



Information on Exhibitions Held in 2014 by Member Exhibition Organizers of the Japan Exhibition Association

The Japan Exhibition Association (JEXA) recently held a survey among 59 member companies/organizations regarding exhibitions held in 2014. Survey findings are summarized below.

1. A total of 359 exhibitions were held

In the previous survey (FY2013), the 33 respondents had held a total of 319 exhibitions. This time, there were 28 respondents, slightly fewer than last time, but the number of exhibitions held increased.

For reference, according to The Japan Exhibition Database 2016 published by POP Inc., 685 exhibitions were held in Japan in 2014, meaning that JEXA member companies/organizations organized slightly more than 52% of exhibitions held that year.

2. Total exhibition area was 1,678,395 square meters

Total exhibition area in the previous (FY2013) survey was 1,591,211 square meters, meaning that exhibition area increased by 87,184 square meters.

3. A total of 54,661 companies/organizations participated

Despite the fact that the number of exhibitions and exhibition area detailed in 1 and 2 above increased, the number of companies/organizations who participated in exhibitions dropped by 4,857 from 59,518 in FY2013. On the other hand, exhibition area, on average, increased.

4. The total number of visitors was 5,124,812

Compared to the 5,849,123 visitors in the previous survey (FY2013), the number of visitors declined by 724,311. A major reason for the drop is that the FY2013 survey included visitor numbers for the 44th Tokyo Motor Show (held by the Japan Automobile Manufacturers Association, Inc., which attracted 812,500 visitors), held biannually and thus not included in this survey.

5. 75% of the exhibitions fell into the B-to-B category

There were 268 B-to-B exhibitions, accounting for 75% of the total, and 77 B-to-C exhibitions, which made up 21% of the total. The 14 B-to-BC exhibitions accounted for 3.9% of the total. There were no major changes in these proportions compared to the previous survey.

6. 18% of exhibitions took place in October, the most popular month

Sixty-five exhibitions were held in October, accounting for 18% of the yearly total. August was the month when the fewest exhibitions took place (three exhibitions; 0.8% of the total). October was also the most popular month in the previous survey, so there was no change in this ranking.

7. By venue: 54% of all exhibitions were held at Tokyo Big Sight

Tokyo Big Sight was the venue for 195 exhibitions, accounting for 54% of the total. In descending order, other popular venues were INTERNATIONAL EXHIBITION CENTER, OSAKA, Makuhari Messe, PACIFICO YOKOHAMA, West Japan General Exhibition Center and Marine Messe Fukuoka. In the previous survey, Tokyo Big Sight had been the venue for 59% of all exhibitions, so there was no major change in this figure; there was also no change in the ranking of the top three venues. In the past few years, there is an evident trend of concentration of exhibitions at venues with large floor area.