

# Preliminary Report of Visitor Count

## FASHION WORLD TOKYO 2017 **OCTOBER**

**TOKYO FASHION WEAR EXPO TOKYO BAG EXPO TOKYO SHOES EXPO**  
**TOKYO MEN'S FASHION EXPO TOKYO FASHION JEWELLERY EXPO**  
**TEXTILE TOKYO APPAREL SOURCING EXPO**

### The Solemn Declaration of No Inflated Numbers

Oct. 16, 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) 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.

#### VISITOR FIGURES

	Oct.11 [Wed]	Oct.12 [Thu]	Oct.13 [Fri]	Total
1) On-site Registrants	4,430	5,144	4,393	13,967
2) VIP Registrants	1,447	1,300	973	3,720
3) Special Guests	0	0	1	1
<b>FASHION WORLD TOKYO Total Number of Visitors (Sum of above 1 - 3)</b>	<b>5,877</b>	<b>6,444</b>	<b>5,367</b>	<b>17,688</b>

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

	Oct. 11 [Wed]	Oct. 12 [Thu]	Oct. 13 [Fri]	Total
Number of Seminar Attendees	1,260	2,093	974	4,327
Number of Press Registrants	46	31	25	102

\* These figures are preliminary and they are subject to change after being certified by an official institute.

\* Numbers of seminar attendees and press registration are not included in the total number of visitors.

*T. Kikuchi*

Takahiro Kikuchi  
Show Director

Reed Exhibitions Japan Ltd.