



Information on Exhibitions Held in 2017 by Member Exhibition Organizers of the Japan Exhibition Association

The Japan Exhibition Association (JEXA) conducted a survey among 55 member companies/organizations regarding exhibitions held in 2017. Survey findings are summarized below.

1. A total of 369 exhibitions were held (previous survey: 335)

Summary. In the previous survey (FY2016), the 25 respondents had held a total of 335 exhibitions. This time, although the number of respondents was the same as before, the number of exhibitions held had increased by 34 to 369, indicating that the number of exhibitions organized per company or organization had increased.

2. Total exhibition area was 1,362,715 square meters (previous survey: 1,442,153 square meters)

Summary. Although 34 more exhibitions were held than last year, total exhibition area decreased slightly (down 5.8% compared to last year). This may be because some exhibitors did not provide information.

3. A total of 53,169 companies/organizations participated (previous survey: 54,218)

Summary. There was a slight drop (minus 1.9%) in the number of companies/organizations participating in exhibitions, but as is the case for total exhibition area above, this may be because some exhibitors did not provide information.

4. The total number of visitors was 4,124,965 (previous survey: 3,765,573)

Summary. The number of visitors rose 9.5% compared to last year, a major increase due to the Tokyo Motor Show. (There were 771,200 visitors to the 2018 Tokyo Motor Show.) The number of seminar participants among visitors increased by 14,005 compared to last year, and there were also 449 more seminar participants from abroad.

5. 81.5% of the exhibitions fell into the B-to-B category

Summary. There were 301 B-to-B exhibitions, accounting for 81.5% of the total, and 61 B-to-C exhibitions, which made up 16.5% of the total. The 7 B-to-BC exhibitions accounted for 1.9% of the total. Compared to the previous survey, B-to-B increased from 78% to 81.5% of the total. But while the number of B-to-C exhibitions remained unchanged at 61, there were more exhibitions as a whole, so the ratio of B-to-C dropped slightly, as did the ratio of B-to-BC to the total.

6. 16.3% of exhibitions took place in February, the most popular month

Summary. A total of 60 exhibitions were held in February, accounting for 16.3% of the yearly total. March and August were the months with the fewest exhibitions (9 each; 2.4% of the total). In the previous survey, October (14.5%) was the most popular month.

7. By venue: 49.7% of all exhibitions were held at Tokyo Big Sight

Summary. Tokyo Big Sight was the venue for 184 exhibitions, accounting for 49.7% of the total, followed by INTEX OSAKA, Makuhari Messe and PACIFICO YOKOHAMA. This is the same ranking as last year, pointing to strong demand for venues where large exhibitions can be held.

**Survey of Exhibitions Held in 2017 by Member Exhibition Organizers
of the Japan Exhibition Association
(Survey Findings)**

1. Surveyees: 55 member exhibition organizers (companies/organizations) of the
Japan Exhibition Association (JEXA)
2. Survey period: August 2018 to February 2019
3. Responses received:

Companies/organizations responding to this survey	17
Response included with that of other company/organization	8
No answer	30
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<i>Total</i>	55
4. Number of exhibitions:

<i>Total</i>	369
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5. Total exhibition area (some did not respond): 1,362,715 square meters
6. No. of participating companies/organizations:

Total	53,169
Domestic (some did not respond)	39,827
Overseas (some did not respond)	7,767
7. Number of visitors:

(1) <i>Total</i>	4,124,965
Domestic (some did not respond)	1,577,512
Overseas (some did not respond)	59,870
(2) Number of seminar participants among visitors	
<i>Total</i>	301,507
Domestic	289,379
Overseas	6,633
8. Exhibition category:

B to B	301
B to C	61
B to BC	7
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<i>Total</i>	369

9. Breakdown of exhibitions by month:

Month	No. of exhibitions	Month	No. of exhibitions
April	43	October	43
May	33	November	28
June	27	December	13
July	32	January	42
August	9	February	60
September	30	March	9
		<i>Total</i>	369

10. Breakdown of exhibitions by venue:

Exhibition venue	No. held
Tokyo Big Sight	184
INTEX OSAKA	62
Makuhari Messe	48
PACIFICO YOKOHAMA	8
Portmesse Nagoya	7
SAITAMA SUPER ARENA	5
Congrès Convention Center	5
Sakai City Industrial Promotion Center	4
Kobe International Exhibition Hall	3
YUME MESSE MIYAGI	3
Kyoto Pulse Plaza	3
FUKUOKA KOKUSAI CENTER	3
TWIN MESSE SHIZUOKA	3
Fukiage Hall	3
Ishikawa Prefectural Industrial Exhibition Hall	3
Shibuya Hikarie	3
Yokohama Arena, AXES Sapporo, Niigata City Sangyo Shinko Center, CONVEX OKAYAMA, KEIHANNA PLAZA, Hiroshima Prefectural Industrial Exhibition Hall, MyDome OSAKA	2
Marine Messe Fukuoka, ITEM Ehime, Hiroshima City Exhibition Hall, Tokyo Ryutsu Center, Miyako Messe, Sunshine City, KITTE	1
Joint exhibition venues TEXPORT IMABARI (former Imabari Computer College), Fuji GRAND IMABARI	1
<i>Total</i>	369

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 139.

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 139 exhibitions.

(1) Grouped by exhibition area

Area (unit: square meters)	No. held
Under 500	0
1,000 to under 2,000	8
2,000 to under 3,000	8
3,000 to under 4,000	5
4,000 to under 5,000	8
5,000 to under 6,000	24
6,000 to under 7,000	8
7,000 to under 8,000	5
8,000 to under 9,000	12
8,000 to under 9,000	12
8,000 to under 9,000	12
8,000 to under 9,000	12
9,000 to under 10,000	3
10,000 to under 15,000	13
15,000 to under 20,000	8
20,000 to under 25,000	11
25,000 to under 30,000	1
30,000 to under 35,000	3
35,000 to under 40,000	1
40,000 to under 45,000	1
45,000 to under 50,000	0
50,000 or more	3
No answer	14
<i>Total</i>	139

(2) Grouped by no. of exhibitors

Exhibitor companies/organizations	No. held
Under 50	3
50 to under 100	16
100 to under 200	47
200 to under 300	24
300 to under 400	9
400 to under 500	7
500 to under 600	6
600 to under 700	5
700 to under 800	7
800 to under 900	1
900 to under 1,000	3
1,000 to under 1,500	7
1,500 to under 2,000	2
2,000 to under 3,000	2
3,000 to under 4,000	0
4,000 to under 5,000	0
No answer	0
No answer	0
<i>Total</i>	139

(3) Grouped by no. of visitors

No. of visitors (unit: persons)	No. held
Under 1,000	0
1,000 to under 2,000	1
2,000 to under 3,000	2
3,000 to under 4,000	9
4,000 to under 5,000	2
5,000 to under 6,000	15
6,000 to under 7,000	6
7,000 to under 8,000	1
8,000 to under 9,000	5
9,000 to under 10,000	2
10,000 to under 15,000	27
15,000 to under 20,000	13
20,000 to under 25,000	8
25,000 to under 30,000	7
30,000 to under 35,000	7
35,000 to under 40,000	4
40,000 to under 45,000	8
45,000 to under 50,000	3
50,000 to under 60,000	5
60,000 to under 70,000	2
70,000 to under 80,000	1
80,000 to under 90,000	4
90,000 to under 100,000	0
100,000 to under 200,000	4
200,000 to under 300,000	0
300,000 or more	1
No answer	2
<i>Total</i>	139