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Japan Exhibition Association

Survey on Exhibitions Held in 2019— 20 Businesses and 71 Organizations Held over 600 Exhibitions during the Year

Until now, the Japan Exhibition Association (JEXA) has announced figures for exhibitions held by JEXA member organizers (businesses or organizations) the previous year.

These figures, however, do not present the full picture, and in order to obtain data closer to the actual figures for the number of exhibitions held in Japan, this fiscal year we contacted the organizers (of which 51 businesses and 96 organizations are JEXA members) of 770 exhibitions listed in the “Japan Exhibition Handbook” published by POP Inc..

Although this is our first attempt at this type of survey, 7 businesses and 62 organizations which are not JEXA members participated, and we were able to collect information on 603 exhibitions, a great increase over the 407 exhibitions recorded in our “Survey of Exhibitions Held in 2018,” giving us a clearer picture of exhibitions that took place in Japan.

Going forward, we hope to gain the understanding and cooperation of more parties, in order to make our survey the basic data for Japan’s exhibition industry, and we look forward to your continued support and encouragement.

A summary of survey findings follows below.

1. Total no. of exhibitions: Organizers held an average of 6.6 exhibitions each

In total, 603 exhibitions were held, of which 388, or 64%, were organized by JEXA members. Non-JEXA members organized 215 exhibitions, or 36% of the total. An average of 6.6 exhibitions were organized per organizer.

2. Total exhibition floor area: 21,200 square meters or more per organizer

Total exhibition floor area was 1,935,151 square meters. Exhibitions organized by JEXA members covered 1,171,422 square meters (61%), while the corresponding figure for non-JEXA members was 763,729 square meters (39%).

Average exhibition floor area by organizer was approximately 21,200 square meters or more.

3. Total no. of exhibitors: 19% were from overseas; 23% were domestic

The total number of exhibitors was 77,041.

As shown in the survey findings broken down by overseas and domestic exhibitors (see below), in some cases there was no response, and therefore the totals for domestic and overseas exhibitors do not correspond.

There were 62,907 exhibitors, domestic and foreign, but domestic exhibitors numbered 51,114, or 81% of the total.

Domestic businesses or organizations accounted for 23% of exhibitors, while exhibitors from overseas numbered 11,793 (19%), indicating that exhibitions in Japan are gradually broadening their appeal to overseas exhibitors.

4. No. of visitors: Visitors were overwhelmingly from Japan

The total number of visitors was 7,490,484.

As shown in the survey findings broken down by overseas and domestic visitors (see below), visitors totaled 3,619,085. In some cases, surveyees did not respond, and therefore the totals for domestic and overseas exhibitors do not correspond.

Domestic visitors numbered 3,467,072, 96% of the total, while there were 152,013 visitors from overseas, 4% of the total. Visitors were thus overwhelmingly from Japan.

5. By category: Most exhibitions fell into the B-to-B category

There were 565 B-to-B exhibitions (93.7%), 17 B-to-C exhibitions (2.8%), and B-to-BC exhibitions (3.5%). These figures show that most exhibitions fell into the B-to-B category.

6. By month: 12% of exhibitions took place in November, the most popular month

November was the most popular month, with 74 exhibitions (12%), followed by February, January, October and May.

7. By venue: Nearly half of all exhibitions were held at Tokyo Big Sight

Tokyo Big Sight was the venue for 296 exhibitions, accounting for 49% of the total, followed by Makuhari Messe, INTEX OSAKA, Porte Messe Nagoya and Marine Messe Fukuoka.

8. By city: More than half of all exhibitions took place in the special wards of Tokyo

315 exhibitions (52%) were held in the special wards of Tokyo, followed by the cities of Chiba, Osaka, Nagoya and Fukuoka.

9. International exhibitions: Slightly over 10% were international exhibitions

Of the 603 exhibitions held in 2019, 62 were international exhibitions, as defined by ISO 25639-13.3*

* Under ISO 25639-13.3, international exhibitions are defined as those in which a considerable number of exhibitors and/or visitors are from outside the country hosting the exhibition.

Note: Generally speaking, “a considerable number” is defined as 10% in the case of exhibitors from overseas, and 5% in the case of visitors from overseas.

10. By exhibition floor area, no. of exhibitors and no. of visitors

(1) By exhibition floor area: 10.6% of exhibitions held in Japan covered a floor area of from 10,000 to under 15,000 square meters

The largest number, 23, covered a floor area of from 10,000 to under 15,000 square meters.

64 exhibitions (30%) covered a floor area of from 2,000 to under 6,000 square meters, while 50 (23%) covered a floor area of from 10,000 to under 25,000 square meters.

(2) By no. of exhibitors: Just over 50% of exhibitions held in Japan had from 50 to under 300 exhibitors

The largest number of exhibitions, 44, had from 100 to under 200 exhibitors.

113 exhibitions (53%) had from 50 to under 300 exhibitors.

(3) By no. of visitors: 14% of exhibitions held in Japan had from 10,000 to under 15,000 visitors

The largest number, 30, had from 10,000 to under 15,000 visitors, followed by 25 with from 15,000 to 20,000 visitors, and 14 each had from 20,000 to 25,000 visitors and from 25,000 to under 30,000 visitors, respectively.

We note that one exhibition attracted over 300,000 visitors.

Survey of Exhibitions Held in Japan in 2019 (Survey Findings)

1. Survey period: September–November 2020
2. Surveyees: 149 (47 businesses, 102 organizations)
3. Responses received: 91 (20 businesses, 71 organizations)
4. Number of exhibitions: 603
5. Total exhibition floor area (includes some “no response”) 1,935,151 square meters
6. No. of participating businesses/organizations:

Total		77,041
Domestic (includes some “no response”)		51,114
Overseas (includes some “no response”)		11,793
7. No. of visitors:

Total		7,490,484
Domestic (includes some “no response”)		3,467,072
Overseas (includes some “no response”)		152,013
8. Exhibition category:

B to B		565
B to C		17
B to BC		21
Total (including some multiple answers)		603

9. Breakdown of exhibitions by month:

Month	No. of exhibitions	Month	No. of exhibitions
January	67	July	43
February	69	August	12
March	34	September	51
April	49	October	64
May	61	November	74
June	60	December	19
		Total	603

10. Breakdown of exhibitions by venue:

Exhibition venue	No. held
Tokyo Big Sight	296
Makuhari Messe	100
INTEX OSAKA	75
Portmesse Nagoya	23
Marine Messe Fukuoka	18
PACIFICO YOKOHAMA	14
Kobe International Exhibition Hall	10
Ota City Plaza Industry Ota (Pio)	7
Kitakyushu International Conference Center	5
AXES Sapporo	4
MyDome OSAKA	4
ATC Hall	4
Sunshine City Convention Center, Fukuoka Convention Center, Ishikawa Prefectural Industrial Exhibition Hall	3
YUME MESSE MIYAGI, Saitama Super Arena, Tokyo International Forum, CULTTZ Kawasaki, Nagano Bighat/Wakasato Municipal Cultural Hall, Fukiage Hall, Kyoto Pulse Plaza, TWIN MESSE SHIZUOKA, Congrès Convention Center	2
Sapporo Convention Center, Sendai International Center, Yamagata Bigwing, Tokyo Taito Ikuei Elementary School, KITTE Marunouchi, Science Museum, TOC Ariake Convention Hall, Belle Salle Takadanobaba, NS Event Hall, Tokyo Metropolitan Trade Center Taito, Niigata City Sangyo Shinko Center, Nagahama Institute of Bio-Science and Technology Dome, Miyako Messe, CONVEX OKAYAMA, Texport Imabari, Okinawa Convention Center	1
Total	603

11. By city

Special wards of Tokyo	315
Chiba	100
Osaka	85
Nagoya	25
Fukuoka	21
Yokohama	14
Kobe	10
Sapporo	5
Kitakyushu	5
Sendai, Kanazawa, Kyoto	3
Shizuoka, Nagano, Kawasaki, Saitama	2
Niigata, Okayama, Imabari, Ginowan, Yamagata, Nagahama	1
Total	603

12. By exhibition floor area, no. of exhibitors and no. of visitors

When multiple exhibitions organized by the same business 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 215.

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 215 exhibitions.

(1) By exhibition floor area

Area (unit: square meters)	No. held
Under 500	8
500 to under 1,000	13
1,000 to under 2,000	12
2,000 to under 3,000	17
3,000 to under 4,000	13
4,000 to under 5,000	19
5,000 to under 6,000	15
6,000 to under 7,000	13
7,000 to under 8,000	10
8,000 to under 9,000	12
9,000 to under 10,000	11
10,000 to under 15,000	23
15,000 to under 20,000	12
20,000 to under 25,000	15
25,000 to under 30,000	2
30,000 to under 35,000	5
35,000 to under 40,000	0
40,000 to under 45,000	2
45,000 to under 50,000	1
50,000 or more	2
No response	10
Total	215

(2) By no. of exhibitors

Exhibitors	No. held
Under 50	19
50 to under 100	36
100 to under 200	44
200 to under 300	33
300 to under 400	20
400 to under 500	12
500 to under 600	11
600 to under 700	13
700 to under 800	6
800 to under 900	3
900 to under 1,000	2
1,000 to under 1,500	13
1,500 to under 2,000	0
2,000 to under 3,000	2
3,000 to under 4,000	1
4,000 to under 5,000	0
5,000 and over	0
No response	0
Total	215

(3) By no. of visitors

No. of visitors (unit: persons)	No. held
Under 1,000	3
1,000 to under 2,000	12
2,000 to under 3,000	6
3,000 to under 4,000	7
4,000 to under 5,000	5
5,000 to under 6,000	6
6,000 to under 7,000	4
7,000 to under 8,000	5
8,000 to under 9,000	5
9,000 to under 10,000	7
10,000 to under 15,000	30
15,000 to under 20,000	25
20,000 to under 25,000	14
25,000 to under 30,000	14
30,000 to under 35,000	11
35,000 to under 40,000	9
40,000 to under 45,000	10
45,000 to under 50,000	6
50,000 to under 60,000	6
60,000 to under 70,000	8
70,000 to under 80,000	5
80,000 to under 90,000	2
90,000 to under 100,000	2
100,000 to under 200,000	11
200,000 to under 300,000	0
300,000 or more	1
No response	1
Total	215