

Visitor Count

April 11, 2022

LIFESTYLE Week TOKYO [April] 2022

5th GIFTEX TOKYO - Variety-Gifts Expo

5th Fashion Goods & Accessories Expo Tokyo

5th Baby & Kids Expo Tokyo

5th Health & Beauty Goods Expo Tokyo

5th Table & Kitchenware Expo Tokyo

1st Sustainable Goods Expo Tokyo

1st Good Foods Expo Tokyo

RX Japan's Solemn Declaration of Non-Inflated Numbers

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

1. The reason for not inflating the visitor numbers

Inflating visitor numbers is a misrepresentation of the exhibition's content, and a fraudulent act toward the exhibitors. Therefore, RX Japan will not commit such an act.

2. The visitor number counting method

Every visitor is to submit one business card at the visitor registration counter on-site, and will be counted as one visitor based on their business card no matter how many times he/she re-enters the show.

3. Visitor numbers will be verified by an external party

Once the exhibition is completed, all the business cards submitted at the visitor registration counter will be presented to a certified accountant, who will verify that they are the same number as the number of visitors announced by the organiser. Random checks will be conducted through phone calls to the persons on the business cards to confirm that they had attended the exhibition.

4. Written official announcement of the visitor count

Immediately following the exhibition, the visitor number will be announced alongside the counting method, in written form.

(1) On-Site Registrants

Only visitors who completed registration on-site are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show

(2) VIP Registrants

Only VIP badge holders who completed registration on-site are counted. Also, registrations are counted only once, no matter how many repeat days a visitor attends the show

(3) Special Guests

Government related visitors, embassy officials, members of the related associations are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

	April 6 (Wed)	April 7 (Thu)	April 8 (Fri)	Total
1) On-Site Registrants	3,752	4,253	4,327	12,332
2) VIP Registrants	1,127	1,172	992	3,291
3) Special Guests	0	0	2	2
Total Number of Visitors	4,879	5,425	5,319	15,623

These numbers don't include the number of the previous day.

	April 6 (Wed)	April 7 (Thu)	April 8 (Fri)	Total
Number of Seminar Attendees	348	733	423	1,504
Number of Press Registrants	53	43	32	128

Visitor Count of Concurrent Shows	April 6 (Wed)	April 7 (Thu)	April 8 (Fri)	Total
FASHION WORLD TOKYO	5,572	5,592	5,976	17,140
Japan Marketing Week Tokyo	6,054	6,445	7,617	20,116

* Visitors with e-Invitation Ticket of LIFESTYLE Week TOKYO [April] could enter concurrent shows.

* These figures are preliminary, and they are subject to change after detailed confirmation.



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