

Visitor Count



31st INTERNATIONAL
JEWELLERY TOKYO

8th
GIRLS JEWELLERY EXPO TOKYO

Trade Show of Trendy Light Jewellery

The Solemn Declaration of No Inflated Numbers

Jan. 24, 2020

We consistently count visitor numbers stringently based on the following principles.

- 1. The reason for not inflating the visitor numbers**
Inflating visitor numbers is a misrepresentation of the exhibition's content, and a fraudulent act toward the exhibitors. Therefore, Reed will not commit such an act.
- 2. The visitor number counting method**
Every visitor is to submit one business card at the registration counter on-site, and will be counted as one visitor based on their business card no matter how many times he/she re-enters the show.
- 3. Written official announcement of the visitor count**
Immediately following the exhibition, the visitor number will be announced alongside the counting method, in written form.

- 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. 20 [Mon]	Jan. 21 [Tue]	Jan. 22 [Wed]	Jan. 23 [Thur]	Total
1) On-Site Registrants	5,081	5,305	3,493	3,199	17,078
2) VIP Registrants	2,836	1,675	1,097	638	6,246
3) Members of the Association	46	0	0	0	46
4) Special Guests	52	584	66	46	748
Total Number of Visitors	8,015	7,564	4,656	3,883	24,118

These numbers don't include the number of the previous day.

	Jan. 20 [Mon]	Jan. 21 [Tue]	Jan. 22 [Wed]	Jan. 23 [Thur]	Total
Number of Press Registrants	42	141	16	14	213

- * 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

