



Information on Exhibitions Held in 2016 by Member Exhibition Organizers of the Japan Exhibition Association

The Japan Exhibition Association (JEXA) conducted a survey among 61 member companies/organizations regarding exhibitions held in 2016 (counted here as beginning April 2016 and ending March 2017). Survey findings are summarized below.

1. A total of 335 exhibitions were held (previous survey: 239)

In the previous survey (for the year 2015 beginning April 2015 and ending March 2016), the 25 respondents had held a total of 239 exhibitions. This time, although the number of respondents was the same as before, the number of exhibitions held increased by 96 to 335, indicating that the number of exhibitions organized per company or organization increased.

2. Total exhibition area was 1,442,153 square meters (previous survey: 1,482,237 square meters)

Although around 40% more exhibitions were held than in the previous year, total exhibition area decreased slightly (down 3% compared to the previous year), most likely because the Tokyo Motor Show did not take place in 2016.

3. A total of 54,218 companies/organizations participated in exhibitions (previous survey: 49,309)

Although around 40% more exhibitions were held, the number of companies/organizations participating in exhibitions only increased 9.9% over the previous year.

4. The total number of visitors was 3,765,573 (previous survey: 4,284,163)

Although around 40% more exhibitions were held than in the previous year, the number of visitors dropped 13% compared to that year. As noted above, this was probably because the Tokyo Motor Show did not take place in 2016 (there were 812,500 visitors to the 2015 Tokyo Motor Show). The number of seminar participants among visitors increased by 112,609 compared to the previous year, and there were also 436 more seminar participants from abroad.

5. 78% of the exhibitions fell into the B-to-B category

There were 262 B-to-B exhibitions, accounting for 68% of the total, and 61 B-to-C exhibitions, which made up 18% of the total. The 12 B-to-BC exhibitions accounted for 3.5% of the total. Compared to the previous survey, B-to-B showed a large increase from 59% to 78% of the total, and conversely B-

to-C dropped substantially from 37% to 18%. The ratio of B-to-BC to the total remained unchanged.

6. October was the most popular month, when 14.4% of exhibitions took place

A total of 21 exhibitions were held in October, accounting for 14.4% of the yearly total. February was the month with the fewest exhibitions (2 exhibitions; 1.3% of the total). In the previous survey, November, with 35 exhibitions, was the most popular month.

7. Seen by venue, 85.5% of all exhibitions were held at Tokyo Big Sight

Tokyo Big Sight was the venue for 124 exhibitions, accounting for 85.5% of the total, followed by INTEX OSAKA, Makuhari Messe and PACIFICO YOKOHAMA. Compared to the previous survey, notable changes are that the ratio of exhibitions held at Tokyo Big Sight rose sharply from 51.8% to 85.5% of the total and that the number of exhibitions held at INTEX OSAKA went from 8 to 19, accounting for 13% of the total.

March 5, 2018
Japan Exhibition Association

Survey of Exhibitions Held in 2016 by Member Exhibition
Organizers of the Japan Exhibition Association
— *Survey Findings* —

1. Survey target: 59 member exhibition organizers (companies/organizations) of the Japan Exhibition Association (JEXA)

2. Survey period: September 2017 to March 2018

3. Responses received:

Companies/organizations responding to this survey	25
Response included with that of other company/organization	1
No answer	33
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Total	59

4. Number of exhibitions:

Total	335
When counted as part of another exhibition held simultaneously	145*

* *Note:* In the past few years, the number of exhibitions held simultaneously has been increasing. Due to this, when multiple exhibitions organized by the same company or organization taking place at the same venue during the same period and with integrated management of total exhibition area and number of exhibitors and visitors are counted as a single exhibition, these number 145.

5. Total exhibition area (some did not respond) 1,442,153 m²

6. No. of participating companies/organizations:

Total	54,218
Domestic (some did not respond)	43,825
Overseas (some did not respond)	8,513

7. Number of visitors:

(1) Total	3,765,573
Domestic (some did not respond)	1,548,429
Overseas (some did not respond)	58,709

(2) Number of seminar participants among visitors

Total	287,502
Domestic	253,302
Overseas	6,184

8. Exhibition category:

B to B	262
B to C	61
B to BC	12
Total	335

9. Breakdown of exhibitions by month:

Month	No. of exhibitions	Month	No. of exhibitions
April	13	October	21
May	13	November	10
June	12	December	12
July	16	January	7
August	2	February	13
September	16	March	10
		Total	145

10. Breakdown of exhibitions by venue:

Exhibition venue	No. held
Tokyo Big Sight	124
INTEX OSAKA	19
Makuhari Messe	10
PACIFICO YOKOHAMA	8
SAITAMA SUPER ARENA	7
Portmesse Nagoya	7
Sakai City Industrial Promotion Center	5
Kobe International Exhibition Hall	4
YUME MESSE MIYAGI	4
Yokohama Arena	4
Kyoto Pulse Plaza	3
FUKUOKA KOKUSAI CENTER	3
TWIN MESSE SHIZUOKA	3
Fukiage Hall	3
Ishikawa Prefectural Industrial Exhibition Hall	3
Marine Messe Fukuoka, AXES Sapporo, Niigata City Sangyo Shinko Center, CONVEX OKAYAMA, KEIHANNA PLAZA, Hiroshima Prefectural Industrial Exhibition Hall, Shibuya Hikarie	2
Ehime World Trade Center, Hiroshima City Exhibition Hall, Congrès Convention Center, Tokyo International Forum, TRC Tokyo Ryutsu Center, Miyako Messe, Sunshine City Convention Center, MyDome OSAKA, Osaka International Convention Center, Science Museum, Sunport Hall Takamatsu, Toranomon Hills Forum	1
Joint exhibition venues TEXPORT IMABARI (former Imabari Computer College), Fuji GRAND IMABARI, PACIFICO YOKOHAMA: Yokohama Bayside Marina	
Total	145

11. For reference:

As noted in item 4 on the number of exhibitions, when multiple exhibitions organized by the same company or organization taking place at the same venue during the same period and with integrated management of total exhibition area and number of exhibitors and visitors are counted as a single exhibition, these number 145.

Since this survey targets exhibitions with integrated management of exhibition area and number of exhibitors and visitors, the figures below describing area, number of exhibitors and number of visitors are for a total of 145 exhibitions.

(1) Grouped by exhibition area:

Area (unit: square meters)	No. held
Under 500	1
500 to under 1,000	5
1,000 to under 2,000	6
2,000 to under 3,000	15
3,000 to under 4,000	4
4,000 to under 5,000	6
5,000 to under 6,000	25
6,000 to under 7,000	9
7,000 to under 8,000	3
8,000 to under 9,000	10
9,000 to under 10,000	5
10,000 to under 15,000	18
15,000 to under 20,000	4
20,000 to under 25,000	13
25,000 to under 30,000	5
30,000 to under 35,000	3
35,000 to under 40,000	1
40,000 to under 45,000	0
45,000 to under 50,000	0
50,000 or more	3
No answer	9
Total	145

(2) Grouped by no. of exhibitors

Exhibitor companies/organizations	No. held
Under 50	2
50 to under 100	19
100 to under 200	49
200 to under 300	26
300 to under 400	7
400 to under 500	5
500 to under 600	12
600 to under 700	6
700 to under 800	2
800 to under 900	2
900 to under 1,000	0
1,000 to under 1,500	10
1,500 to under 2,000	3
2,000 to under 3,000	2
3,000 to under 4,000	0
4,000 to under 5,000	0
No answer	0
Total	145

(3) Grouped by no. of visitors

No. of visitors (unit: persons)	No. held
Under 1,000	0
1,000 to under 2,000	2
2,000 to under 3,000	2
3,000 to under 4,000	9
4,000 to under 5,000	3
5,000 to under 6,000	15
6,000 to under 7,000	5
7,000 to under 8,000	2
8,000 to under 9,000	5
9,000 to under 10,000	5
10,000 to under 15,000	24
15,000 to under 20,000	13
20,000 to under 25,000	6
25,000 to under 30,000	13
30,000 to under 35,000	6
35,000 to under 40,000	5
40,000 to under 45,000	10
45,000 to under 50,000	2
50,000 to under 60,000	5
60,000 to under 70,000	4
70,000 to under 80,000	1
80,000 to under 90,000	3
90,000 to under 100,000	1
100,000 to under 200,000	3
200,000 to under 300,000	1
300,000 or more	0
No answer	0
Total	145