

(此函以傳真 2169 9426 及電郵 william.cheung@hktdc.org 發出)

立法會道 1 號
立法會綜合大樓
立法會秘書處

敬啟者：

展覽場地需求研究報告

有關陳淑莊議員於 11 月 15 日的立法會工商事務委員會會議中，表示希望取得香港貿發局《展覽場地需求研究報告》的詳盡版本，包括本地與外地參展商及買家的意見。現隨函附上報告予工商事務委員會閱覽。謝謝。

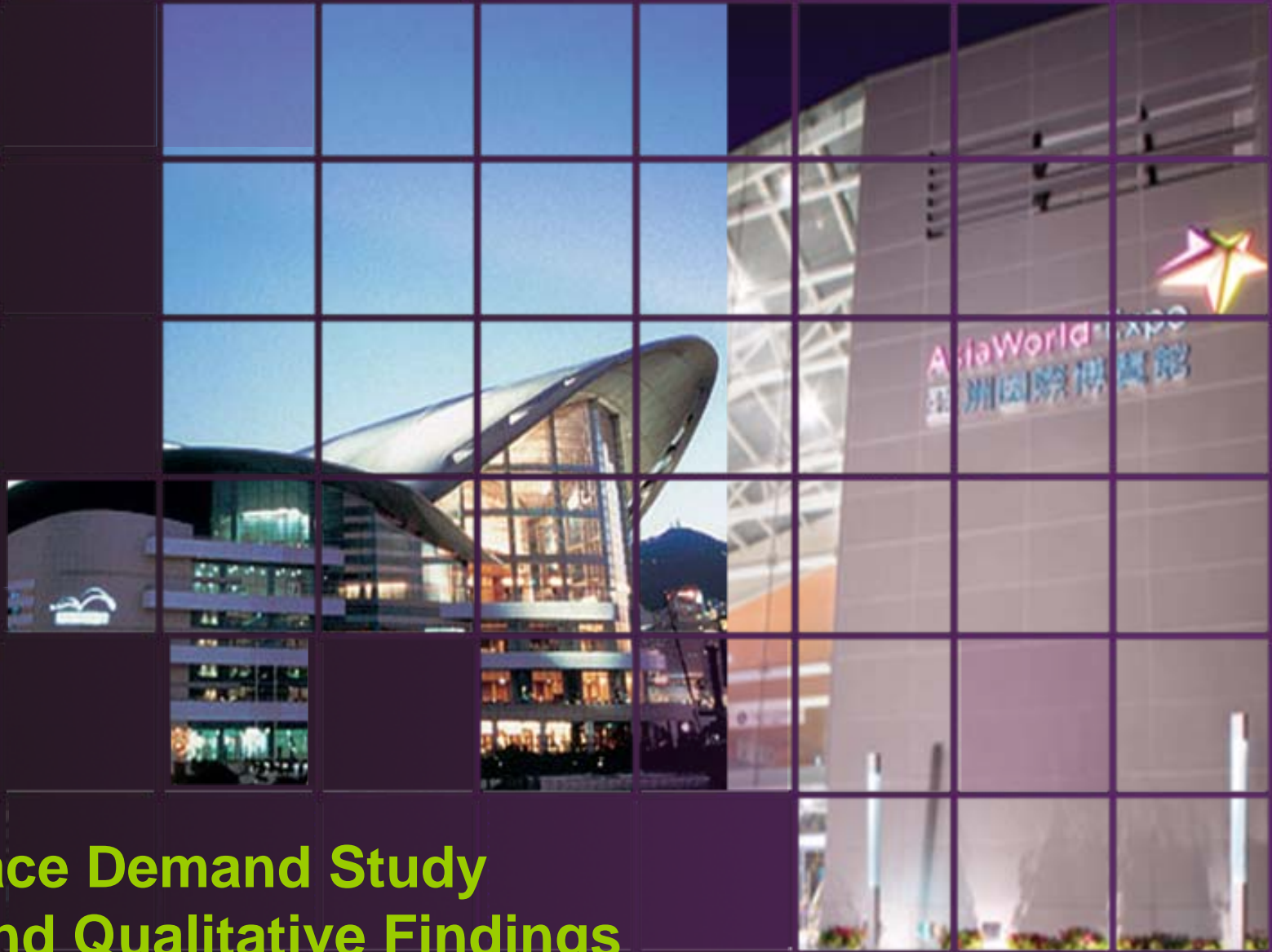
此致
立法會工商事務委員會秘書
余天寶女士



香港貿易發展局
傳媒及公共事務主管
張志輝
(關永祥代行)
2011 年 12 月 12 日

副本抄送：

商務及經濟發展局首席助理秘書長(工商)楊陳惠敏女士(傳真：2877 5650)
商務及經濟發展局旅遊事務助理專員馮浩賢先生(傳真：2121 8791)
香港旅遊發展局會議展覽及郵輪業務總經理黃鳳嫻女士(傳真：2503 6136)
亞洲國際博覽館管理有限公司行政總裁哈永安先生(傳真：3606 8889)



Exhibition Space Demand Study Quantitative and Qualitative Findings

Prepared for
Hong Kong Trade Development Council
Dec 2011

RESEARCH BACKGROUND

- The number of exhibitions and trade fairs holding in Hong Kong is on an increasing trend over the past few years; some are even the largest in the world. Currently, the Hong Kong Convention and Exhibition Centre (HKCEC) is the main venue for these exhibitions and trade fairs. With a growing number of exhibitions, the pressure on exhibition space is also increasing, in particular in downtown area.
- To plan for the future supply of exhibition space, the Hong Kong Trade Development Council (HKTDC) would like to obtain opinions from “users” of the Hong Kong Exhibition and Convention Centre, namely the exhibitors and visitors of fairs, about their views towards exhibition space and their preference of venue.

On-site survey and telephone interviews

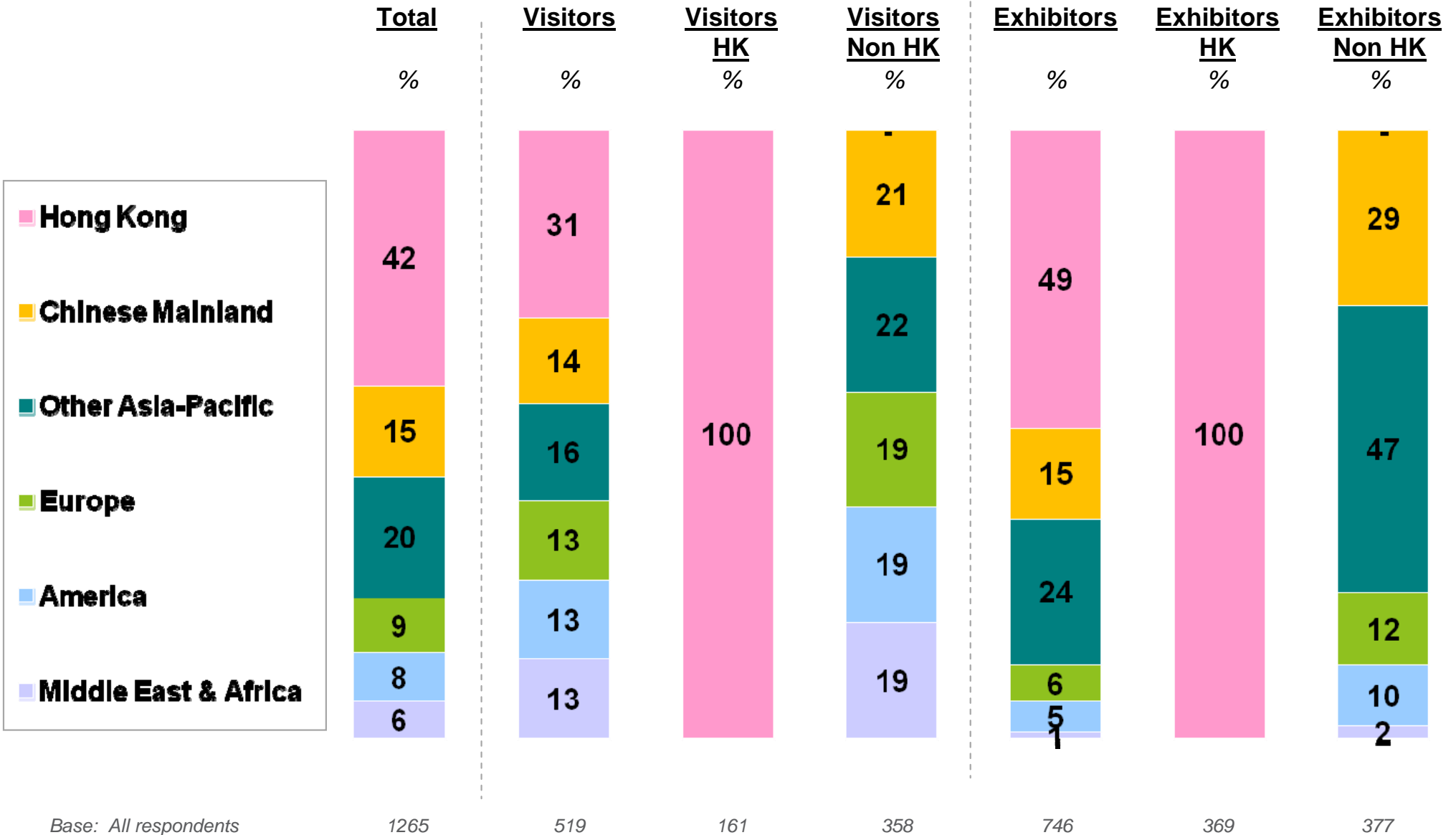
Exhibitors			
	Total	On-site	Tel
Fringe Location (on-site)	195	195	NA
Non-Fringe Location (on-site)	484	484	NA
Wait List (tel)	67	NA	67
Total	746	679	67
<i>Out of the above:</i>			
- Hong Kong based	369	336	33
- Non-Hong Kong based	377	343	34

Visitors	
	On-site
Americas	67
Australia and Asia	82
Chinese Mainland	75
Europe	67
Middle East and Africa	67
Hong Kong	161
Total	519

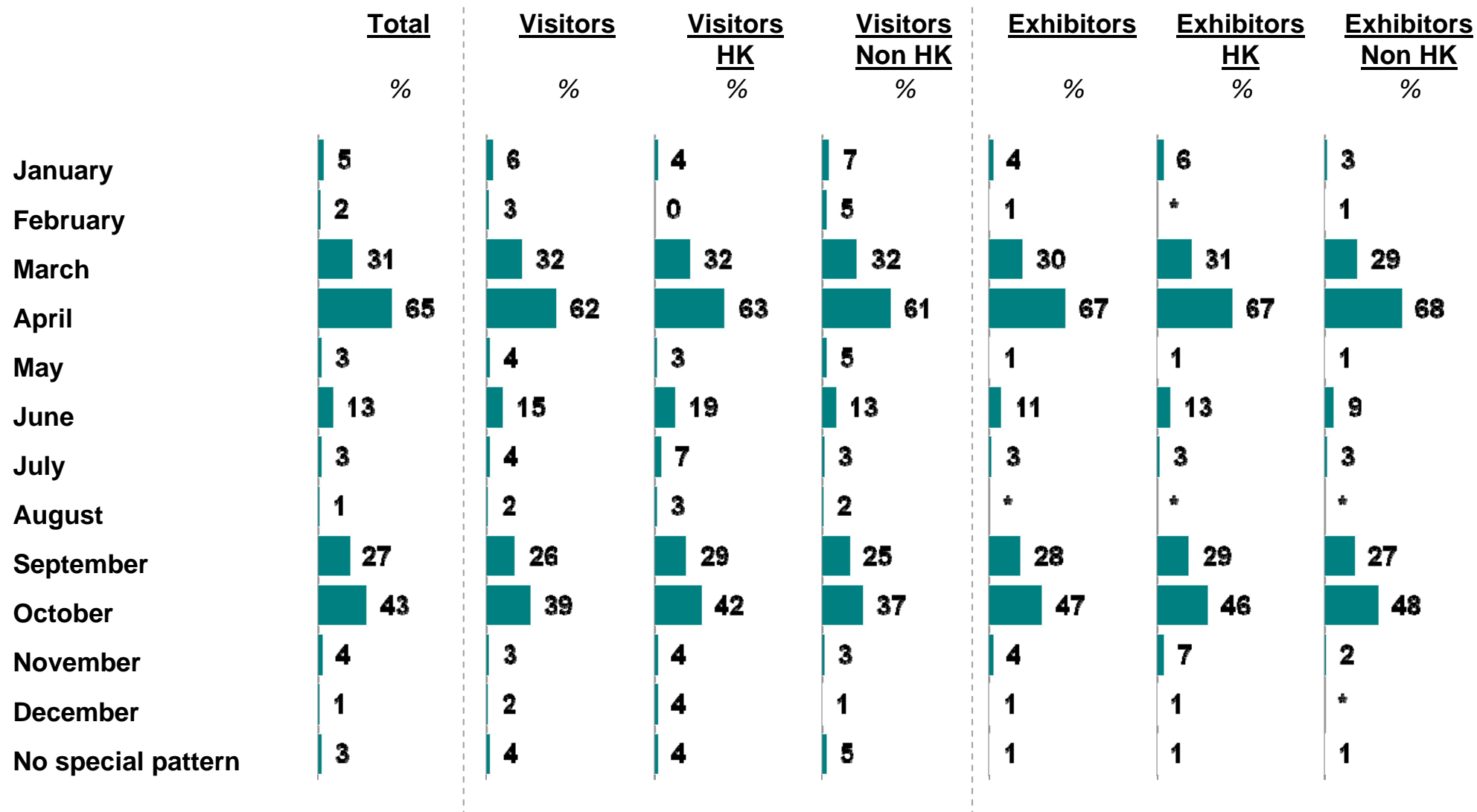
RESPONDENTS' BACKGROUND INFORMATION



COMPANY BASE



MONTHS OF EXHIBITING/ VISITING TRADE FAIRS OF SIMILAR TOPICS IN HK



* Denotes <0.5%

Base: All respondents

1265

519

161

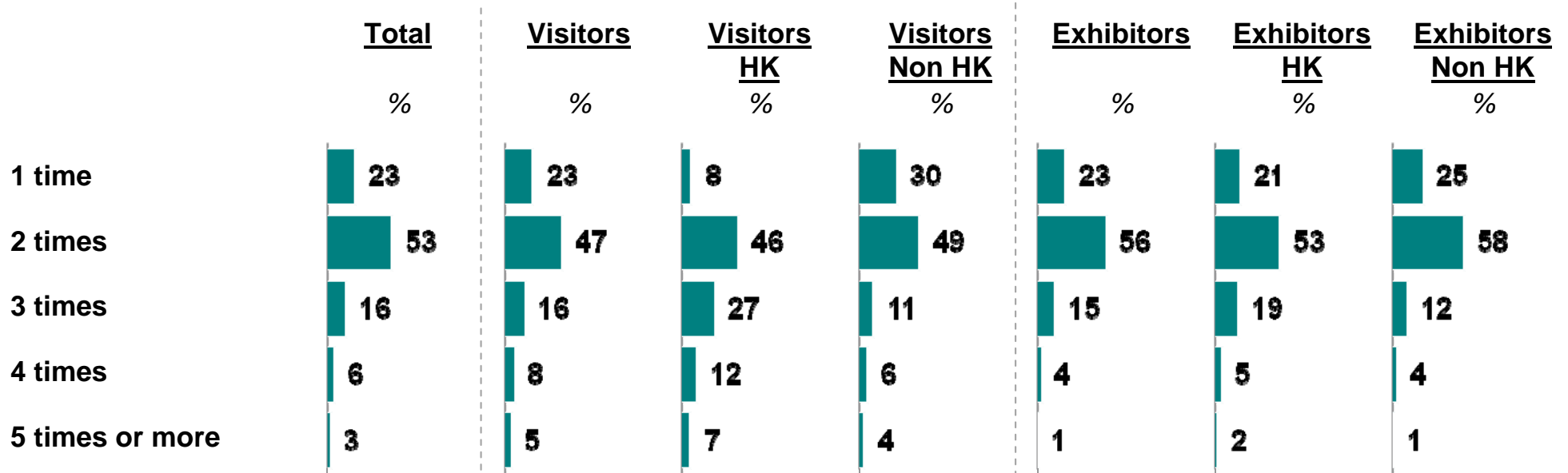
358

746

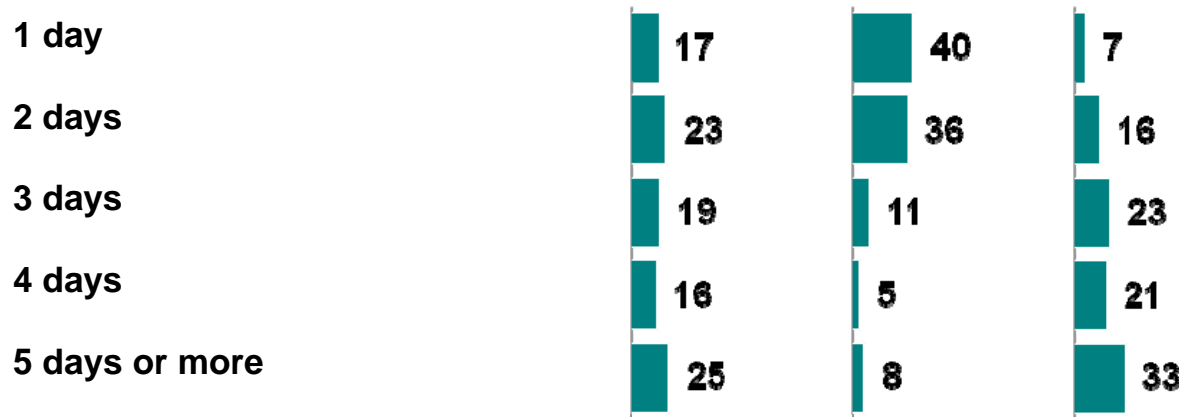
369

377

FREQUENCY OF EXHIBITING/ VISITING TRADE FAIRS OF SIMILAR TOPICS IN HK



LENGTH OF STAY IN VISITING TRADE FAIRS IN HK (VISITORS)



Base: All respondents

1265

519

161

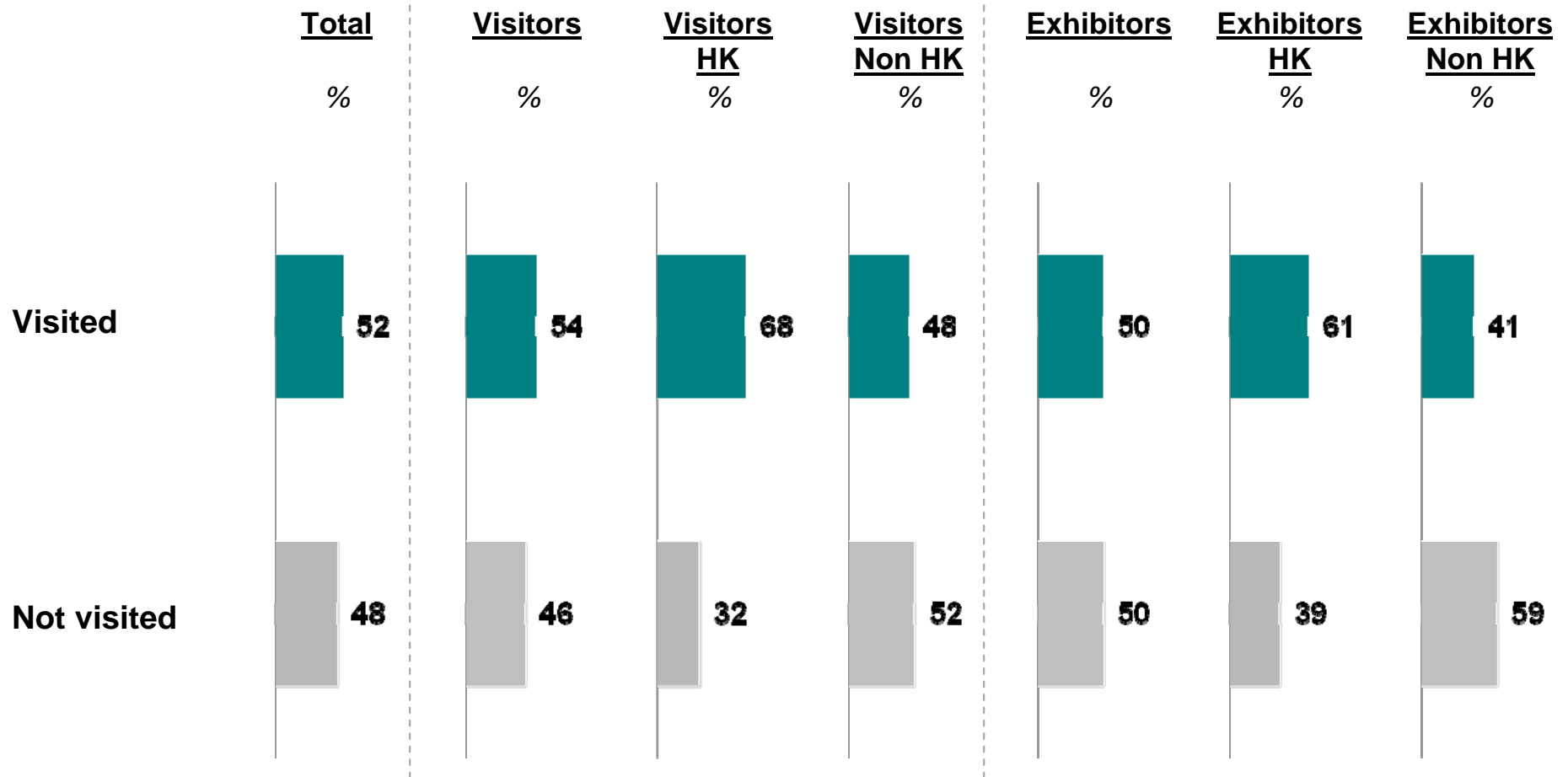
358

746

369

377

PREVIOUS EXPERIENCE IN VISITING ASIA WORLD-EXPO



* Denotes <0.5%

Base: All respondents

1265

519

161

358

746

369

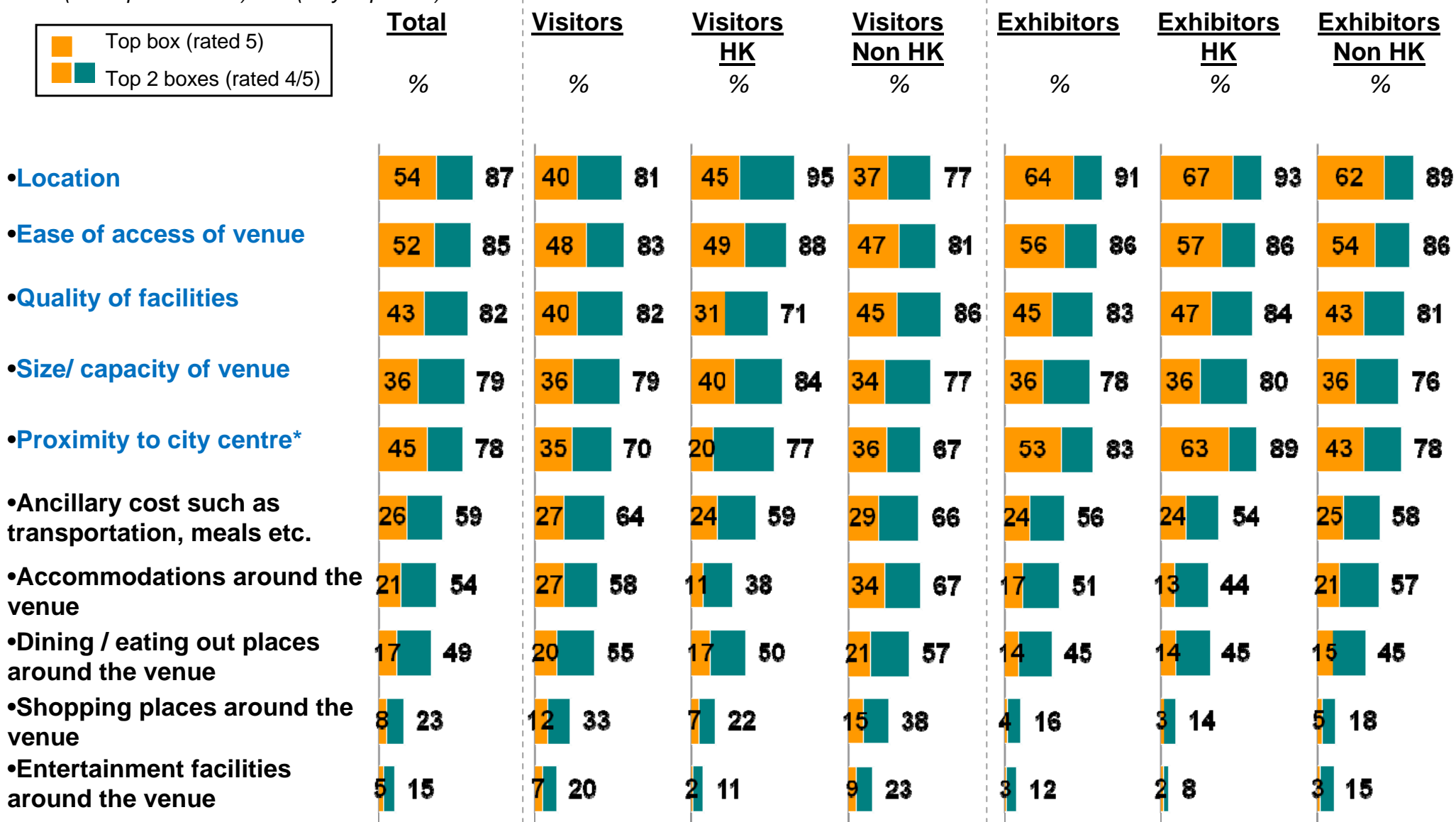
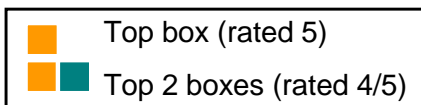
377

VENUE SELECTION CRITERIA

1. **LOCATION** and **ACCESSIBILITY** are most important factors, especially to exhibitors.
2. Exhibitors and Visitors expect good **QUALITY OF FACILITIES** and decent **CAPACITY OF VENUE** but their requirements are quite basic.
3. Supporting elements (e.g. dining, shopping and entertainment options) are less relevant.

VENUE SELECTION CRITERIA

Rating scale:
1 (not important at all) -> 5 (very important)



Base: All respondents

1265

519

161

358

746

369

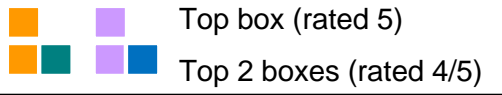
377

*"Proximity to city centre" was only asked in HKIJS, it is replaced by "Location" in EFSE and Gifts
Prepared for Hong Kong Trade Development Council 2011 Exhibition Space Demand Study Dec 2011

VENUE SATISFACTION OF HKCEC AND AWE

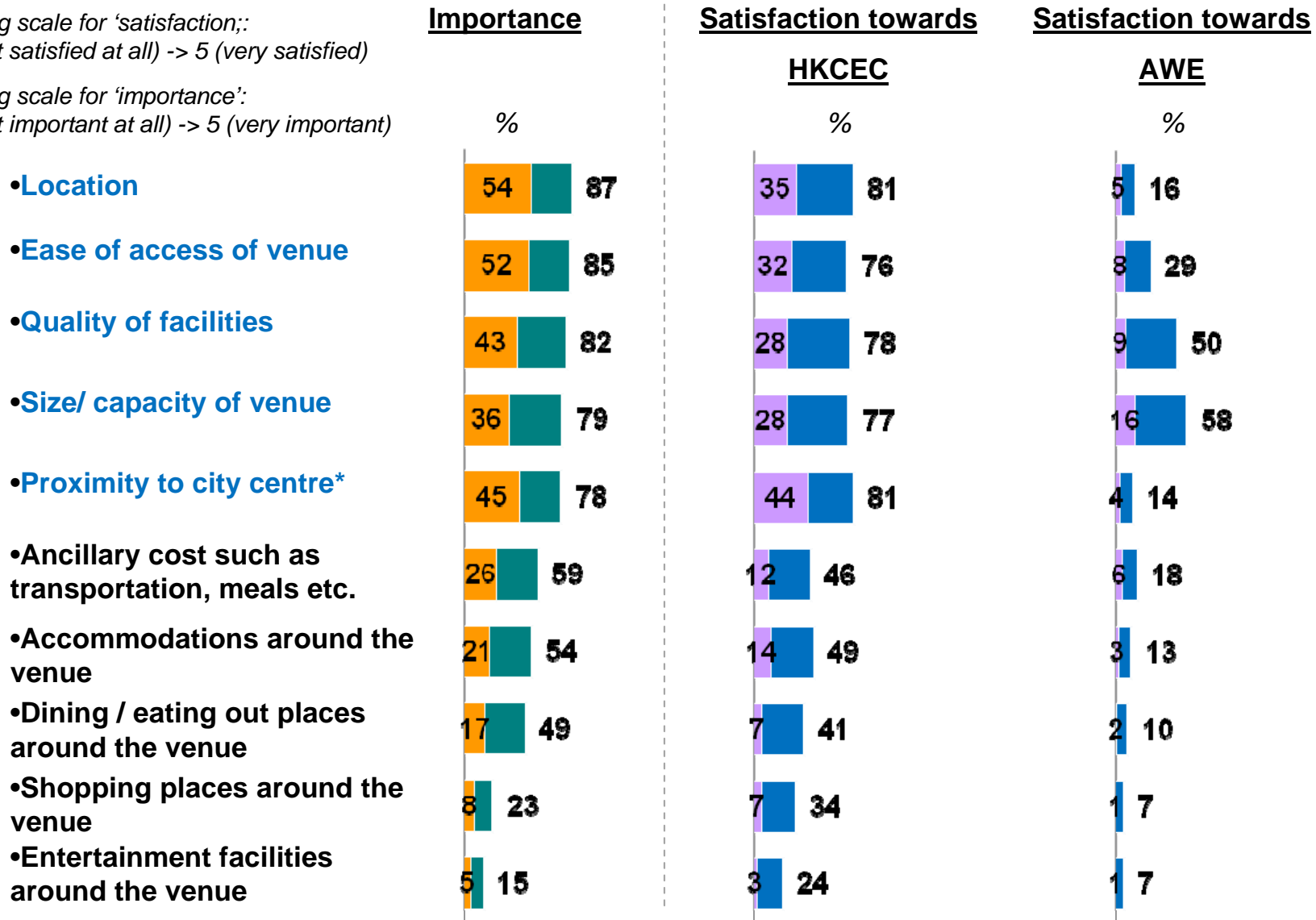
1. **Highly satisfied with HKCEC**, as it meets all the important criteria of choosing an exhibition venue (location, accessibility, quality of facilities and size of venue).
2. **Satisfaction of AWE is low.** Its remote location is an obvious shortcoming, particularly when compared with HKCEC.
3. **Decent hardware of AWE** (quality of facilities and venue capacity) is the relative strength.

SATISFACTION TOWARDS HKCEC AND AWE



Rating scale for 'satisfaction':
1 (not satisfied at all) -> 5 (very satisfied)

Rating scale for 'importance':
1 (not important at all) -> 5 (very important)



Base: All respondents
^Among those who have been to AWE

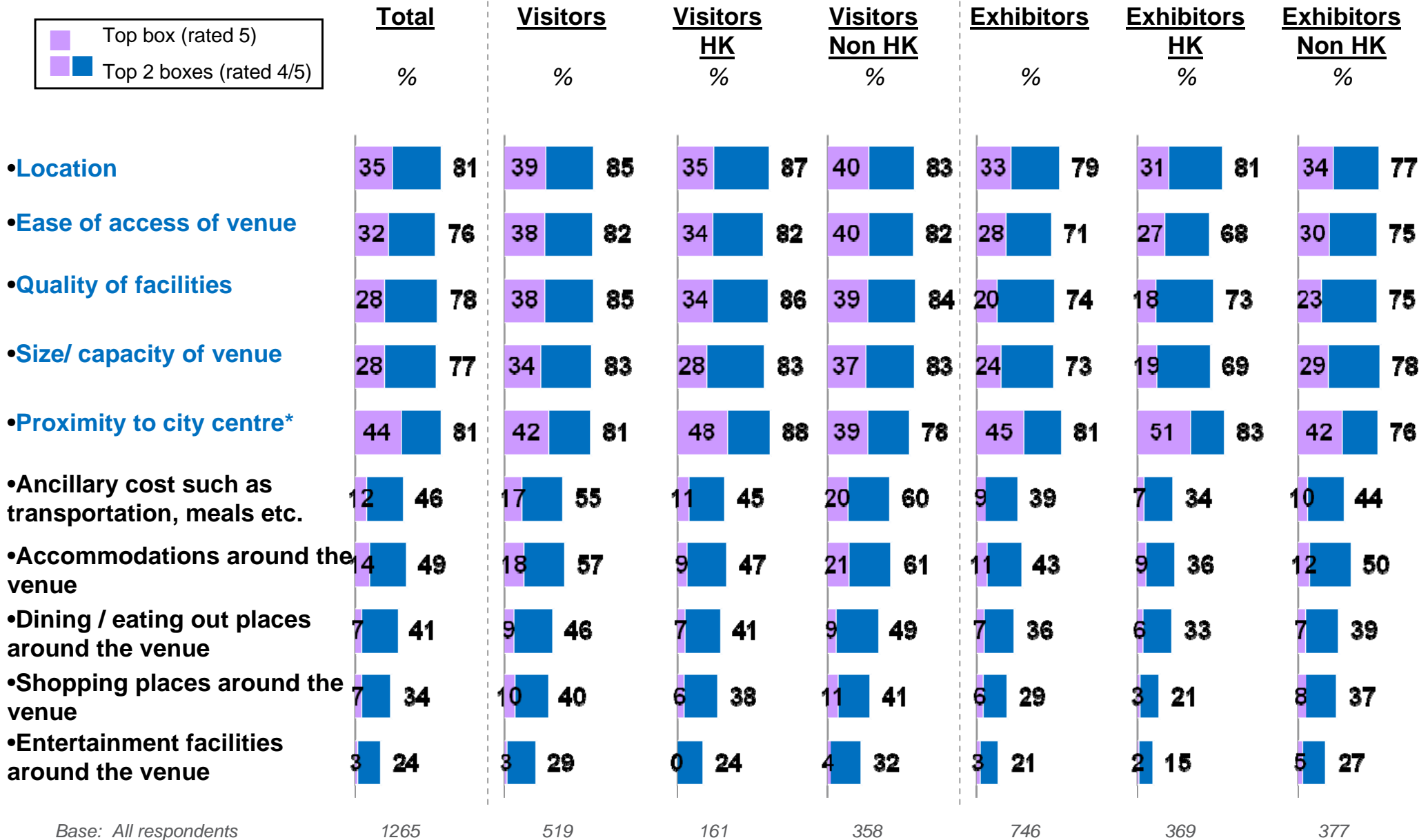
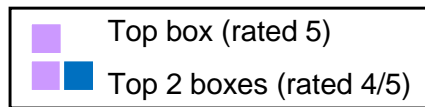
1265
**"Proximity to city centre" was only asked in HKIJS, it is replaced by "Location" in EFSE and Gifts

664^

SATISFACTION TOWARDS HKCEC

Rating scale:

1 (not satisfied at all) -> 5 (very satisfied)



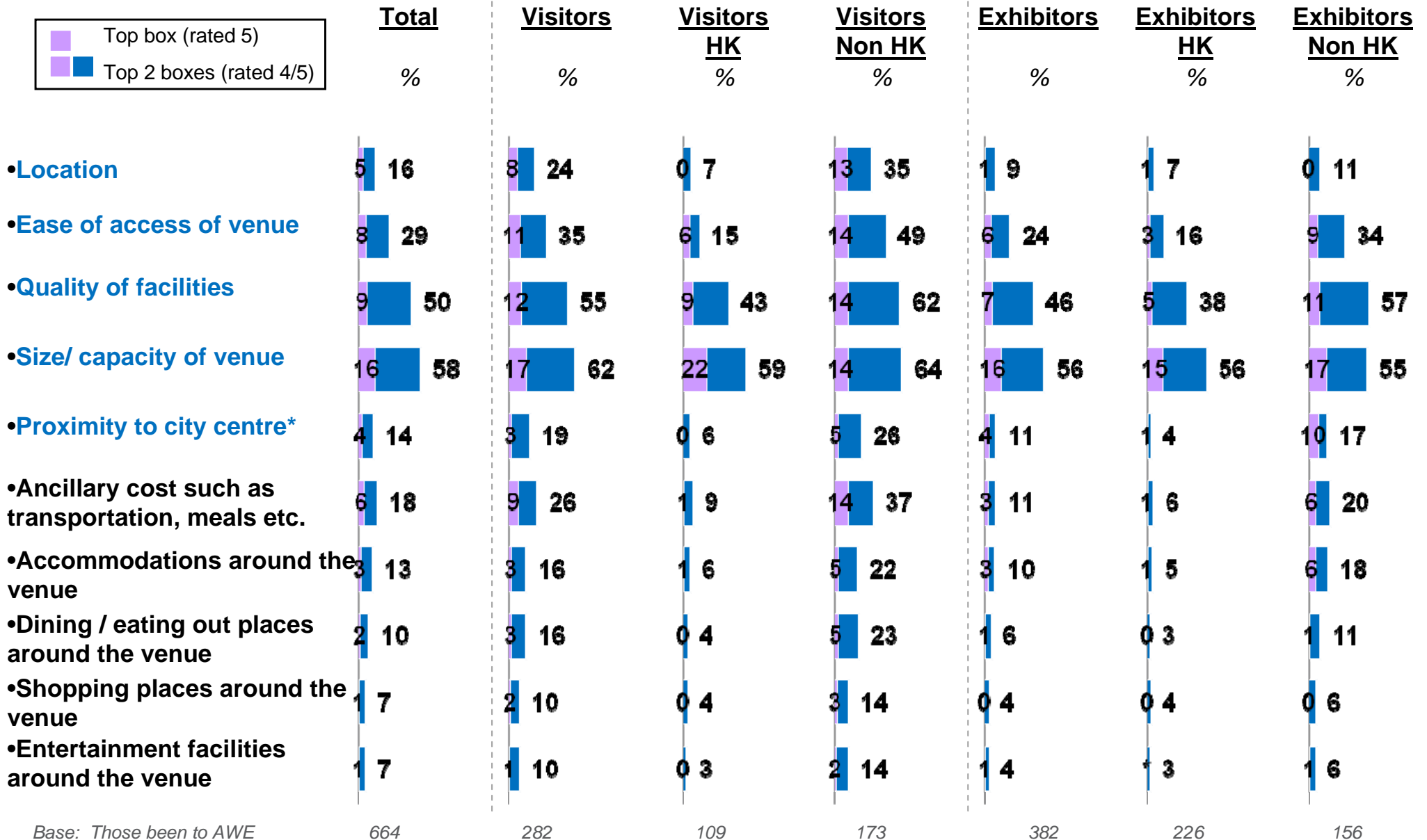
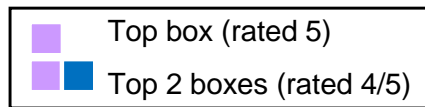
Base: All respondents

*"Proximity to city centre" was only asked in HKIJS, it is replaced by "Location" in EFSE and Gifts

SATISFACTION TOWARDS AWE

Rating scale:

1 (not satisfied at all) -> 5 (very satisfied)



Base: Those been to AWE

664

282

109

173

382

226

156

Small base

*"Proximity to city centre" was only asked in HKIJS, it is replaced by "Location" in EFSE and Gifts

PREFERENCE ON VENUE IF THIS TRADE FAIR GROWS

Over 80% of exhibitors and buyers show preference to **keep the entire fair at one location at HKCEC** if trade fairs grow in size.

OVERALL PREFERENCE ON VENUE



PREFERENCE ON VENUE IF TRADE FAIR GROWS



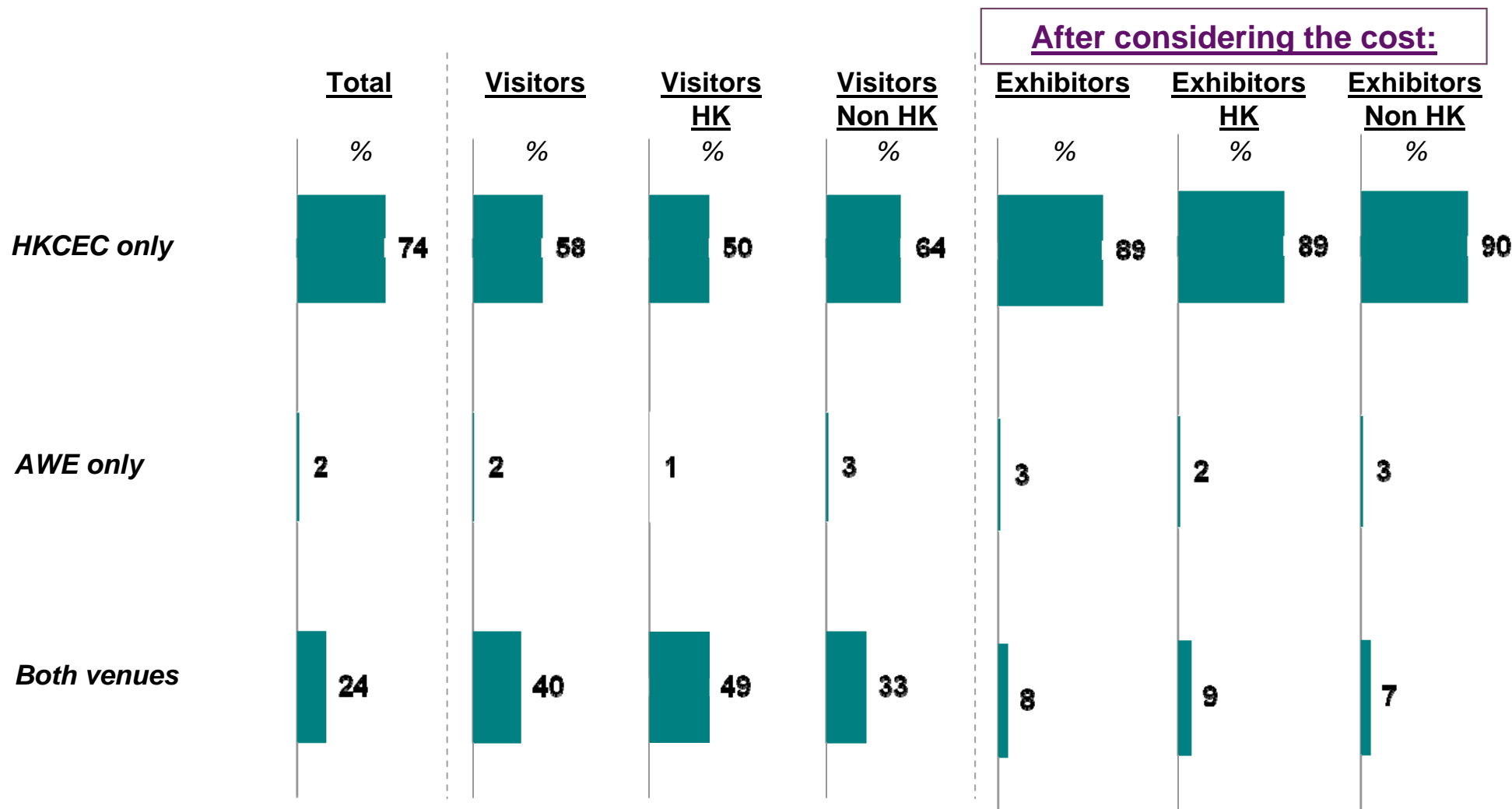
VENUE PREFERENCE IF THIS HKTDC'S FAIR SPLITS

(among those respondents who prefer HKTDC as the sole fair organizer)

Exhibitors show reluctance to move to AWE, while visitors are less resistant.

PREFERENCE ON VENUE IF THIS HKTDC'S FAIR SPLITS

(among those respondents who prefer HKTDC as the sole fair organizer)



Base: Those prefer HKTDC's fairs 1033
in EFSE and Gifts and all respondents
excluding those would not exhibit/
visit in HKIJS

* Denotes <0.5%



THANK YOU

