

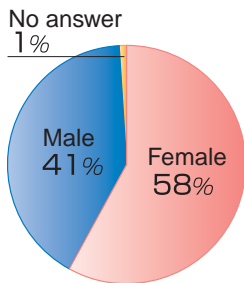
# Survey of Fair Visitors and Exhibitor Data

## General Public Data

Respondents  
**2,500**  
general public visitors

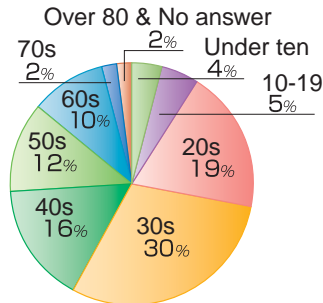
JATA WTF functions as a vital forum for the Japanese travel industry to establish and/or advance communication with overseas suppliers, conduct business meetings and gather the latest information on all ranges of travel products. An additional objective is to increase awareness of travel among Japanese consumers thereby stimulating overall demand. Each year, the last two days of the fair are open to the general public, with 66,000 potential consumers attending JATA WTF 2004.

### Gender

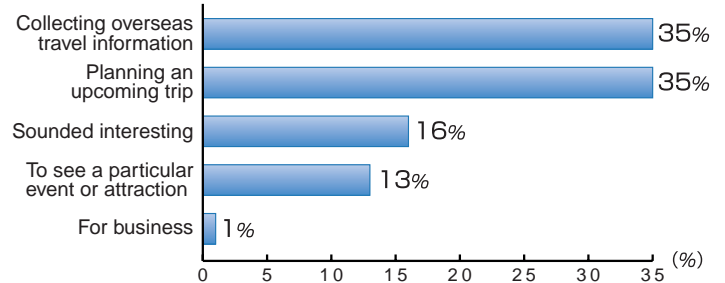


The survey revealed that the majority of visitors fell into the 20-60 age range considered the years when the desire to travel is highest. Women accounted for nearly 60% of all visitors and 30% of visitors were in the thirties age bracket.

### Age

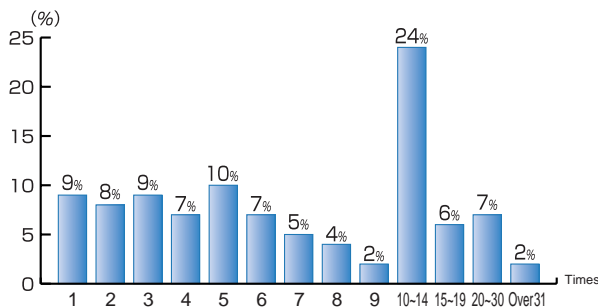


### Purpose of Visit (multiple responses allowed)



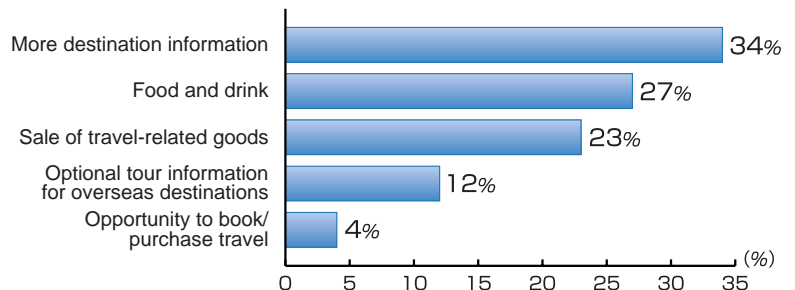
With 35% of respondents indicating they visited the fair to collect overseas travel information and another 35% attending to plan an upcoming trip, the survey demonstrates that JATA WTF 2004 visitors attended with the clear intent of gathering useful information for future travel.

### Number of Overseas Trips



Eighty-two percent of respondents had traveled overseas before while only 7% had not. Fully 40% were avid overseas travel fans having gone abroad more than 10 times. These findings proved that JATA WTF is an excellent venue for test marketing new products to consumers and observing travel behavior and trends.

### Expectations for Future Fairs



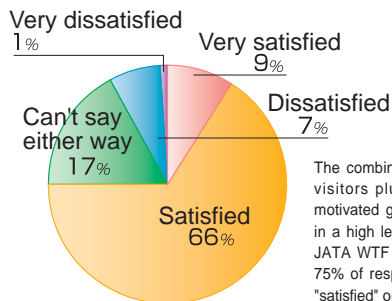
For future fairs, visitors indicated a strong interest in learning more about a destination not only through more travel information, but also via opportunities to sample a country's famous foods and buy products.

## Exhibitor Data

Respondents  
**105**  
exhibitors

JATA WTF 2004 attracted a record 770 exhibitors representing companies and organizations from 108 countries/regions of the world. Exhibitors used the event to make new buyer contacts, conduct proactive business meetings and test market new products and ideas to consumers.

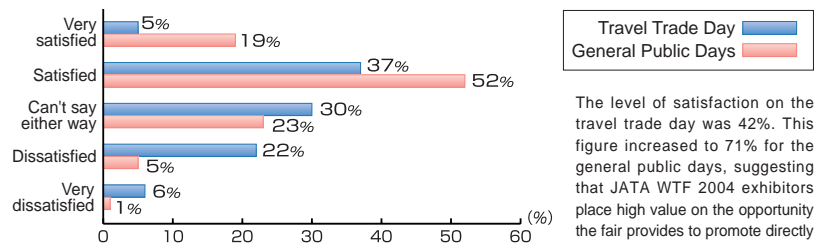
### Overall Level of Satisfaction



The combination of qualified travel trade visitors plus large numbers of highly motivated general public visitors resulted in a high level of overall satisfaction with JATA WTF 2004 among exhibitors. Fully 75% of respondents indicated they were "satisfied" or "very satisfied" with the show.

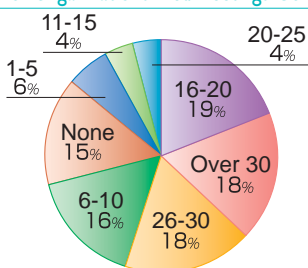
### Level of Satisfaction with Marketing Impact

Travel Trade Day (Sept. 24)/General Public Days (Sept. 25 & 26)

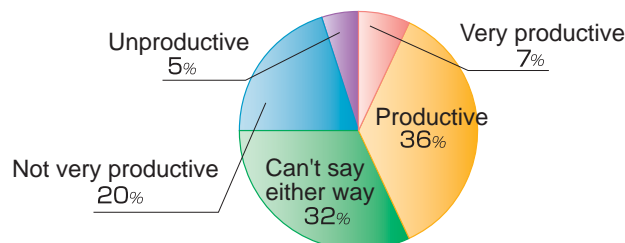


The level of satisfaction on the travel trade day was 42%. This figure increased to 71% for the general public days, suggesting that JATA WTF 2004 exhibitors place high value on the opportunity the fair provides to promote directly to consumers.

### Number of Organizations Met/Meetings Conducted



### Level of Satisfaction with Travel Trade Meetings



JATA WTF 2004 encouraged proactive communication between exhibitors and the travel trade. Over 40% of respondents felt their meetings with buyers were productive and more than 60% conducted over 10 meetings.