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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 30521-2025

Replacing GB/T 30521-2014

Statistical rules for trade exhibition

经济贸易展览会数据统计规则

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

This document replaces GB/T 30521-2014 "Statistics of Economic and Trade Exhibitions". Compared with GB/T 30521-2014, In addition to structural adjustments and editorial changes, the main technical changes are as follows.

a) The "Scope" has been changed (see Chapter 1, Chapter 1 of the 2014 edition);

- b) Added "General Requirements" (see Chapter 4);
- c) Added "Exhibition Venue Utilization Rate", "Standard Booth Area", "Special Booth Area", "Foreign Exhibitor Booth Area", "Green Booth Area" Area, "Booth area ratio", "Number of repeat exhibitors", "Number of registered visitors", "Attendance rate of registered visitors" "Conference and event data", "Number of exhibitors at online exhibitions", "Number of visitors to online exhibitions", "Number of conference and event activities at online exhibitions" 15 indicators of "ticket revenue" and "exhibition other resource revenue" (see 5.1.4, 5.1.5, 5.1.6, 5.1.7, 5.1.8, 5.1.9, 5.2.5, 5.3.6, 5.3.7, 5.4, 5.5.2, 5.5.3, 5.5.4, 5.6.3, 5.6.4);
- d) Changed "Number of exhibition groups", "Number of visitors", "Number of visitors", "Number of professional visitors", "Number of overseas visitors", and "Audience sampling survey" 8 indicators of "booth sales revenue" and "exhibition operating revenue" (see 5.2.4, 5.3.2, 5.3.3, 5.3.4, 5.3.5, 5.3.9, 5.6.2, 5.6.5, 3.2.4, 3.1.2, 3.1.3, 3.1.4, 3.1.6, 3.5.2, 3.5.4 of the 2014 edition);
- e) Deleted two indicators. "Annual venue occupancy rate data" and "Average booth sales price" (see 3.4 and 3.5.3 of the 2014 edition);
- f) The "Exhibition Data Statistical Report" has been changed (see Chapter 6, Chapter 4 of the 2014 edition).

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document was proposed and coordinated by the National Technical Committee for Standardization of Exhibition Industry (SAC/TC348).

This document was drafted by: Donghao Lansheng Exhibition Group Co., Ltd., National Exhibition and Convention Center (Shanghai) Co., Ltd., China International Exhibition and Convention Center Trade Center Group Co., Ltd., Xiamen Convention & Exhibition Jinhongxin Exhibition Co., Ltd., Reed Exhibitions Huabo Exhibitions (Shenzhen) Co., Ltd., China International Trade The Textile Industry Branch of the Promotion Committee, Shanghai International Exhibition (Group) Co., Ltd., China International Advertising Co., Ltd., Beijing Kunlun Yifa Technology Technology Co., Ltd., Great Wall International Exhibition Co., Ltd., Shenzhen Kaston Exhibition Co., Ltd., and China Convention and Exhibition Economy Research Association.

The main drafters of this document are: Zhou Wei, Lu Wen, Yao Chunyu, Tang Guifa, Wang Chen, Xu Jiansheng, Lai Guoxiang, Jiang Chengwen, Xu Yingxin, Gu Chunting, Pan Zhen, Zhang Gang, Peng Lu, Qu Huiping, Yuan Zaiqing, Chen Feng, Liang Pengcheng, Zhang Jianwei, Wang Lei, Li Yong, and Wang Yuanbin.

The previous versions of this document and the documents it replaces are as follows.

- First published in 2014 as GB/T 30521-2014;
- This is the first revision.

Statistics Rules for Economic and Trade Exhibitions

1 Scope

This document specifies the requirements for statistical indicators, statistical methods and statistical reports involved in economic and trade exhibition data statistics.

This document is applicable to the statistical work of economic and trade exhibitions conducted by exhibition organizers.

It is used for reference by relevant government departments and other units.

2 Normative references

GB/T 26165

GB/T 30520

GB/T 41129

3 Terms and definitions

The terms and definitions defined in GB/T 26165 and GB/T 30520 apply to this document.

4.1 Authenticity

Data statistics should be collected from reliable sources such as actual surveys and real records, and relevant data should be collected on this basis.

The collation, calculation and release of data objectively, comprehensively and truthfully reflect the actual situation of the exhibition.

4.2 Scientificity

Data statistics should be based on the characteristics of the exhibition and various factors in data statistics work, and scientific, efficient and reliable methods and procedures should be selected. Carry out statistical work.

4.3 Timeliness

The exhibition organizer shall collect, organize and process various data and original vouchers of the exhibition in a timely manner, and issue a statistical report within the specified time as required.

Reports to deliver the latest information.

4.4 Confidentiality

The commercial secrets of exhibition organizers and personal information of survey subjects learned during statistical work should be strictly managed in accordance with the law and should not be provided or leaked to others.

It should not be used for purposes other than statistics.

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