

# Higan 2006 Edition

波年

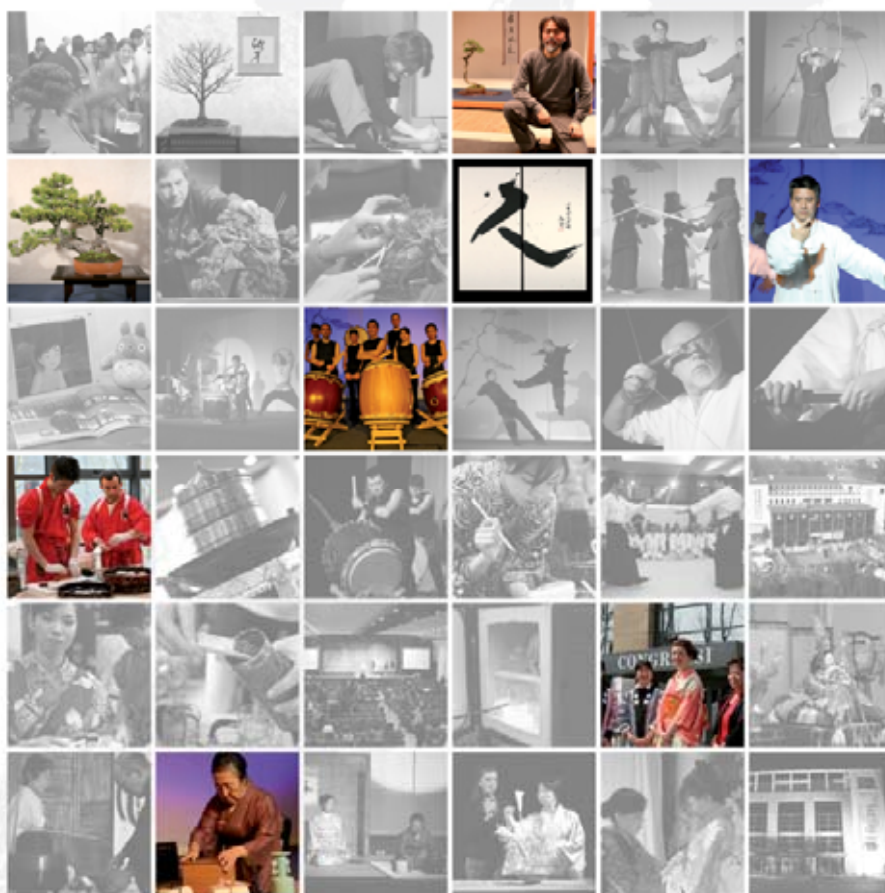
ABANORIENTE

# Higan®

2007

*l'altra sponda del fiume*

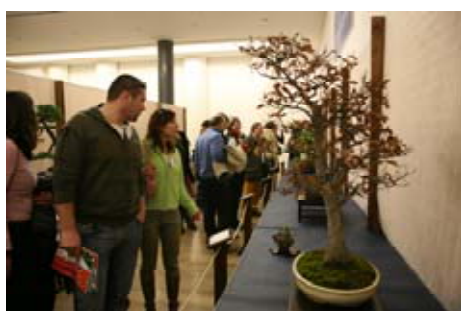
Next Event  
from March 16 to April 1 2007  
Abano Terme - Padova - Italy



Per maggiori informazioni consultare il sito internet:

[www.higan.com](http://www.higan.com)

## ■ Higan 2006 – A selection of pictures









## ■ Higan 2006 – Figures

### Visitors

Credited Visitors	7.250
Visitors coming from other cities	60%
Visitors from the Spa Hotels	14%

### Promotion

Given out Higan Catalogues	50.000
Given out @Abano.TV Magazines "Higan Special"	30.000
Given out playbills in Abano & surroundings	1.500

Visitors of the web-site	26.497
Sent E-Mails	201.000
Received E-mails	1.400
Registered E-Mail addresses	3.200
Links to Higan web site (known)	1.420

### The Event

Organized workshops, events, conferences and shows	75
Shows	15 hours
Conferences	21 hours
Demonstrations	51 hours
Courses	25 hours
WorkShops	56 hours
Exhibitions	219 hours
Demonstrations, courses and conferences in the hotels partner	84 hours
Total length	471 hours
Concert of traditional japanese music	fully booked 160 seats + about 70 standing people
Basic course of bonsai maintenance	all 3 courses fully booked i.e. 300 seats + about 150 standing people
Taiko concert	fully booked 1st + 2nd show i.e. 840 seats

people	+ about 300 standing
Japanese Tea Ceremony Urasenke School	fully booked 420 seats + about 150 standing
people	
Chinese cuisine course	fully booked + added places
Chinese tea tasting	fully booked + added places
Bonsai WorkShop	fully booked
Reiki WorkShop	fully booked
<b><u>Logistic</u></b>	
Organisation Staff	27 people
Belonging to associations	180 people
Advertising banners	186 square metres
Printed paper	140 quintals
<b><u>Commercial activities</u></b>	
Hotels Partner	12
Roomnights booked through the Higan Booking Centre	Hotels Partner 286 nights
e through the On-Line booking system	Hotels non Partner 122 nights
Presence of commercial companies	7
Sushi tasting	Pieces of Sushi prepared 1.800
Valuable tea tasting	Prepared and served 7 Kg
Higan Shop	Sold items 470