

# **JAPAN EXPO 2023 REPORT**

18-12-2023

JAPAN EXPO 2023 was organized by J Culture Sydney.

Venue: Sydney Town Hall, NSW

Date: Saturday, November 18, 2023

Purpose: To promote Japan's tourism, products, and culture in Australia.

Contents: Distribution of promotional materials, Food/Drink tasting, Goods Sales, Cultural performances on the stage, Kimono contests, Speeches, Presentations, Art auction, Cultural installations, etc.

Number of visitors: 8,295

Online Event Reach: Over 100,000

Event Participants:

Travel agents → 5

Retailors → 25

Airlines → 3

Cultural projects → 9

Japan Municipalities → 4

Installations → 4

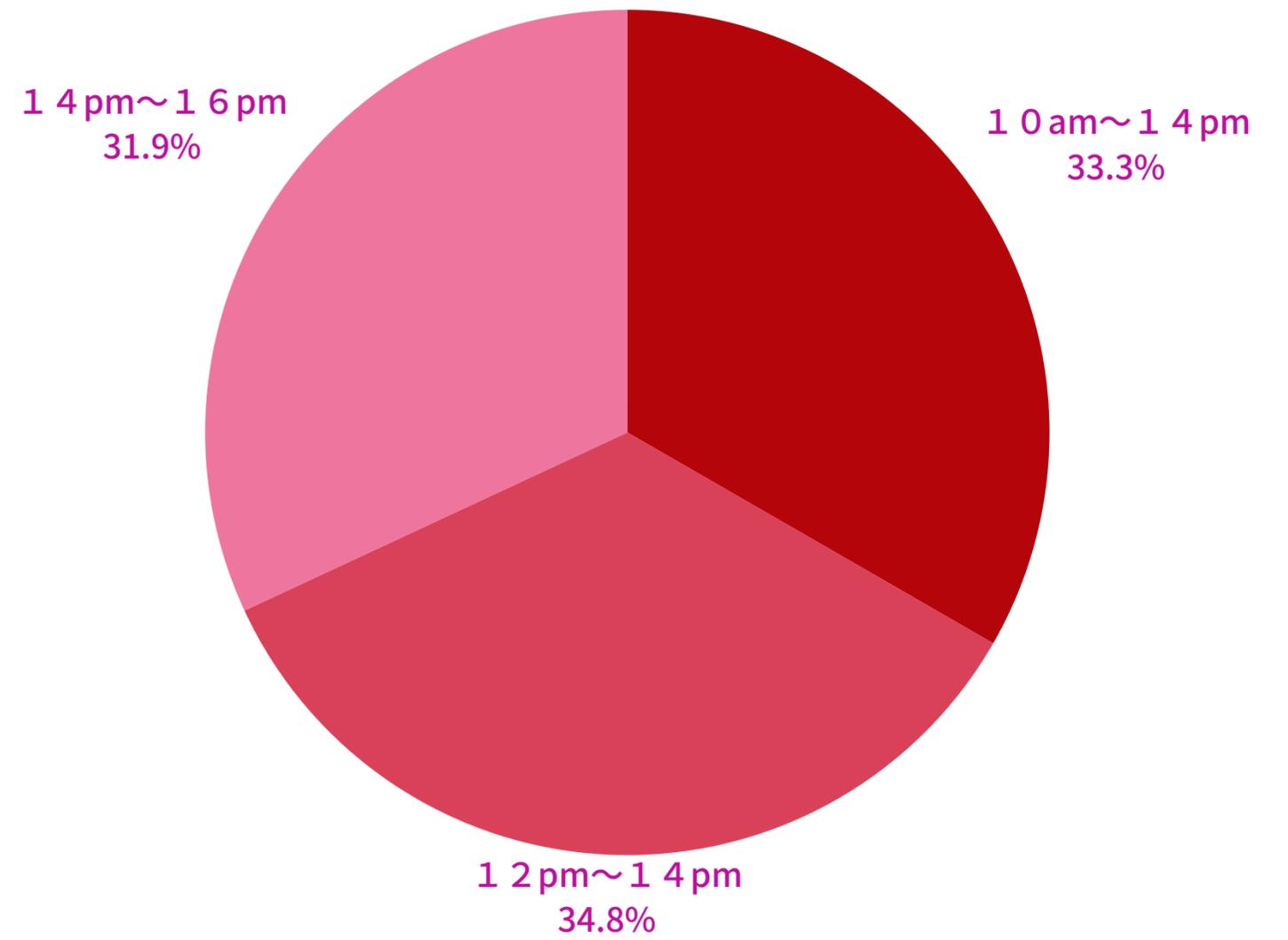
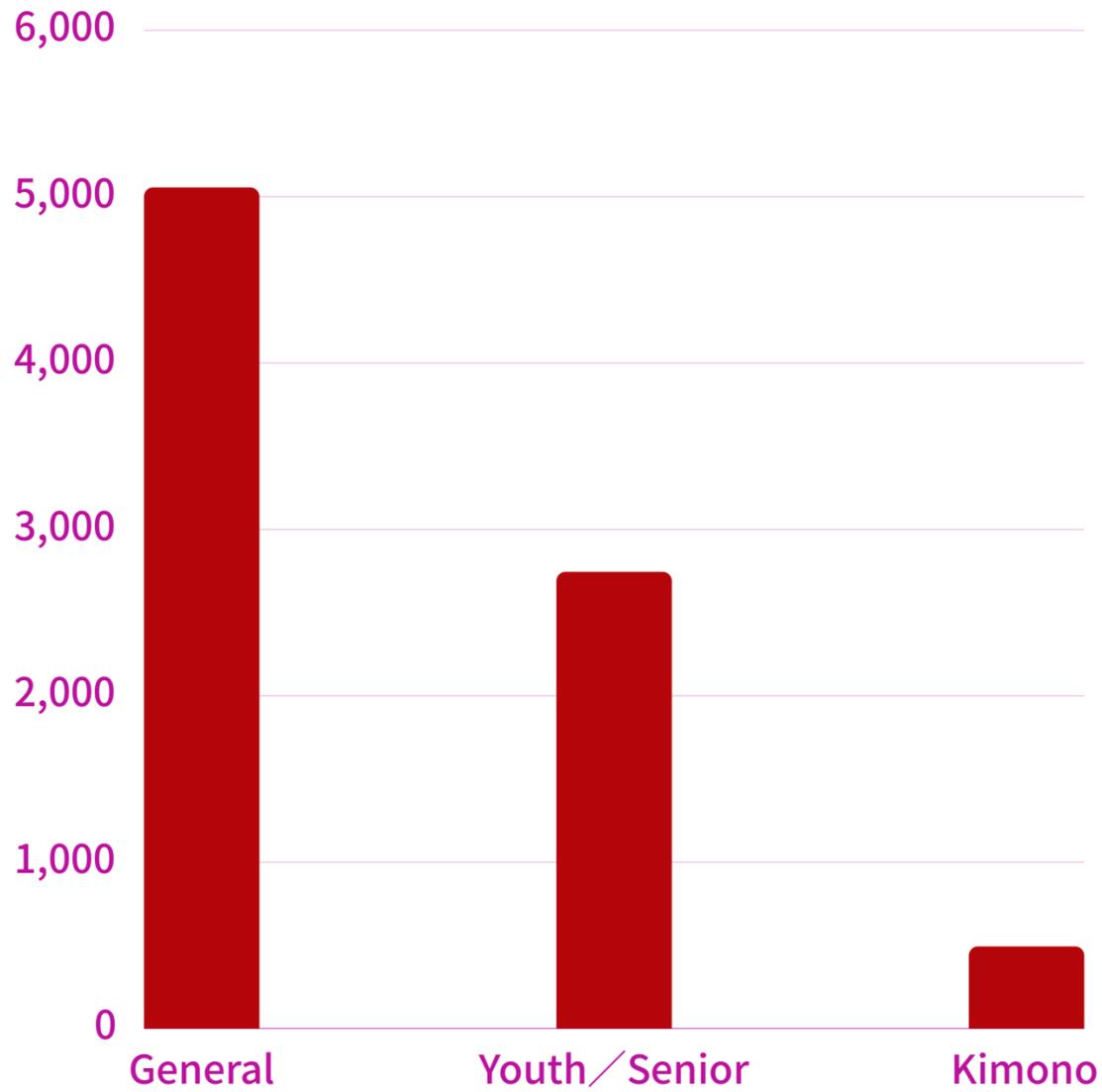
Stage Performances → 11

Sponsors → 6 Japanese companies

Supported by → The Consulate General of Japan, Sydney

(A total of 68 business owners, local governments, and Japan government officials participated.)

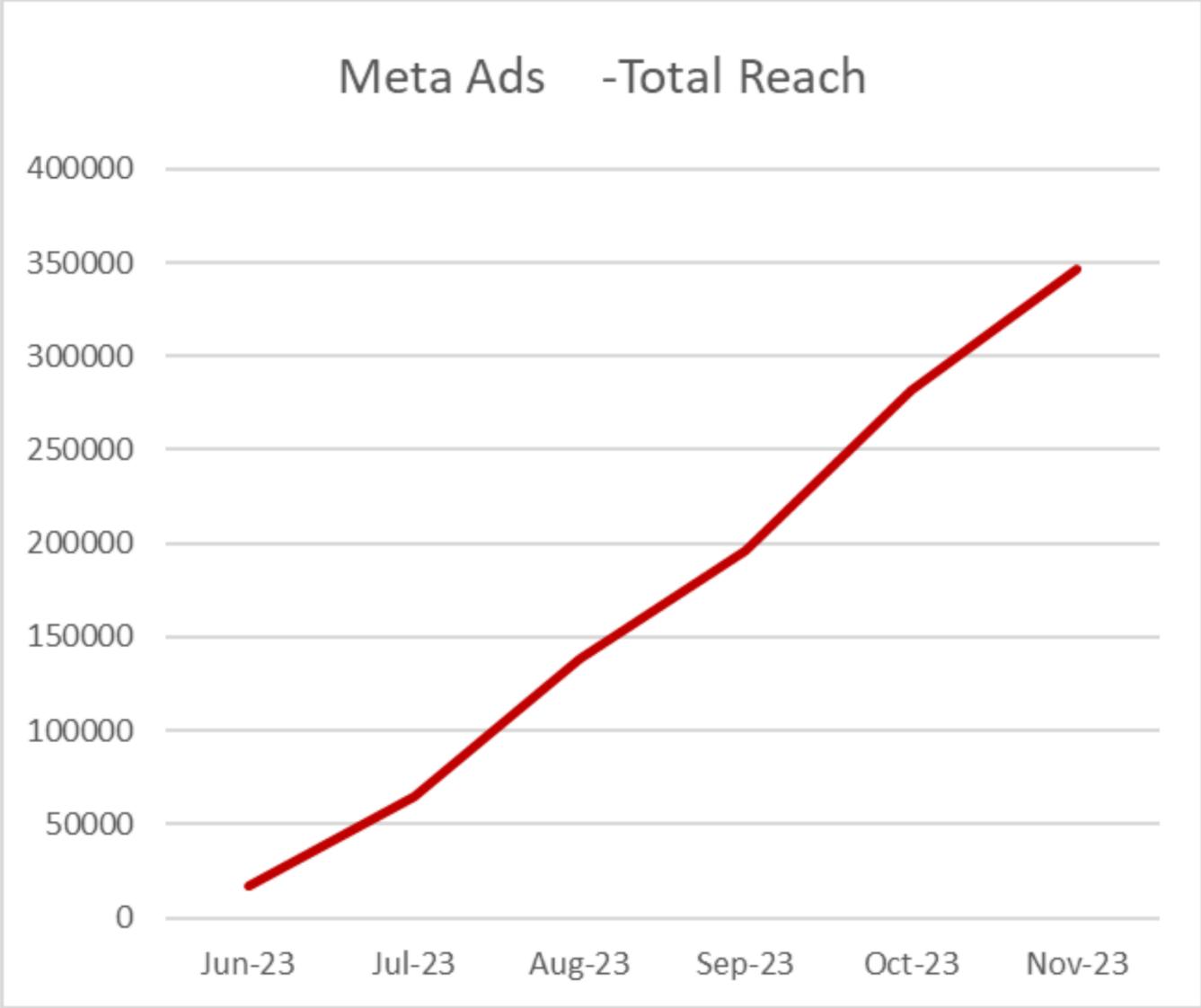
Total Visitors 8,295



# Social Media Posts and Meta Ads

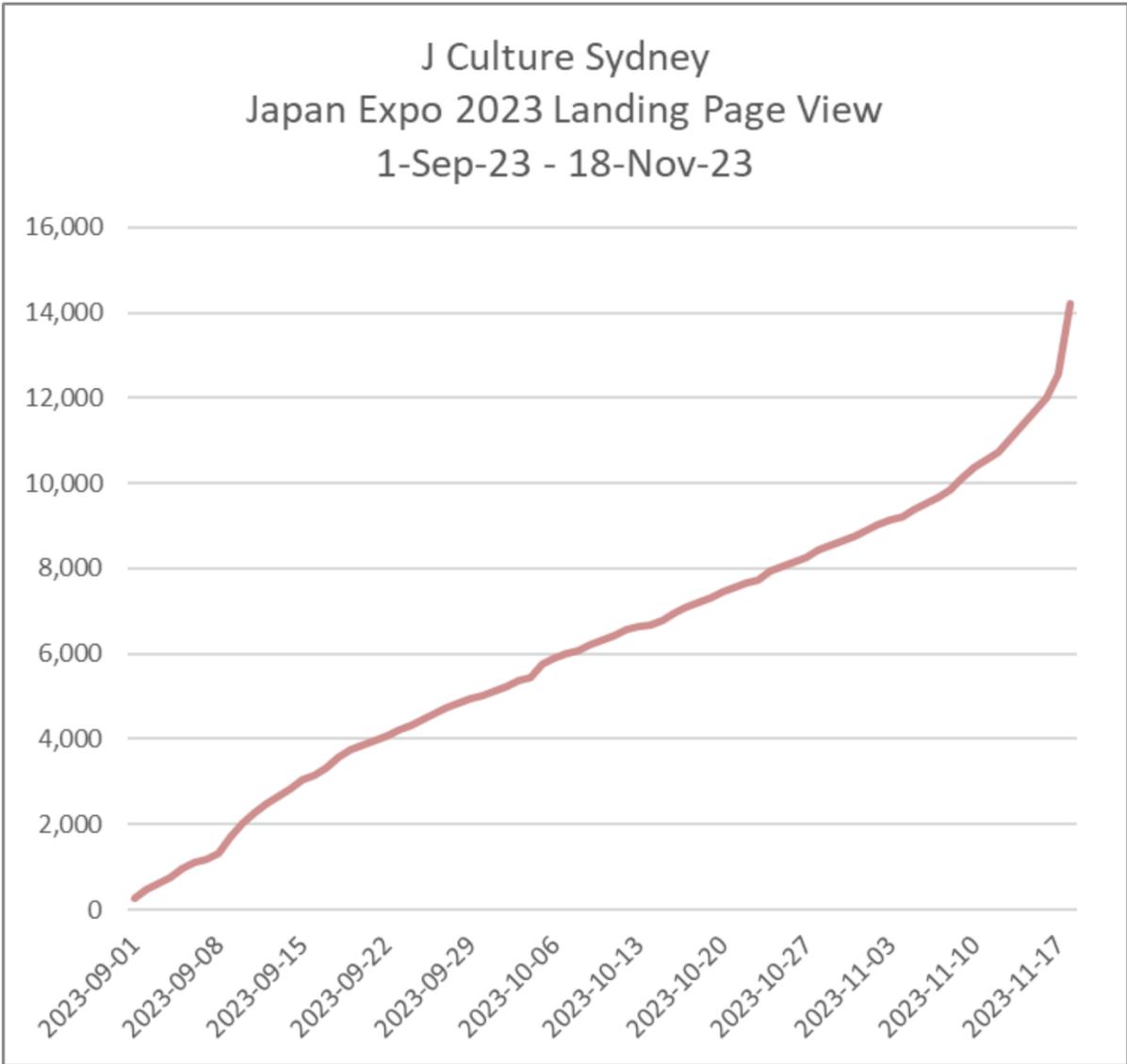
	Post	Impression	Reach
Instagram	270	65,582	57,549
Facebook	70	102,042	65,857
X (Twitter)	45	3,455	-

**Post total 385 / Impression total 171,079**

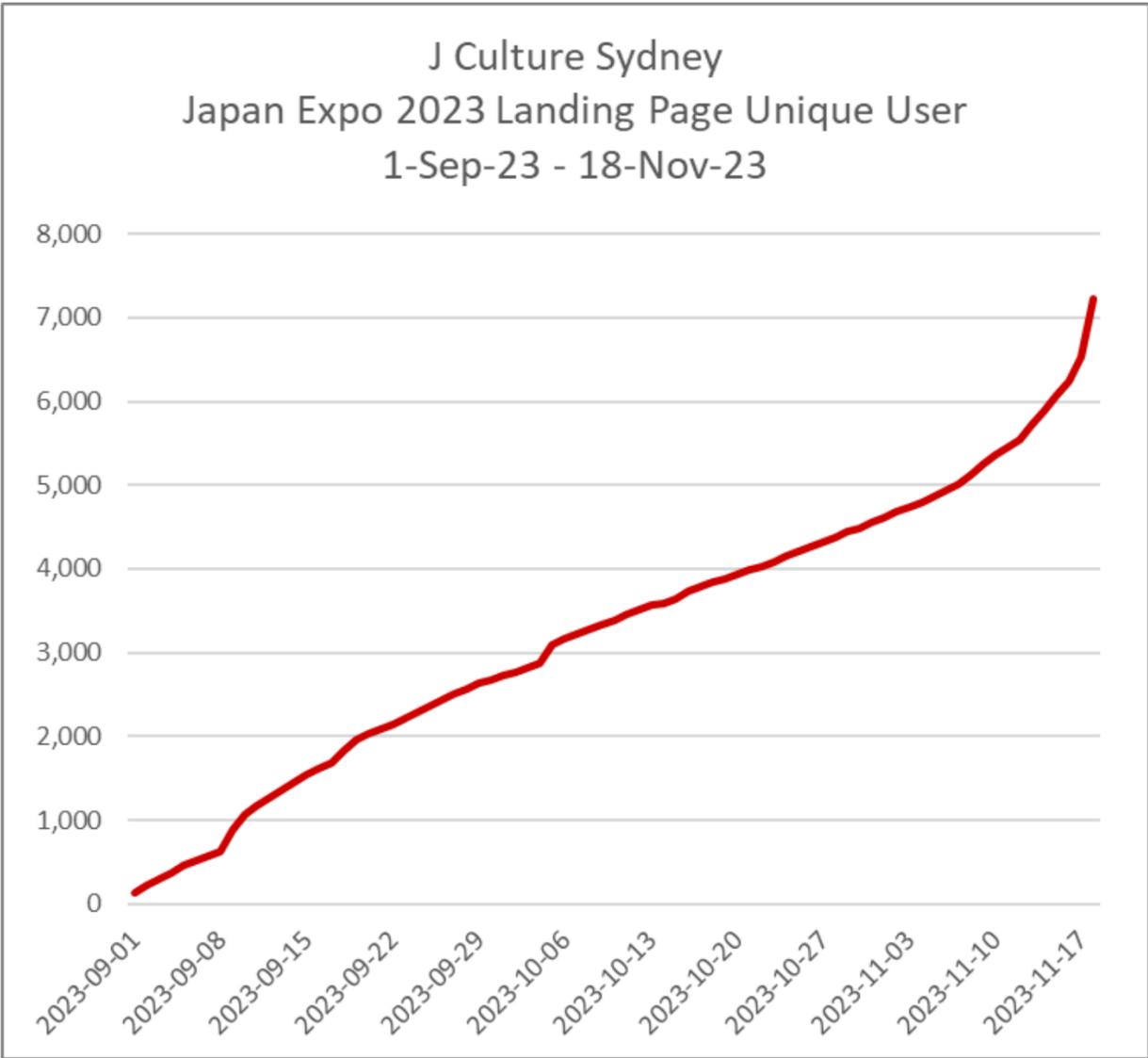


**Meta Ads  
Reach 346,967    CTR 3.20**

# J Cultue Sydney Landing Page Access



**Page View 合計 14,213**



**Unique User 合計 7,231**

**Media Coverage**

**( before )**

**NICHIGO Press**

**SBS Japanese Radio**

**2ser ( 107.3 ) Radio 2SER BREAKFAST**

**City of Sydney " What's On"**

**Weekend Notes Sydney**

**The Daily NNA**

**Consulate General of Japan Sydney , Mail Magazine**

**( after )**

**Jiji Press News • Yahoo Japan News**

**<https://sp.m.jiji.com/article/show/3101864>**

**NICHIGO Press**

**<https://nichigopress.jp/topics-item/85746/>**

**The Daily NNA**

**Consulate General of Japan Sydney , Mail Magazine**

Thank you very much for participating in the JAPAN EXPO2023.

We would like to express our deepest gratitude to all of you.

We are planning to hold the JAPAN EXPO 2024  
on Saturday December 14, 2024  
at the Sydney Town Hall  
(Centennial Hall, Vestibule Hall and the entire basement).

We look forward to your participation.

Thank you for your continued support.

JAPAN EXPO 2023 Organizers

December 18, 2023