

Information on Exhibitions Held in 2018 by Member Exhibition Organizers of the Japan Exhibition Association

The Japan Exhibition Association (JEXA) conducted a survey among 54 member companies/organizations regarding exhibitions held in 2018. For comparison purposes with other exhibition statistics, results were tabulated based on the calendar year (January 1 to December 31) instead of the previously used fiscal year (April 1 to March 31) basis. When comparing with figures from last year's summary, please bear this change* in mind. Survey findings are summarized below.

1. A total of 407 exhibitions were held (previous survey: 369*)

Summary. In the previous survey (FY2017), the 25 respondents had held a total of 369* exhibitions. This time, there were 28 respondents, more than in the previous summary, and therefore the number of exhibitions held also increased proportionately. But bearing in mind the change in the survey period, it can be inferred that the number of exhibitions is about the same as last year.

2. Total exhibition area was 1,633,634 square meters (previous survey: 1,352,715 square meters)

Summary. Similarly to above, the higher number of respondents is responsible for a proportionate increase in total exhibition area, but the rate of increase is high compared to last year, indicating that [per exhibitor] average exhibition area also increased.

3. A total of 61,477 companies/organizations participated (previous survey: 53,169)

Summary. While the number of exhibitions rose 10.2% over last year, the number of companies/organizations participating in exhibitions increased by 15.6% because some exhibitions became larger in scale and new exhibitions were started up.

4. The total number of visitors was 4,210,023 (previous survey: 4,124,965)

Summary. Although the overall number of visitors increased relative to last year, the number was more or less the same, since the Tokyo Motor Show, which has a major impact on visitor numbers, was not held. (There were 771,200 visitors to the 2017 Tokyo Motor Show, and the official visitor figure in 2019 was 1,300,900). The number of visitors from abroad increased in conjunction with the large number of shows, reflecting successful efforts by organizers to attract more people from other countries. As a proportion of visitors, seminar participants increased 22% over last year but there were 16% fewer seminar participants from abroad. And although seminar participant numbers rose thanks to organizers' efforts to hold seminars concurrently with exhibitions, figures indicate that this did not necessarily help attract more seminar participants from abroad.

5. 85% of the exhibitions fell into the B-to-B category

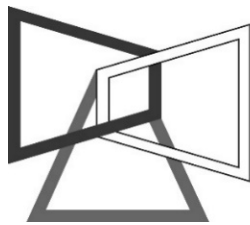
Summary. There were 344 B-to-B exhibitions, accounting for 85% of the total, and 55 B-to-C exhibitions, which made up 13% of the total. The 8 B-to-BC exhibitions accounted for 2% of the total. Compared to the previous survey, the number of B-to-B and B-to-C exhibitions declined slightly but there were no major changes in overall ratios.

6. 13% of exhibitions took place in February, the most popular month

Summary. In last year's survey, 60* exhibitions were held in February, accounting for 16.3%* of the yearly total. The same was the case this year, with the largest number of exhibitions, 53 (approx. 13%) taking place in February.

7. By venue: 51% of all exhibitions were held at Tokyo Big Sight

Summary. Tokyo Big Sight was the venue for 206 exhibitions, accounting for 50.6% of the total, followed by INTEX OSAKA, Makuhari Messe and PortMesse Nagoya. PACIFICO YOKOHAMA was in fourth place in the previous survey, although the number of exhibitions held there remained mostly the same unchanged from previously but PortMesse Nagoya moved into third place due to holding more exhibitions than last year. These rankings point to continuing strong demand for venues where large exhibitions can be held.



Survey of Exhibitions Held in 2018 by Member Exhibition Organizers of the Japan Exhibition Association (Survey Findings)

1. Surveyees: 54 member exhibition organizers (companies/organizations) of the Japan Exhibition Association (JEXA)

2. Survey period: August 2019 to February 2020

3. Responses received:

Companies/organizations responding to this survey	17
Response included with that of other company/organization	11
No answer	26
<i>Total</i>	54

4. Number of exhibitions:

Total 407

5. Total exhibition area (some did not respond) 1,633,634 square meters

6. No. of participating companies/organizations:

Total	61,477
Domestic (some did not respond)	33,754
Overseas (some did not respond)	9,186

7. Number of visitors:

(1) Total	4,210,023
Domestic (some did not respond)	1,793,018
Overseas (some did not respond)	87,355

(2) Number of seminar participants among visitors

Total	369,021
Domestic	341,342
Overseas	5,736

8. Exhibition category:

B to B	344
B to C	55
B to BC	8

Total 407

9. Breakdown of exhibitions by month:

Month	No. of exhibitions	Month	No. of exhibitions
January	45	July	30
February	53	August	14
March	14	September	44
April	45	October	47
May	45	November	24
June	27	December	19
		<i>Total</i>	407

10. Breakdown of exhibitions by venue:

Exhibition venue	No. held
Tokyo Big Sight	206
INTEX OSAKA	62
Makuhari Messe	49
PortMesse Nagoya	16
PACIFICO YOKOHAMA	9
Kitakyushu International Conference Center	8
SAITAMA SUPER ARENA	4
Congrès Convention Center	4
Sakai City Industrial Promotion Center	4
Kobe International Exhibition Hall	3
YUME MESSE MIYAGI	3
Kyoto Pulse Plaza	3
TWIN MESSE SHIZUOKA	3
Fukiage Hall	3
FUKUOKA KOKUSAI CENTER, Ishikawa Prefectural Industrial Exhibition Hall, Yokohama Arena, AXES Sapporo, Niigata City Sangyo Shinko Center, CONVEX OKAYAMA, KEIHANNA PLAZA, MyDome OSAKA, Marine Messe Fukuoka, ATC Hall	2
Hiroshima Prefectural Industrial Exhibition Hall, Ehime World Trade Center, Hiroshima City Exhibition Hall, Tokyo Ryutsu Center, Miyako Messe, Sunshine City, Science Museum, Toranomom Hills Forum, Okinawa Convention Center, AER Bldg.	1
Total	407

11. For reference:

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 154.

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 154 exhibitions.

(1) Grouped by exhibition area

Area (unit: square meters)	No. held
Under 500	0
500 to under 1,000	2
1,000 to under 2,000	12
2,000 to under 3,000	13
3,000 to under 4,000	3
4,000 to under 5,000	9
5,000 to under 6,000	26
6,000 to under 7,000	5
7,000 to under 8,000	3
8,000 to under 9,000	12
9,000 to under 10,000	8
10,000 to under 15,000	14
15,000 to under 20,000	8
20,000 to under 25,000	14
25,000 to under 30,000	3
30,000 to under 35,000	2
35,000 to under 40,000	0
40,000 to under 45,000	0
45,000 to under 50,000	0
50,000 or more	6
No answer	14
<i>Total</i>	154

(2) Grouped by no. of exhibitors

Exhibitor companies/organizations	No. held
Under 50	2
50 to under 100	16
100 to under 200	52
200 to under 300	27
300 to under 400	8
400 to under 500	6
500 to under 600	9
600 to under 700	5
700 to under 800	3
800 to under 900	4
900 to under 1,000	1
1,000 to under 1,500	13
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
5,000 and over	0
No answer	3
<i>Total</i>	154

(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	1
3,000 to under 4,000	6
4,000 to under 5,000	4
5,000 to under 6,000	14
6,000 to under 7,000	3
7,000 to under 8,000	1
8,000 to under 9,000	6
9,000 to under 10,000	1
10,000 to under 15,000	29
15,000 to under 20,000	21
20,000 to under 25,000	10
25,000 to under 30,000	9
30,000 to under 35,000	6
35,000 to under 40,000	6
40,000 to under 45,000	9
45,000 to under 50,000	1
50,000 to under 60,000	10
60,000 to under 70,000	3
70,000 to under 80,000	1
80,000 to under 90,000	3
90,000 to under 100,000	0
100,000 to under 200,000	5
200,000 to under 300,000	1
300,000 or more	0
No answer	2
<i>Total</i>	154