

Visitor Count



28th INTERNATIONAL
JEWELLERY TOKYO

Trade Show for 20s & 30s Women's
High-end Accessories



5th
GIRLS JEWELLERY TOKYO

The Solemn Declaration of No Inflated Numbers

Jan. 27, 2017

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

Fundamental Philosophy of the Total Visitor Number Announcement

1. The number of visitors will be stated honestly and will not be inflated. This is our duty to exhibitors.
2. The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors.
3. The number of visitors and also the counting method will be stringently announced in writing shortly after the exhibition.

Three Major Principles of the Counting Method

1. One business card submitted at the on-site registration counter is counted as one visitor.
2. Once registered, a visitor is counted only once, no matter how many times and days they enter the exhibition.
3. Counting the visitors each time they pass through the entrance is regarded as an actual inflation of the figures; therefore, this counting method is prohibited.

① On-Site Registrants

Only visitors who completed registration on-site are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

② VIP Registrants

Only VIP badge holders who completed registration on-site are counted. Also, registrations are counted only once, no matter how many repeat days a visitor attends the show.

③ Members of the Association

Japan Jewellery Association's badge holders who went through registration are interested in the count.

④ Special Guests

Government related visitors, embassy officials, members of the related associations are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

	Jan. 23 [Mon]	Jan. 24 [Tue]	Jan. 25 [Wed]	Jan. 26 [Thur]	Total
1) On-Site Registrants	4,983	5,294	4,658	2,924	17,859
2) VIP Registrants	3,348	1,730	1,253	685	7,016
3) Members of the Association	76	0	0	0	76
4) Special Guests	136	592	55	45	828
Total Number of Visitors	8,543	7,616	5,966	3,654	25,779

	Jan. 23 [Mon]	Jan. 24 [Tue]	Jan. 25 [Wed]	Jan. 26 [Thur]	Total
Number of Press Registrants	114	191	38	42	385

* All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

* The numbers of press registration are not included in the total number of visitors.

Naozumi Matsuo
Show Director
Reed Exhibitions Japan Ltd.

Organised by

