



EXPO
2005 AICHI

Japan Association for
The 2005 World Exposition

PRESS RELEASE

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A Commitment to Comfort and Security: EXPO 2005 Has a Successful Opening Quarter

1. Admission Figures

EXPO 2005 Aichi, Japan opened on March 25. The number of visitors has risen steadily, and the total number of admissions passed one million on April 10, and four million on May 14. (A commemorative event is scheduled to mark the admission of the five millionth visitor.) Figures released by the Expo Association on May 19 show, moreover, that the total number of tickets sold (as of April 30) has passed the 10 million mark, reaching 10.3 million.

An unseasonal cold spell kept admission numbers down during the first two weeks, but since Japan's famous cherry blossom came into bloom, heralding warmer weather, the number of visitors has risen substantially.

Breaking the numbers down by day of the week, Saturday is the most popular day for visiting the Expo, followed by Sunday and then Monday, with Fridays seeing relatively low admission numbers. By time of day, most visitors arrive at the Expo early in the day, with around 60% entering the venue before 11 a.m. Admissions are spread quite evenly among different days of the week, but spreading admissions more evenly throughout the day is a challenge that will need to be tackled.

According to a survey of Japanese visitors to the Expo conducted by the Japan Association for the 2005 World Exposition Aichi, Japan in mid-April, about 72% of visitors described their Expo experience as "good." The survey also revealed that about 30% of visitors were returning for a second or subsequent visit.

Questions about visitors' place of residence revealed that about 60% come from the four prefectures that make up the Tokai region, which include Aichi Prefecture; about 10% come from the Kanto region, where Tokyo is located; and 13.6% come from the Kansai region, which includes Osaka. The results show that about four in ten Expo visitors travel long-distance to visit the event.

2. Enabling Visitors to Enjoy the Expo at a Leisurely Pace

At popular attractions like the Toyota Pavilion, known for its robots that can play musical instruments, and the Global House, which features a display of a frozen mammoth and a 2005-inch screen that is the world's largest, Pavilion Admission Coupons are distributed to enable visitors to use their time efficiently. These coupons are distributed in the

afternoon as well as the morning, meaning that visitors who arrive later in the day can also enjoy the exhibits.

Every afternoon at Event Plazas within each Global Common (the six areas of foreign countries' pavilions divided by continent), a never-ending stream of performances and events from countries around the world are held. The National Day events held every weekday afternoon are particularly popular with visitors.

Twilight Concerts, which get underway just as night falls at around 7 p.m. at the EXPO Plaza, began in May. The concerts provide opportunities for visitors to connect and relax through musical entertainment covering every genre and transcending generations and national borders.

The lighting at the EXPO 2005 venue is produced by Motoko Ishii, whose past accomplishments include illuminating Tokyo Tower. She based the lighting on the gentle brightness of traditional Japanese paper lanterns. The attraction of the lighting is that unlike downtown Tokyo or Osaka, which are dominated by neon signs, visitors can enjoy the fantastic atmosphere of light floating in a dim forest. For a particular treat, they can view the EXPO 2005 nightline from the 88-meter-tall Ferris wheel or from the gondolas inside the venue. Nighttime Admission Tickets are available that enable visitors to enjoy the Expo from 5 p.m. to 10 p.m. for half the price of a regular ticket, ¥2,300 for adults.

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