October 19, 2005
Japan Association for the 2005 World Exposition

Shanghai Vice Mayor Mr. Zhou Yupeng receives the BIE flag
Press preview (March 18-20) 113,850 persons visit over three days

3/23 The Emperor and Empress visit
3/23 The Crown Prince visits

3/24 Opening Ceremony at the Expo Dome

The 2005 World Expo begins 43,023 visitors

3/26 Fourth Meeting of the International Council of Expo 2005
  OECD Secretary General Donald J. Johnston inspects the venue

"Living on the Earth": The Opening Forum of the Expo 2005 International Forums is held (March 27-28)
  Overall theme: "Creation of a Sustainable Society"

3/27 French President Jacques Chirac visits Expo 2005
4/1 Restrictions on bringing in outside food relaxed

4/4 Sumo grand tournament held at the Expo

4/5 German President Horst Köhler visits Expo 2005

4/16 Theme Forum of the Expo 2005 International Forums for April: "Culture and Biological Diversity and Internationally Common Recognition"

4/19 Visit to Expo 2005 by Prince and Princess Akishino

4/20 Visitors waiting to view the mammoth laboratory
4/22 Earth Day Expo
Various events held at Expo Plaza

4/22 Kids' Eco-Tours begin

4/23 Over 100,000 on a single day!
Visitors to date: 2 million

4/23 Aichi Week Part 1 begins
100 floats from Aichi Prefecture on display

4/25 Eighth Meeting of the Kaisho Area Monitoring Committee

4/26 New opening hours:
Nagakute Area 9:00 – 22:00 (through the end of the Expo), Seto Area 9:00 – 18:00 (through July 19)

4/29 Princess Takamado visits Expo 2005 and attends "Planet of Flowers" event
5/3 Fortieth day of Expo sees total attendance break 3 million! Single-day attendance sets new record at 146,000
5/4, 5/9 Princess Takamado visits Expo

5/8 End of Golden Week holidays Attendance over 10-day holiday period totals 979,892

5/10 Cambodia's National Day attended by Cambodian Prime Minister Hun Sen

5/11 Republic of Korea's National Day National Assembly Speaker Kim Won-ki attends, with Korean-themed events at Expo Dome
5/11 "Pray for Love" Pas De Deux in Starlight Performance by Tamiyo Kusakari in Expo Plaza

5/15 Concert by Kiyoshi Hikawa Performance of Official Expo theme song and hit music
5/19 National Day of the People's Republic of China
Ceremony attended by Chinese Vice Premier Wu Yi; spectators thrilled by performances of Beijing opera and acrobatics

5/21 Theme Forum of the Expo 2005 International Forums for May: "Aiming for an Environment-Based Society—The Ideal Form of Science in the Twenty-first Century"

5/23 Attendance breaks 5 million
Sixtieth day of the Expo: 10 visitors chosen by drawing receive certificates and commemorative goods

5/26 Winners of first round of Nature’s Wisdom Awards decided

5/31 Indonesian President Susilo Bambang Yudhoyono visits the Expo
6/2 Theme Forum of the Expo 2005 International Forums for June: "Industrial Infrastructure in the Twenty-first Century—A Message for the Development of Eco-Communities"

6/2 Princess Akishino visits the Expo

6/5 Spain's Crown Prince Felipe and his wife Letizia Ortiz visit the Expo
6/5 Princess Takamado visits the Expo

6/5 Environment Day: "Cool Biz" fashion show
Former professional baseball manager Senichi Hoshino appears as a model

6/6 Crown Prince visits the Expo
(Inspects the venue and attends Japan Day event)

6/6 Japan Day and Japan Week
(June 6-12)

6/7 Prince Katsura visits the Expo (June 7-8)

From left to right: hostess Junko Kubo, Hiroshi Okuda, Senichi Hoshino, and host Kei Shimizu

A performance featuring Sadao Watanabe
6/9 Prototype Robot Exhibition begins
Some 65 types of futuristic robots on display (through June 19)

6/11 Pearl Anniversary at the Expo
26 couples celebrate their thirtieth wedding anniversary

6/13 Prince and Princess Hitachi visit the Expo (through June 15) Attend National Day celebration of Belgium

6/17 1,107 group buses arrive at the Expo (single-highest day)
Number of group buses arriving at the Expo comes to 113,285

6/18 Water-provision service begins
A total of 24 water coolers in front of each gate

6/18 New single-day record: Over 170,000 visitors
Previous record shattered

6/21 Million Person Candle Night at the Expo
Preventing global warming with 2,005 candles (NPO Global Village)
6/22 Prince Tomohito of Mikasa visits (through June 23)

6/24 137th Meeting of the BIE held in Paris
The BIE unanimously adopts a resolution praising the Expo Association and the Japanese government, saying that "The Aichi Expo is a huge success."

6/25 Halfway point
According to the Nagoya Meteorological Observatory, the temperature in Nagoya reaches a high of 33.3 degrees; more than 160,000 visitors attend.
Total attendance through 6/25: 9,088,913

6/29 Meeting of the Expo-Related Otaka Research and Examination Commission

Visitors use umbrellas to shield themselves from the sun (June 25)
7/1 Princess Takamado visits
7/1 A cooler Global Loop
Dry misting begins on the Global Loop for the summer months
7/1 Evening discount admission tickets go on sale in Nagoya

7/4 Number of visitors tops 10 million
The 102nd day of the Expo. 10 people selected by drawing receive certificates and commemorative goods; a company worker from Nagoya receives a special 2-carat diamond from the Republic of Sakha, Russian Federation.

7/7 Bio-Lung is decorated for Japanese Tanabata festival
50,000 tanzaku are lit up

7/9 Princess Takamado visits
7/9 Global Peace Forum held
An appeal is made from Aichi for efforts to tackle urgent issues.
"Let's all work together to solve such urgent issues as discrimination, poverty, environmental protection, and global peace and protect the Earth!"
7/10 The Republic of Chad opens a booth, bringing the number of participating countries to 121.

7/11 The Emperor and Empress visit (through July 13)
The Emperor and Empress stay for three days beginning July 11 and inspect the Expo. On July 11, they visit the Swiss Pavilion, the German Pavilion, and the Egyptian Pavilion.

7/13 Veteran woman performers of takarazuka (song and dance) take the stage! "Amour Takarazuka" is performed (through July 14)

7/16 Playing in the snow in the summer
A present from Hida City to the Expo for Nisshin City Day

7/17 Over 210,000 visitors in a single day!
Long lines outside of the popular Hitachi Pavilion as soon as the Expo opens
215,976 visitors by the end of the day

7/20 Visit by Crown Prince and Crown Princess
Inspection of Earth Tower Nagoya City, Pavilion of the United Kingdom, and the Global House
7/20 Seto Area opening hours 9:00 – 19:00 (through August 31)

7/22 Performance by Yo-Yo Ma
World-famous cellist leads Silk Road Ensemble in performance (Expo Dome)

7/22 Visit by Ukrainian President Viktor Yushchenko

7/23 Visit by Princess Takamado (through July 24)
7/23 Theme Forum of the Expo 2005 International Forums for July: "Environmental Education for Realizing a Sustainable Society"

7/25 Visit by Prince and Princess Akishino and their daughters, Princess Mako and Princess Kako

7/26 Visit by Prince and Princess Hitachi (through July 28)
7/26 Typhoon No. 7 approaches with no trouble at the venue
Fewer people at popular pavilions; a rainbow in the evening
7/27 "Water-sprinkling (Uchimizu)" Campaign at Expo 2005 (Expo Plaza and Seto Area)

7/29 Expo All-Star Parade begins, lighting up the summer night
Massive crowds of people come to watch; the spectacle is later divided into shows and parades.

7/31 Princess Takamado visits
7/31 Sports Summit for the Environment in Expo 2005 (Expo Plaza and Seto Area)
Olympic medalists and the world's top athletes take part.

The Water Sprinkling Event in Expo Plaza

An i-unit (left) and a mascot at the North Gate

Kenji Ogiwara (left) and Tsuguharu Ogiwara (right) are interviewed.
8/1 Princess Sayako visits the Expo (through August 3)
8/1 Shops selling official Expo merchandise increased
Morizo and Kiccoro goods wildly popular

8/2 Prince Tomohito of Mikasa and his daughter Princess Akiko visit
Attend Turkey's National Day Celebration

8/7 World Cosplay Summit 2005 held (Expo Dome)

8/8 Peace Ring 2005: Everyone makes a ring of peace. Some 3,500 people join hands to pray for peace

8/8 Nagoya Week begins (through August 14)
A special Expo version of the Middle of Japan Festival, a summer rite in Nagoya

8/18 Goal of 15 million visitors reached!
The 147th day of the Expo. With 38 days remaining, an event is held marking the already accomplished goal of 15 million visitors. A total of 15 prizes worth ¥5 million, including a Toyota hybrid car, a robot-shaped harbor seal, and a plasma TV, are awarded via drawing.
8/22 Expo All-Star Parade 2 restarted
This night event that started on July 29 was suspended after August 2 for security problems. The shows restarted on August 8, but not the parade.

8/25 Crown Prince visits (through August 26)
One day before his visit on August 25, he attended the Youth Agricultural Exchange Event in Aichi Prefecture. This is his fourth visit to the Expo.

8/25 As Typhoon No. 11 approaches, precautionary measures are taken, and some evening events cancelled.

8/27 Princess Takamado visits

8/27 Theme Forum of the Expo 2005 International Forums for August: "International Symposium on Climate Change: Economic and Industrial Development in Harmony with the Environment"
September

9/1 Global 100 Eco-Tech Awards
Commemorative symposium and awards ceremony

9/1 Seto Area opening hours
9:00–18:00 (for the duration of the Expo)

9/3 Eco-fashion show held
Fashions created by four globally active designers presented

9/4 Goodbye to the seven colors of Kiccoro
All-Star Show and Parade comes to an end

9/7 Typhoon No. 14 approaches
Braving warnings of strong winds, 13,860 wait for the Expo to open. Total attendance this day comes to 155,915.

9/10 One-day attendance breaks 250,000!
Some 30,000 people already waiting in line for the Expo when it opens at 8:25 am. The final count for the day is 250,694.

9/10 Final lecture given by philosopher Takeshi Umehara brings "21st Century Expo 2005 University" to a close.
September

9/12 The World Intangible Cultural Heritage "Nogaku Theater"
Performance along with avant-garde artists realized at the Expo
Participation by five Living National Treasures, including Sensaku Shigeyama

9/13 Aichi Prefecture Week Part 2 begins
Theme of "Aichi in the Coming Global Era" (through September 19)

9/14 Friendship Film Festival
Documentaries on friendship are shown

9/16 Over 20 million visitors
The 176th day of the Expo. With the goal of 15 million visitors achieved on August 18, attendance continues to grow at a fast pace.

9/18 Attendance temporarily restricted for the first time 280,000 visitors in a single day
As the venue capacity of 170,000 was greatly exceeded, entrance to the Expo was temporarily limited from 12:50 pm to after 6:00 pm.

9/19 Shanghai Week begins (through September 25)
PR for the location of the 2010 Shanghai Expo

Visitors waiting outside the West Gate at 1:00 pm
Women musicians "Twelve Girls Band" performs at Expo Plaza during Shanghai Week
Spectacular fireworks during Aichi Prefecture Week (September 13)
September

9/19 Second Round of Nature's Wisdom Awards

9/21 Closing Forum of the Expo 2005 International Forums:
"Toward the Creation of Sustainable Society"
(Expo Dome)

9/22 Fifth Meeting of the International
Council of Expo 2005
President Ole Philipson makes an announcement concerning
the impressions of Expo 2005 and its future legacy expressed
by council members. Philipson lauds Expo 2005, holding it up
as a model for future world expositions, both in terms
of thematic relevance and management.

9/23 Aichi-Shanghai Joint Symposium

9/24 BIE Day held at Expo Hall
Special group-reading performance
Wishing for the success of the 2008 World
Exposition in Zaragoza and the 2010 World
Exposition in Shanghai
9/25 Crown Prince visits and attends Closing Ceremony

Closing Ceremony (Expo Dome)
Approx. 2,250 people attend. Honorary President the Crown Prince says that he hopes visitors will take their experiences with them around the world and that this will lead to a movement to address global issues. The BIE flag is passed to Shanghai, the host of the 2010 World Exposition.

Seto Area Grand Finale: "The Pulse of the Earth"
Grand Finale Farewell Party
(Expo Plaza, each Global Common, NGO Global Village, and FM Love Earth)
Final Ceremony
Morizo and Kiccoro's return to the forest
Flag lowering

End of Expo 2005
Last day sees 244,052 visitors
Since the opening, a total of 22,049,544 visitors
## Visitor trends

<table>
<thead>
<tr>
<th>Description</th>
<th>Number/Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total visitors:</td>
<td>22,049,544 persons</td>
</tr>
<tr>
<td>Average visitors per day:</td>
<td>119,186 persons</td>
</tr>
<tr>
<td>Most visitors in a single day:</td>
<td>281,441 persons (September 18)</td>
</tr>
<tr>
<td>Fewest visitors in a single day:</td>
<td>43,023 persons (March 25)</td>
</tr>
</tbody>
</table>

## Results of visitor survey

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage/Number/Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors' average time at the Expo:</td>
<td>6 hours and 55 minutes</td>
</tr>
<tr>
<td>Share of area residents:</td>
<td>53.0% (Tokai three prefectures)</td>
</tr>
<tr>
<td>Percentage of repeat visitors:</td>
<td>38.1% (those who visited twice or more)</td>
</tr>
<tr>
<td>Percentage of foreign visitors:</td>
<td>4.6% (average of 5,668 per day)</td>
</tr>
<tr>
<td>Those who said the Expo was good:</td>
<td>Roughly 80%</td>
</tr>
<tr>
<td>Those who said they wanted to come again:</td>
<td>Roughly 75%</td>
</tr>
<tr>
<td>Largest number of visits using a full-season pass:</td>
<td>270 (includes multiple visits in a single day)</td>
</tr>
<tr>
<td>Average number of visits by season pass owners:</td>
<td>11.05 times</td>
</tr>
</tbody>
</table>
### Methods of transportation outside the venue

<table>
<thead>
<tr>
<th>Method</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linimo:</td>
<td>8.54 million</td>
</tr>
<tr>
<td>Station shuttle bus:</td>
<td>2.26 million</td>
</tr>
<tr>
<td>Park and Ride parking areas:</td>
<td>4.34 million</td>
</tr>
<tr>
<td>Group buses:</td>
<td>3.37 million</td>
</tr>
<tr>
<td>Others:</td>
<td>3.54 million</td>
</tr>
</tbody>
</table>

*Note: 2.26 million persons (including buses between Yakusa Sta. and Expo sites, buses between Fujigaoka Sta. and Expo site for avoiding visitors’ waiting."

### Methods of transportation within the venue

<table>
<thead>
<tr>
<th>Method</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morizo Gondola:</td>
<td>3.36 million</td>
</tr>
<tr>
<td>Intervenue fuel-cell hybrid bus:</td>
<td>1.00 million</td>
</tr>
<tr>
<td>IMTS:</td>
<td>1.79 million</td>
</tr>
<tr>
<td>Kiccoro Gondola:</td>
<td>4.34 million</td>
</tr>
<tr>
<td>Global Tram:</td>
<td>1.13 million</td>
</tr>
<tr>
<td>Bicycle taxicabs:</td>
<td>320,000 persons</td>
</tr>
</tbody>
</table>
### Comfort and safety

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people suffering heatstroke or possible heatstroke:</td>
<td>313</td>
</tr>
<tr>
<td>Number of people treated with defibrillators:</td>
<td>3</td>
</tr>
<tr>
<td>Number of lost children cared for:</td>
<td>584</td>
</tr>
<tr>
<td>Number of lost items found:</td>
<td>28,512</td>
</tr>
</tbody>
</table>

### Ticket sales

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tickets sold:</td>
<td>17.14 million (as of October 15)</td>
</tr>
<tr>
<td>Advance tickets sold:</td>
<td>9.388 million</td>
</tr>
<tr>
<td>Same-day tickets sold:</td>
<td>7.752 million</td>
</tr>
<tr>
<td>Full-season passes sold:</td>
<td>439,000</td>
</tr>
</tbody>
</table>
主なパビリオンの入場者数

<table>
<thead>
<tr>
<th>パビリオン名</th>
<th>入場者数</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan Pavilion Nagakute</td>
<td>3.08 million persons</td>
</tr>
<tr>
<td>Japan Pavilion Seto</td>
<td>2.12 million persons</td>
</tr>
<tr>
<td>Earth Tower Nagoya City</td>
<td>3.03 million persons</td>
</tr>
<tr>
<td>NGO Global Village</td>
<td>1.48 million persons</td>
</tr>
<tr>
<td>Wanpaku Treasure Island:</td>
<td>1.70 million persons</td>
</tr>
<tr>
<td>Wonder Circus-Electric Power Pavilion</td>
<td>3.74 million persons</td>
</tr>
<tr>
<td>JR Central Pavilion</td>
<td>6.90 million persons</td>
</tr>
<tr>
<td>JAMA Wonder Wheel Pavilion</td>
<td>1.48 million persons</td>
</tr>
<tr>
<td>Mitsubishi Pavilion @Earth:</td>
<td>3.03 million persons</td>
</tr>
<tr>
<td>Toyota Group Pavilion</td>
<td>2.65 million persons</td>
</tr>
<tr>
<td>Hitachi Group Pavilion</td>
<td>1.70 million persons</td>
</tr>
<tr>
<td>MITSUI-TOSHIBA Pavilion</td>
<td>1.63 million persons</td>
</tr>
<tr>
<td>Mountain of Dreams</td>
<td>2.70 million persons</td>
</tr>
<tr>
<td>Gas Pavilion</td>
<td>2.47 million persons</td>
</tr>
</tbody>
</table>
How Expo 2005 met the BIE's aims for an international exposition

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating countries:</td>
<td>121</td>
</tr>
<tr>
<td>Participating international organizations:</td>
<td>4</td>
</tr>
<tr>
<td>Foreign visitors (prime minister–level or higher):</td>
<td>48</td>
</tr>
<tr>
<td>Foreign visitors (cabinet minister–level):</td>
<td>195</td>
</tr>
<tr>
<td>Other important foreign visitors:</td>
<td>268</td>
</tr>
<tr>
<td>Foreign media at the venue:</td>
<td>Approx. 1,800 reporters representing approx. 380 media organizations from approx. 75 countries</td>
</tr>
<tr>
<td>First Nature's Wisdom Awards (exterior and interior):</td>
<td>Gold Prize won by Republic of Korea, Turkey, the Philippines, and Venezuela</td>
</tr>
<tr>
<td>Second Nature's Wisdom Awards (message):</td>
<td>Gold Prize won my Germany, Mexico, the Netherlands, and the Andes Amazonian Pavilion</td>
</tr>
<tr>
<td>Symposia held:</td>
<td>Seven sessions of the Expo 2005 International Forums: Creation of sustainable society</td>
</tr>
<tr>
<td>Related international conferences:</td>
<td>Children’s Environmental Summit 2005, Forum for a Peaceful Earth and others</td>
</tr>
</tbody>
</table>
### Understanding of the theme
What visitors felt through their Expo experience

<table>
<thead>
<tr>
<th>Embodiments of the theme that impressed them</th>
<th>Teenage visitors</th>
<th>All visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cutting-edge technology</td>
<td>4 4 4 4</td>
<td>3 3 3 3</td>
</tr>
<tr>
<td>New social systems</td>
<td>4 4 4 4</td>
<td>3 3 3 3</td>
</tr>
<tr>
<td>International exchange</td>
<td>4 4 4 4</td>
<td>3 3 3 3</td>
</tr>
<tr>
<td>Citizen participation</td>
<td>3 3 3 3</td>
<td>3 3 3 3</td>
</tr>
</tbody>
</table>

### Changes in thinking and actions of Expo visitors

<table>
<thead>
<tr>
<th>Were influenced</th>
<th>Teenage visitors</th>
<th>All visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Were aware of their actions and connected them with their experience</td>
<td>4 4 4 4</td>
<td>4 4 4 4</td>
</tr>
<tr>
<td>Gained knowledge and desire to learn more</td>
<td>4 4 4 4</td>
<td>4 4 4 4</td>
</tr>
<tr>
<td>Nothing, don't know</td>
<td>3 3 3 3</td>
<td>3 3 3 3</td>
</tr>
</tbody>
</table>

### Embodiments of the theme that impressed them

<table>
<thead>
<tr>
<th>What left the greatest impression</th>
<th>Teenage visitors</th>
<th>All visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>International exchange: 68.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cutting-edge technology: 73.9%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>