

Report on the 2005 World Exposition, Aichi, Japan



Shanghai Vice Mayor Mr. Zhou Yupeng receives the BIE flag

October 19, 2005

Japan Association for the 2005 World Exposition



March

3/18

**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

Opening ceremony



3/25

**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

Opening day



3/27

**"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"**

**Expo 2005 International
Forums**



3/27 French President Jacques Chirac visits Expo 2005



April

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

4/15

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

Sumo grand tournament



Visitors waiting to view the mammoth laboratory



April

4/22

4/22 Earth Day Expo
Various events held at Expo Plaza

4/22 Kids' Eco-Tours begin

4/23

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

Earth Day Expo



Floats from Aichi Prefecture



May

5/3

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

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

Throngs of visitors on the Global Loop



A parade featuring students from the Republic of Korea's Maritime University



Amazing dance performance



May

Hearing-impaired performers form a multiarmed deity

5/19

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

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"

Commemorative event marking 5 million visitors

5/23

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



June

6/2

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

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

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



June

6/9

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

Visitors watch the robots



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

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

People helping themselves to water



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)



June

6/22

6/22 Prince Tomohito of Mikasa visits (through June 23)

6/24

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."

137th Meeting of the BIE (Paris)



6/25

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

Visitors use umbrellas to shield themselves from the sun (June 25)



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

July

7/1

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

A test run in early June



7/4

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.



An event commemorating the 10 millionth visitor to Expo 2005

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



7/9

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!"



July

7/11

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

7/17 Over 210,000 visitors in a single d

Long lines outside of the popular Hitachi Pavilion as soon as the Expo opens

215,976 visitors by the end of the day



7/19 Environmental Impact Assessment Report for the 2005 World Exposition (forecast and evaluation) and Impact Assessment Report (monitoring survey) (fiscal 2004) released.



July

7/20

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)

The Crown Prince and Crown Princess entering the Pavilion of the United Kingdom



7/22

7/22 Performance by Yo-Yo Ma

World-famous cellist leads Silk Road Ensemble in performance (Expo Dome)

7/23

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

The family of Prince Akishino listening to an explanation inside Aichi Pavilion Seto



7/25

7/26 Visit by Prince and Princess Hitachi (through 7/26 Typhoon No. 7 approaches with no trouble at the venue



Typhoon No. 7

Fewer people at popular pavilions; a rainbow in the evening



July

7/27

7/27 "Water-sprinkling (Uchimizu)" Campaign at Expo 2005 (Expo Plaza and Seto Area)

The Water Sprinkling Event in Expo Plaza



7/29

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.

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



7/31

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.



Kenji Ogiwara (left) and Tsuguharu Ogiwara (right) are interviewed.



August

8/1

8/1 Princess Sayako visits the Expo (through August 3)
 8/1 Shops selling official Expo merchandise increased
 Morizo and Kiccoro goods wildly popular

Individuals and members of groups from Italy, the country that was named the most excellent

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

8/7

8/7 World Cosplay Summit 2005 held (Expo



Middle of Japan Festival at the Expo



8/8

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

Event commemorating 15 million visitors at the Expo Plaza



8/18

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.



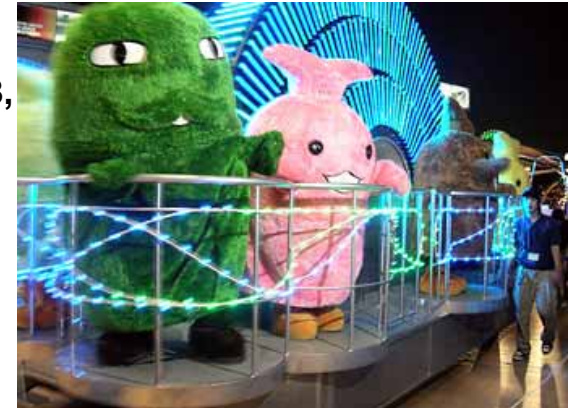
August

8/22

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.

Morizo and Kiccoro taking part in the parade



8/25

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

(left) The Kiccoro Gondola is stopped.
(right) Trash cans are tied down ahead of the typhoon.

8/27

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

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

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

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.

The seven different-colored Kiccoro bid goodbye to the audience.



The scene outside the North Gate at 8:50 am



September

9/13

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

**Spectacular fireworks during
Aichi Prefecture Week
(September 13)**



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

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.

**Visitors waiting outside the West
Gate at 1:00 pm**



9/18

**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.



**Women musicians "Twelve Girls
Band" performs at Expo Plaza
during Shanghai Week**



9/19

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



September

9/19

9/19 Second Round of Nature's Wisdom Awards

9/21

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

BIE Secretary General Loscertales (right) and International Council President Philipson (left) at a press conference

9/22

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

9/23 Aichi-Shanghai Joint Symposium

9/24

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

Performers and representatives of BIE member countries take part in a finale



September

9/25

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

Closing Ceremony: People singing "Friends Love



**Right: Flag lowering
Bottom right: Attendants
shake the hands of visitors**



Expo Data

Visitor trends

Total visitors:	22,049,544 persons
Average visitors per day:	119,186 persons
Most visitors in a single day:	281,441 persons (September 18)
Fewest visitors in a single day:	43,023 persons (March 25)

Results of visitor survey

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



Expo Data

Methods of transportation outside the venue

Linimo:

8.54 million persons

Station shuttle bus:

2.26 million persons (including buses between Yakusa Sta. and Expo sites, buses between Fujigaoka Sta. and Expo site for avoiding visitors' waiting.)

Park and Ride parking areas:

4.34 million persons

Group buses:

3.37 million persons

Others:

3.54 million persons

Methods of transportation within the venue

Morizo Gondola:

3.36 million persons

Intervenue fuel-cell hybrid bus:

1.00 million persons

IMTS:

1.79 million persons

Kiccoro Gondola:

4.34 million persons

Global Tram:

1.13 million persons

Bicycle taxicabs:

320,000 persons



Expo Data

Comfort and safety

Number of people suffering heatstroke or possible heatstroke:	313
Number of people treated with defibrillators:	3
Number of lost children cared for:	584
Number of lost items found:	28,512

Ticket sales

Total tickets sold:	17.14 million (as of October 15)
Advance tickets sold:	9.388 million
Same-day tickets sold:	7.752 million
Full-season passes sold:	439,000



Expo Data

主なパビリオンの入場者数

Japan Pavilion Nagakute	3.08 million persons	Wonder Circus-Electric Power Pavilion	3.74 million persons
Japan Pavilion Seto	690,000 persons	JR Central Pavilion	6.90 million persons
Aichi Pavilion Nagakute	3.75 million persons	JAMA Wonder Wheel Pavilion	1.48 million persons
Aichi Pavilion Seto	930,000 persons	Mitsubishi Pavilion @Earth:	3.03 million persons
Earth Tower Nagoya City	3.03 million persons	Toyota Group Pavilion	2.65 million persons
Global House	6.96 million persons	Hitachi Group Pavilion	1.70 million persons
NGO Global Village	2.12 million persons	MITSUI-TOSHIBA Pavilion	1.63 million persons
Wanpaku Treasure Island:	2.70 million persons	Mountain of Dreams	6.00 million persons
		Gas Pavilion	2.47 million persons



Expo Data

How Expo 2005 met the BIE's aims for an international exposition

Participating countries:	121
Participating international organizations:	4
Foreign visitors (prime minister–level or higher):	48
Foreign visitors (cabinet minister–level):	195
Other important foreign visitors:	268
Foreign media at the venue:	Approx. 1,800 reporters representing approx. 380 media organizations from approx. 75 countries
First Nature's Wisdom Awards (exterior and interior):	Gold Prize won by Republic of Korea, Turkey, the Philippines, and Venezuela
Second Nature's Wisdom Awards (message):	Gold Prize won by Germany, Mexico, the Netherlands, and the Andes Amazonian Pavilion
Symposiums held:	Seven sessions of the Expo 2005 International Forums: Creation of sustainable society
Related international conferences:	Children's Environmental Summit 2005, Forum for a Peaceful Earth and others



Expo Data

Understanding of the theme

What visitors felt through their Expo experience

	Teenage visitors	All visitors
Cutting-edge technology	94.50%	87.20%
New social systems	93.00%	84.80%
International exchange	93.10%	83.20%
Citizen participation	88.90%	71.50%

Changes in thinking and actions of Expo visitors

Were influenced	95.40%	84.50%
Were aware of their actions and connected them with their experience	58.60%	70.30%
Gained knowledge and desire to learn more	36.80%	14.20%
Nothing, don't know	4.60%	15.50%

Embodiments of the theme that impressed them

What left the greatest impression	International exchange: 68.6%	Cutting-edge technology: 73.9%
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