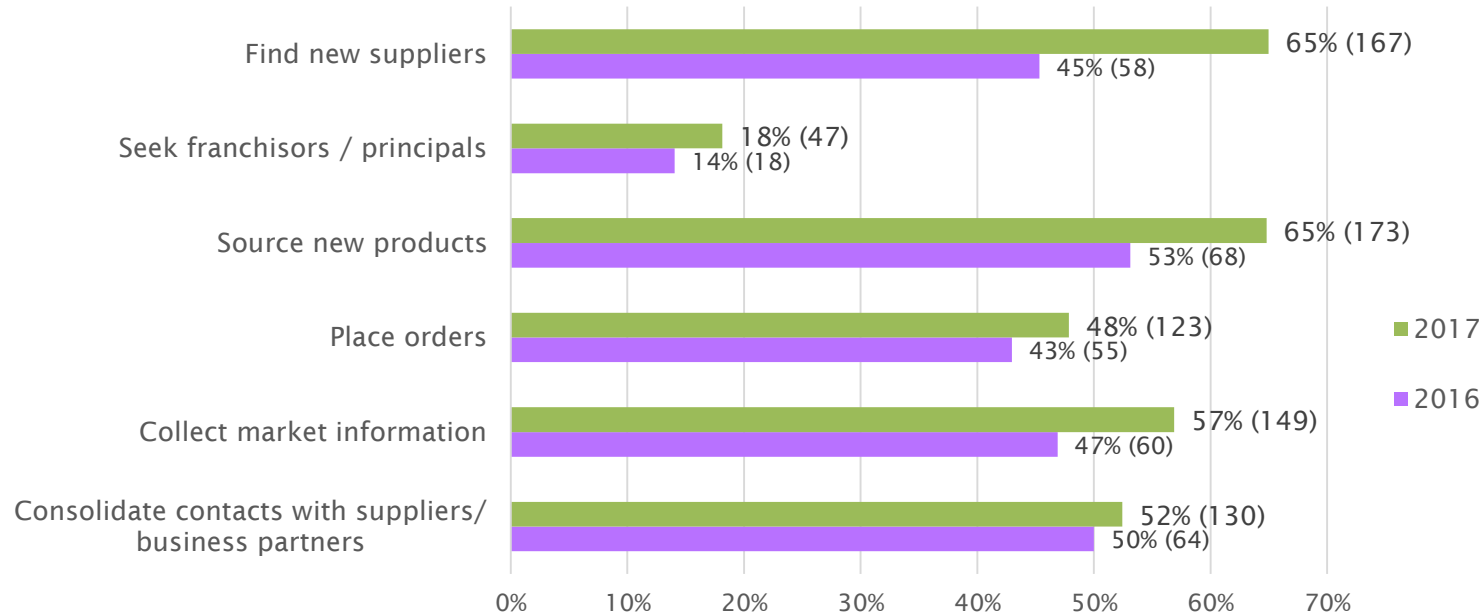
(N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)



2017
Number of Respondents: 286
Number of skipped: 28

2016
Number of Respondents: 128
Number of skipped: 25

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



"Source new products", "Find new suppliers" and "collect market information" are the top three objectives that the buyers achieved in 9FJ. Overall increase in all objectives (combining rating 4 & 5).

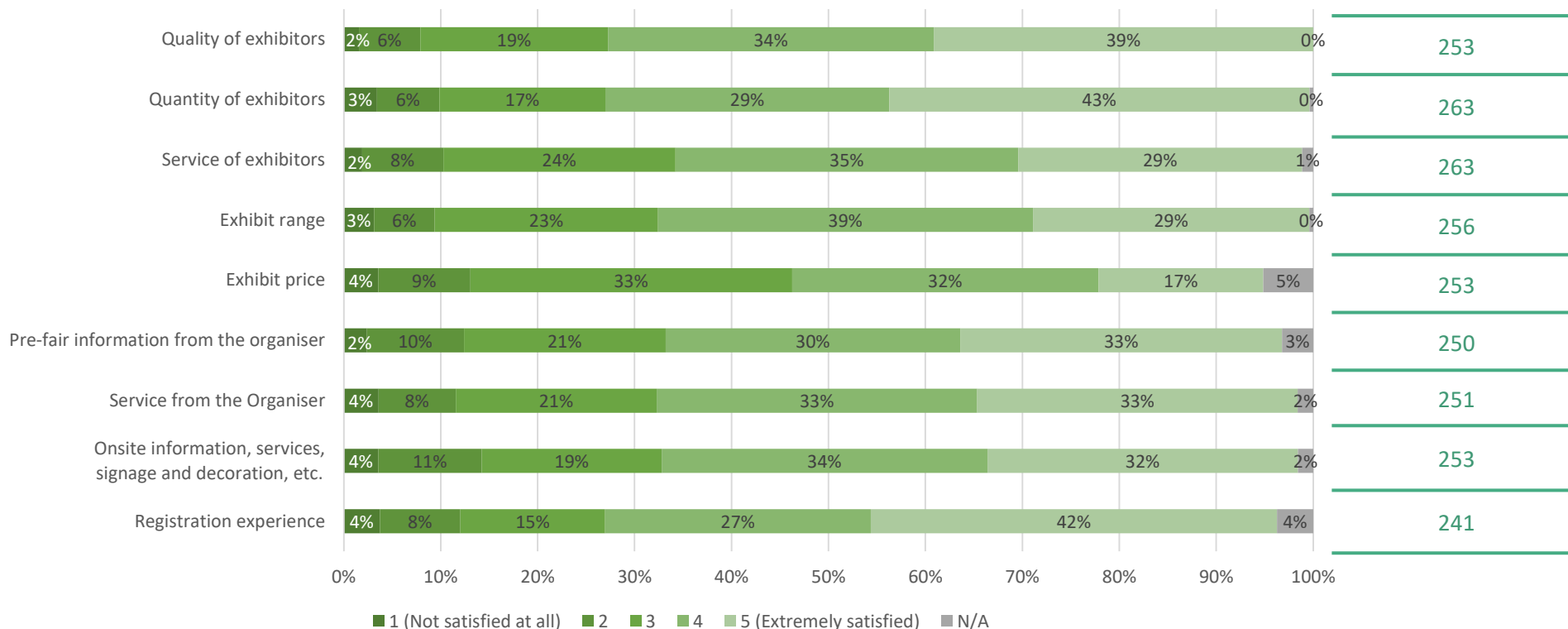
To what extent are you satisfied with the fair in the following aspect?

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



2017 Number of Respondents: 278
Number of skipped: 36

Response Count



Visitors are impressed by the quality of exhibitors (73%), quantity of exhibitors(72%) and followed by the registration experience(69%).

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

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



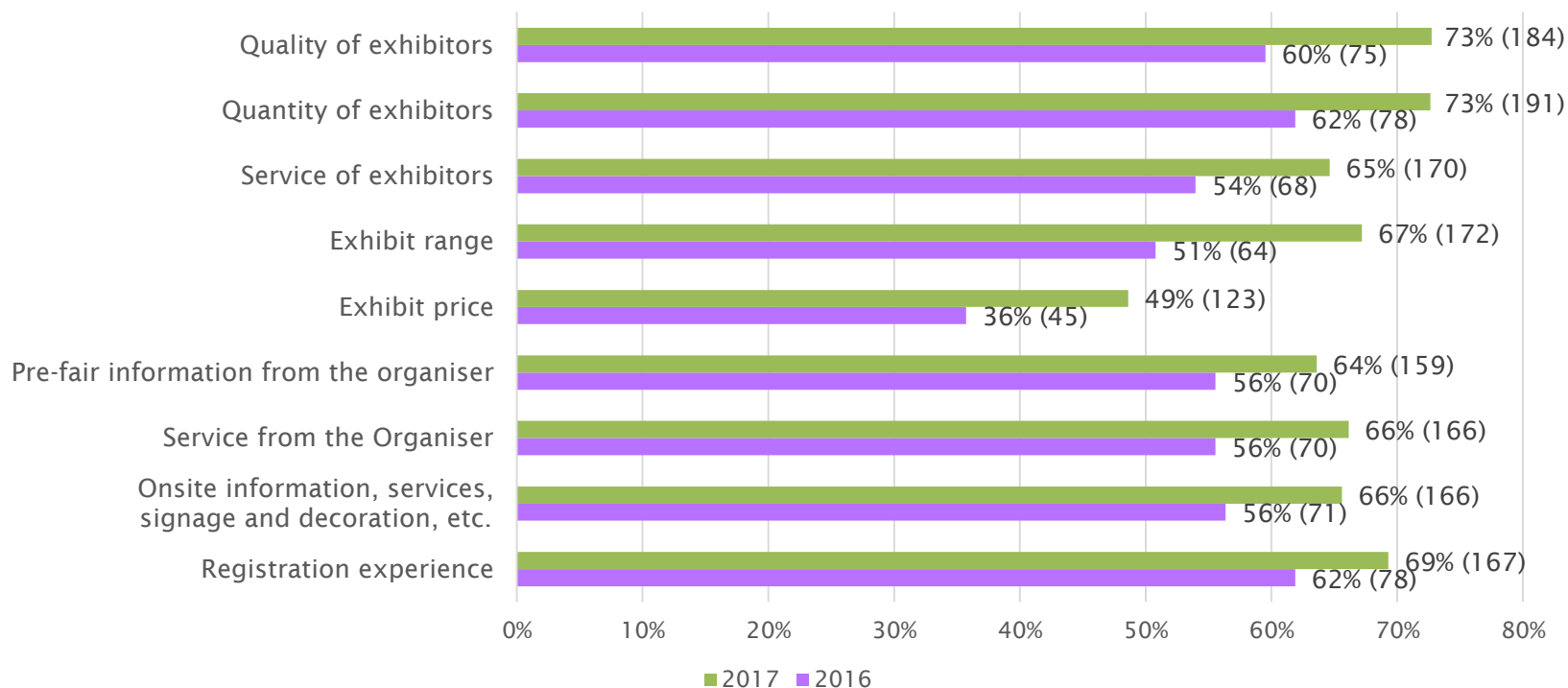
2017

Number of Respondents: 278
Number of skipped: 36

2016

Number of Respondents: 126
Number of skipped: 27

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



Compared to 2016, there is a significant increase in exhibit price and exhibit range. The visitors are also satisfied with quality of exhibitors and service of exhibitors.

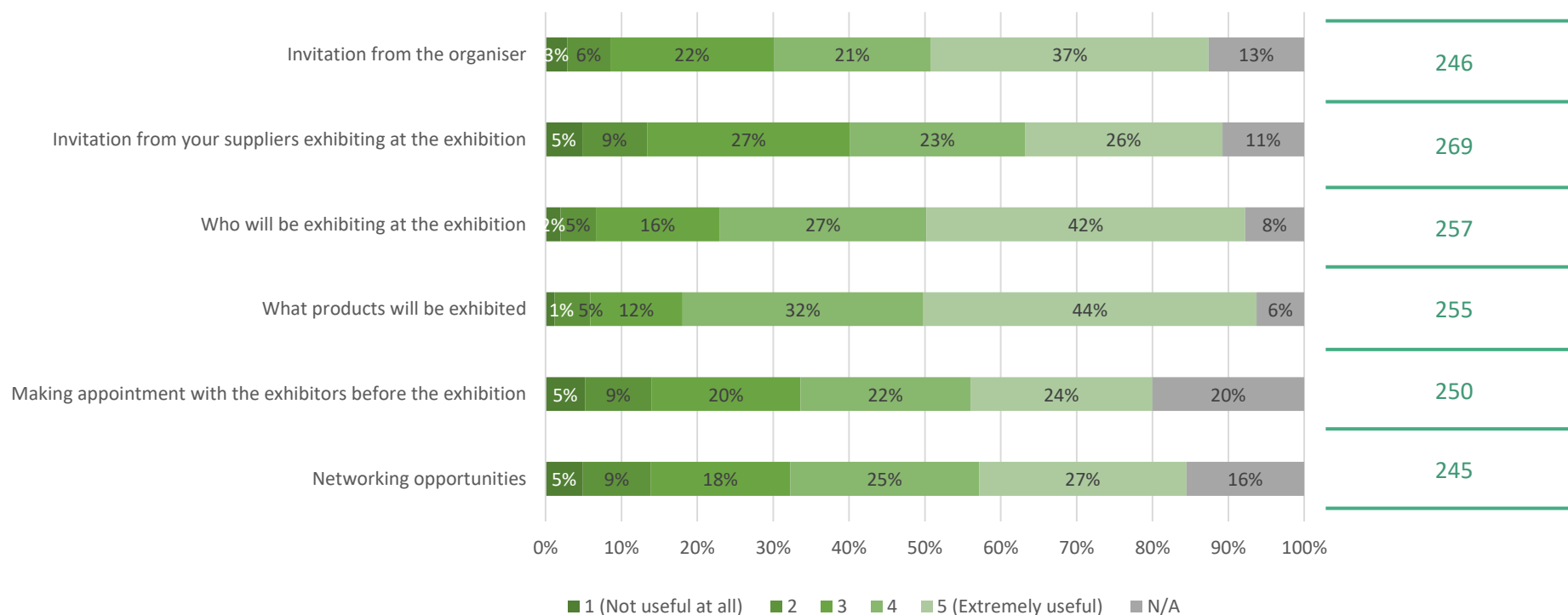
How important are the following to you in your planning to visit this exhibition?



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

2017 Number of Respondents: 279
Number of skipped: 35

Response Count



“Exhibits category” (76%) and “Who will exhibit at the fair”(69%) are very important to our visitors.
“Invitation from organiser”(57%) ranked third.

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

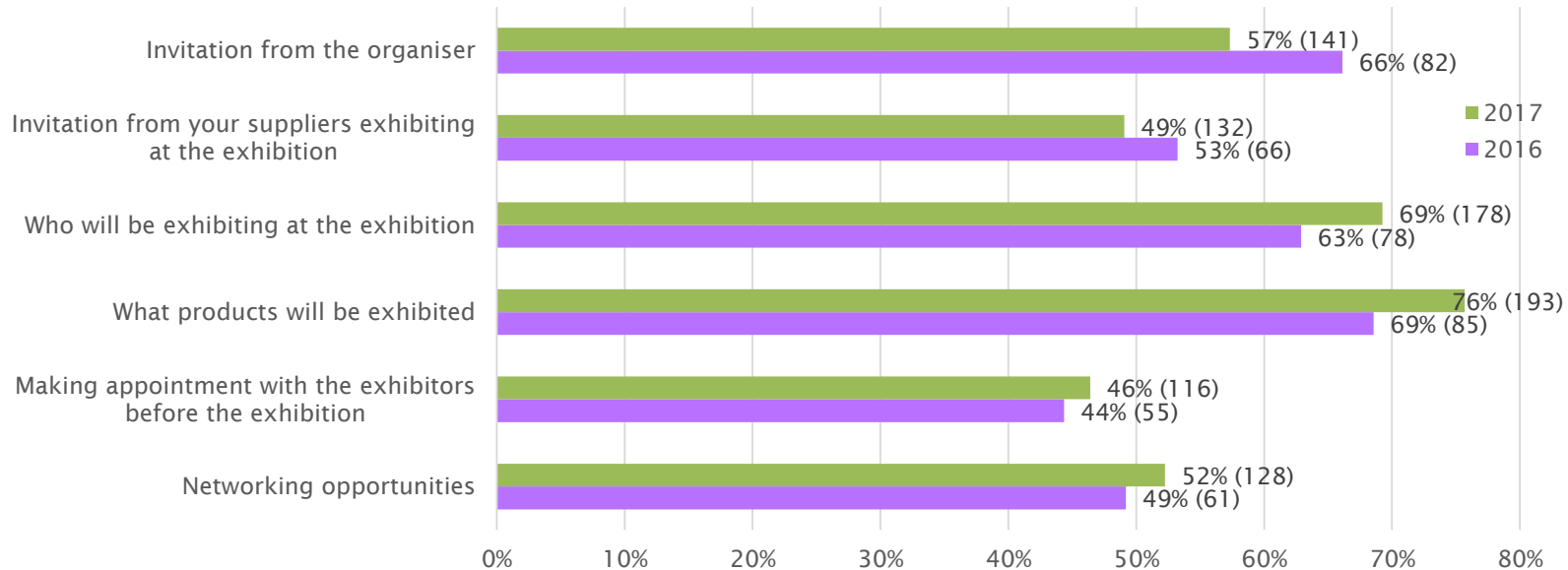


(N/A ; 1 = Not important at all ; 5 = Extremely important)

2017
Number of Respondents: 279
Number of skipped: 35

2016
Number of Respondents: 124
Number of skipped: 29

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



“Exhibits category” and “Who will exhibit at the fair” are important to visitors, this is demonstrated by the increase percentage in these two options.