

Results and Evaluations of Expo 2005, Aichi, Japan (Expo Performance as a Project)

Appendix I



September 24, 2005

Japan Association for the 2005 World Exposition



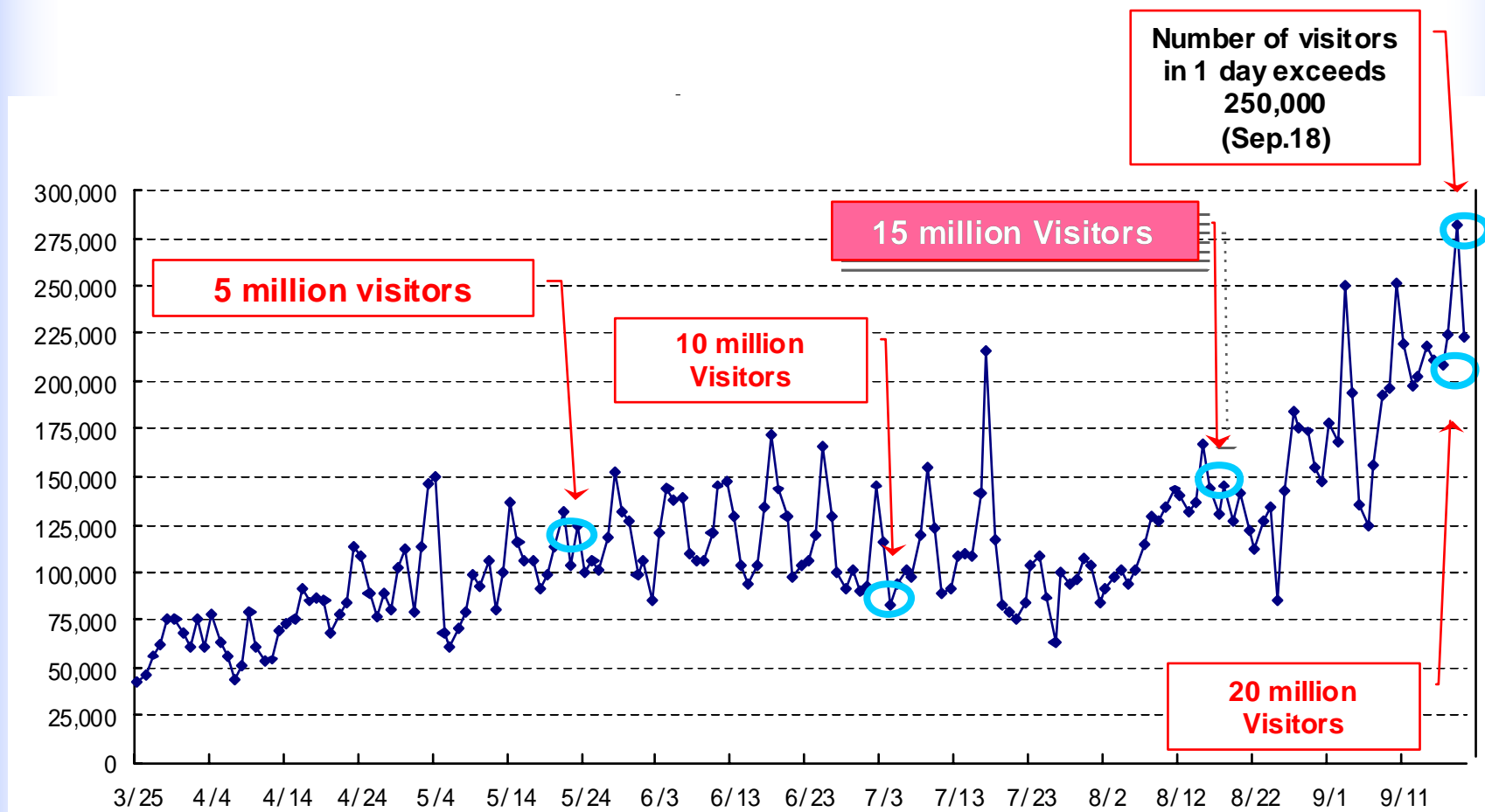
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1. Visitor's Trends

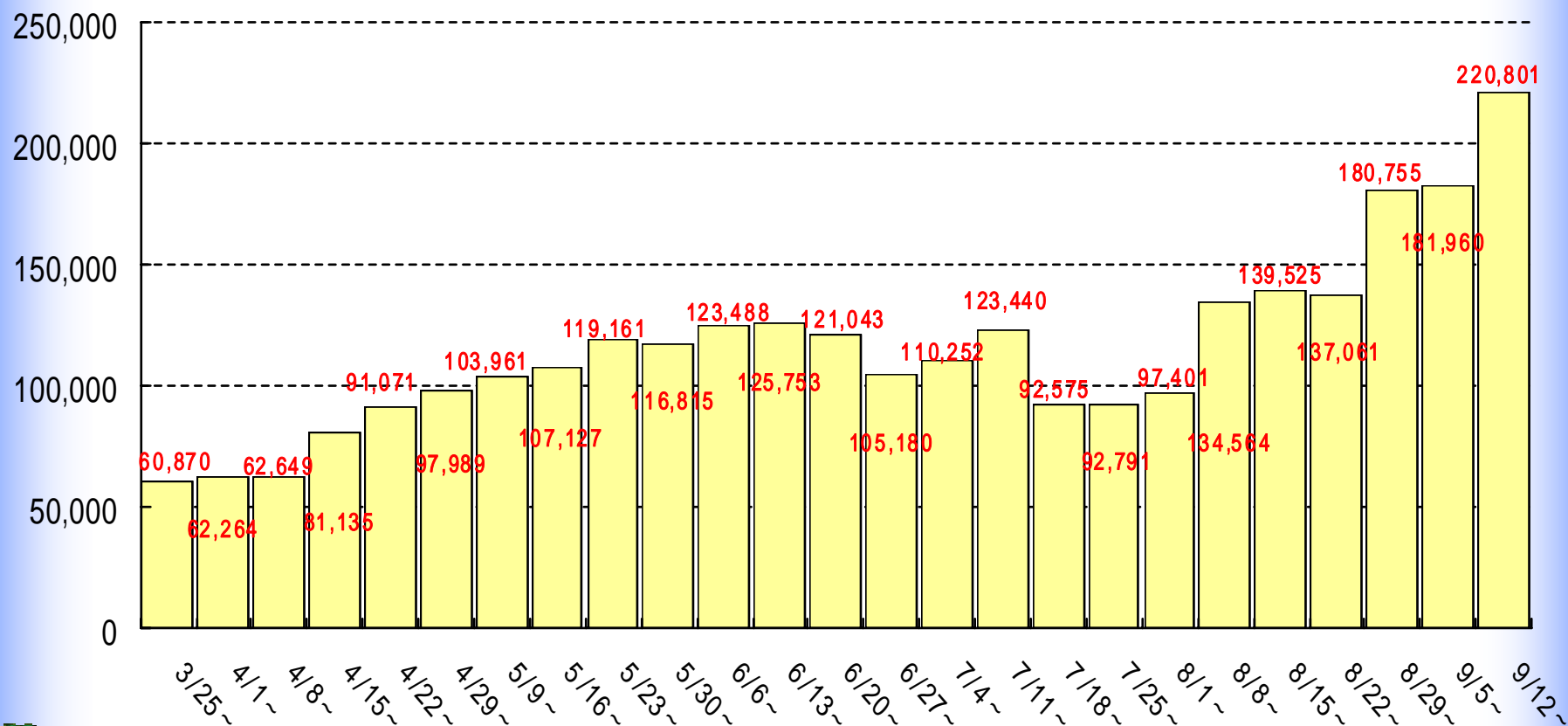
(1) Visitors to Date



(2) Weekly Trends in Weekly Units

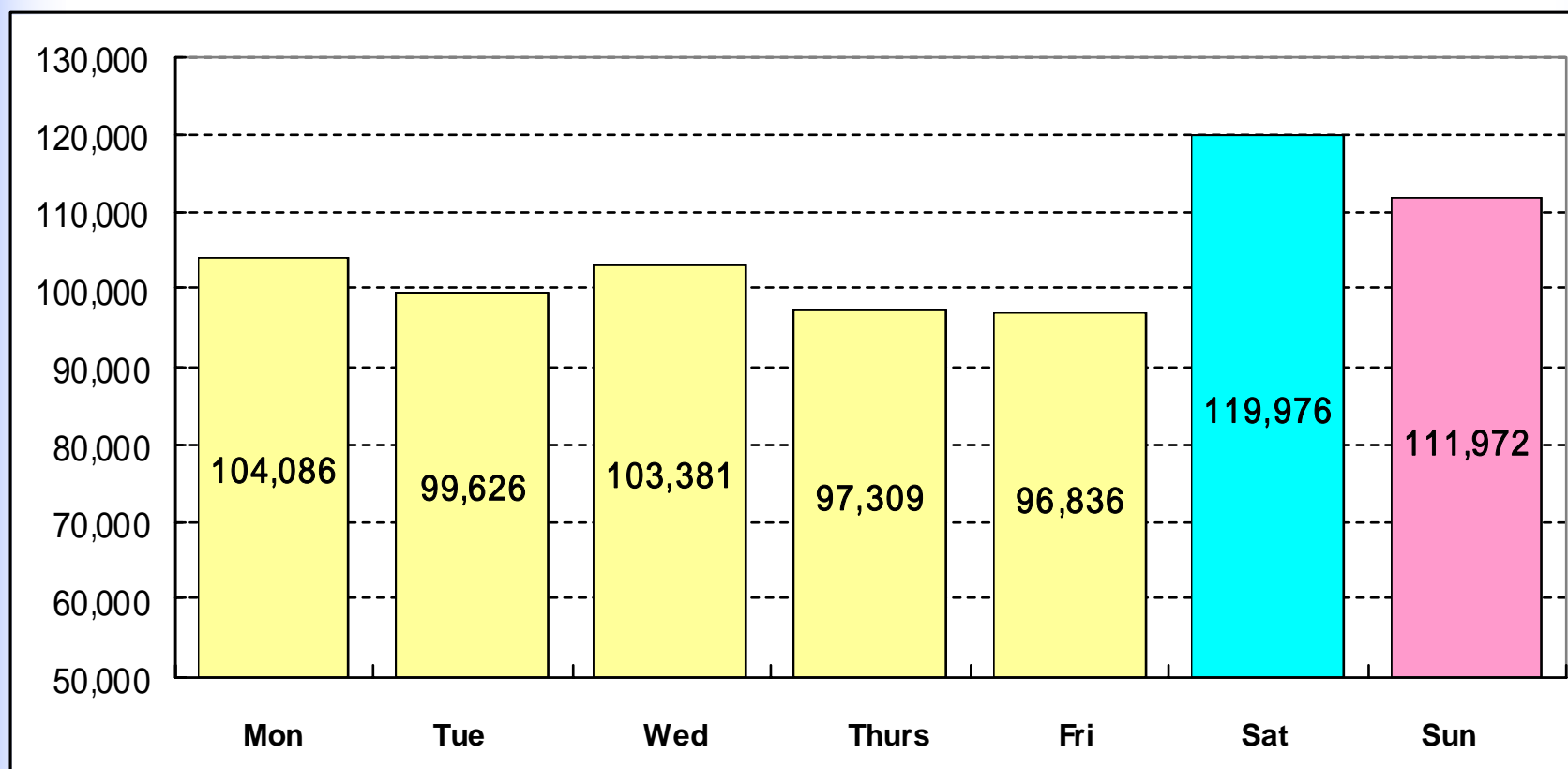
From Opening to Sep. 18

Unit: person



(3) Visitor Numbers by Day of the Week

Mar. 25 – Sep. 19



Unit: person



(4) Visitor Survey Results ①

Survey Overview

Date of latest survey

Apr. 17 (Sun), Apr 21 (Thur)

May 5 (Thu/National holiday)

May 17 (Tue), Jun 27 (Mon)

Jul 16 (Sat), Jul 25 (Mon)

Aug 12 (Fri), Aug 28 (Sun)

Survey method

Interviews with departing visitors at gates

Survey Results

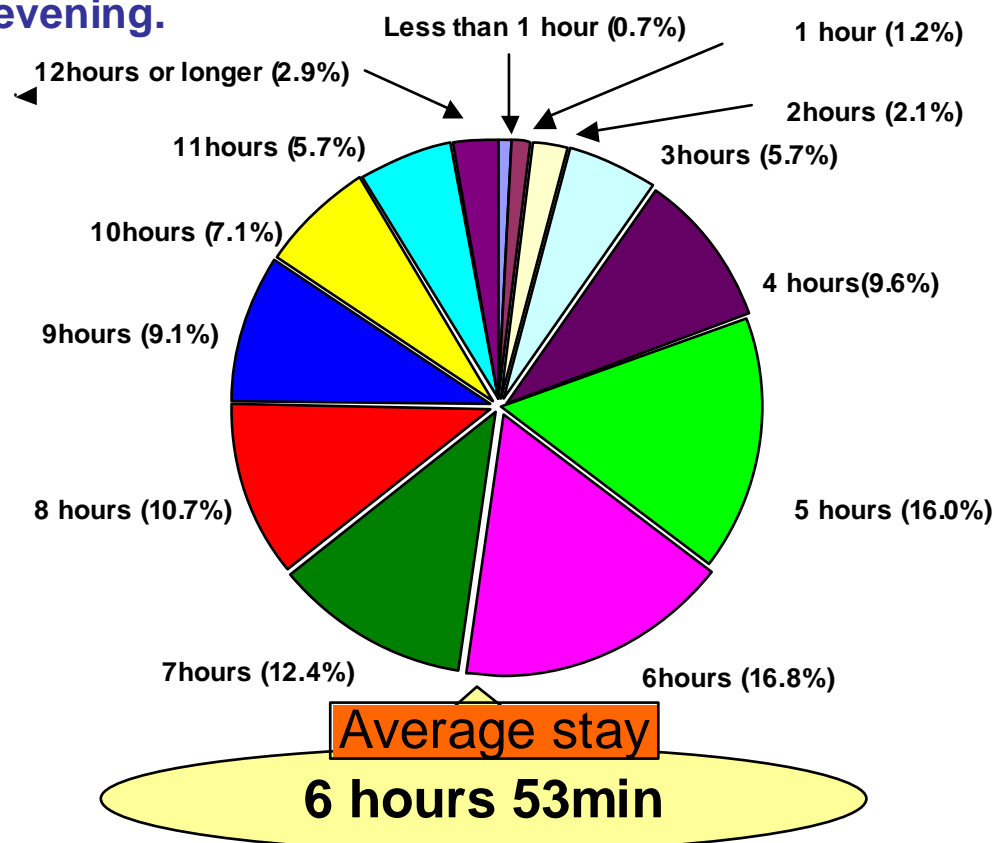
- Average stay: More than 6 hours
- Broad spectrum of visitors (regardless of gender or age)
- Visitors from all over Japan
- First-time visitors: More than 60%



(4) Visitor Survey Results

Average Stay

➤ Average stay : More than 6 hours as many visitors came with their families or entered in the evening.

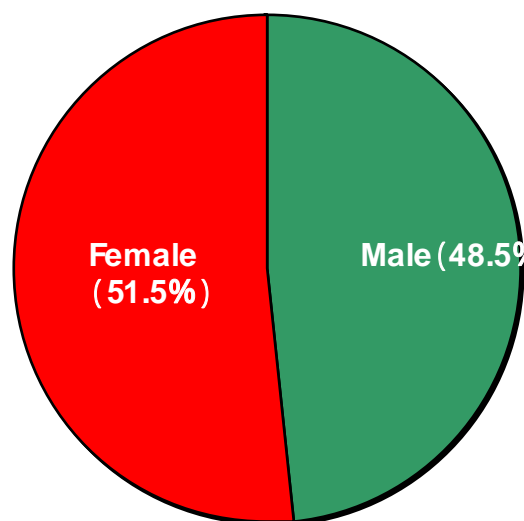


(4) Visitor Survey Results

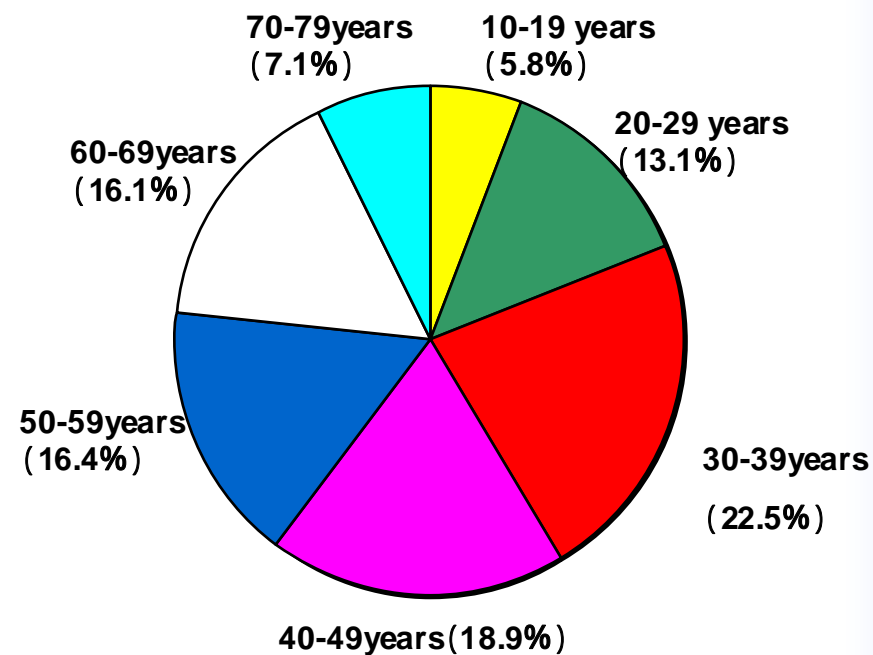
Attributes of respondents

Broad spectrum of visitors (regardless of gender or age)

Gender



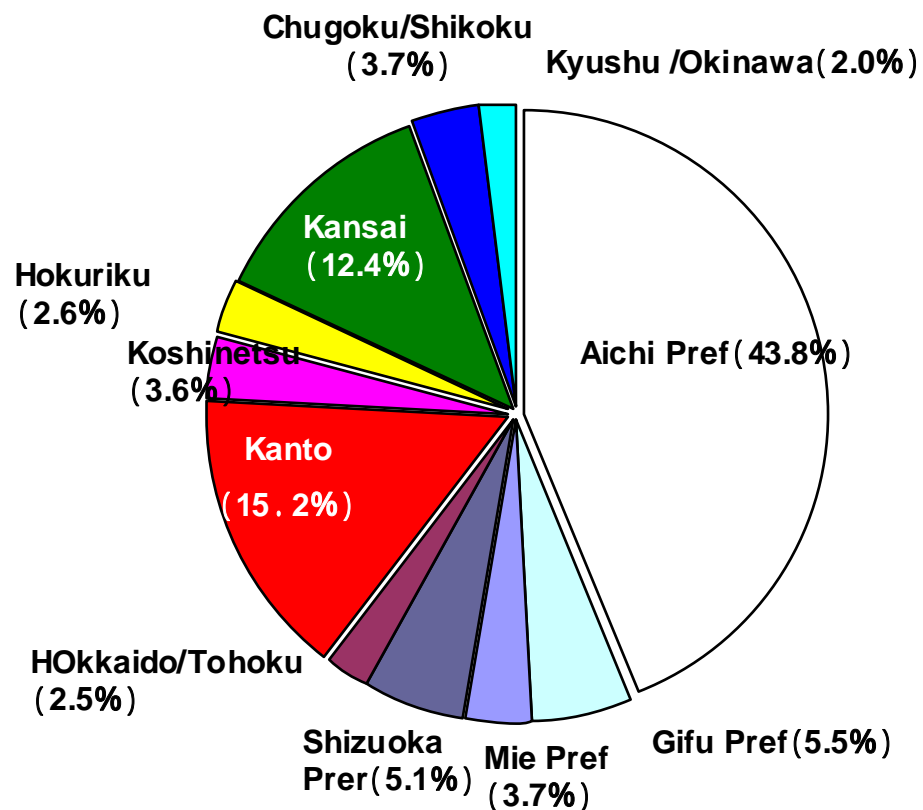
Age



(4) Visitor Survey Results

Visitors from all over Japan

Region of Residence

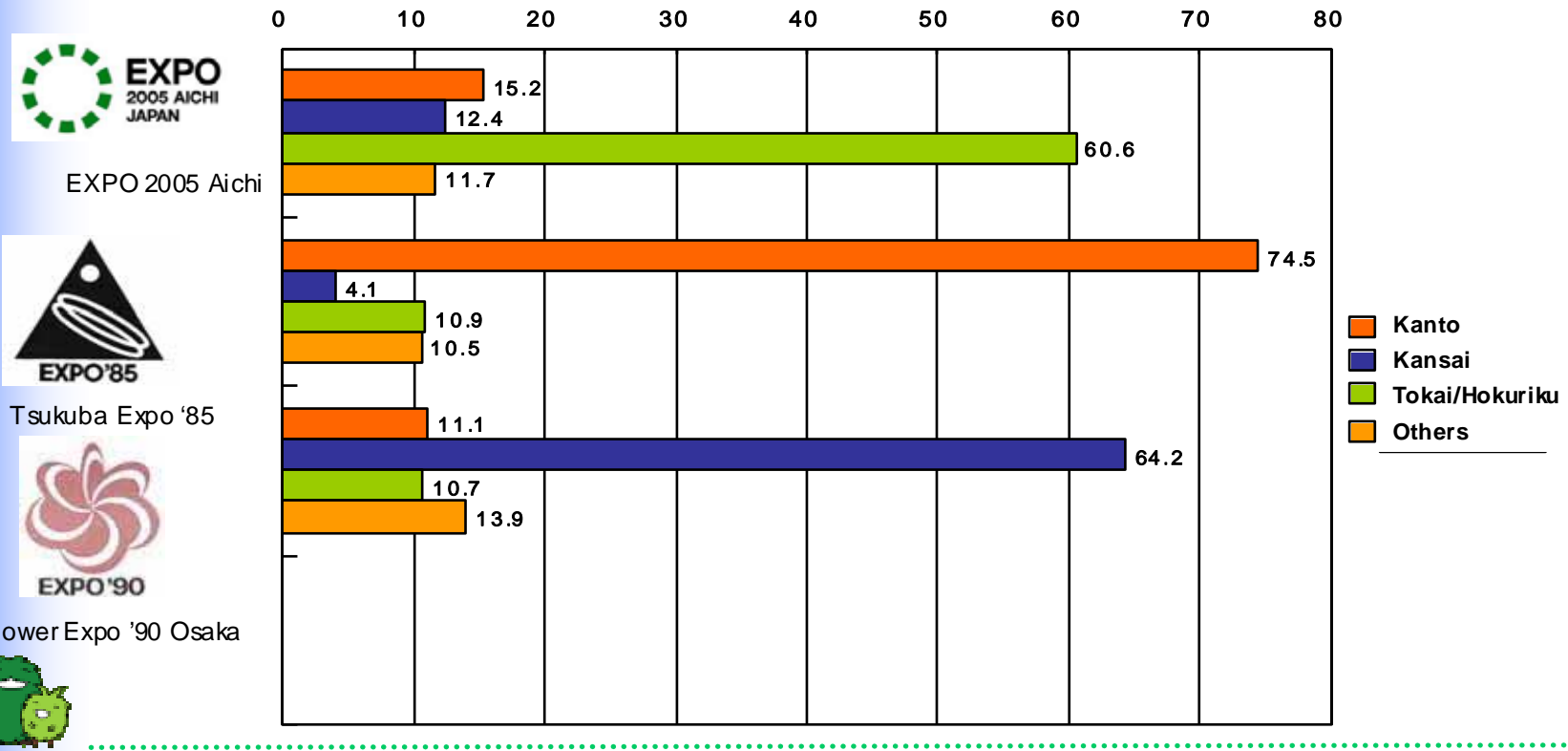


(4) Visitor Survey Results

Region of residence: 5

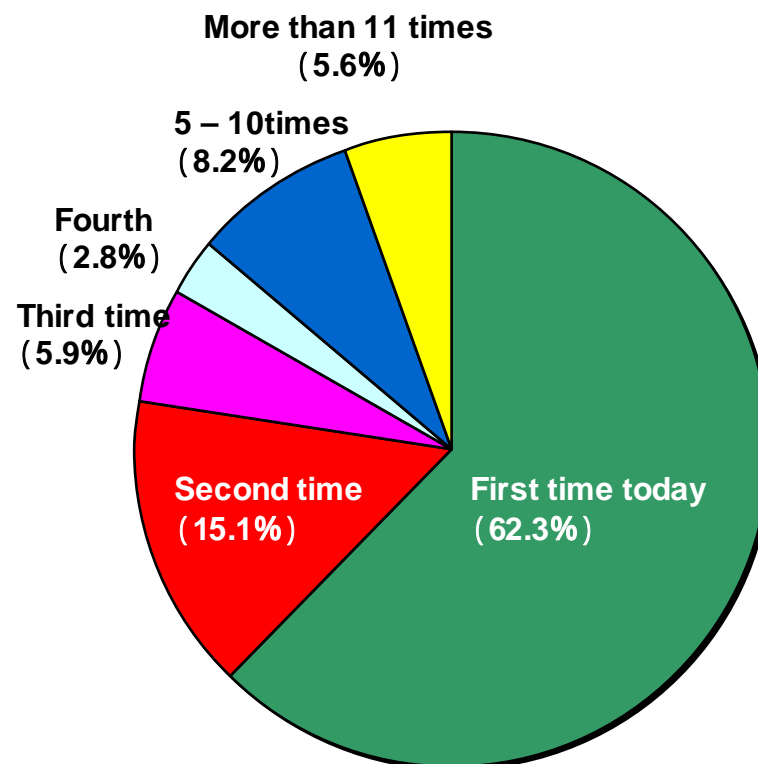
| | Kanto | | Kansai | | Tokai/Hokuriku | | Other | |
|-----------------------|-------|------|--------|------|----------------|------|-------|------|
| | | % | | % | | % | | % |
| EXPO 2005 Aichi | 508 | 15.2 | 414 | 12.4 | 2021 | 60.6 | 391 | 11.7 |
| Tsukuba Expo '85 | 4016 | 74.5 | 220 | 4.1 | 586 | 10.9 | 566 | 10.5 |
| Flower Expo '90 Osaka | 226 | 11.1 | 1305 | 64.2 | 218 | 10.7 | 283 | 13.9 |

Compared with the past expos, smaller share of visitors from the local area



(4) Visitor Survey Results

how many times have you now been to EXPO 2005? (SA)



(5) Results of Surveys of Foreign Visitor

Survey Method

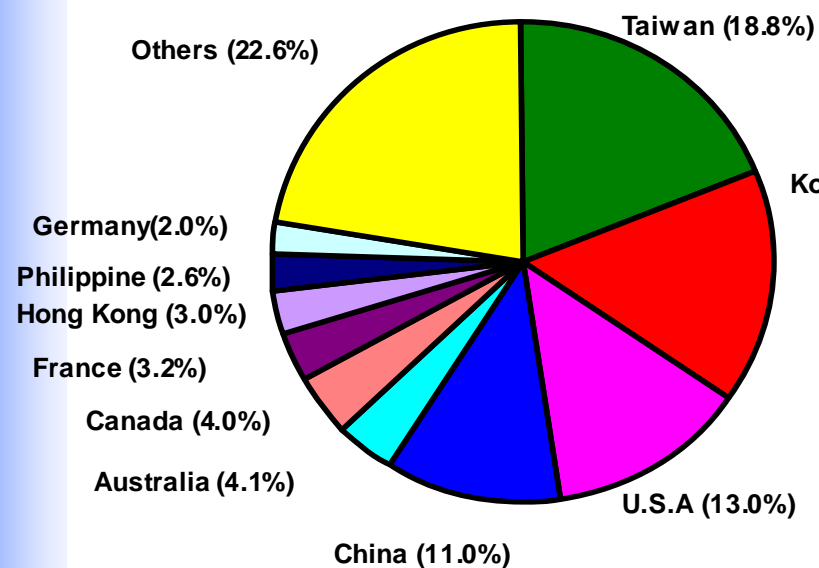
Special exits for foreigners were established at each gate, and foreign visitors were interviewed as they left.

| Results | Number of Foreign visitors | % of total visitors | % of total tourists | Number of Residents | Number of Countries/ Regions |
|---|----------------------------|---------------------|---------------------|---------------------|------------------------------|
| June 10 (Fri) | 5,302 | 4.4% | 3,966(75%) | 1,336(25%) | 54 |
| July 5 (Tue) | 5,197 | 5.58% | 4,462 (85.9%) | 735(14.1%) | 63 |
| July 18 (Mon) | 6,059 | 5.21% | 5,245 (86.6%) | 814 (13.4%) | 57 |
| Aug 23 (Tue) | 5,786 | 4.6% | 4,717 (81.5%) | 1,069(18.5%) | 64 |
| Sep 7 (Wed) | 5,847 | 3.8% | 4,962 (84.9%) | 885 (15.1%) | 57 |
| Average (adjusted for different survey conditions) | 5,668 | 4.6% | 4,693 (82.8%) | 975 (17.2%) | |

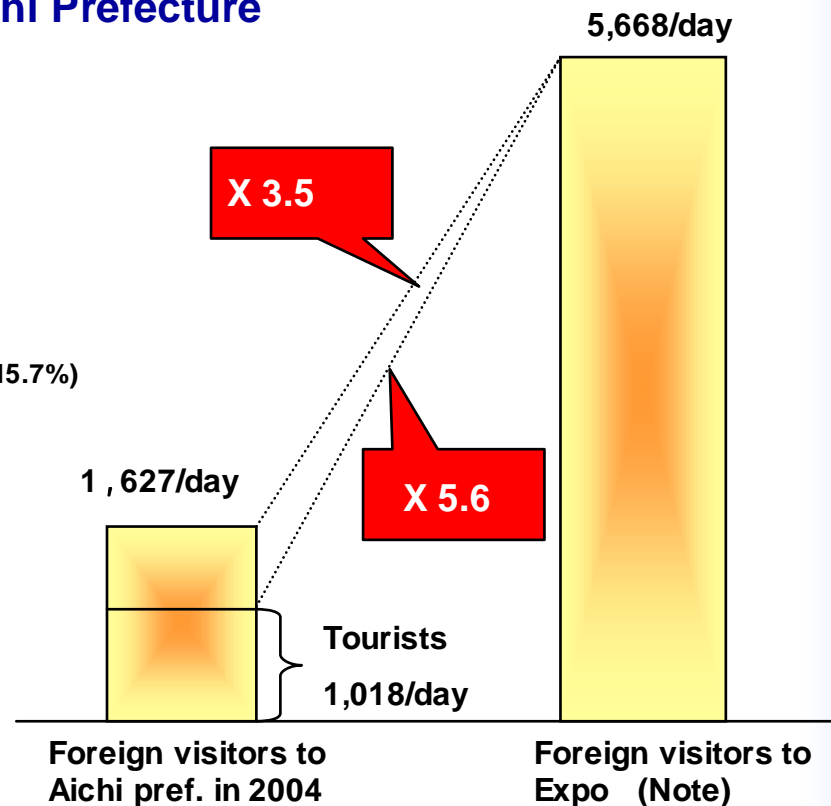


(5) Results of Surveys of Foreign Visitors

Countries/Regions



Comparison with Foreign Visitor Numbers to Aichi Prefecture



* Average number of foreign visitors in five surveys (adjusted for different survey conditions)



2. Ticket Sales

Number of admission tickets sold (as of August 31): 15.74 million

- Total advance sales (up to March 24): 9.388 million
- Same-day sales (March 25-August 31): 6.352 million

By Ticket Type

| | |
|-------------------------------------|--------------|
| One-Day Admission | 1280 million |
| Expo 2005 Pass Unlimited Use (Note) | 296,000 |
| Special Discount | 229,000 |
| General Group Discount | 496,000 |
| School Group Discount | 880,000 |
| Weekday Discount 4-Pack | 134,000 |
| Weekday Family Discount | 152,000 |
| Evening Discount | 753,000 |

Sales of Same-day Ticket by Location

| | |
|------------------------|---------------|
| Offsite | 3.137 million |
| On-site ticket offices | 3.215 million |

Note: In addition to the 296,000 Expo 2005 Passes shown here, another 143,000 were exchanged for one-day tickets and payment of the price difference. The actual number sold was 439,000.



3. Assisting Visitors

■ Lost Children and Lost Property

➤ The numbers of lost children and lost property items were low compared with past Expos.

Lost Children

| Expo | Expo 2005 Aichi (Note) | Osaka Flower Expo |
|---|------------------------|----------------------|
| Year (days) Number of Visitos | 2005 (179) 20,754 | 1990 (183) 23,130 |
| Number of Lost children assisted | 505 | 5,000 |
| Number of lost children assisted per 100,000 visitors | 2.4 | 21.6 |
| Maximum number of lost children assisted per day | 18 | 247 |

Lost Property

| Name of Expo | Expo 2005 Aichi (Note) | Osaka Flower Expo |
|--|------------------------|----------------------|
| Year (days) Number of Visitos | 2005 (179) 20,754 | 1990 (183) 23,130 |
| Number of items found | 26,939 | 35,418 |
| Number of items found per 100,000 visitors | 129.8 | 153.1 |
| Maximum number of items found per day | 150 | 194 |



Note: The figures for Expo 2005 are based on actual results for the 179 days from March 25 to September 19.

3. Assisting Visitors

■ Prompt and appropriate assistance for people suffering from heat-related ailments

- Prompt and appropriate assistance was provided at clinics at the North Gate, West Gate and Seto Site, and at first aid centers. This approach helped to minimize the number of patients suffering from heat-related problems, which stood at 194 as of Sep 19.
- This total is extremely low compared with past Expos, including the Flower Expo, which had the lowest incidence. (A total of 503 people were affected by heat-related problems at the 1990 Flower Expo.)

* The low number of cases is thought to reflect the effectiveness of precautionary measures, including the provision of drinking water servers, increased marketing of drinks in PET bottles and other steps to supply visitors with fluids, as well as the establishment of shaded areas and the use of dry mist systems to create a sense of coolness.

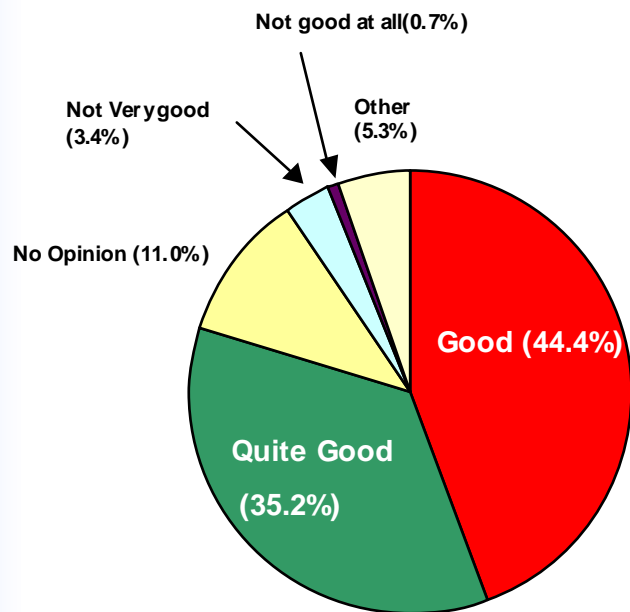
■ Prompt and appropriate assistance using automatic external defibrillators (AED)

- Three visitors were resuscitated after suffering cardiopulmonary arrest. All three received prompt and appropriate care at clinics located at the North Gate, West Gate and Seto Site, and at first aid centers following emergency treatment with AEDs. All have since recovered and returned to normal life.



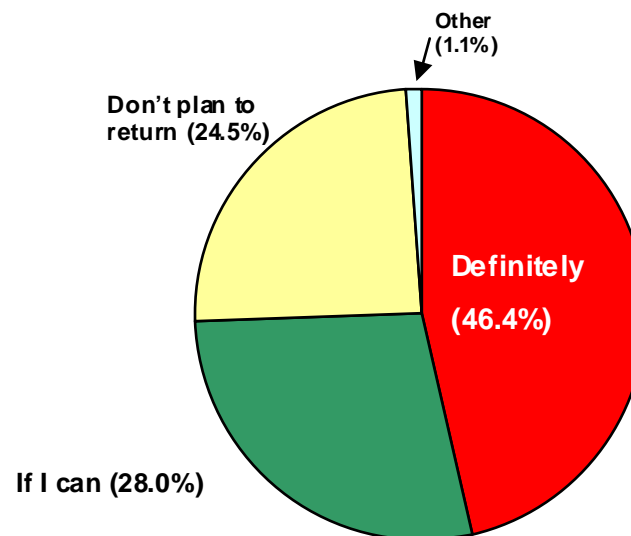
4. Visitor Reactions (1)

Overall Impression



Approx. 80% of visitors formed a good impression.

Likelihood of Repeat Visit



Approx. 74% of visitors wanted to return.



4. Visitor Reactions (2)

Number of Visits by People Holding Expo Passes (Opening – Sep. 19)

Average visits between opening and Sep. 19

10.08

Adults: 10.07

Juniors: 6.41

Children: 10.17

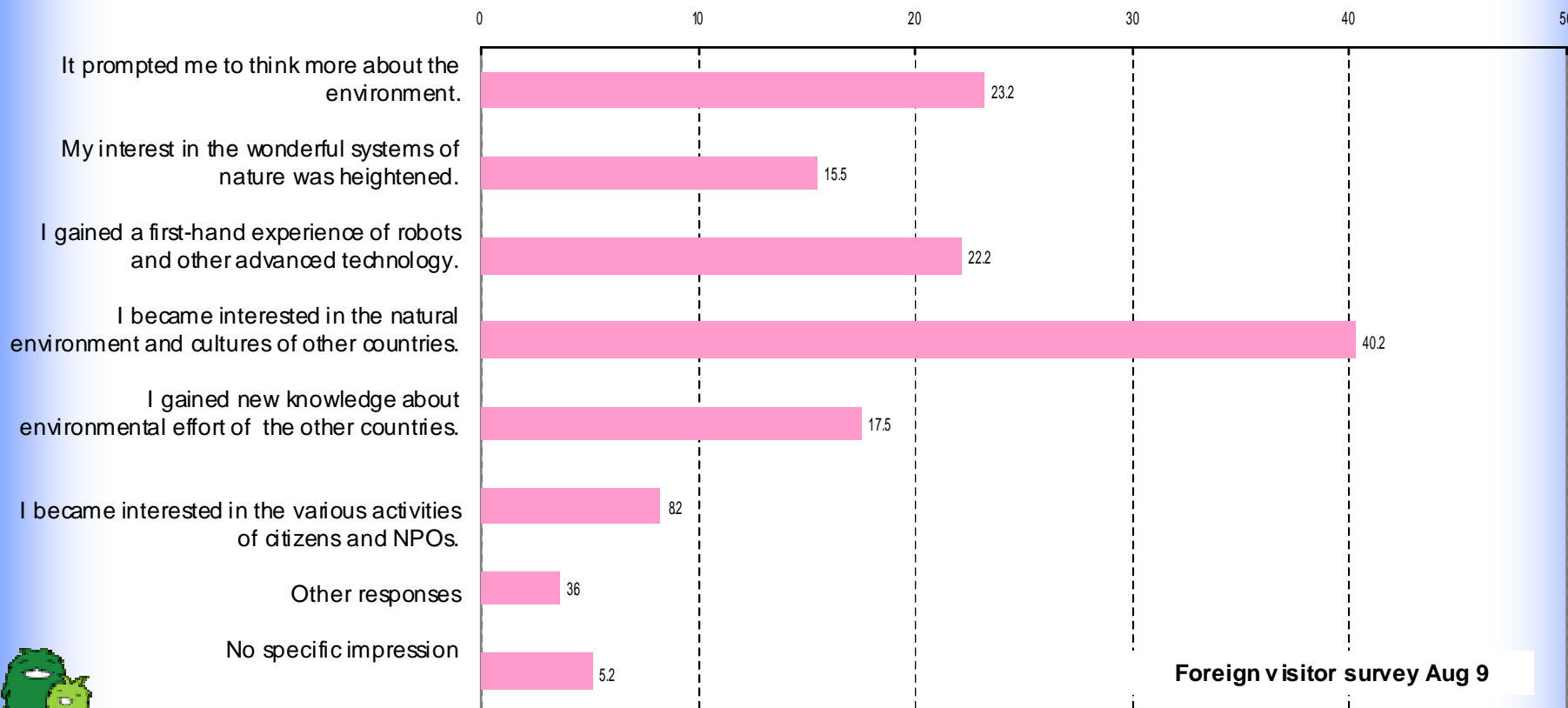
Seniors: 11.01



4. Visitor Reactions (3)

Impression after Touring Expo 2005 Aichi

➤ A relatively high number of foreign visitors reported that their interest in the natural environment and cultures had been strengthened or stimulated after their visits



4. Visitor Reactions (4)

Impression after Touring Expo 2005 Aichi

➤ A relatively high number of Japanese visitors reported that their interest in the natural environment and cultures of had been strengthened or stimulated after their visits

