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Evaluation of Canada's Participation in Expo 2025 Osaka, Japan

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EXECUTIVE SUMMARY

Background and Purpose

This Public Opinion Research (POR) study was commissioned by Global Affairs Canada to evaluate Canada's participation at Expo 2025 Osaka (April 13, 2025 to October 13, 2025). The research aligns with the Treasury Board Policy on Results and supports accountability, performance measurement, and continuous improvement of Government of Canada initiatives. The purpose of the research is to assess the relevance, performance, and perceived impact of Canada's participation at Expo 2025, including how Canada's presence, messaging, and activities were received by visitors and stakeholders.

Expected Use of the Results

The research was designed as both a formative and summative exercise. Interim findings were used to support evidence-based adjustments to Canada's event offerings and the Canada Pavilion experience during Expo 2025, while the final results are intended to inform future decision-making, institutional learning, and planning for Canada's participation in international events.

Research Objectives

The objectives of the research were to:

- Assess awareness and perceptions of Canada as a result of experiencing the Canada Pavilion and Canada-led activities;
- Examine perceptions of Canada in key areas, including collaboration, creativity, diversity, sustainability, innovation and contribution to global challenges;
- Evaluate the effectiveness and relevance of the Canada Pavilion experience and calendar of events;
- Gather qualitative insights from general visitors, key stakeholders and target interlocutors involved in or interacting with Canada's participation at Expo 2025 Osaka;
- Identify strengths, challenges, and opportunities for improvement in program design and delivery;
- Generate insights and considerations to support future Canadian participation in international events.

Methodology

The research employed a mixed-methods approach combining quantitative and qualitative data collection, on-site observation, and review of secondary data.

The quantitative component consisted of an intercept survey administered to visitors to the Canada Pavilion main immersive exhibit. Survey data collection took place in two phases. The first phase occurred over an eight-day period between June 15 and June 22, 2025, during which 508 visitors were intercepted on-site following their visit and invited to complete the survey. The second phase of survey data collection took place between September 16 and September 23, 2025, during which 505 visitors were intercepted to complete the questionnaire.

Surveys were administered in person by trained interviewers through a web survey accessible on mobile devices. The survey was available in multiple languages and focused on capturing visitors' perceptions and impressions following their experience at the Canada Pavilion. To support on-site survey administration, Léger worked in collaboration with McLaren Group, a Tokyo-based research and marketing firm, responsible for deploying and managing Japanese-speaking interviewers at the pavilion.

The qualitative component consisted of in-depth interviews with key informants who had direct knowledge of or were involved in Canada's participation at Expo 2025. Interviews began on June 15, 2025, and ended on January 19, 2026. During a site visit in June 2025, seven in-person, face-to-face interviews were conducted, primarily with representatives of foreign pavilions and Expo 2025 organizers. During a September 2025 site visit, an additional seventeen in-person, face-to-face interviews were completed with a range of stakeholders, including Commissioners General from other countries, members of the Canada Pavilion team, and partner organizations. Following the second site visit, further interviews were conducted remotely from Canada to ensure comprehensive coverage of relevant stakeholder groups. All interviews were conducted by Léger's Senior Researcher to support consistency in approach, depth of inquiry, and comparability across interviews. Please see the Appendix for a detailed explanation of the different key informant categories.

Two on-site visits to the Canada Pavilion were conducted by the Senior Researcher, in June 2025 and in September 2025. These visits supported survey data collection, interviews, and direct observation of the visitor experience, pavilion operations, and event delivery, thereby ensuring methodological oversight and informal supervision of fieldwork activities. During the site visits, the Senior Researcher experienced the Canada Pavilion as a visitor, including a guided walkthrough. This allowed the researcher to gain a comprehensive understanding of the intended visitor journey and messaging, and to better contextualize and interpret feedback collected from visitors and key informants.

In addition, during the on-site visits, the Senior Researcher visited numerous other international pavilions, retail areas and food and beverage stands across the Expo site. These comparative observations provided useful reference points for assessing the Canada Pavilion experience in relation to other offerings at Expo 2025 Osaka, including visitor flow,

engagement strategies, interpretive approaches, hospitality, and overall atmosphere. This comparative perspective strengthened the analysis by situating Canada's participation within the broader Expo environment.

Secondary and administrative data provided by Global Affairs Canada and Expo 2025 Osaka organizers were integrated into the analysis as they became available. A detailed description of the methodology is provided in the appendices.

Key Findings

Research findings indicate that Canada's participation at Expo 2025 Osaka was successful. Across the evaluation, the evidence points to strong performance in the Pavilion's public experience, clear communication of Canada's image and values, effective use of the Pavilion as a platform for strategic engagement, and outcomes likely to extend beyond the Expo period. The Pavilion functioned effectively as both a public-facing attraction and as a setting for official activities. This dual role was a strength of Canada's participation and contributed to results across the first four research objectives.

Overall satisfaction with the visit was 98%, including 72% who were very satisfied. This shows that the Pavilion was extremely well received by visitors. Satisfaction was also very high for the main interactive exhibit (97%), the use of tablets in the exhibit (96%), the Pavilion exterior (96%), and hosting/frontline staff (99%). Compared with other pavilions they visited, 81% of visitors said the Canada Pavilion was better than or among the best, and 89% said they were likely to recommend it. Taken together, these results indicate that Canada delivered a public experience that was not only positively received, but also competitive and distinctive within a large and demanding international event.

The Pavilion contributed to more positive perceptions of Canada and increased interest in the country after the visit. Overall, 92% of visitors said their perception of Canada had become more positive, and 90% said they were more interested in Canada following their experience. This suggests that the Pavilion did more than attract attention. It helped strengthen connection, curiosity, and goodwill toward Canada among visitors.

That interest also pointed to possible next steps beyond the visit itself. Visitors most often reported increased interest in exploring Canadian culture (54%) and visiting Canada within the next three years (38%). Smaller shares reported increased interest in purchasing Canadian products (19%), education opportunities (6%), and business opportunities (4%). These findings suggest that Expo participation helped generate interest with possible follow-on value across cultural, tourism, educational, and economic dimensions.

Canada's participation drew strong results such as these from a close alignment between intended key messages and the design of outputs such as the Pavilion experience, event

offerings, and day-to-day operations. Across the evaluation and because of their experience, it was noted that visitors and partners were able to associate Canada with the values of openness, collaboration, inclusion, gender equality, empowerment, and future-oriented engagement – all of which were tied to the Canada’s established objectives. This serves as a key lesson in linking intentional and coherent messaging with achieving impact.

Another factor in Canada’s success was centering frequent human interaction as part of the overall Pavilion experience. Cultural performances and activities like culinary demonstrations, encounters and exchanges with Canadians all helped shape how visitors took in the Pavilion and how they perceived Canada. Survey results reinforce this point: 28% of visitors identified interaction with Canadians as a memorable highlight, while satisfaction with Canadian hosting/frontline staff reached 99%, the highest-rated element measured. These findings indicate that creating opportunities for human connection is an effective strategy for Canada in terms of generating a positive image abroad.

During the six months of Expo 2025, the Pavilion event offerings extended Canada’s reach beyond the main immersive exhibit and increased its visibility across the site. The Pavilion’s outdoor stage and central plaza were deliberate design choices that allowed Canada to be seen as open, active, and accessible even for visitors who encountered the Pavilion spontaneously and those who did not enter the main exhibit. Canada also used other Expo platforms and venues for events such as performances, collaborations, and discussions, including a positively regarded monthly panel series at the Women’s Pavilion. This broader activation strategy helped Canada reach audiences both at and beyond the Pavilion itself and supported a stronger overall site presence.

In addition, the Pavilion supported a wide range of strategic engagements and relationship-building activities. Over the course of Expo 2025, Canada delivered and supported more than 600 events, including 42 business and trade-focused engagements. The evaluation indicates that the Pavilion created a credible Canadian setting for meetings, exchanges, delegations, and outreach involving federal organizations, provincial delegations, and partners. It supported access, repeated interactions, and follow-up discussions across diplomatic, governmental, cultural, academic, and economic areas.

These strategic results were especially important in the context of Canada’s ties with Japan and with the broader Indo-Pacific region. The evaluation shows that Canada’s participation helped strengthen bilateral and regional relationships by facilitating frequent opportunities for visibility, engagement, and trust-building over a six-month period. Key informants from Canada Pavilion leadership, fellow Expo participants, provincial delegations, federal government departments, and other partners described the Pavilion as a useful platform for relationship-building, continued dialogue, and follow-up engagement. In some cases,

interviews indicated that connections and collaborations initiated or reinforced through Canada's presence at Expo were continuing after the event.

The evaluation also points to a legacy of impact, building upon the positive visitor perceptions and impactful activities achieved during the Expo period. At the institutional level, Canada's participation at Expo 2025 helped strengthen channels of communication and levels of familiarity among Canadian actors and international counterparts. Key informants also discussed plans for the Pavilion's physical elements after the Expo, including reusing or relocating its construction components within Japan so they can remain a symbol of the Pavilion's sustainable operations.

Survey collected data related to areas for improvement in the contexts of the overall experience and the main exhibit. Nearly half of visitors surveyed (47%) said there was nothing they would change. The most common suggestions related to the weight of the tablet used in the main exhibit (11%), tablet responsiveness or ease of use (8%), waiting times (4%), and comfort factors such as seating or temperature (3%). A small share (2%) mentioned wanting a retail or souvenir element where visitors could purchase a Canadian item. These findings suggest that the overall delivery was strong, while pointing to targeted operational refinements that could strengthen future participation. Evidence also indicates that the Pavilion team took steps during the Expo period to improve the experience, including added seating, activities for people waiting in line, and the use of tents and umbrellas during periods of harsher weather.

Overall, the findings indicate that Canada made strong and strategic use of its participation at Expo 2025 Osaka. It delivered a positive public experience, presented a clear and coherent image of the country, supported substantial strategic engagement, strengthened foundations for bilateral and regional relationships, and generated interest, connections, as well as a legacy that will extend beyond the Expo 2025 period. For future Canadian participation in international events, the evaluation points to the value of clear planning, strong alignment between message and delivery, meaningful face-to-face interactions, and a pavilion design that accommodates public access alongside official functions, event delivery, and partner engagement.

Contract Value

The contract value for this study was \$165,279.45 (including HST).

Notes on the Interpretation of the Findings

The findings presented in this report should be interpreted with several methodological considerations in mind. The intercept survey relied on a non-probability sampling approach,

with participants recruited on-site at the Canada Pavilion. As a result, the survey data are not based on a random sample. Weighting of survey results was not possible, as the total number and demographic composition of all visitors to the Canada Pavilion over the full duration of the Expo are difficult to determine with complete certainty. Consequently, the survey findings cannot be considered statistically representative of all visitors to the Canada Pavilion during Expo 2025. Nevertheless, the survey provides a credible and meaningful snapshot of the opinions and perceptions of visitors who participated in the study during the data collection periods.

The qualitative component of the research is based on in-depth interviews with selected key informants. The qualitative findings reflect the views, experiences, and perspectives of the individuals interviewed and are intended to provide depth, context, and insight into Canada's participation at Expo 2025. These findings should not be interpreted as representative of the views of all stakeholders who interacted with the Canada Pavilion or Canada-led activities over the six-month duration of the Expo.

These findings support a nuanced understanding of Canada's participation at Expo 2025, while respecting the limitations inherent to the research design.

Declaration of Political Neutrality and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



Sébastien Poitras, Senior Researcher
Marketing Léger Inc.

PART I – PROLOGUE: STRATEGIC CONTEXT

1.1 Expo 2025 Osaka: Strategic Importance for Canada

Expo 2025 created important opportunities for Canada in Japan and across the Indo-Pacific region. As such, Canada’s decision to participate was tied to its long-term foreign policy goals.

It was noted that Expo 2025 held major national importance for Japan. Japan is considered an experienced host, having organised five World Expositions prior to 2025, including Asia’s first Expo in 1970 in Osaka. In this context, Canada’s participation was described as a sign of respect and commitment to an important bilateral partner. Informants also noted that credibility and trust in Japan often grow through steady engagement over time.

In addition, Expo 2025 was described as a rare convening setting. Over six months, it brought together over 160 countries, international organizations, and Japanese entities, and was a meeting place for regional and local authorities, businesses, academic institutions, cultural organizations, community groups, and visitors of all ages. Informants emphasized that this unique concentration of people and activity made frequent formal and informal engagement possible in ways that are hard to achieve through regular diplomatic missions, trade delegations, or sector-specific events.

Key informants from Canada Pavilion leadership, other country pavilions, and Expo organisers further emphasized that World Expositions offer significant opportunities for visibility and interaction with the host-country population. In line with official projections, Expo 2025 recorded 29.02 million visits between April 13 and October 13, 2025, with an average of 158,000 visitors per day. Organisers reported that a large majority of visitors were from Japan (94.8%), while 5.2% came from overseas, based on Expo ID ticket data¹.

1.2 Canada’s Key Messages and Priorities at Expo 2025

“Canada has always been seen... as one of the pavilions that always saw the Expo as a way to put a positive slant on collaboration and cooperation.” *Commissioner General from a participating pavilion*

Canada’s participation at Expo 2025 was guided by clear messages and priorities that aligned with the themes established by Japan and with Canada’s broader international objectives. At the core was Canada’s theme of Regeneration, described as a narrative framework through which Canada could communicate its brand of openness, resilience and renewal across environmental, social, cultural, and economic dimensions. Members of the Canada Pavilion

¹ Data from the Japan Association for the 2025 World Exposition (EN_EXPO2025inData)

team expressed that Regeneration was intended as a multi-purpose concept, representative of a whole-of-Canada approach, and able to resonate with different audiences.

The findings support that Regeneration was successfully interpreted by Pavilion visitors and conveyed through the experience rather than through didactic language or signage. Using imagery linked to seasons, landscapes, and life cycles, Canada presented renewal in a way that was rooted in people, relationships, and the natural world. Informants described this approach as fitting with Expo 2025's theme ("Designing Future Society for Our Lives") and as helping Canada's story connect to the wider Expo setting.

Within this framework, key informants, including Expo organisers, representatives from fellow country pavilions, and other partners spoke to the strengths that distinguished Canada throughout Expo 2025. Characterizations of Canada included collaborative, inclusive, values-driven, and putting forward an approach that emphasized openness and shared responsibility for future challenges. This posture was described as consistent with Canada's diplomatic identity, with expectations of trusted partners in the Indo-Pacific and with the placement of the Canada Pavilion in the 'Empowering Lives' zone of the Expo site.

Evidence demonstrates as well that individual Canadian priorities were clearly delivered. Informants recalled Canada's visibility in its commitments and actions towards gender equality, diversity and inclusion, as well as sustainability. Expo organisers in particular noted Canada's contributions to Expo-wide efforts on sustainable development, ultimately positioning Canada as a constructive contributor to future-oriented dialogue.

"Canada didn't just talk about gender; Canada embodied gender equality." Representative of an organisation involved in the planning and delivery of Expo 2025

It was emphasized across interviews that Canada's priorities were effectively conveyed through its approaches grounded in action and not just in statements. Informants repeatedly said that consistency across leadership conduct, pavilion design, staffing, and events led to strengthened credibility and trust within the Expo environment and among Japanese audiences.

PART II – BUILDING THE CANADA PAVILION: A STRATEGIC PLATFORM

2.1 Pavilion Design and Narrative



Alt text: A bird's eye view photo of the Canada Pavilion in daytime.



Alt text: A bird's eye view photo of the Canada Pavilion at nighttime.



Alt text: A photo of the Canada Pavilion's main immersive exhibition.

It was underscored that the design and construction of the Canada Pavilion were meant to contribute to reinforcing and communicating Canada's priorities and values. Across the exterior architecture, outdoor gathering areas, and interior exhibit, the design was built

around the idea of Regeneration. The main design element and visual expression of the Regeneration concept were spring ice jams and iceberg imagery. Here is the official design explanation of the Canada Pavilion: *Inspired by dramatic Canadian ice formations, the pavilion represents a striking blend of nature's raw power and Canada's heartfelt warmth and openness. On the outside, there's a cool, icy facade, but step inside to feel the warmth, openness, and optimism that define Canada. Each year, ice fragments signal the end of winter and the start of spring, releasing rivers and renewing the land. It's a powerful symbol of transformation, growth, and hope – not just in nature, but in communities across Canada too.* According to Canada Pavilion leadership, the concept was intended to resonate in Japan where cycles of nature, continuity, and renewal carry deep symbolic meaning.

Inside the Pavilion, the main exhibit was designed to be experience-based rather than instructional. Instead of following a single fixed storyline, visitors explored content through a non-linear, participatory and interactive journey, inviting them to discover Canadian landscapes, regions, communities, and stories at their own pace. The experience was built around a tablet-based augmented reality format developed by a Canadian creative team within a broader design consortium. Expo organisers and key informants from other country pavilions described this as a key strength and contrasted it with more text-heavy or museum-style formats used in other pavilions. Informants also remarked that the Pavilion communicated its message through atmosphere and interaction rather than through detailed explanations.

2.2 Space Design for Public and Strategic Engagement

“The space utilization, and how things are run, [are] genuinely best in class.” Commissioner General from a participating pavilion

Canada Pavilion leadership emphasized that the Pavilion was specifically designed to meet the realities and opportunities of an Expo.

One of the central design objectives was to support different types of engagement. It included accessible public spaces that could accommodate a high number of daily visitors, and multi-purpose event spaces to hold meetings, exchanges, trade delegations and other official activities over the six-month period. The Pavilion was therefore organized around two connected functions: visitor interaction and stakeholder engagement. The design also made it possible for multiple events to take place simultaneously without disrupting each other.

Gathering Spaces for Visitor Engagement

The Pavilion's public visitor areas included outdoor public spaces such as a plaza, a stage and a casual take-out eatery. These areas extended Canada's presence beyond the AR exhibit and allowed visitors to experience Canada through live events, cultural activities,

culinary demonstrations and interaction with Canadians, without needing to enter the Pavilion or wait in a line. Expo organisers and other country pavilions representatives described this openness as a key feature of Canada's approach. In a setting where reservations, long lines, heat, and busy schedules could limit access to interior exhibits, these outdoor spaces supported engagement for visitors who might not otherwise have entered. For visitors who did access the main exhibit, the outdoor activity added to the overall Pavilion experience.

The Canada Pavilion grounds included a concessions area where poutine was the featured dish available for purchase, along with items such as maple syrup ice cream and Canadian beverages. Qualitative feedback described the concessions area as, for many Japanese visitors, a first encounter with Canadian food and an accessible introduction to Canadian cuisine.

Collaboration Spaces for Strategic Engagement

As for the Canada Pavilion's interior meeting spaces, these included venues to host events and hospitality functions for targeted audiences and partners, such as an atrium, a conference room, a boardroom, and a business lounge. Canadian senior officials and key informants from provincial delegations emphasized the value of having professional meeting spaces inside the Pavilion. This made it possible to host government-to-government meetings, political and economic discussions, trade and academic exchanges, and briefings in a clearly Canadian setting. It reduced reliance on hotels or other off-site venues and strengthened the link between Canada's public message and its official engagements.

Interviews underscored the importance of these collaboration spaces to Canada's overall presence and noted that they were widely admired by other pavilions for their capacity and functionality. Designed to accommodate a high volume and variety of activities, the spaces supported everything from formal meetings and multi-speaker events to hybrid sessions, interpretation, and evolving program needs. Other country pavilions pointed to the Pavilion's "optimal use of space as a distinguishing strength."

Informants also conveyed that the layout allowed the spaces to be used effectively by a broad range of audiences, including guests, partners, delegations, government representatives, academics, businesses, and cultural stakeholders. The ability to move smoothly between public activities and official functions extended Canada's reach while also creating a more tailored experience for different users. In this way, the Pavilion supported diverse and numerous forms of engagement and reinforced Canada's image as organized, reliable, and well prepared.

2.3 Event Offerings

Beyond the exhibit itself, the Canada Pavilion offered a range of public-facing programming that expanded how visitors could encounter Canada across the Expo site. Live performances, culinary demonstrations, and other event activity complemented the Pavilion experience while supporting broader cultural visibility and engagement.

Canada LIVE! as the backbone of public and cultural events

“Canada is [offering] a program of live [performances] which seem to attract a good crowd of visitors.” *Commissioner General from a participating pavilion*

In partnership with Canada’s National Arts Centre, ‘Canada LIVE!’ was the backbone of Canada’s cultural event series at Expo 2025. The series showcased a range of music and styles and featured voices from Indigenous, Francophone, Anglophone, and culturally diverse communities². Expo partners noted that Canada appeared to be presenting live events every week, and that Canada was one of the more active participants at Expo. This reinforces that Canada’s activities stood out in a crowded Expo environment.

Many performances took place on the Canada Pavilion outdoor stage. The design was such that the outdoor stage and central plaza were visible from many vantage points. Visibility extended to the Grand Ring, the elevated wooden structure that surrounded the Expo site and served as a major pedestrian route. Key informants noted that visitors walking along the Ring often stopped to watch performances below, sometimes pausing or coming down to engage more directly.

Canada also organised performances on stages and venues across the Expo site. Informants noted that this helped reach visitors beyond the Pavilion, including people moving through high-traffic zones such as entrance gates, resting areas, and other popular pavilions. In this way, visitors could encounter Canadian culture even if they had not planned to visit the Canada Pavilion.

Culinary demonstrations

As an extension of the in-house culinary program, live culinary demonstrations on the central plaza were repeatedly identified in interviews and open-ended survey comments as memorable. These demonstrations featured Canadian chefs, including Indigenous chefs, preparing Canadian dishes using Canadian ingredients, with a focus on products available for purchase in Japan. Canada Pavilion leadership emphasized that the demonstrations were interactive: visitors could watch, learn techniques, and taste dishes. Open-ended

² Live events were not presented on a daily basis.

survey responses additionally included spontaneous mentions of food demonstrations and cooking activities as visit highlights, consistent with qualitative evidence that culinary demonstrations were a visible part of the Pavilion environment.

2.4 The Faces of the Canada Pavilion

The Canada Pavilion's overall participation was enriched through its people-centred approach, with impact achieved by having an engaged and engaging team.

A visible and collaborative leadership approach

*"[The Commissioner General for Canada] was everywhere: convening, connecting, leading."
Representative of a participating pavilion*

The Commissioner General and Deputy Commissioner General were regularly present on site and actively engaged across the Expo environment. This sustained leadership presence was intentional and particularly notable given that Canada was not a member of the Bureau International des Expositions (BIE), the international organization that governs Expos. Key informants, including representatives from other country pavilions, described this visibility as a defining feature of Canada's participation. They referred to interactions with visitors, fellow pavilions, and Japanese contacts, as well as to Canada's active participation across site-wide activities, frequent visits to the Expo 2025 media centre, and support for strategic activities organised by partners and other pavilions. In these accounts, Canada's leadership style was seen as collaborative, approachable, and consistently engaged in the relationships and exchanges that shaped Expo activity. This visible and sustained presence was widely recognized and reinforced Canada's intention to participate in a collaborative and engaged manner.

Pavilion staffing and organizational structure

Beyond senior leadership, the Pavilion's staffing model was designed to support ongoing activity over the full six-month period. The Canada Pavilion operated with fewer than 100 on-site employees, including Global Affairs Canada staff, hosting and protocol officers, security and maintenance staff, and a culinary team. This structure was planned to reflect the expectation that the Pavilion would be in constant use twelve hours per day, seven days a week over six months.

Key informants from federal government departments, provincial delegations, and other partner organisations described the Pavilion team as knowledgeable, responsive, and dependable, including in complex contexts.

Frontline staff as the public interface

“Canadian staff at the door made a real difference. It felt authentic.” *Representative of other country pavilions*

Canadian frontline staff, including hosts and protocol officers, formed the largest group within the Pavilion team and served as the main point of contact with the public. Their role went beyond line and crowd management. It included directing visitors, answering questions, helping visitors use the digital tools, and supporting informal conversation.

Frontline staff were engaged through cross-Canada recruitment efforts. Most were multilingual and could speak English, French, and Japanese. Informants described that frontline staff interactions contributed to supporting authenticity, openness, and approachability, and as reflecting Canada’s diversity and openness. Expo organisers and key informants from other country pavilions also highlighted staff visibility and approachability as key features of Canada at Expo 2025.

PART III – THE PUBLIC EXPERIENCE: HOW VISITORS ENCOUNTERED CANADA

“I think Canada is doing very well. I think it's very present.” *Commissioner General from a participating pavilion*

3.1 The Interactive Visitor Experience

The visitor experience was shaped by a combination of prior awareness, on-site visibility, immersive design, and human interaction. This section examines how visitors encountered the Pavilion, what drew them in, and which elements most influenced their overall experience.

Visitor awareness and profile

The research findings indicate that the Pavilion reached both visitors already familiar with Canada and visitors with limited prior exposure.

Among non-Canadian visitors, levels of familiarity were evenly split: 43% described themselves as familiar with Canada and 43% said they were not familiar. Another 14% reported a neutral level of familiarity. Examining further, the overall level of familiarity specifically among Japanese visitors was 42%, whereas visitors from countries other than Japan and Canada were more likely to report being familiar with Canada (51%)³. Familiarity

³ Based on Expo visitor demographics reported by the organizers, overall visitation was predominantly domestic (94.8% domestic vs. 5.2% overseas). Data from the Japan Association for the 2025 World Exposition (EN_EXPO2025inData).

levels were similar across age groups when looking at responses from Japanese visitors, noting that visitors under the age of 16 did not participate in the Canada Pavilion survey⁴.

Among the 43% of visitors who reported familiarity with Canada, 64% reported at least one of the following: previous travel to Canada (35%), prior exposure to Canadian culture (19%), having family or friends in Canada (16%), having studied or worked in Canada (13%). Notably, 36% of surveyed visitors felt familiar with Canada despite having no previous connection or experience.

Visitor motivation

Among all respondents, the three most common reasons for visiting were hearing that it was a great Pavilion to visit (46%) and wanting to learn more about Canada (42%). Another 24% said curiosity while moving through the Expo influenced their decision to visit⁵.

Survey results show that 65% of visitors planned their visit in advance, while 35% decided to visit spontaneously while exploring the Expo site⁶. Visitor motivations align with how people learned about the Pavilion. According to survey responses, visitors most often heard about it through the Expo website or mobile app (38%), followed by word of mouth (26%) and social media (22%). Smaller proportions cited on-site discovery (7%) or news coverage (2%).

These results align with informant descriptions of communications efforts employed by the Canada Pavilion, including ongoing promotion through earned media, social media, and real-time content. Some informants noted that Canada consistently used official Expo promotion channels and accepted media opportunities. Over time, word of mouth also mattered. Key informants from other country pavilions and Expo partners said that the Canada Pavilion developed a strong reputation, supported by visible activity and frequent event offerings. Across the evaluation, there was strong agreement that Canada's visibility on site, communication efforts, and reputation within the Expo environment helped build interest in the Pavilion.

Façade and first impressions of the Pavilion

Among the survey responses, impressions of the exterior design were positive, with 96% reporting satisfaction. Almost one quarter (24%) of respondents identified the exterior design

⁴ Expo Organizers distinguish ticket categories that shape the age mix on site (Adult: 18+; Junior: 12–17; Child: 4–11). They estimate that visitors aged 19 or younger accounted for 16.1% of ticket holders, or about 1.3 million visitors. Data from the Japan Association for the 2025 World Exposition (EN_EXPO2025inData)

⁵ Respondents could mention more than one reason.

⁶ These planning patterns should be interpreted in the context of Expo-wide access conditions. During some periods, entry to high-demand pavilions required a reserved time slot through the Expo reservation system. Visitors without reservations could still try to enter by waiting in line, but waiting times could be long. These access conditions, along with factors such as heat and busy schedules, shaped what visitors could realistically do on a given day.

as one of the aspects they liked most. These results indicate that the Pavilion's exterior design made a strong impression for visitors, and interview feedback suggests that it contributed to visibility and interest around the Pavilion area. The Canada Pavilion was described as visually noticeable and inviting, with outdoor spaces that felt open and active. Many also noted that live music, public performances, and visible activity around the Pavilion helped draw attention and encouraged passersby to stop and interact, even when the Pavilion was not part of their planned visit.

The immersive and participatory experience

Survey data confirms the central role of the AR experience. Most respondents (57%) identified the main AR exhibit as the most memorable element of their visit, and another 24% cited the adjoining "Canada from space" section, which used the same AR technology. Satisfaction was very high: 97% were satisfied with the interactive exhibit (with 68% of visitors very satisfied) and 96% were satisfied with the use of tablets (with 64% of visitors very satisfied).

Open-ended responses help explain what stood out. When asked what they liked most, 18% described the experience as fun, interesting, or exciting. In addition, 13% explicitly referenced the AR experience or technology and 9% mentioned the tablets. While respondents separated these in their comments, both relate to the same technology-enabled experience, including how visitors interacted with content through the tablet. Another 8% said they appreciated learning more about Canada or Canadian culture.

The survey highlights the role of the concluding section as well. 17% of visitors identified the final room, the Farewell Gallery, as one of the aspects they liked most. The space included photo opportunities with large-format imagery of Canadian landscapes and Canadian cultural symbols such as Muskoka chairs and hockey equipment, and during certain periods, the opportunity to take photos with Royal Canadian Mounted Police (RCMP) officers. It also included a stamping station and was supported by frontline staff who helped with photos and informal conversation.

Visitors identified practical areas where the experience could be improved. Nearly half (47%) said there was nothing to improve. Among those who suggested changes, the most common comments related to tablet weight (11%) and tablet responsiveness or ease of use (8%). Smaller shares mentioned wanting more explanation or clarification (4%) or more written guidance and text-based descriptions (3%). Overall, these comments relate to user comfort and clarity, rather than dissatisfaction with the exhibit concept.

Emotional engagement and memorability

Both interviews and survey results point to the emotional side of the AR experience. Informants described visitors leaving with a strong overall impression, often of discovery and

curiosity, as opposed to detailed factual recall. Several informants noted that the non-linear structure (free-flow) meant visitors each had a different, unique journey depending on their path and pace, which encouraged longer visits and, in some cases, repeat visits.

Visitor feedback and interview observations also point to interest in tangible, Canada-branded items that could help visitors remember the Pavilion after the visit. A small, curated retail or souvenir element could help prolong exposure to Pavilion messaging after the on-site experience ends.

Supportive human interaction within the immersive experience

“It was about showcasing who we are as Canadians through human interaction and connection, bringing people together, and sharing who we are.” Canada Pavilion frontline staff member

Key informants described the immersive AR experience as being strengthened by human interaction. Canadian frontline staff support remained central to the visitor experience throughout the visit, by helping visitors use the AR technology, encouraging exploration, and creating opportunities for informal conversation. Staff were fluent in English, French, and Japanese, and some were able to assist in additional languages, which encouraged visitors to ask questions, receive navigation support, and engage informally with staff. Informants noted that this level of interaction was not always present at other pavilions.

Human interaction such as this was a key part of what made the Canada Pavilion feel welcoming, and survey results reinforce this point. 28% of visitors identified interaction with Canadians (including staff, artists, or others) as one of the highlights of their visit. Satisfaction with frontline staff was exceptionally high, with 99% satisfied, making it the highest-rated element measured in the survey. Open-ended responses reinforce this: 10% of respondents spontaneously mentioned helpful, attentive, or friendly staff when asked what they liked most.

Experiencing Canadian Culture

Apart from the AR experience, survey results support that cultural experiences presented by the Canada Pavilion were well-appreciated by visitors and contributed to how visitors experienced Canada.

13% of surveyed visitors said that watching a live performance was one reason they visited the Pavilion, and 12% said that live events were among the most memorable parts of their experience. Among those who attended a live event, satisfaction was very high: 95% were satisfied and 4% were unsatisfied.

Survey results also indicate that 11% of visitors said trying Canadian food, for example through the concessions stand or a culinary demonstration, was one reason they visited the

Pavilion. Satisfaction with food and beverage offerings was ultimately high, with 83% satisfied⁷. Smaller shares of respondents also spontaneously referenced food and culinary elements (2%) when describing what they liked most, indicating that food was not the main feature that visitors mentioned, but that it contributed positively to the experience.

The Canada Pavilion stage was designed for cultural activities to be observable for visitors on and around the Pavilion grounds. While the survey does not measure any direct “pass-by” effect, and although on-site observation indicates that there were a few vantage points from which the stage was less or not perceivable, 35% of visitors reported deciding to visit the Pavilion spontaneously. This result is consistent with a site environment where unplanned encounters influence visitor movement. This highlights the importance of stage placement and sightlines.

A distinct experience within the Expo context

Overall, the evidence indicates that visitors were drawn to the Canada Pavilion through awareness, reputation, perceived quality, and observed activity, and that the immersive exhibit plus event offerings met expectations to a high degree. Satisfaction with the Pavilion experience was very high: 98% were satisfied (72% very satisfied; 26% somewhat satisfied), and 2% were unsatisfied⁸.

3.2 A Highly Positive Visitor Experience

Overall, both the survey and interviews show that the Canada Pavilion delivered a clear and well-received visitor experience. Survey results show that 98% of visitors were satisfied with their visit. This is a strong satisfaction result. Interviews reinforced this strong visitor assessment. Key informants from other country pavilions described Canada as among the more strongly represented participants at Expo 2025 overall, citing both the Pavilion itself and the broader quality of delivery around it.

Visitor feedback on what could be improved focused mainly on small, practical issues. Apart from suggestions related to the main AR exhibit, a small share mentioned waiting times (4%) and comfort elements such as seating or temperature (3%), while nearly half (47%) said there was nothing they would change. These comments should be read in the wider Expo context, where high demand and crowd levels across the site affected lines and waiting conditions, especially during the summer. Within these constraints, key informants noted that the Canada Pavilion team took steps to improve comfort and manage the waiting experience.

⁷ Not all visitors participated in a culinary experience at the Pavilion.

⁸ Methodological note: Expo organizers report an overall Expo satisfaction level of 74.9% based on their visitor questionnaire. This figure is provided for context only and is not directly comparable to the Canada Pavilion intercept survey result, because the measures use different question formats and response scales. In particular, the Expo organizers’ measure is based on an agreement scale that includes a neutral midpoint (“neither/nor”). By contrast, the Canada Pavilion survey used a satisfaction/dissatisfaction scale that required respondents to take a clearer position on the satisfied–unsatisfied continuum, which can affect the distribution of responses.

These steps included animation for people waiting in line, added seating, and the use of tents and umbrellas during relevant periods.

This strong visitor experience provides important context for Part IV, which examines how the Pavilion supported official and partner engagement beyond the public experience.

PART IV – STRATEGIC ENGAGEMENTS AND PARTNERSHIPS

4.1 Strategic Engagement Through the Canada Pavilion

Alongside its public role, the Canada Pavilion was used as a platform for strategic, high-level engagement throughout the six months of Expo 2025. Pan-Canadian collaborations were developed with federal government organizations, provincial and territorial governments, private-sector partners, and other partners across a wide range of sectors and industries.

Global Affairs Canada documentation indicates that the Pavilion hosted or supported over 600 activities during the Expo period. These included a wide range of governmental, institutional, academic, Indigenous, trade and business, and partner-led engagements. These engagements were held across the Expo site and period and emphasized Canada's strengths, positioning the Pavilion as a continuously accessible and engaged venue for dialogue, coordination, and relationship-building.

A coordinated platform for government and partner engagement

Key informants described the Pavilion as a well-coordinated venue that brought together federal organizations, provincial governments, academic and research groups, Indigenous organizations and leaders, private-sector partners, and counterparts from Japan and across the Indo-Pacific region. Senior officials emphasized the Pavilion's flexibility. It allowed for different types of objectives – economic, political, cultural, academic, social, and values-based – to be advanced in one Canada-branded setting.

Many informants described outcomes as building over time rather than resulting from single interactions. In their view, repeated convening over six months created more opportunities to meet senior counterparts from Japan and the Indo-Pacific region and to strengthen relationships. Informants pointed to follow-on activity after the Expo, including continued dialogue, visits, and further alignment between institutions.

Government-to-government and senior diplomatic exchanges

“It creates a very different environment than a hotel ballroom.” Provincial Delegations

Government-to-government engagement was a significant part of activities in the Pavilion collaboration spaces. This included meetings with Japanese national ministries, prefectural and municipal authorities, and senior representatives from other participating countries and

international organizations. Senior Canadian officials emphasized that holding meetings inside the Pavilion had both symbolic and practical value. The setting reinforced credibility and placed discussions within the cooperative context of the Expo.

Several informants described the Pavilion as a focal point for diplomatic engagement in the Kansai region which includes Osaka, complementing the Embassy of Canada in Tokyo and supporting engagement closer to the Expo site. In terms of outcomes, informants most often emphasized improved access and openness to dialogue, including on complex policy issues. They described the Pavilion as supporting trust and conditions for longer-term cooperation, rather than producing immediate program changes.

Delegations and broader government and partner engagement

All Canadian provinces and territories were invited to contribute to Canada's presence at Expo 2025 Osaka, and provincial delegations were a major stream of engagement at Expo 2025, with Japan identified as a priority market by multiple provinces. This participation included ministerial-level meetings, senior official discussions, trade missions, networking sessions, and targeted sectoral exchanges, alongside public-facing activations. Over the Expo period, sub-national participation included (but was not limited to): Premier and/or Minister-led delegations from British Columbia, Saskatchewan, Ontario, Quebec, Prince Edward Island and Nova Scotia; a regional trade mission coordinated by the Atlantic Canada Opportunities Agency, and additional engagements from Alberta.

In parallel, the Pavilion convened Canada-linked economic and institutional partners, including the Indo-Pacific Canadian Chambers of Commerce, and hosted engagement activity involving federal organizations such as Immigration, Refugees and Citizenship Canada, Canadian Heritage, Fisheries and Oceans Canada, and Agriculture and Agri-Food Canada. Canadian Coast Guard presence also formed part of this broader engagement landscape through a vessel visit and related activities.

Across these activities, outcomes were described in recurring patterns. For provinces and regional groupings, interviews most often framed outcomes as stronger credibility, better access, and faster relationship-building with host-country counterparts. Informants linked this to the Pavilion's role as a recognizable national platform and meeting setting. They described the Pavilion as supporting meetings, receptions, and sector-focused exchanges, while also providing public visibility through cultural and culinary activity. In at least one case, informants linked Pavilion-based continuity to a concrete result: an inaugural Memorandum of Understanding (MOU) between the Government of Quebec and the City of Osaka, described as supported by the access and sustained engagement enabled through Canada Pavilion-based activity.

For Canada-linked economic networks, informants emphasized outcomes related to coordination and alignment across Indo-Pacific markets. This included advanced

discussions on a draft MOU bringing together Canada's bilateral Chambers of Commerce operating across the Indo-Pacific region, described as directly connected to convening discussions held during Expo 2025.

For federal organizations, engagement at the Pavilion was described as supporting targeted discussions beyond trade promotion, including policy, regulatory, sectoral, and industry objectives. Outcomes were most often described as stronger credibility with counterparts, better access to relevant audiences, and momentum for follow-up after the Expo. As an example, the Canadian Coast Guard vessel visit was described as supporting two types of outcomes: a high-visibility public-facing moment that reached strategic audiences beyond Pavilion visitors, and a venue for invitation-only diplomatic and partner engagement on a matter key to Canada's regional relations and defense priorities.

More broadly, informants noted that follow-up after Expo 2025, continued dialogue, additional meetings, and possible visits, should be understood as an outcome pattern linked to relationships started or strengthened through Expo-based engagement, while avoiding attributing later developments to the Expo alone.

Use of Pavilion spaces to support targeted engagement

The Pavilion's meeting and back-of-house spaces were important for enabling this range of activity. Having these spaces inside the Pavilion allowed smooth movement between public-facing presence and private engagement and helped keep Canada's public and official activity connected. Key informants also noted that the Pavilion was perceived as consistently active over the six months, reflecting an ongoing approach to engagement.

Collaboration with other pavilions and shared audiences

Additional engagements were organised by the Canada Pavilion, resulting in collaborations with other pavilions and Expo organizers. Informants described Canada as open and proactive in developing joint activities, including shared performances, themed events, and participation in Expo-wide events. These collaborations were described as helping Canada reach new audiences and supporting Canada's reputation as a collaborative participant within the Expo environment.

Two examples were highlighted in interviews. In August, to align with the International Day of the World's Indigenous Peoples, Canada co-presented Te Aratini Indigenous Peoples Week. Informants described it as a multilateral, Indigenous-led initiative with both invitation-only and public-facing activities across multiple venues. Informants pointed as well to Canada's monthly RegenHERation sessions at the Women's Pavilion, which created ongoing visibility around gender equality, leadership, and inclusion. Informants noted that leadership involvement helped make this collaboration possible and that this was recognized within the Expo community.

Summary of strategic outcomes

Taken together, interviews indicate that targeted engagement linked to the Canada Pavilion supported both concrete and longer-term outcomes. These included formal collaboration in a limited number of cases (including one formal MOU linked to Expo-based convening), as well as relationship strengthening, improved access, and follow-up engagement expected to continue beyond Expo 2025 in areas where decision cycles are longer. Overall, the Pavilion is described as a platform that supported sustained convening and created conditions for continued engagement that are examined further in the legacy section that follows.

Across interviews, informants linked the effectiveness of partner participation to the timing and clarity of planning information, including thematic direction, engagement formats, logistical parameters, and indicative resourcing. Earlier confirmation of these elements assists in supporting internal and budgetary planning and can enable better coordination across participants. The volume and range of activity over six months highlight the importance of aligning scope with staffing capacity and support structures to sustain delivery over the Expo period.

Selective activities outside of the Canada Pavilion and the Expo site were also described as a complementary way to reach audiences beyond Pavilion visitors, especially for targeted diplomatic or symbolic moments. Within operational and budget constraints, a limited number of off-site activities can reinforce on-site remaining integrated with the overall Expo 2025 approach.

PART V – IMPACT AND LEGACY

5.1 International Perceptions and Reputation

Key informant interviews and visitor surveys indicate that Canada's participation at Expo 2025 shaped perceptions at two levels: among visitors who experienced the Pavilion, and within the Expo environment among professional, diplomatic, and institutional audiences.

The Pavilion as a positive and shareable experience

The visitor survey shows strong willingness to recommend the Pavilion: 89% said they were likely to recommend it to friends, family, or colleagues, including 63% who were very likely to do so. Key informants noted that willingness to recommend is a useful indicator of positive recall and word-of-mouth in a busy Expo setting. This measure reflects on the Pavilion experience rather than Canada as a country. However, because the Pavilion was the main point of contact between visitors and Canada at Expo 2025, a high recommendation rate indicates that a pavilion visit led to positive associations with Canada.

Visitor-level perception changes after the Pavilion visit

Survey results show a clear positive shift: 92% of visitors reported that their perception of Canada became more positive after visiting the Pavilion. Key informants from Canada Pavilion leadership and Expo organisers noted that Canada already had a generally positive reputation, especially in Japan, where Canada is often seen as friendly and trustworthy. In their view, the Pavilion experience added depth and specificity to this positive reputation by presenting Canada as creative, diverse, and people-centred. Survey results also indicate that 81% of visitors rated the Canada Pavilion as better than or among the best compared to other pavilions they visited.

Canada's standing within the Expo environment

"You would be hard-pressed to find other pavilions that have more profile." Commissioner General from a participating pavilion

Key informants described Canada as "having a comparatively high profile" within the Expo environment, relative to many other national participants. In these accounts, Canada's standing was linked less to size or spectacle and more to steady engagement, a clear narrative, and an approachable atmosphere.

More broadly, Canadian senior officials as well as key informants from Expo partners and from other country pavilions described Canada's reputation within the Expo environment as shaped by its sustained leadership presence on site, the range of activity across six months, and visible signals of engagement.

Media and public relations activity were a pillar of Canada's broader engagement. Canada maintained an active communications presence during the Expo period, including media interviews and participation in broadcast opportunities. This helped extend Canada's visibility beyond the Pavilion itself, support broader awareness of its participation, and reinforce its presence with audiences on site, in Japan and, in some cases, in Canada.

Recognition within the Expo ecosystem

The Canada Pavilion received a Gold award for Best Tech Integration and a Silver award in the Best Large Pavilion category from World Expolympics. It also received a Bronze award in Design Exhibition from the BIE. These awards were announced late in the Expo period, close to the October 13 closing date: the World Expolympics awards were announced on September 23, and the BIE award was announced on October 10. It was noted that the awards confirmed the momentum Canada had already built, as visitor experience, ongoing activities, visibility, and word of mouth had already raised awareness and expectations. Among Expo organisers and representatives from other pavilions, the awards were seen as credible signals of quality and innovation.

Canada as a collaborative presence guided by values

“When I have a question, or a challenge, Canada would be my go-to.” Commissioner General from a participating pavilion

Across interviews, Canada was described as collaborative, approachable, and values-driven. Informants pointed to consistency between stated priorities, such as inclusion, gender equality, and youth empowerment, and how these priorities were reflected in leadership behaviour, events and activities, and day-to-day interactions.

In addition, peers described Canada as consistently visible and active at Expo 2025. Informants described the Pavilion as a useful point of contact and as a frequently cited example among Expo participants and other pavilions representatives.

Key informants also described Canada as responsive and practical in working with media by supporting interviews, remaining flexible as opportunities emerged, and proactively providing content that media could use.

Summary of reputational impact

The evidence indicates that Canada’s participation strengthened how Canada was seen at Expo 2025. Visitors reported a measurable improvement in perceptions of Canada and strong endorsement of the Pavilion experience, while key informants described Canada’s steady and proactive participation as reinforcing credibility and reliability within the Expo environment. These reputational effects provide context for the longer-term outcomes discussed below.

5.2 Enduring Outcomes and Legacy

Key informant interviews and visitor survey results indicate that Canada’s participation at Expo 2025 led to outcomes that are likely to continue beyond the six-month Expo period. Canada Pavilion leadership, Canadian senior officials, and partners emphasized that, in Japan and the Indo-Pacific region, legacy often develops over time. In their view, Expo 2025 created valuable opportunities to support future engagement, beyond immediate behaviour change.

Sustained interest in Canada

Visitor survey results indicate high sustained interest in Canada as a result of their Pavilion visit. Overall, 90% of visitors reported being more interested in Canada after their experience, including 90% among ages 16–34, 90% among 35–54, and 91% among 55+. The response rate among Japanese visitors was 90%, compared to 96% in terms of visitors from other countries. This interest most often took the form of curiosity about culture and experiences: 54% reported increased interest in exploring Canadian culture (slightly stronger among younger respondents – 57%).

Interest in visiting Canada as a tourist was notable as well. Overall, 38% reported greater interest in visiting Canada within the next three years. Differences by demographic groups were clear: 63% of visitors from outside Japan reported increased interest in visiting Canada, compared with 35% of Japanese visitors. This pattern suggests that visiting Expo 2025 may strengthen travel interest among international visitors who were already travelling long distances, while still supporting meaningful, though lower, tourism interest among Japanese visitors. As additional context, key informants from Expo organisers noted that World Expositions remain especially important in Japan in part because international travel rates are comparatively low, which can make the Expo a major way for domestic audiences to encounter other countries directly in one place.

Smaller shares of visitors reported increased interest in other forms of engagement. 19% reported increased interest in purchasing Canadian products. Education-related intention was less common overall (6%) but varied strongly by age (7% among ages 16–34 and 1% among ages 55+). Interest in exploring business opportunities with Canada was 4% overall, including 13% among visitors from outside Japan and 3% among Japanese visitors. These results point to several paths for future engagement, with the strongest effects in culture and tourism and more selective, though strategically relevant, effects in education and business among certain groups.

Human and skills legacy

Key informants described a human and skills legacy linked to Canada's participation. They highlighted experience gained by Canadian frontline staff, culinary team members, and other Pavilion personnel in working in a complex international setting over an extended period. Informants further noted that Expo participation could create practical economic opportunities for some participants, especially artists who performed as part of Canada LIVE! and organizations whose products or services were showcased, through exposure, networking, and possible follow-up engagement with audiences and partners met during the Expo period.

Institutional and network legacy

Key informants also described institutional and network effects. They pointed to stronger connections among Canadian actors active in the region and expanded relationships with Japanese and other international counterparts. Informants described these outcomes as a form of relationship infrastructure: channels of communication, trust, and familiarity that can support ongoing collaboration. In some cases, Expo 2025 was described as strengthening existing relationships; in others, it created new points of contact. In this context, survey evidence of sustained public interest provides a complementary signal that continued engagement may be supported not only through institutions but through public curiosity as well.

Physical and symbolic legacy

Key informants from Canada Pavilion leadership and partners identified physical and symbolic legacy elements, including the reuse or relocation of Pavilion materials in Japan. These tangible elements were described as reminders of Canada's presence beyond the Expo period, complementing relationship and reputation outcomes. They also served as a concrete example of sustainability, extending the Pavilion's value beyond the Expo itself.

Canada's approach as a reference for future engagement

Across interviews, informants suggested that Canada's approach at Expo 2025 may serve a useful reference for future international engagement. The combination of an immersive public experience, regular event offerings, strategic engagement, and people-centred delivery was described as a model that balanced visibility with substance.

Concluding observation on enduring outcomes

Overall, the evidence indicates that Canada's outcomes from Expo 2025 are best understood as durable legacy effects rather than immediate, easily observed changes. These outcomes should not be attributed to the Expo context alone. Interviews indicate that results depended on how Canada used the Expo platform, including sustained visibility, repeated public-facing activation, and targeted strategic engagement. Together, these elements helped strengthen awareness, relationships, and capacity that are expected to develop further over time.

PART VI – EPILOGUE

6.1 From Strategic Opportunity to Lasting Presence Beyond Expo 2025

Expo 2025 Osaka gave Canada an important opportunity to strengthen its presence in Japan and across the Indo-Pacific region. The value of that opportunity was not only in taking part in a major international event. It was also in being able to connect with the public, support official engagement, work with partners, and present a clear image of Canada over a six-month period. This evaluation shows that Canada used that opportunity in a purposeful and effective way.

Canada's participation was strongest where its goals, Pavilion design, and day-to-day delivery were closely aligned. The Pavilion offered an immersive and welcoming public experience, while simultaneously supporting cultural events and official activities. This helped create a Canadian presence that was clear and consistent. Messages about openness, collaboration, inclusion, regeneration, and engagement focused on the future were not only presented in the exhibit itself. They were also reflected in how the Pavilion operated and how Canada engaged with visitors, partners, and other participants throughout the Expo. This was a major strength of Canada's participation.

The Pavilion was more than a place for visitors to learn about Canada. It served as a practical space for meetings, exchanges, and relationship-building. In this way, Canada used the Expo site not only to present itself, but also to support a broad range of diplomatic, cultural, governmental, academic, and economic activity. The evaluation suggests that this multi-pronged approach created value for participating partners and delegations by giving them visibility, access, and a credible Canadian setting for engagement.

The outcomes of Canada's participation should therefore be understood in more than one way. The Pavilion created a strong visitor experience and helped strengthen interest in Canada beyond the visit itself. For many visitors, that interest pointed toward possible next steps, including interest in Canadian culture, travel, education, products, and business. At the same time, the Pavilion supported strategic engagement and helped build relationships that may continue beyond the Expo period.

The legacy of Canada's participation also extends to the people and organizations involved in delivering it. For Canadian hosting staff and members of the culinary team, the Pavilion created opportunities to build skills, gain experience, and contribute directly to how Canada was presented on an international stage. For Canadian artists and partners, it created opportunities for visibility, collaboration, and professional exposure within a major global event. These effects are an important part of the Pavilion legacy because they show that the benefits of participation were not limited to the visitor experience alone.

The findings suggest that Canada made effective use of its participation at Expo 2025. It presented a clear and positive image of the country, created meaningful opportunities for engagement, and left behind stronger foundations for continued relationships and future activity. In this sense, Canada's legacy at Expo 2025 is not only what was presented during the event, but also the interest, connections, experience, and momentum that continued beyond it.

APPENDIX

Methodological overview

This evaluation used a mixed-methods design combining: (1) an on-site, non-probability quantitative intercept survey of Canada Pavilion visitors, (2) qualitative key informant interviews conducted in-person during fieldwork and remotely following the Expo period, (3) structured on-site observation during two field visits, and (4) secondary administrative and monitoring data produced and shared by the Expo organization. The integration of methods supported triangulation across visitor experience findings (public-facing outcomes) and strategic engagement findings (operational and relationship-oriented outcomes).

Quantitative component: On-site intercept visitor survey (CAWI)

Design and mode (CAWI on-site using tablets)

The quantitative component consisted of a non-probability on-site intercept survey administered using a computer-assisted web interviewing (CAWI) approach. The questionnaire was programmed as a web survey and deployed on tablet devices for on-site administration. The CAWI format ensured consistent application of the questionnaire structure across all respondents, including automated routing and programmed logic.

Recruitment and administration procedures

Interviewers approached visitors on-site immediately following their Canada Pavilion experience and initiated the questionnaire on the tablet. Where appropriate, interviewers could administer the survey directly (i.e., guiding the respondent through the questions). For visitors who did not speak Japanese, interviewers were instructed to hand the tablet device to the participant so the respondent could self-administer the questionnaire in the selected language (English, French, Korean, Mandarin and Cantonese).

Because the instrument was programmed and delivered as a CAWI survey, the questionnaire's skip logic, routing, and question structure were automatically applied in all cases, including self-administration without interviewer-led navigation. This reduced the risk of administration error and ensured that respondents followed the intended paths through the instrument.

Fieldwork periods and achieved sample

Data collection was conducted in two waves:

- Wave 1: June 15–22, 2025 (n=508)
- Wave 2: September 16–23, 2025 (n=505)

Total: n=1,013

A Tokyo-based research/marketing firm (McLaren Group) supported field execution by providing Japanese-speaking interviewers for on-site administration.

Data handling and quality control

Quality assurance was supported through the CAWI program design and through monitoring of incoming data. Standard controls included:

- programmed validation and routing to reduce administration errors;
- monitoring of completeness and internal consistency; and
- removal of unusable cases in accordance with standard data cleaning practices (e.g., incomplete submissions that could not support analysis).

Weighting, representativeness, and interpretation

The intercept survey used a non-probability recruitment approach and was not weighted. Results are therefore not statistically representative of all Canada Pavilion visitors across the full Expo period. Quantitative results are presented descriptively and interpreted as indicative of the views of surveyed respondents during the collection windows.

Completed questionnaires by fieldwork date.

The distribution of completed questionnaires by date is documented in the table below. Daily completion counts will be inserted once confirmed.

Wave	Fieldwork date	Completed questionnaires (n)
Wave 1	2025-06-15	51
Wave 1	2025-06-16	88
Wave 1	2025-06-17	68
Wave 1	2025-06-19	72
Wave 1	2025-06-20	34
Wave 1	2025-06-21	103
Wave 1	2025-06-22	92
Wave 2	2025-09-16	97
Wave 2	2025-09-17	82
Wave 2	2025-09-19	87
Wave 2	2025-09-20	84
Wave 2	2025-09-21	48
Wave 2	2025-09-22	37
Wave 2	2025-09-23	70
	Total	1,013

Limitations of the Approach

Data were collected using a non-probability, volunteer sample rather than systematic sampling. As a result, margins of sampling error, confidence intervals, response rates, and

other measures of statistical precision cannot be calculated. In addition, because the Canada Pavilion team determined the data collection dates, findings should not be interpreted as representative of all Canada Pavilion visitors.

Given the sampling approach, results are not statistically projectable to the target population and cannot be used to draw formal statistical inferences about visitors beyond those surveyed. Reported percentages apply only to the respondent group. The data were not weighted to reflect the demographic composition of all Canada Pavilion visitors, as the demographic profile of the full visitor population is not available.

Participation Rate

Given the nature of the data collection method and sample, it was not possible to calculate a participation rate or an answer rate for this project.

Selection Bias and Sample Composition

The achieved sample reflects the composition of visitors who were present at the Pavilion during data collection periods and who agreed to participate. When compared with Expo organizers' Expo-wide visitor composition (predominantly domestic based on Expo ID data), the survey sample includes a higher proportion of visitors from outside Japan. This difference in sample composition introduces a potential selection bias for indicators where responses vary by visitor origin.

In this study, some measures show differences between Japanese visitors and visitors from outside Japan. Accordingly, if the achieved sample contains a larger share of international visitors than the Expo-wide population, overall point estimates may not fully reflect what would be observed under a sample distribution more closely aligned with Expo-wide visitation. Findings should therefore be interpreted with this limitation in mind.

Qualitative component: Key informant interviews

Design and approach

Semi-structured interviews were conducted with key informants to capture operational, strategic, and contextual perspectives on Canada's participation. Interviews were designed to elicit descriptive and explanatory information, including delivery choices, coordination practices, perceived strengths and constraints, observations of outcomes.

Timing and mode

Interviews were conducted between June 15, 2025 and January 19, 2026, including:

- in-person interviews during on-site field visits in June 2025 and September 2025; and
- remote follow-up interviews after the on-site periods to support coverage across informant categories.

Key informant categories

All qualitative evidence is reported using the key informant categories below. No individuals or organizations are named in reporting, and qualitative evidence is presented as patterns of convergence and salience by category.

Key Informant Category	Included roles (illustrative, non-exhaustive)
Canada Pavilion leadership	Senior pavilion representatives and employees of Global Affairs Canada (Commissioner General, Deputy Commissioner General, Senior Advisor)
Canadian senior officials	Canadian diplomats and representatives (High Commissioners, Consuls General)
Expo organisers	Officials from organisations involved with the planning and delivery of Expo 2025 (Japan Association for the 2025 World Exposition, Bureau international des Expositions (BIE))
Provincial delegations	Representatives from Canadian provincial governments
Other government departments	Federal government departments, agencies, organisations
Other partners	Partners from all other sectors contributing to programming activities/engagement (cultural, innovation, academic, economic)
Other country pavilions	Representatives of other countries present at Expo 2025 (Commissioners General)

Qualitative analysis and reporting approach

Interview notes and/or transcripts were synthesized using a content and a thematic approach aligned to the evaluation framework.

Qualitative findings are not statistically generalizable. Where open-ended or narrative evidence is reported, it is framed as salience and convergence across informant categories rather than as a ranked list of views.

On-site observation

Observation was conducted during two on-site periods (June 2025 and September 2025). Observation was used to contextualize and interpret both survey responses and qualitative interview evidence, and to document operational realities and visitor-facing conditions during the fieldwork windows.

Structured observation was conducted during two on-site periods (June 2025 and September 2025). Observation was used to contextualize and interpret both survey responses and

qualitative interview evidence, and to document operational realities during the fieldwork windows.

In addition to observing the Canada Pavilion, the senior researcher conducted comparative observation across multiple other pavilions and across the broader Expo site. This provided a basis for interpreting Canada Pavilion operations and visitor experience elements relative to general Expo operating conditions.

Observation focused on:

- visitor flow, crowd dynamics, and site-wide movement patterns;
- queue management, waiting time conditions, and throughput dynamics (Canada Pavilion and other pavilions);
- service delivery and operational practices observed across pavilions (e.g., staff interaction patterns, access and entry processes);
- interpretive and experiential elements of pavilion visits, including how visitors progressed through spaces and content;
- physical comfort considerations observed on-site; and
- the interplay between public-facing operations and scheduled strategic activities at the Canada Pavilion.

Observation was used as contextual evidence to support interpretation and were not intended to produce quantitative estimates.

Secondary data: Expo organization administrative and monitoring indicators

Source

Secondary data were drawn from an Expo organization publication, “Expo 2025 Osaka, Kansai, Japan in Data,” produced and shared by the Expo organization. These data reflect the Expo organization’s administrative, operational, monitoring, and research outputs. The evaluation uses these indicators as contextual reference points and does not treat them as Canada Pavilion–specific measures.

Types of data included in the “in Data” publication

The publication consolidates multiple indicator types, including:

- Attendance and participation metrics (e.g., total attendance volumes; operational counts tied to site access and credentialing);
- Digital engagement indicators (e.g., Virtual Expo access counts; social media indicators such as hashtag post volumes);
- Visitor questionnaire results conducted at the Expo-wide level (including satisfaction measures).

How secondary data were used in this evaluation

These Expo organization indicators are used to:

- provide operating context for interpreting on-site conditions observed during fieldwork (e.g., visitation intensity and site dynamics);
- situate Canada Pavilion findings within broader Expo-wide patterns where relevant; and
- support neutral contextual statements (e.g., Expo-wide satisfaction, access patterns) without implying Canada attribution.

Definitions, collection methods, sample designs, and estimation approaches for these indicators are determined by the Expo organization. Where percentages are referenced from these secondary sources, they are presented as reported by the Expo organization.

Data Collection Tools

Survey Questionnaire

Hello, my name is _____ from the McLaren Group, a Tokyo-based Market Research firm. We invite you to take a short survey about your experience at the Canada Pavilion. This study, commissioned by the Government of Canada, will help us better understand visitors' opinions and perceptions. Your participation is voluntary, and all responses are confidential and anonymous. The survey takes about 5 to 6 minutes. Thank you for your time!

READ THE FOLLOWING ONLY IF NEEDED

This study is about your experience visiting the Canada Pavilion and your impressions of Canada. Anyone can complete this survey. You don't have to be an expert or know Canada well to answer the questions. We are interested in your opinion about your experience visiting the Canada Pavillon.

May I continue?

Row:

[r1] Yes

[r2] No/Refusal

Terminate: Term S1

Condition: (S1.r2)

[S2]

Did you go inside the Canada Pavilion?

Row:

[r1] Yes, I explored the interior experience

[r2] No, I only stayed outside

Terminate: Term S2

Condition: (S2.r2)

[Q2] What country are you from?

Row:

[r1] Japan

[r2] Canada

[r3] China

[r4] South Korea

[r5] United States

[r6] Taiwan

[r96] Another country (please specify) :

[AGE]

What is your age group?**Row:**

- [r1] Under 16
- [r8] 16-17
- [r2] 18-24
- [r3] 25-34
- [r4] 35-44
- [r5] 45-54
- [r6] 55-64
- [r7] 65+

Terminate: Term AGECondition: **(AGE.r1)****[Q4A]****Before visiting the Canada Pavilion, how familiar were you with Canada?**Condition: **not(Q2.r2)****Row:**

- [r1] Very familiar
- [r2] Somewhat familiar
- [r3] Neutral
- [r4] Not very familiar
- [r5] Not familiar at all
- [r99] I prefer not to answer

[Q4B]**Do you have any prior experience or connection with Canada? If so, what?**Condition: **(Q4A.r1 or Q4A.r2) and (Q2.r1 or Q2.r3 or Q2.r4 or Q2.r5 or Q2.r6 or Q2.r96)**

Select all that apply

Row:

- [r1] I have visited Canada before
- [r2] I have studied/worked in Canada
- [r3] I have family or friends in Canada
- [r4] I have enjoyed Canadian entertainment, arts, cuisine (e.g. artists, movies, series, books, food, etc.)
- [r96] Other (please specify)
- [r97] I have NO previous connection or experience with Canada

[Q5]**What was your main reason for visiting the Canada Pavilion?**

Select all that apply

Row:

- [r1] I was just exploring and decided to visit
- [r2] I heard it is great Pavilion to visit
- [r3] To learn more about Canada

- [r4] To watch a cultural live performance or presentation
- [r5] To explore opportunities in Canada (education, investments, business)
- [r6] To attend a business or networking event
- [r7] To try Canadian food
- [r8] I am part of a guided / organized group
- [r96] Other (please specify)
- [r97] I don't know

[Q6]

Did you plan your visit to the Canada Pavilion in advance, or was it a spontaneous decision?

Row:

- [r1] I planned my visit in advance
- [r2] I decided to visit spontaneously

[Q8]

How did you first hear about the Canada Pavilion?

Condition: **Q6.r1**

Row:

- [r1] On social media
- [r2] On the Expo 2025 website or app
- [r3] Through recommendation (word of mouth)
- [r4] By seeing it while walking around and decided to visit
- [r5] On the news
- [r6] Through an official Expo tour or guide
- [r96] Other (please specify):

[Q9]

What did you like most about the Canada Pavilion? Was there something very memorable or something that particularly delighted you?

Row:

- [r1] The main exhibit with the illuminated monoliths and augmented reality
- [r2] The Canada from space room – the satellite view of Canada
- [r3] The farewell gallery with large-scale images of Canada landscape
- [r4] The live events and or performances / special program and screen presentation on the central plaza
- [r5] The exterior design of the Canada Pavilion
- [r6] The Canadian food & beverage offering
- [r7] Meeting Canadians (hosting staff, mascot, artists)
- [r8] The photo opportunity with the Canada sign
- [r96] Other (please specify)
- [r97] None of the above
- [r98] I don't know

[Q10]

Would you like to add any additional comments about what you liked most about the Canada Pavilion?

Condition: **not(Q9.r97 or Q9.r98)**

Row:

[r96] Please specify

[Q12]

How satisfied are you with...

Column:

[c1] Very satisfied

[c2] Somewhat satisfied

[c3] Somewhat unsatisfied

[c4] Very unsatisfied

[c97] Not applicable / I did not participate

[c99] I prefer not to answer

Row:

[r1] ...the Canada Pavilion – the exterior design of the Pavilion?

[r2] ...the Canada Pavilion - the interior interactive experience?

[r3] ...the live events / special program and screen presentation on the central plaza

[r4] ...the food and beverage offering

[r5] ...the hosting staff

[r6] ...the use of iPads for the interactive discovery

[Q13]

Thinking about your overall visit to the Canada Pavilion, how satisfied or unsatisfied/dissatisfied were you with your experience?

Row:

[r1] Very satisfied

[r2] Somewhat satisfied

[r3] Somewhat unsatisfied

[r4] Very unsatisfied

[r99] I prefer not to answer

[Q16]

How does the experience at the Canada Pavilion compare to other pavilions you have visited at Expo 2025?

Row:

[r1] Much better

[r2] Slightly better

[r3] About the same as other pavilions

[r4] Slightly worse

[r5] Much worse

[r6] I haven't visited any other pavilions

[r99] I prefer not to answer

[Q17]**How has your perception of Canada changed after visiting the Pavilion?**

Condition: (S2.r1) and not(Q2.r2)

Row:

- [r1] Much more positive
- [r2] Slightly more positive
- [r3] No change
- [r4] Slightly more negative
- [r5] Much more negative
- [r99] I prefer not to answer

[Q18]**Based on your visit today, are you more interested now in Canada, and in what way?**

Condition: not(Q2.r2)

Select all that apply

Row:

- [r1] Visit Canada as a tourist in the next three years
- [r2] Study in Canada
- [r3] Explore business opportunities with Canada
- [r4] Invest in Canadian markets
- [r5] Move to Canada to live there
- [r6] Explore Canadian culture
- [r7] Purchase products from Canada
- [r8] Not likely to engage further

[Q20]**Would you recommend the Canada Pavilion to others (friends, family, colleagues)?****Row:**

- [r1] Very likely
- [r2] Somewhat likely
- [r6] Neither likely nor unlikely
- [r3] Somewhat unlikely
- [r4] Very unlikely
- [r99] I prefer not to answer

[Q21]**Thinking about your experience today, was there anything that could have improved your experience at the Canada Pavilion? Was there anything missing that you would have liked to see?****Row:**

- [r96] Please specify:

[GENDER]

What is your gender identity?**Row:**

[r1] Male

[r2] Female

[r3] Other

[r99] I prefer not to answer

[COMPOSITION]**Who are you visiting the Expo with today?****Row:**

[r1] Alone

[r2] As a couple (with my partner only)

[r3] With my family

[r4] With friends

[r5] School group visit

[r6] With an organized group

[r7] With colleagues

[r96] Other

[r99] I prefer not to answer

Français

Bonjour, je m'appelle _____ du McLaren Group, une firme de recherche marketing basée à Tokyo. Nous vous invitons à répondre à un court sondage sur votre expérience au Pavillon du Canada. Cette étude, commandée par le gouvernement du Canada, nous aidera à mieux comprendre les opinions et perceptions des visiteurs.

Votre participation est volontaire, et toutes les réponses sont confidentielles et anonymes. Le sondage prend environ 5 à 6 minutes. Merci de votre temps !

LIRE AU BESOIN SEULEMENT

[S1] Cette étude porte sur votre expérience au Pavillon du Canada ainsi que sur vos impressions à propos du Canada. Tout le monde peut répondre à ce sondage. Il n'est pas nécessaire d'être un expert ou de bien connaître le Canada pour répondre aux questions. Nous nous intéressons simplement à votre opinion concernant votre visite au Pavillon du Canada.

Puis-je continuer ?**Rangée:**

[r1] Oui

[r2] Non/Refus

Terminate: Term S1

Condition: (S1.r2)

[S2] Avez-vous visité l'intérieur du Pavillon du Canada ?**Rangée:**

[r1] Oui, j'ai fait l'expérience intérieure

[r2] Non, je suis seulement resté à l'extérieur

Terminate: Term S2

Condition: (S2.r2)

[Q2] De quel pays êtes-vous ?**Rangée:**

[r1] Japon

[r2] Canada

[r3] Chine

[r4] Corée du Sud

[r5] États-Unis

[r6] Taiwan

[r96] Un autre pays (veuillez spécifier) :

[AGE] Dans quelle tranche d'âge vous situez-vous ?

Rangée:

- [r1] Moins de 16 ans
- [r8] 16-17
- [r2] 18-24
- [r3] 25-34
- [r4] 35-44
- [r5] 45-54
- [r6] 55-64
- [r7] 65+

Terminate: Term AGECondition: **(AGE.r1)****[Q4A] Avant de visiter le Pavillon du Canada, à quel point étiez-vous familier(ère) avec le Canada ?**Condition: **not(Q2.r2)****Rangée:**

- [r1] Très familier(ère)
- [r2] Assez familier(ère)
- [r3] Neutre
- [r4] Peu familier(ère)
- [r5] Pas du tout familier(ère)
- [r99] Je préfère ne pas répondre

[Q4B] Avez-vous déjà eu une expérience ou un lien quelconque avec le Canada ? Si oui, lequel ou lesquels ?Condition: **(Q4A.r1 or Q4A.r2) and (Q2.r1 or Q2.r3 or Q2.r4 or Q2.r5 or Q2.r6 or Q2.r96)**

Cochez toutes les réponses qui s'appliquent.

Rangée:

- [r1] J'ai déjà visité le Canada
- [r2] J'ai étudié ou travaillé au Canada
- [r3] J'ai de la famille ou des amis au Canada
- [r4] J'apprécie des contenus culturels ou culinaires canadiens (p. ex. artistes, films, séries, livres, cuisine, etc.)
- [r96] Autre (veuillez préciser) :
- [r97] Je n'ai aucun lien ni expérience préalable avec le Canada

[Q5] Quelle(s) était(ent) votre ou vos principale(s) raison(s) de visiter le Pavillon du Canada ?

Cochez toutes les réponses qui s'appliquent.

Rangée:

- [r1] Je me promenais simplement et j'ai décidé de visiter
- [r2] J'ai entendu dire que c'est un excellent pavillon à visiter
- [r3] Pour en apprendre davantage sur le Canada

- [r4] Pour assister à une performance culturelle ou une présentation
- [r5] Pour explorer des opportunités au Canada (études, investissements, affaires)
- [r6] Pour participer à un événement d'affaires ou de réseautage
- [r7] Pour goûter à la cuisine canadienne
- [r8] Je fais partie d'un groupe guidé ou organisé
- [r96] Autre (veuillez préciser) :
- [r97] Je ne sais pas

[Q6] Aviez-vous planifié votre visite au Pavillon du Canada à l'avance, ou s'agissait-il d'une décision spontanée ?

Rangée:

- [r1] J'avais planifié ma visite à l'avance
- [r2] J'ai décidé de visiter spontanément

[Q8] Comment avez-vous entendu parler du Pavillon du Canada pour la première fois ?

Condition: **Q6.r1**

Rangée:

- [r1] Sur les médias sociaux
- [r2] Sur le site web ou l'application de l'Expo 2025
- [r3] Par recommandation (bouche à oreille)
- [r4] En le voyant en me promenant, j'ai décidé de le visiter
- [r5] Dans les médias / aux nouvelles
- [r6] Par le biais d'un tour ou d'un guide officiel de l'Expo
- [r96] Autre (veuillez spécifier)

[Q9] Qu'avez-vous le plus aimé du Pavillon du Canada ? Y a-t-il eu quelque chose de très mémorable ou qui vous a particulièrement plu ?

Rangée:

- [r1] L'exposition principale avec les monolithes illuminés et la réalité augmentée
- [r2] La salle « Le Canada vu de l'espace » – la vue satellite du Canada
- [r3] La galerie de clôture avec les images grand format des paysages canadiens
- [r4] Les événements et spectacles en direct / la programmation spéciale et les projections sur la place centrale
- [r5] Le design extérieur du Pavillon du Canada
- [r6] L'offre de nourriture et de boissons canadiennes
- [r7] Rencontrer des Canadiens (personnel d'accueil, mascotte, artistes)
- [r8] L'occasion de prendre une photo avec l'enseigne « Canada »
- [r96] Autre (veuillez préciser) :
- [r97] Aucun de ces éléments
- [r98] Je ne sais pas

[Q10] Souhaitez-vous ajouter d'autres commentaires sur ce que vous avez le plus aimé du Pavillon du Canada ?

Condition: **not(Q9.r97 or Q9.r98)**

Rangée:

[r96] Veuillez préciser

[Q12] Dans quelle mesure êtes-vous satisfait(e) de...**Colonne:**

[c1] Très satisfait(e)

[c2] Plutôt satisfait(e)

[c3] Plutôt insatisfait(e)

[c4] Très insatisfait(e)

[c97] Ne s'applique pas / Je n'ai pas participé

[c99] Je préfère ne pas répondre

Rangée:

[r1] ...l'apparence extérieure du Pavillon du Canada ?

[r2] ...l'expérience interactive à l'intérieur du Pavillon du Canada ?

[r3] ...les événements en direct / la programmation spéciale et les projections sur la place centrale ?

[r4] ...l'offre de nourriture et de boissons ?

[r5] ...le personnel d'accueil ?

[r6] ...l'utilisation de l'iPad pour l'exploration interactive ?

[Q13] En pensant à l'ensemble de votre visite au Pavillon du Canada, dans quelle mesure êtes-vous satisfait(e) ou insatisfait(e) de votre expérience ?**Rangée:**

[r1] Très satisfait(e)

[r2] Plutôt satisfait(e)

[r3] Plutôt insatisfait(e)

[r4] Très insatisfait(e)

[r99] Je préfère ne pas répondre

[Q16] Comment l'expérience vécue au Pavillon du Canada se compare-t-elle à celle des autres pavillons que vous avez visités à l'Expo 2025 ?**Rangée:**

[r1] Beaucoup mieux

[r2] Un peu mieux

[r3] À peu près la même chose que les autres pavillons

[r4] Un peu moins bien

[r5] Beaucoup moins bien

[r6] Je n'ai visité aucun autre pavillon

[r99] Je préfère ne pas répondre

[Q17] Comment votre perception du Canada a-t-elle évolué après votre visite au Pavillon ?

Condition: (S2.r1) and not(Q2.r2)

Rangée:

- [r1] Elle est devenue beaucoup plus positive
- [r2] Elle est devenue un peu plus positive
- [r3] Elle n'a pas changé
- [r4] Elle est devenue un peu plus négative
- [r5] Elle est devenue beaucoup plus négative
- [r99] Je préfère ne pas répondre

[Q18] En vous basant sur votre visite aujourd'hui, êtes-vous maintenant plus intéressé par le Canada, et de quelle manière ?

Condition: **not(Q2.r2)**

Cochez toutes les réponses qui s'appliquent.

Rangée:

- [r1] Visiter le Canada comme touriste au cours des trois prochaines années
- [r2] Étudier au Canada
- [r3] Explorer des occasions d'affaires avec le Canada
- [r4] Investir dans les marchés canadiens
- [r5] Déménager au Canada pour y vivre
- [r6] Découvrir davantage la culture canadienne
- [r7] Acheter des produits provenant du Canada
- [r8] Il est peu probable que j'aie d'autres interactions avec le Canada

[Q20] Recommanderiez-vous le Pavillon du Canada à d'autres personnes (amis, famille, collègues) ?

Rangée:

- [r1] Très probable
- [r2] Assez probable
- [r6] Ni probable ni improbable
- [r3] Assez improbable
- [r4] Très improbable
- [r99] Je préfère ne pas répondre

[Q21] En repensant à votre expérience d'aujourd'hui, y a-t-il quelque chose qui aurait pu améliorer votre visite au Pavillon du Canada ? Y avait-il quelque chose qui manquait et que vous auriez aimé voir ?

Rangée:

- [r96] Veuillez préciser:

[GENDER] Quelle est votre identité de genre ?

Rangée:

- [r1] Homme
- [r2] Femme
- [r3] Autre (veuillez spécifier)
- [r99] Je préfère ne pas répondre

[COMPOSITION] Avec qui visitez-vous l'Expo aujourd'hui ?**Rangée:**

- [r1] Seul(e)
- [r2] En couple (avec mon/ma partenaire uniquement)
- [r3] En famille
- [r4] Avec des amis
- [r5] Avec un groupe scolaire
- [r6] Avec un groupe organisé
- [r7] Avec des collègues
- [r96] Autre (veuillez spécifier)
- [r99] Je préfère ne pas répondre

Japanese

こんにちは、東京の市場調査会社、マクラーレン・グループの _____ と申します。本日は、カナダパビリオンへのご来場経験について、簡単なアンケートを実施しておりますので、ご協力くださいますようお願い申し上げます。このアンケートはカナダ政府の依頼により実施されており、ご来場者の皆様のご意見やご印象について理解を深めることを目的にしています。

皆様のご参加は任意ですが、ご回答はすべて秘匿され、匿名で扱われます。アンケートの所要時間は5～6分ほどです。ご協力をお願い申し上げます！

必要に応じて以下を読み上げる

[S1]

このアンケートでは、カナダパビリオンへのご来場経験と、カナダの印象についてお尋ねします。あらゆる方々にアンケートへのご協力をお願いしています。カナダに精通していなくても構いません。カナダパビリオンへのご来場経験に関する皆さまのご意見をお聞かせいただきたいと存じます。ご協力いただけますか。

列:

[r1] はい

[r2] いいえ／回答を控えたい

Terminate: Term S1

Condition: (S1.r2)

[S2]

カナダパビリオンの内部に入場されましたか。

列:

[r1] はい、内部を見学した

[r2] いいえ、外側だけを見た

Terminate: Term S2

Condition: (S2.r2)

[Q2]

どの国からいらっしゃいましたか。

列:

[r1] 日本

[r2] カナダ

[r3] 中国

[r4] 韓国

[r5] 米国

[r6] 台湾

[r96] 他の国（具体的にお答えください）：

[AGE]

年齢層をお選びください。

列:

[r1] 16歳未満

[r8] 16～17歳

[r2] 18～24歳

[r3] 25～34歳

[r4] 35～44歳

[r5] 45～54歳

[r6] 55～64歳

[r7] 65歳以上

Terminate: Term AGE

Condition: (AGE.r1)

[Q4A]

カナダパビリオンを訪れる前は、カナダについてどの程度よくご存知でしたか。

Condition: not(Q2.r2)

列:

[r1] とてもよく知っていた

[r2] いくらか知っていた

[r3] どちらとも言えない

[r4] あまりよく知らなかった

[r5] まったく知らなかった

[r99] 回答を控えたい

[Q4B]

カナダについて何らかのご経験をお持ちですか。またはカナダと何らかのつながりをお持ちですか。ある場合は、どのようなものですか。

Condition: (Q4A.r1 or Q4A.r2) and (Q2.r1 or Q2.r3 or Q2.r4 or Q2.r5 or Q2.r6 or Q2.r96)

あてはまるものをすべて選択してください

列:

[r1] カナダに行ったことがある

[r2] カナダに留学したことがある／カナダで働いたことがある

[r3] 家族または友達がカナダにいる

[r4] カナダのエンターテインメント、アート、料理（アーティスト、映画、シリーズ、本、食べ物など）が好きだ

[r96] その他（具体的にお答えください）

[r97] カナダとのつながりや経験はない

[Q5]

カナダパビリオンを訪れたのは、主にどのような理由のためでしたか。

あてはまるものをすべて選択してください

列:

[r1] 単に歩いていて、見学してみようと思った

[r2] パビリオンを見る価値が高いと聞いた

[r3] カナダについてもっとよく知るため

[r4] 文化的なライブパフォーマンスやプレゼンテーションを見るため

[r5] カナダでの機会（留学、投資、ビジネス）について探るため

[r6] ビジネスイベントやネットワーキングイベントに参加するため

[r7] カナダの食べ物を試すため

[r8] ガイドツアー／グループツアーの一環で見学した

[r96] その他（具体的にお答えください）

[r97] わからない

[Q6]

カナダパビリオンを見学することはあらかじめ予定していましたか、それともその場で決断しましたか。

列:

[r1] あらかじめ予定していた

[r2] その場で決めた

[Q8]

カナダパビリオンについて、最初にどちらで耳にしましたか。

Condition: Q6.r1

列:

[r1] ソーシャルメディアで

[r2] Expo 2025のサイトまたはアプリで

[r3] 人から勧められた（口コミ）

[r4] 歩いていて見かけたので、見学してみようと思った

[r5] ニュースで

[r6] Expoの公式ツアーやガイドから聞いた

[r96] その他（具体的にお答えください）

[Q9]

カナダパビリオンで最もよかったことは何ですか。特に印象に残ったことや素晴らしいことがありましたか？

列:

[r1] イルミネーションをあてたモノリスと拡張現実を使用したメイン展示

[r2] 宇宙から見たカナダーカナダの衛星画像

- [r3] 最後のギャラリーのカナダの大景観
- [r4] ライブイベントやパフォーマンス／特別プログラムやセントラルプラザのスクリーンのプレゼンテーション
- [r5] カナダパビリオンの建物の外観デザイン
- [r6] 提供されていたカナダの食べ物や飲み物
- [r7] カナダの人々（接待スタッフ、マスコット、アーティスト）との交流
- [r8] カナダのサインを入れた写真撮影の機会
- [r96] その他（具体的にお答えください）
- [r97] 該当なし
- [r98] わからない

[Q10]

カナダパビリオンで最もよかったことについて、他に何かコメントがあればお聞かせください。

Condition: not(Q9.r97 or Q9.r98)

列:

[r96] 具体的にお答えください

[Q12]

以下の点について、どの程度満足しましたか。

カラム:

- [c1] とても満足している
 - [c2] ある程度満足している
 - [c3] あまり満足していない
 - [c4] まったく満足していない
 - [c97] 該当しない／体験しなかった
 - [c99] 回答を控えたい
- 列:
- [r1] カナダパビリオン - 建物の外観デザイン
 - [r2] カナダパビリオン - 内部のインタラクティブ展示
 - [r3] ライブイベント／特別プログラムやセントラルプラザのスクリーンのプレゼンテーション
 - [r4] 提供されていた食べ物と飲み物
 - [r5] 接待スタッフ
 - [r6] インタラクティブ展示のためのiPadの活用

[Q13]

カナダパビリオンへのご来場経験について、全般的にどの程度満足しましたか。

列:

- [r1] とても満足している
- [r2] ある程度満足している
- [r3] あまり満足していない
- [r4] まったく満足していない

[r99] 回答を控えたい

[Q16]

Expo 2025で訪れた他のパビリオンと比較して、カナダパビリオンへのご来場経験はどう思いますか。

列:

[r1] とても優れている

[r2] 少し優れている

[r3] 他のパビリオンと変わらない

[r4] 少し劣っている

[r5] かなり劣っている

[r6] 他のパビリオンには行かなかった

[r99] 回答を控えたい

[Q17]

パビリオンへのご来場後、カナダに対する印象は変化しましたか。

Condition: (S2.r1) and not(Q2.r2)

列:

[r1] かなり好感度が高まった

[r2] 少し好感度が高まった

[r3] 変化なし

[r4] 少し好感度が下がった

[r5] かなり高感度が下がった

[r99] 回答を控えたい

[Q18]

本日ご訪問されたことで、カナダの何に対してどのような興味関心が深まりましたか？

Condition: not(Q2.r2)

あてはまるものをすべて選択してください

列:

[r1] 今後3年以内に観光でカナダを訪れる

[r2] カナダに留学する

[r3] カナダとのビジネスの機会を検討する

[r4] カナダ市場に投資する

[r5] カナダに移住する

[r6] カナダの文化を体験する

[r7] カナダの製品を購入する

[r8] 特に関わろうと思わない

[Q20]

カナダパビリオンを他の人（お友達、ご家族、ご同僚）に勧めますか。

列:

- [r1] その可能性が高い
- [r2] 可能性はいくらかある
- [r6] 可能性は半々
- [r3] 可能性はあまりない
- [r4] 可能性はほとんどない
- [r99] 回答を控えたい

[Q21]

本日のご経験について考えた場合に、カナダパビリオンで改善してほしいと思う点や追加してほしいと思うことはありますか？

列:

[r96] 具体的にお答えください：

[GENDER]

性別をお選びください。

列:

- [r1] 男性
- [r2] 女性
- [r3] その他
- [r99] 回答を控えたい

[COMPOSITION]

本日はどなたとExpoに来場されましたか。

[pipe: AUTOFIL_Q9]

列:

- [r1] 自分一人
- [r2] カップルで（パートナーと）
- [r3] 家族と
- [r4] 友達と
- [r5] 学校で
- [r6] グループで
- [r7] 同僚と
- [r96] その他
- [r99] 回答を控えたい

Korean

안녕하세요, 저는 도쿄에 소재한 마켓 리서치 회사 McLaren Group의 _____입니다.
귀하의 캐나다 파빌리온에서의 경험에 관해 짧은 설문 조사에 참여해 주시기 바랍니다. 이
연구는 캐나다 정부의 의뢰로 진행되며, 방문객의 의견과 인식을 더 잘 이해하는 데 도움이
될 것입니다.

귀하의 참여는 자발적이며, 모든 응답은 기밀이 유지되고 익명으로 처리됩니다. 이
설문조사는 5~6분 정도 소요됩니다. 시간을 내주셔서 감사합니다!

다음은 필요한 경우에만 읽으십시오

[S1] 이 연구는 귀하가 캐나다 파빌리온을 방문한 경험과 캐나다에 대한 귀하의 인상에
관한 것입니다. 이 설문조사에는 누구나 참여할 수 있습니다. 전문 지식이 없거나 캐나다에
대해 잘 알지 못하더라도 질문에 응답할 수 있습니다. 캐나다 파빌리온을 방문한 경험에
대한 귀하의 의견을 듣고 싶습니다. 계속해도 될까요?

행:

[r1] 예

[r2] 아니요/거절

Terminate: Term S1

Condition: (S1.r2)

[S2] 캐나다 파빌리온 내부에 들어가 보셨나요?

행:

[r1] 예, 내부 경험을 둘러보았다

[r2] 아니요, 밖에만 머물렀다

오늘 시간을 내어 본 설문조사를 완료해 주셔서 감사합니다.

Terminate: Term S2

Condition: (S2.r2)

[Q2] 귀하는 어느 국가 출신입니까?

행:

[r1] 일본

[r2] 캐나다

[r3] 중국

[r4] 대한민국

[r5] 미국

[r6] 대만

[r96] 다른 국가(구체적으로 알려주십시오):

[AGE] 귀하의 나이는 어느 그룹에 속합니까?

행:

[r1] 만 16세 미만

- [r8] 만 16~17세
- [r2] 만 18~24세
- [r3] 만 25~34세
- [r4] 만 35~44세
- [r5] 만 45~54세
- [r6] 만 55~64세
- [r7] 만 65세 이상

오늘 시간을 내어 본 설문조사를 완료해 주셔서 감사합니다.

Terminate: Term AGE

Condition: **(AGE.r1)**

[Q4A] 캐나다 파빌리온을 방문하기 전에는 캐나다에 대해 얼마나 알고 계셨습니까?

Condition: **not(Q2.r2)**

행:

- [r1] 매우 잘 알고 있었다
- [r2] 다소 잘 알고 있었다
- [r3] 중간 정도
- [r4] 별로 잘 알지 못했다
- [r5] 전혀 알지 못했다
- [r99] 응답하고 싶지 않다

[Q4B] 귀하에게 캐나다와 관련된 경험이나 연고가 있습니까? 있다면 무엇입니까?

Condition: **(Q4A.r1 or Q4A.r2) and (Q2.r1 or Q2.r3 or Q2.r4 or Q2.r5 or Q2.r6 or Q2.r96)**

해당하는 항목을 모두 선택해 주십시오

행:

- [r1] 이전에 캐나다를 방문한 적 있다
- [r2] 캐나다에서 공부한 적/일한 적 있다
- [r3] 캐나다에 가족이나 친구가 있다
- [r4] 캐나다의 엔터테인먼트, 예술, 요리(예: 아티스트, 영화, 시리즈, 서적, 음식 등)를 즐긴 적 있다
- [r96] 기타(구체적으로 알려주십시오)
- [r97] 이전에 캐나다에 대한 경험이나 연고가 전혀 없었다

[Q5] 귀하가 캐나다 파빌리온을 방문한 주된 이유는 무엇입니까?

해당하는 항목을 모두 선택해 주십시오

행:

- [r1] 그냥 둘러보다가 방문하기로 결정했다
- [r2] 방문하기 좋은 파빌리온이라고 들었다
- [r3] 캐나다에 대해 더 알기 위해
- [r4] 라이브 문화 공연이나 프레젠테이션을 관람하기 위해
- [r5] 캐나다에서의 기회를 탐색하기 위해(교육, 투자, 비즈니스)
- [r6] 비즈니스 또는 네트워킹 이벤트에 참석하기 위해

- [r7] 캐나다 음식을 먹어 보기 위해
- [r8] 나는 가이드 단체 / 조직의 일원이다
- [r96] 기타(구체적으로 알려주십시오)
- [r97] 모르겠다

[Q6] 귀하는 캐나다 파빌리온을 방문하기 위해 사전에 계획을 세우셨습니까, 아니면 즉흥적으로 결정하셨습니까?

행:

- [r1] 방문을 미리 계획했다
- [r2] 즉흥적으로 방문을 결정했다

[Q8] 캐나다 파빌리온에 대해 어떻게 알게 되셨습니까?

Condition: **Q6.r1**

행:

- [r1] SNS에서
- [r2] 2025년 세계 박람회(엑스포 2025) 웹사이트 또는 앱에서
- [r3] 추천(입소문)을 통해
- [r4] 주변을 산책하던 중 발견해서 방문하기로 결정했다
- [r5] 뉴스에서
- [r6] 공식 세계 박람회(엑스포) 투어 또는 가이드를 통해
- [r96] 기타(구체적으로 알려주십시오)

[Q9] 캐나다 파빌리온에서 가장 마음에 들었던 점은 무엇입니까? 기억에 남는 점이나 특별히 즐거웠던 부분이 있습니까?

행:

- [r1] 조명을 비춘 모놀리스와 증강 현실이 있는 메인 전시
- [r2] 우주에서 본 캐나다 - 캐나다 위성 사진
- [r3] 대형 캐나다 풍경 이미지가 있는 작별 갤러리
- [r4] 라이브 이벤트와 공연 / 중앙 광장의 특별 프로그램과 스크린 프레젠테이션
- [r5] 캐나다 파빌리온의 외관 디자인
- [r6] 캐나다 음식 및 음료 증정
- [r7] 캐나다인과의 만남(호스팅 스태프, 마스코트, 아티스트)
- [r8] 캐나다 표지판과 사진을 촬영할 기회
- [r96] 기타(구체적으로 알려주십시오)
- [r97] 해당 사항 없음
- [r98] 모르겠다

[Q10] 캐나다 파빌리온에서 가장 마음에 들었던 점에 대해 추가 의견을 남기시겠습니까?

Condition: **not(Q9.r97 or Q9.r98)**

행:

- [r96] 구체적으로 알려주십시오

[Q12] 귀하는 다음 항목에 대해 얼마나 만족하셨습니까?

열:

- [c1] 매우 만족스럽다

- [c2] 다소 만족스럽다
- [c3] 다소 불만족스럽다
- [c4] 매우 불만족스럽다
- [c97] 해당 없음 / 참여하지 않았다
- [c99] 응답하고 싶지 않다

행:

- [r1] 캐나다 파빌리온 - 파빌리온의 외관 디자인
- [r2] 캐나다 파빌리온 - 내부 상호작용 경험
- [r3] 라이브 이벤트와 공연 / 중앙 광장의 특별 프로그램과 스크린 프레젠테이션
- [r4] 음식과 음료 증정
- [r5] 호스텔 스태프
- [r6] 아이패드를 통한 대화형 발견

[Q13] 귀하의 캐나다 파빌리온 방문을 전체적으로 되돌아볼 때, 귀하의 경험에 얼마나 만족하거나 불만족하셨습니까?

행:

- [r1] 매우 만족스럽다
- [r2] 다소 만족스럽다
- [r3] 다소 불만족스럽다
- [r4] 매우 불만족스럽다
- [r99] 응답하고 싶지 않다

[Q16] 2025년 세계 박람회(엑스포 2025)에서 방문했던 다른 전시관과 비교할 때, 캐나다 파빌리온의 경험은 어떻습니까?

행:

- [r1] 훨씬 낫다
- [r2] 조금 낫다
- [r3] 다른 파빌리온과 비슷하다
- [r4] 조금 못하다
- [r5] 훨씬 못하다
- [r6] 다른 파빌리온을 방문한 적 없다
- [r99] 응답하고 싶지 않다

[Q17] 캐나다 파빌리온을 방문한 후에 캐나다에 대한 귀하의 인식이 어떻게 변했습니까?

Condition: (S2.r1) and not(Q2.r2)

행:

- [r1] 훨씬 긍정적으로
- [r2] 약간 긍정적으로
- [r3] 변화 없음
- [r4] 약간 부정적으로
- [r5] 훨씬 부정적으로
- [r99] 응답하고 싶지 않다

[Q18] 오늘 방문으로 인해 캐나다에 관심이 더 많아졌습니까? 만약 그렇다면 어떤 부분입니까?

Condition: **not(Q2.r2)**

해당하는 항목을 모두 선택해 주십시오

행:

- [r1] 앞으로 3년 이내에 관광객으로서 캐나다에 방문
- [r2] 캐나다 유학
- [r3] 캐나다와의 비즈니스 기회 탐색
- [r4] 캐나다 시장에 투자
- [r5] 캐나다로 이주하여 거주
- [r6] 캐나다 문화 탐험
- [r7] 캐나다 제품 구매
- [r8] 관련 활동을 할 의향이 별로 없다

[Q20] 캐나다 파빌리온을 다른 사람(친구, 가족, 동료)에게 추천하시겠습니까?

행:

- [r1] 매우 크다
- [r2] 다소 크다
- [r6] 크지도 작지도 않다
- [r3] 다소 작다
- [r4] 매우 작다
- [r99] 응답하고 싶지 않다

[Q21] 오늘의 경험을 되돌아볼 때, 캐나다 파빌리온에서의 경험을 개선할 만한 부분이 있었습니까? 귀하가 보고 싶었으나 부족했던 부분이 있었습니까?

행:

- [r96] 구체적으로 알려주십시오.

[GENDER] 귀하의 성정체성은 어떻게 됩니까?

행:

- [r1] 남성
- [r2] 여성
- [r3] 기타
- [r99] 응답하고 싶지 않다

[COMPOSITION] 오늘 세계 박람회(엑스포)에 누구와 함께 방문하셨습니까?

행:

- [r1] 혼자
- [r2] 커플로(파트너만)
- [r3] 가족과 함께
- [r4] 친구들과 함께
- [r5] 학교 단체 방문
- [r6] 조직 그룹
- [r7] 동료들과 함께
- [r96] 기타
- [r99] 응답하고 싶지 않다

Simplified Chinese (Mandarin)

您好，我的名字是_____。我来自迈凯伦集团 (McLaren Group)，一家总部位于东京的市场调研公司。我们邀请您参与一项简短的问卷调查，以了解您对于世博会加拿大馆的体验。本调查由加拿大政府委托，可以帮助我们更好地了解游客的意见和看法。

您的参与是自愿的，所有回复都会被匿名并保密。本调查大约需要 5 到 6 分钟。感谢您抽出宝贵时间！

如有需要，请阅读以下内容

[S1] 本调查有关您参观加拿大馆的经历以及您对加拿大的印象。任何人都可以完成这项调查。您不必是专家，也不必对加拿大十分了解，都可以回答问题。我们对于您参观加拿大馆的经历很感兴趣。我们可以继续吗？

Condition: (list=='3')

行:

[r1] 是

[r2] 否/拒绝

Terminate: Term S1

Condition: (S1.r2)

[S2] 您是否进入了加拿大馆？

行:

[r1] 是，我进行了室内的探索和体验

[r2] 不，我只是在馆外观看

感谢您花时间完成这份问卷。

Terminate: Term S2

Condition: (S2.r2)

[Q2] 您来自哪个国家？

行:

[r1] 日本

[r2] 加拿大

[r3] 中国

[r4] 韩国

[r5] 美国

[r6] 台湾

[r96] 其他国家（请注明）：

[AGE] 您的年龄段是？

行:

[r1] 16 岁以下

[r8] 16 至 17 岁

[r2] 18 至 24 岁

[r3] 25 至 34 岁

[r4] 35 至 44 岁

[r5] 45 至 54 岁

[r6] 55 至 64 岁

[r7] 65 岁以上

感谢您花时间完成这份问卷。

Terminate: Term AGE

Condition: **(AGE.r1)**

[Q4A] 在参观加拿大馆之前，您对加拿大了解多少？

Condition: **not(Q2.r2)**

行:

[r1] 非常熟悉

[r2] 有点熟悉

[r3] 中间状态

[r4] 不是很熟悉

[r5] 完全不熟悉

[r99] 不愿回答

[Q4B] 您以前是否有过任何与加拿大有关的经历或联系？如果有，是什么？

Condition: **(Q4A.r1 or Q4A.r2) and (Q2.r1 or Q2.r3 or Q2.r4 or Q2.r5 or Q2.r6 or Q2.r96)**

请选出所有适用选项。

行:

[r1] 我曾经游览过加拿大

[r2] 我曾在加拿大学习/工作

[r3] 我在加拿大有家人或朋友

[r4] 我喜欢加拿大的娱乐、艺术或美食（如艺术家、电影、连续剧、书籍、美食等）

[r96] 其他（请具体说明）：

[r97] 我以前与加拿大没有任何联系或经历

[Q5] 您参观加拿大馆的主要原因是什么？

请选出所有适用选项。

行:

[r1] 我只是在随处游览，并决定参观

[r2] 我听说这是一个值得一游的好地方

[r3] 了解更多加拿大信息

[r4] 观看文化现场表演或介绍

[r5] 探索加拿大的机遇（如教育、投资、商业等）

[r6] 参加商务或交流活动

[r7] 品尝加拿大美食

[r8] 我参与了一个有向导/团体组织的小组

[r96] 其他（请具体说明）：

[r97] 我不知道

[Q6] 您是提前计划好了参观加拿大馆，还是临时决定的？

行：

[r1] 我提前计划了我的参观

[r2] 我是临时决定的

[Q8] 您第一次听说加拿大馆是什么时候？

Condition: **Q6.r1**

行：

[r1] 在社交媒体上

[r2] 在 2025 年世博会网站或应用程序上

[r3] 通过推荐（口耳相传）

[r4] 我边走边看，并决定去参观

[r5] 在新闻报道中

[r6] 通过世博会官方参观团或导游

[r96] 其他（请具体说明）：

[Q9] 最喜欢加拿大馆的哪一点？有什么是让您记忆特别深刻或令您感到格外愉悦的吗？

行：

[r1] 包括发光巨石和增强现实技术等的主展厅

[r2] 在太空室俯瞰加拿大的图景——加拿大的卫星视图

[r3] 告别画廊中的大型加拿大风景图片

[r4] 中心广场上的现场活动或表演/特别节目和屏幕展示

[r5] 加拿大馆的外观设计

[r6] 供应的加拿大食品和饮料产品

[r7] 会见加拿大人（如主办方工作人员、吉祥物、艺术家等）

[r8] 与加拿大标志合影的机会

[r96] 其他（请具体说明）：

[r97] 以上皆非

[r98] 我不知道

[Q10] 您是否想就加拿大馆中您最喜欢的地方发表补充意见？

Condition: **not(Q9.r97 or Q9.r98)**

行：

[r96] 请说明

[Q12] 您对...的满意成都如何

栏：

[c1] 非常满意

[c2] 较为满意

[c3] 有点不满意

[c4] 非常不满意

[c97] 不适用/我未参与

[c99] 不愿回答

行：

[r1] ...加拿大馆——加拿大馆的外观设计？

- [r2] ...加拿大馆——室内互动体验？
- [r3] ...中央广场上的现场活动/特别节目和屏幕展示
- [r4] ...餐饮服务
- [r5] ...主办方工作人员
- [r6] 使用 iPad 进行的互动探索

[Q13] 在您参观加拿大馆的整个过程中，您对自己的体验是否满意？

行：

- [r1] 非常满意
- [r2] 较为满意
- [r3] 有点不满意
- [r4] 非常不满意
- [r99] 不愿回答

[Q16] 与您在 2025 年世博会上参观过的其他展馆相比，加拿大馆的体验如何？

行：

- [r1] 好很多
- [r2] 略好一些
- [r3] 与其他展馆大致相同
- [r4] 稍差
- [r5] 差很多
- [r6] 我没有参观过其他展馆
- [r99] 不愿回答

[Q17] 参观展馆后，您对加拿大的印象有何变化？

Condition: (S2.r1) and not(Q2.r2)

行：

- [r1] 积极很多
- [r2] 略微积极一些
- [r3] 无变化
- [r4] 略微消极一些
- [r5] 消极很多
- [r99] 不愿回答

[Q18] 基于您的参观，您对加拿大是否更感兴趣了？具体是哪些方面？

Condition: not(Q2.r2)

请选出所有适用选项。

行：

- [r1] 未来三年到加拿大旅游
- [r2] 留学加拿大
- [r3] 探索加拿大的商机
- [r4] 投资加拿大市场
- [r5] 移居加拿大生活
- [r6] 探索加拿大文化
- [r7] 从加拿大购买产品

[r8] 不太可能进一步参与

[Q20] 您会向其他人（朋友、家人、同事）推荐加拿大馆吗？

行：

[r1] 很有可能

[r2] 有些可能

[r6] 既不可能也非不可能

[r3] 不太可能

[r4] 极不可能

[r99] 不愿回答

[Q21] 回想一下您今天的体验，有没有什么可以改善您在加拿大馆参观的体验？有什么是您特别想参观但是现场没有的吗？

行：

[r96] 请说明：

[GENDER] 您的性别认同是什么？

行：

[r1] 男

[r2] 女

[r3] 其它

[r99] 不愿回答

[COMPOSITION] 今天您谁一起参观世博会？

[pipe: AUTOFIL_Q9]

行：

[r1] 独自一人

[r2] 夫妇结伴（仅与我的伴侣一起）

[r3] 与家人一起

[r4] 与朋友一起

[r5] 学校团体参观

[r6] 有组织的小组

[r7] 与同事一起

[r96] 其它

[r99] 不愿回答

Traditional Chinese (Cantonese)

您好，我是來自 McLaren Group 的_____。McLaren Group 是一間總部位於東京的市場調研公司。我們邀請您參與一項簡短的問卷調查，希望了解您在加拿大館的體驗。這項由加拿大政府委託進行的研究將幫助我們更好地了解遊客的意見和看法。

您的參與應屬自願，所有回覆概將保密和匿名化處理。本次調查大約需要 5-6 分鐘。感謝您的寶貴時間！

僅在必要時閱讀以下內容

[S1] 本次調研是希望了解您參觀加拿大館的體驗和您對加拿大的印象。任何人都可以完成這項調查。您不必是專家或對加拿大非常了解才可回答這些問題。我們很希望了解您對參觀加拿大館體驗的看法 我可以繼續嗎？

Condition: (list=='3')

行:

[r1] 是

[r2] 否/拒絕

Terminate: Term S1

Condition: (S1.r2)

[S2] 您去過加拿大館嗎？

行:

[r1] 是，我進行了展館室內體驗

[r2] 否，我只在館外觀看

感謝您花時間完成這份問卷。

Terminate: Term S2

Condition: (S2.r2)

[Q2] 您來自哪個國家/地區？

行:

[r1] 日本

[r2] 加拿大

[r3] 中國

[r4] 南韓

[r5] 美國

[r6] 台灣

[r96] 其他國家/地區（請註明）：

[AGE] 您的年齡段是？

行:

[r1] 16 歲以下

- [r8] 16-17 歲
- [r2] 18-24 歲
- [r3] 25-34 歲
- [r4] 35-44 歲
- [r5] 45-54 歲
- [r6] 55-64 歲
- [r7] 65 歲以上

感謝您花時間完成這份問卷。

Terminate: Term AGE
Condition: **(AGE.r1)**

[Q4A] 在參觀加拿大館之前，您對加拿大有多熟悉？

Condition: **not(Q2.r2)**

行:

- [r1] 非常熟悉
- [r2] 有點熟悉
- [r3] 既非熟悉也非陌生
- [r4] 不太熟悉
- [r5] 一點也不熟悉
- [r99] 不便回應

[Q4B] 您以前在加拿大有過任何經歷或與之有任何人脈嗎？如有，請說明

Condition: **(Q4A.r1 or Q4A.r2) and (Q2.r1 or Q2.r3 or Q2.r4 or Q2.r5 or Q2.r6 or Q2.r96)**

請選擇所有適用項

行:

- [r1] 我以前去過加拿大
- [r2] 我在加拿大學習/工作
- [r3] 我在加拿大有家人或朋友
- [r4] 我喜歡加拿大的娛樂、藝術、美食（如藝術家、電影、連續劇、書籍、食物等）
- [r96] 其他（請註明）
- [r97] 我之前與加拿大沒有人脈或相關經驗

[Q5] 您參觀加拿大館的主要原因是什麼？

請選擇所有適用項

行:

- [r1] 我只是在游覽，並決定去參觀
- [r2] 我聽說這個展館很值得參觀
- [r3] 了解更多關於加拿大的資訊
- [r4] 觀看文化現場表演或演示
- [r5] 了解加拿大的機會（教育、投資、商業）
- [r6] 參加商務或社交活動

[r7] 品嚐加拿大美食

[r8] 我是導覽/組織團體的一員

[r96] 其他（請註明）

[r97] 我不知道

[Q6] 您是提前計劃好參觀加拿大館，還是臨時決定？

行：

[r1] 我提前計劃好了本次參觀活動

[r2] 我臨時決定去參觀

[Q8] 您第一次聽說加拿大館是什麼時候？

Condition: **Q6.r1**

行：

[r1] 在社交媒體上

[r2] 在 2025 年世博會網站或應用程式上

[r3] 他人推薦（口碑）

[r4] 邊走邊看，並決定去參觀

[r5] 在新聞節目中

[r6] 透過官方世博會導覽或導遊

[r96] 其他（請註明）

[Q9] 您最喜歡加拿大館的什麼？有什麼事情讓您非常難忘或特別開心的嗎？

行：

[r1] 主展館包括發光的巨石和增強現實技術

[r2] 從太空室觀看加拿大全貌——加拿大的衛星視圖

[r3] 加拿大景觀大型圖片告別畫廊

[r4] 中央廣場的現場活動和/或表演/特別節目和熒幕演示

[r5] 加拿大館外觀設計

[r6] 加拿大餐飲產品

[r7] 會見加拿大人（接待工作人員、吉祥物、藝術家）

[r8] 與加拿大標誌合影的機會

[r96] 其他（請註明）

[r97] 以上皆非

[r98] 我不知道

[Q10] 您想就您最喜歡加拿大館的方面提供任何補充意見嗎？

Condition: **not(Q9.r97 or Q9.r98)**

行：

[r96] 請說明

[Q12] 您對...有多滿意...

欄：

[c1] 很滿意

[c2] 有點滿意

[c3] 有點不滿意

[c4] 非常不滿意

[c97] 不適用/我沒有參加

[c99] 不便回應

行:

[r1] ...加拿大館——展館的外觀設計？

[r2] ...加拿大館——展館內互動體驗？

[r3] ...中央廣場的現場活動/特別節目和螢幕演示

[r4] ...食品和飲料供應

[r5] ...接待人員

[r6] ...使用 iPad 進行互動式發現

[Q13] 回想一下您對加拿大館的整體參觀，您對這次經歷有多滿意或失望/不滿意？

行:

[r1] 很滿意

[r2] 有點滿意

[r3] 有點不滿意

[r4] 非常不滿意

[r99] 不便回應

[Q16] 與您在 2025 年世博會上參觀過的其他展館相比，加拿大館的體驗如何？

行:

[r1] 好多了

[r2] 稍微好一點

[r3] 與其他展館大致相同

[r4] 稍微更糟

[r5] 更糟糕

[r6] 我還沒有參觀過其他展館

[r99] 不便回應

[Q17] 參觀展館後，您對加拿大的看法有何變化？

Condition: **(S2.r1) and not(Q2.r2)**

行:

[r1] 更為積極

[r2] 稍微積極一些

[r3] 無變化

[r4] 稍微負面一些

[r5] 更為負面

[r99] 不便回應

[Q18] 根據您的參觀體驗，您是否對加拿大更加感興趣？具體是哪些方面？

Condition: **not(Q2.r2)**

請選擇所有適用項

行:

[r1] 未來三年以遊客身份訪問加拿大

- [r2] 在加拿大學習
- [r3] 探索與加拿大的商業機會
- [r4] 投資加拿大市場
- [r5] 遷居加拿大
- [r6] 探索加拿大文化
- [r7] 從加拿大購買產品
- [r8] 不太可能進一步接觸

[Q20] 您會向其他人（朋友、家人、同事）推薦加拿大館嗎？

行：

- [r1] 很可能
- [r2] 有可能
- [r6] 既不可能也非不可能
- [r3] 有點不太可能
- [r4] 極不可能
- [r99] 不便回應

[Q21] 回想一下您今天的經歷，有什麼可以改進您在加拿大館的體驗嗎？還有什麼是您希望看到的？

行：

[r96] 請註明：

[GENDER] 您的性別是？

行：

- [r1] 男性
- [r2] 女性
- [r3] 其他
- [r99] 不便回應

[COMPOSITION] 您今天和誰一起參觀世博會？

行：

- [r1] 獨自
- [r2] 夫婦結伴（僅與我的伴侶）
- [r3] 和我的家人
- [r4] 與朋友
- [r5] 學校團體參觀
- [r6] 有組織的團隊
- [r7] 與同事
- [r96] 其他
- [r99] 不便回應

Interview Guides

GAC Staff

Introduction and Explanation

Welcome and Introduction

Hello, my name is [Interviewer's Name], and I work for Léger Marketing, a firm specializing in public opinion and market research. We have been commissioned by the Government of Canada to evaluate Canada's participation in Expo 2025 Osaka. This interview will help us better understand the impact of the Canada Pavilion and gather recommendations for future World Expositions.

Primary Objective

This interview will focus on your experience as someone responsible for a program at the Canada Pavilion. We are particularly interested in documenting the full process, from planning, to execution, to reflections for the future, so that Canada can build on these lessons if it participates in future World Expositions.

Discussion Rules

- This interview is confidential. No representatives from the Government of Canada or Global Affairs Canada are listening to this interview in real-time.
- My role as a moderator is to ask questions and encourage you to share your opinions. There are no right or wrong answers.
- The discussion will be recorded for analysis purposes only by Léger Marketing's team and will be used to produce a report for Global Affairs Canada. Recordings will not be shared.

Confidentiality of Results

- Your responses will remain anonymous, unless you have no issues with attribution.
- Your name will never be mentioned in the final public report.
- The collected information will be used solely for this project.
- I would like to obtain your consent to use your responses in our report and findings?

Do you have any questions before we begin?

Planning (Before Expo) – 10 minutes

1. Could you briefly describe your role and responsibilities in relation to the program(s) you managed?

2. Thinking back to the planning stage and the design of the program, how did you go about developing it?

Prompt: What were the steps you took in shaping it? Who else was involved?

3. What aspects of the planning, design and development process went smoothly?

Prompt: Were there points where the vision came together easily? Did you benefit from clear guidance, good collaboration, or strong partner input?

4. What were the challenges or obstacles during the planning/designing stage?

Prompt: Did you face issues with alignment across partners, limited resources, tight timelines, etc.?

5. Looking back, if you were to redesign or redevelop the program, what would you do differently?

Execution (During Expo) – 10 minutes

6. Once on site, how did the execution of the program compare to what you had planned and designed?

Prompt: Did things unfold as expected? Were there surprises, either positive or negative?

7. What went particularly well during the execution/implementation? Can you share examples of success stories, and what made them successful?

Prompt: Were there specific events, interactions, or outcomes you are especially proud of? What factors contributed to their success (planning, collaboration, flexibility, resources)?

8. What difficulties or challenges did you encounter during execution/implementation?

Prompt: How did you respond?

9. How did collaboration with other Pavilion staff, government departments, or partners affect the success (or challenges) of your program?

Prompt: Were there friction points that complicated execution?

10. Looking back, what could have made the execution smoother?

Future (Next Expos and Lessons Learned) – 10 minutes

11. From your perspective, what are the main lessons learned from your experience?

Prompt: What innovations, practices, or events had the biggest positive impact?

12. If Canada were to participate in another Expo, what advice would you give to those in charge of planning and delivering programs?

Prompt: If you were writing a “how-to” guide for the next Expo, what would be the top two or three pieces of advice?

13. Are there particular elements of the program that you believe should be repeated or scaled up in the future?
14. Conversely, are there elements you would recommend not to repeat, or to approach differently?
15. Finally, what is the single most important takeaway from your experience that Canada should remember for future Expos?

Thank you very much for your time and insights.

Your reflections will be invaluable in helping Canada plan for and improve its participation in future international expositions.

Content Partner

Welcome and Introduction

Hello, my name is [Interviewer's Name], and I work for Léger Marketing, a firm specializing in public opinion and market research. We have been commissioned by the Government of Canada to evaluate Canada's participation in Expo 2025 Osaka. This interview will help us better understand the impact of the Canada Pavilion and gather recommendations for future World Expositions.

Primary Objective

The objective of this interview is to obtain your opinion on the effectiveness of the Canada Pavilion and its associated programs. Specifically, we aim to:

- Assess the strategic relevance of Canada's participation in Expo 2025 Osaka.
- Evaluate the extent to which diplomatic, business, and cultural objectives have been achieved.
- Identify any outcomes and observable impacts resulting from Canada's involvement.
- Gather actionable suggestions to enhance the design and implementation of the Expo initiative.
- Understand public and stakeholder perceptions of Canada's presence and performance at the Expo.

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Do you have any questions before we begin?

General Perception - 15 minutes

Q1. From your perspective, how well is Canada doing at Expo 2025 overall?

Prompt: How would you describe Canada's presence or "footprint" at the Expo so far?

Q2. What kind of overall impression do you think Canada is leaving on visitors, collaborators, and the Expo community?

Prompt: Are there any examples or stories that illustrate this impression?

Q3. In what capacity have you been collaborating with Canada at the Expo?

- What is the nature of your relationship with the Canada Pavilion at Expo 2025 Osaka?
- What activities or contributions have you been involved in at the Canada Pavilion or as part of Canada's participation at Expo 2025?

Prompt: meetings in the VIP lounge, off-site engagements, other activities?

Q4. How satisfied are you with your collaboration or interactions with the Canada Pavilion team?

Prompt: What made the collaboration effective or challenging? Can you share any specific moments that illustrate that experience?

Q5. How would you describe Canada's reputation within the Expo environment?

Prompt: Has your perception of Canada changed or evolved since the beginning of the Expo?

Q6. What values or themes do you think visitors and collaborators most associate with Canada at the Expo?

Prompt: Have there been specific activities or encounters that made these values more visible?

Specific Goals – 10 minutes

Q7. Canada aimed to promote gender equality, cultural diversity, and progressive values. Have you seen this reflected in its programming or messaging?

Prompt: Any examples of initiatives that stood out?

Q9. Canada aimed to enhance its visibility and positioning 1) in Japan and 2) in the Indo-Pacific region through its participation in the Expo. In your opinion, has Canada been successful in achieving this objective so far?

Prompt: Have you seen Canada forge new relationships or attract interest from regional stakeholders?

Q10. To what extent do you believe that Canada has reflected the overarching theme of Expo 2025 of Designing a Future Sustainable Society for Our Lives and the focus on SDGs? To what extent has Canada reflected the subtheme of "Empowering Lives"?

Q11. To what extent has Canada been effective in promoting trade, cultural exchange, or international collaboration through its participation at the Expo?

Closing Reflections – 5 minutes

Q12. What is one thing Canada has done particularly well at Expo 2025?

Q13. What could Canada improve or do differently to have an even greater impact?

Q14. Would you be open to collaborating with Canada again in future international events?
Why or why not?

THANK AND CONCLUDE

Other Pavilions

Welcome and Introduction

Hello, my name is [Interviewer's Name], and I work for Léger Marketing, a firm specializing in public opinion and market research. We have been commissioned by the Government of Canada to evaluate Canada's participation in Expo 2025 Osaka. This interview will help us better understand the impact of the Canada Pavilion and gather recommendations for future World Expositions.

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The objective of this interview is to obtain your opinion on the effectiveness of the Canada Pavilion and its associated programs. Specifically, we aim to:

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Exploring Purpose and Outcomes of Participation – 15 minutes

Q1. When your country decided to take part in Expo 2025 Osaka, what were the main goals you hoped to achieve? What were your expectations?

How these goals connect to your national priorities whether cultural, economic, political, or social?

Q2. Compared to earlier Expos, has the vision for your participation changed in any way for Expo 2025 Osaka?

Q3. From your perspective, what would count as a successful participation for your country? *What are you expecting from this participation: new partnerships, stronger visibility, cultural exchange, trade opportunities?*

Q4. How has the collaboration been with other participating countries and with the organizers? With Canada?

Have you found ways to work together on programming, events, or exchanges?

IF SO; In what capacity have you been collaborating with Canada at the Expo?

- *What is the nature of your relationship with the Canada Pavilion at Expo 2025 Osaka?*
- *What activities or contributions have you been involved in at the Canada Pavilion or as part of Canada's participation at Expo 2025? Prompt: meetings in the VIP lounge, off-site engagements, other activities?*

Q5. What have been the biggest challenges you've faced in trying to deliver on your country's objectives?

Q6. If you could go back to the planning phase, is there something you would do differently to make your participation even stronger?

General Perception of Canada - 5 minutes

Q7. From your perspective, how well is Canada doing at Expo 2025 overall?

Prompt: How would you describe Canada's presence or "footprint" at the Expo so far?

Q8. What kind of overall impression do you think Canada is leaving on visitors, collaborators, and the Expo community?

Prompt: Are there any examples or stories that illustrate this impression?

Canada's Specific Goals – 5 minutes

Q9. Canada aimed to promote gender equality, cultural diversity, and progressive values. Have you seen this reflected in its programming or messaging?

Prompt: Any examples of initiatives that stood out?

Q10. Canada aimed to enhance its visibility and positioning 1) in Japan and 2) in the Indo-Pacific region through its participation in the Expo. In your opinion, has Canada been successful in achieving this objective so far?

Prompt: Have you seen Canada forge new relationships or attract interest from regional stakeholders?

Q11. To what extent do you believe that Canada has reflected the overarching theme of Expo 2025 of Designing a Future Sustainable Society for Our Lives and the focus on SDGs? To what extent has Canada reflected the subtheme of “Empowering Lives”?

Closing Reflections – 5 minutes

Q12. What is one thing Canada has done particularly well at Expo 2025?

Q13. What could Canada improve or do differently to have an even greater impact?

Q14. Based on what you’ve experienced here, what lessons or advice would you give to other countries preparing for future Expos?

Q15. Could you share any success stories with us?

THANK AND CONCLUDE

Embassy

Welcome and Introduction

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Do you have any questions before we begin?

Experience with the Pavilion – 10 minutes

Q1. In what capacity were you collaborating with the Canada Pavilion before and during Expo 2025?

Prompts

- *How did your broader Embassy initiatives, whether in Tokyo, in Osaka or elsewhere in Japan, intersect with the Pavilion's work?*
- *In what activities or contributions have you been involved (e.g., Pavilion-hosted events, Embassy-hosted events, stakeholder meetings, networking sessions)?*
 - *Prompt: meetings in the VIP lounge, off-site engagements, other activities?*
- *From your perspective, how did engagement (with various stakeholders) differ between Tokyo-based activities and those centred in Osaka during the Expo period?*

Q2. To what extent did the Canada Pavilion support you in delivering on your mission, program objectives, or specific activations during Expo 2025?

Prompts

- *Can you point to any concrete examples where the Pavilion's presence; its team, space, programming, or visibility directly enabled or enhanced your work?*

Q3. Beyond the operational success of your activities, what results did your collaboration with the Pavilion generate such as: visibility, strengthened relationships, new connections, or strategic partnerships?

Prompts

- *How did having a dedicated physical presence and team in Osaka influence your work and help you advance your program or mission goals?*
- *Did the Pavilion help cultivate any new opportunities for your sector, your geographic focus, or the Embassy's broader objectives in Japan?*

Q4. Have your missions, programs, or activations linked to Expo led to any follow-up opportunities, partnerships, or continued engagements since your time at the Pavilion?

Prompts

- *Which of these outcomes do you believe are most important for Global Affairs Canada to continue tracking, sustaining, or leveraging going forward?*

Specific Goals – 10 minutes

Q5. Canada set out to promote gender equality, cultural diversity, progressive values, as well as to strengthen trade, cultural exchange, and international collaboration through its participation at Expo 2025. Looking back, to what extent do you feel these objectives were reflected and achieved in the Pavilion's programming, messaging, and engagement activities?

Prompts

- *Were there specific initiatives, partnerships, or moments that stood out as particularly impactful in advancing these values or fostering meaningful trade, cultural, or diplomatic connections?*

Q6. Canada aimed to enhance its visibility and positioning 1) in Japan and 2) in the Indo-Pacific region, through its participation in the Expo. In your opinion, has your mission contributed to that objective? How? Did the Pavilion help you access key contacts in Japan, Asia, or the broader Indo-Pacific region?

Q7. Looking beyond the Expo itself, what do you see as Canada’s legacy in Japan, and in Osaka more specifically, as a result of its participation at Expo 2025?

Prompts

- *Did the Pavilion contribute to lasting relationships, perceptions, or opportunities that Canada should continue to build on in the years ahead?*

General Perception – 10 minutes

Q8. Looking back now that Expo 2025 has finished, how would you assess Canada’s overall performance at the event?

Q9. In your view, and from the perspective of the stakeholders you engaged with, how would you describe Canada’s presence or “footprint” across the Expo?

Prompts

- *Are there specific anecdotes, interactions, or moments that best illustrate the impression Canada made?*

Q10. How would you characterize Canada’s reputation among other pavilions, Expo officials, and international partners by the end of the Expo?

Prompts

- *Did your own perception of Canada’s standing or role within the Expo ecosystem evolve over the course of the event? If so, how?*

Q11. Reflecting on the full duration of Expo 2025, what values, themes, or attributes do you believe visitors and collaborators most strongly associated with Canada?

Prompts

- *Were there particular activities, interactions, or program elements that made these values especially visible or memorable?*

Q12. What could Canada improve on or do differently to have an even greater impact at future Expos?

THANK AND CONCLUDE

Frontline Staff

Welcome and Introduction

Hello, my name is [Interviewer's Name], and I work for Léger Marketing, a firm specializing in public opinion and market research. We have been commissioned by the Government of Canada to evaluate Canada's participation in Expo 2025 Osaka. This interview will help us better understand the impact of the Canada Pavilion and gather recommendations for future World Expositions.

Primary Objective

This interview will focus on your experience as a member of the hosting staff at the Canada Pavilion. We want to hear both about your **personal journey in Japan** and your **reflections on the hosting program** (what worked well, what was challenging, and what lessons can be learned for future Expos).

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Do you have any questions before we begin?

Section 1: Personal Experience – 10 minutes

Q1. Could you start by telling me a bit about yourself and how you came to be part of the hosting staff at Expo 2025?

Prompt: What motivated you to apply or accept this role?

Q2. How has it been for you, personally, to live and work in Japan during the Expo?

Prompt: What have been the highlights of the experience? Any challenges in adapting to life in Osaka?

Q3. What did you learn about Canadians and about Canada's image abroad, through this experience?

Prompt: Did this role change the way you see Canada? Did it change the way you see Japan?

Q4. Looking back, what are you most proud of from your personal experience here?

Section 2: Hosting Role and Program – 20 minutes

Q5. How would you describe your day-to-day role at the Pavilion?

Prompt: What tasks and responsibilities took most of your time?

Q6. From your perspective, what was the main purpose of the hosting program?

Prompt: Was it primarily about guiding visitors, helping with technology, interacting with visitors or also about representing Canada's friendliness and values?

Q7. From your interactions with visitors, what kinds of things were they most curious to learn about Canada and Canadians?

Prompt: Did they ask more about daily life in Canada, cultural traditions, diversity, nature, education, or travel? Were there questions that came up repeatedly?

Q8. The Canada Pavilion hosting program is quite unique; no other countries have young nationals working directly with visitors every day. From your perspective, what difference did this make to the visitor experience?

Prompt: Were there particular moments that stand out as meaningful or impactful? Tell some stories about what you have experienced.

Q9. Canada also emphasized youth empowerment by selecting young Canadians as hosting staff. How do you feel this shaped the image Canada projected at the Expo? What did you gain from directly engaging with Japanese visitors every day?

Q10. Do you feel the hosting program helped convey Canada's values of openness, diversity, and friendliness and warmth?

Prompt: Can you share examples where visitors seemed to notice or comment on these qualities?

Q11. If Canada participates in another Expo, what advice would you give for the next group of hosting staff?

Prompt: What would you want them to know going in?

Thank you very much for your time and insights.

Bureau international des Expositions

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Do you have any questions before we begin?

General Perception – 20 minutes

Q1. What is the nature of your relationship with the Canada Pavilion at Expo 2025 Osaka?

Q2. In what capacity have the BIE and Canada been collaborating at Expo 2025, in the periods before, during, and after the Expo?

Q3. How would you describe Canada’s presence or “footprint” at Expo 2025?

Q4. What kind of overall impression do you think Canada left on visitors, collaborators, and the Expo community?

Prompt: Are there any examples or stories that illustrate this impression?

Q5. How would you describe Canada’s reputation within the Expo environment?

Prompt: Has your perception of Canada changed or evolved since the beginning of the Expo?

Q6. What values or themes do you think visitors and collaborators most associate with Canada at the Expo?

Prompt: Have there been specific activities or encounters that made these values more visible?

Closing Reflections – 10 minutes

Q7. What is one thing Canada has done particularly well at Expo 2025?

Q8. What could Canada improve or do differently to have an even greater impact?

Q9. Would you be open to collaborating with Canada again in future international events? Why or why not?

THANK AND CONCLUDE

Intercept Survey Results

S2: Did you go inside the Canada Pavilion?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
Yes, I explored the interior experience	100%	100%	100%	100%	100%	100%	100%
No, I only stayed outside	0%	0%	0%	0%	0%	0%	0%

Q2: What country are you from?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
Japan	85%	80%	89%	92%	100%	0%	0%
Canada	6%	9%	2%	3%	0%	100%	0%
(NET) OTHER	9%	10%	8%	5%	0%	0%	100%
China	3%	4%	3%	0%	0%	0%	33%
South Korea	0%	0%	0%	0%	0%	0%	1%
United States	1%	1%	0%	1%	0%	0%	7%
Taiwan	2%	2%	2%	1%	0%	0%	21%
Brazil	1%	0%	1%	2%	0%	0%	11%
Another country (please specify) :	2%	3%	2%	1%	0%	0%	27%

AGE: What is your age group?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
Under 16	0%	0%	0%	0%	0%	0%	0%
16-17	3%	6%	0%	0%	3%	7%	1%
18-24	17%	33%	0%	0%	15%	38%	18%
25-34	31%	61%	0%	0%	30%	35%	40%
35-44	17%	0%	48%	0%	17%	7%	24%
45-54	18%	0%	52%	0%	20%	7%	9%
55-64	12%	0%	0%	81%	13%	7%	4%
65+	3%	0%	0%	19%	3%	0%	3%

Q4A: Before visiting the Canada Pavilion, how familiar were you with Canada?

Column %	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	953	463	349	141	863	0	90
(NET) FAMILIAR	43%	43%	43%	44%	42%		51%
Very familiar	5%	5%	4%	7%	4%		14%
Somewhat familiar	38%	38%	39%	37%	38%		37%
Neutral	14%	13%	14%	16%	13%		20%
(NET) NOT FAMILIAR	43%	44%	43%	40%	44%		29%
Not very familiar	37%	37%	38%	34%	38%		21%
Not familiar at all	6%	7%	5%	6%	6%		8%
I prefer not to answer	0%	0%	0%	0%	0%		0%

Q4B: Do you have any prior experience or connection with Canada? If so, what?

Check all that apply.

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	411	199	150	62	365	0	46
(NET) ANY	64%	62%	67%	63%	61%		85%
I have visited Canada before	35%	27%	40%	48%	35%		35%
I have studied/worked in Canada	13%	18%	10%	6%	14%		7%
I have family or friends in Canada	16%	16%	16%	15%	12%		43%
I have enjoyed Canadian entertainment, arts, cuisine (e.g. artists, movies, series, books, food, etc.)	19%	17%	21%	18%	17%		30%
I was born in Canada	0%	0%	0%	2%	0%		0%
Other (please specify)	3%	2%	3%	6%	3%		2%
I have NO previous connection or experience with Canada	36%	38%	33%	37%	39%		15%

Q5: What was your main reason for visiting the Canada Pavilion?

Check all that apply

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
I heard it is great Pavilion to visit	46%	42%	53%	44%	47%	25%	48%
To learn more about Canada	42%	39%	42%	50%	44%	15%	36%
I was just exploring and decided to visit	24%	30%	22%	11%	22%	43%	32%
To watch a cultural live performance or presentation	13%	11%	17%	13%	13%	13%	16%
To try Canadian food	11%	12%	11%	7%	11%	10%	7%
To explore opportunities in Canada (education, investments, business)	6%	8%	5%	2%	5%	5%	18%
I am part of a guided / organized group	3%	4%	2%	3%	3%	3%	7%
I made a reservation	3%	2%	3%	3%	3%	2%	1%
I am Canadian / I live in Canada / I have been there before	2%	3%	2%	2%	1%	30%	0%
To attend a business or networking event	2%	2%	2%	3%	2%	7%	4%
I was invited by a friend / to meet an acquaintance	1%	1%	1%	0%	1%	0%	2%
I won the lottery	1%	0%	1%	1%	1%	2%	0%
Other (please specify)	1%	1%	1%	2%	1%	5%	2%
I don't know	0%	0%	0%	1%	1%	0%	0%

Q6: Did you plan your visit to the Canada Pavilion in advance, or was it a spontaneous decision?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
I planned my visit in advance	65%	61%	67%	77%	66%	65%	57%
I decided to visit spontaneously	35%	39%	33%	23%	34%	35%	43%

Q8: How did you first hear about the Canada Pavilion?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	662	312	239	111	572	39	51
On the Expo 2025 website or app	38%	33%	38%	53%	39%	23%	43%
Through recommendation (word of mouth)	26%	31%	24%	18%	26%	41%	20%
On social media	22%	24%	23%	16%	22%	18%	25%
By seeing it while walking around and decided to visit	7%	6%	9%	5%	7%	10%	4%
Through an official Expo tour or guide	3%	3%	4%	4%	3%	0%	6%
On the news	2%	1%	2%	3%	1%	5%	2%
Other (please specify):	1%	2%	0%	1%	1%	3%	0%

Q9: What did you like most about the Canada Pavilion? Was there something very memorable or something that particularly delighted you?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
The main exhibit with the illuminated monoliths and augmented reality	57%	60%	56%	52%	55%	80%	70%
Meeting Canadians (hosting staff, mascot, artists)	28%	29%	27%	26%	29%	30%	13%
The Canada from space room – the satellite view of Canada	24%	23%	25%	26%	24%	13%	31%
The exterior design of the Canada Pavilion	24%	24%	25%	24%	25%	18%	24%
The farewell gallery with large-scale images of Canada landscape	17%	17%	15%	22%	18%	12%	13%
The live events and or performances / special program and screen presentation on the central plaza	12%	9%	15%	16%	13%	5%	10%
The Canadian food & beverage offering	8%	8%	9%	4%	7%	13%	9%
The photo opportunity with the Canada sign	4%	5%	4%	3%	3%	12%	11%
Other (please specify)	1%	1%	2%	1%	1%	2%	0%
None of the above	0%	0%	0%	0%	0%	2%	0%
I don't know	0%	0%	0%	0%	0%	0%	0%

Q10: Would you like to add any additional comments about what you liked most about the Canada Pavilion?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1008	508	355	145	859	59	90
It was good/cool/fun / It was a new/fun/interesting experience	18%	15%	17%	27%	19%	8%	13%
I had an exciting experience with the augmented reality (AR) / the AR technology / the AR displays/exhibits	13%	15%	12%	10%	15%	3%	4%
The staff were helpful/attentive / friendly staff	10%	10%	10%	12%	11%	8%	4%
It was fun using the iPad/tablet	9%	7%	13%	9%	10%	2%	1%
I could see more detailed images/different views with the AR equipment/iPad/tablet	9%	7%	10%	9%	10%	3%	1%
I learned more about Canada/Canadian culture	8%	7%	8%	8%	9%	0%	0%
I liked the icebergs/glaciers display	6%	6%	5%	8%	6%	5%	1%
I was able to see different attraction (Niagara Falls, nature, etc.)	6%	5%	6%	8%	6%	2%	4%
It was realistic / I felt the cold of Canada, was able to experience cityscape, etc.	5%	5%	5%	5%	5%	2%	1%
The view was beautiful / It was nice to see beautiful scenery	5%	4%	7%	3%	5%	0%	0%
It was an innovative display system	5%	5%	6%	0%	5%	2%	1%
It made me want to travel to Canada	3%	1%	5%	7%	4%	0%	2%
The space was comfortable	2%	2%	3%	2%	2%	0%	1%
Food were delicious (potatoes, lobster, ice cream, etc.)	2%	2%	2%	1%	2%	0%	0%
I liked the Aurora display	2%	1%	2%	3%	2%	0%	0%
The iPad/tablet usage explanation of the AR was clear / well explained technology usage	1%	1%	1%	3%	1%	0%	1%
It brought back memories	1%	1%	1%	2%	1%	2%	0%
The tablet/equipment for the AR was heavy	1%	1%	1%	1%	1%	0%	1%
Difficult to understand the content / more information is needed	1%	1%	1%	1%	1%	5%	0%
The AR footage was beautiful/fun	1%	1%	1%	1%	1%	0%	0%
It was good to see Canada from the space / the universe	1%	1%	0%	0%	1%	0%	0%
The children also enjoyed the experience	1%	0%	1%	1%	1%	0%	0%

I had technical problem with the AR/tablet/iPad	1%	1%	1%	0%	0%	0%	4%
I liked the bread making demonstration / tasting pumpkin soup	1%	1%	0%	1%	1%	0%	0%
Other	4%	3%	6%	3%	4%	2%	6%
Nothing / none	35%	42%	30%	25%	30%	71%	63%

Q12. How satisfied are you with...? (Without the Not Applicable)

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	*	*	*	*	*	*	*
Canada Pavilion – the exterior design of the Pavilion	96%	96%	97%	91%	96%	92%	94%
Canada Pavilion - the interior interactive experience	97%	98%	97%	98%	98%	98%	94%
live events / special program and screen presentation on the central plaza	95%	97%	93%	91%	95%	97%	90%
food and beverage offering	83%	86%	82%	77%	84%	86%	78%
hosting staff	99%	99%	99%	100%	99%	100%	97%
use of iPads for the interactive discovery	96%	97%	95%	94%	96%	98%	94%

*n varies for each item.

Canada Pavilion – the exterior design of the Pavilion (n= 1,004)

Canada Pavilion - the interior interactive experience (n= 1,004)

live events / special program and screen presentation on the central plaza (n= 656)

food and beverage offering (n= 348)

hosting staff (n= 1,009)

use of iPads for the interactive discovery (n= 1,001)

Q13: Thinking about your overall visit to the Canada Pavilion, how satisfied or unsatisfied/dissatisfied were you with your experience?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
(NET) SATISFIED	98%	98%	99%	98%	99%	98%	94%
Very satisfied	72%	73%	68%	78%	72%	70%	71%
Somewhat satisfied	26%	25%	31%	20%	27%	28%	23%
(NET) UNSATISFIED	2%	2%	1%	2%	1%	2%	6%
Somewhat unsatisfied	1%	2%	1%	2%	1%	2%	3%
Very unsatisfied	0%	0%	0%	0%	0%	0%	2%
I prefer not to answer	0%	0%	0%	0%	0%	0%	0%

Q16: How does the experience at the Canada Pavilion compare to other pavilions you have visited at Expo 2025?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
(NET) CAN COMPARE	90%	88%	93%	94%	94%	50%	87%
(NET) BETTER	81%	78%	83%	87%	84%	45%	76%
Much better	51%	48%	51%	63%	54%	32%	39%
Slightly better	30%	30%	32%	23%	30%	13%	37%
(NET) SAME OR WORSE	9%	9%	10%	7%	9%	5%	11%
About the same as other pavilions	7%	8%	7%	6%	7%	3%	9%
Slightly worse	2%	2%	3%	1%	2%	2%	2%
Much worse	0%	0%	0%	0%	0%	0%	0%
I haven't visited any other pavilions	8%	11%	7%	4%	6%	45%	12%
I prefer not to answer	1%	1%	1%	2%	1%	5%	1%

Q17: How has your perception of Canada changed after visiting the Pavilion?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	953	463	349	141	863	0	90
(NET) MORE POSITIVE	92%	92%	92%	93%	93%		78%
Much more positive	57%	55%	55%	67%	59%		38%
Slightly more positive	35%	36%	37%	26%	34%		40%
No change	8%	8%	8%	6%	6%		21%
(NET) MORE NEGATIVE	0%	0%	0%	1%	0%		1%
Slightly more negative	0%	0%	0%	1%	0%		1%
Much more negative	0%	0%	0%	0%	0%		0%
I prefer not to answer	0%	0%	0%	0%	0%		0%

Q18: Based on your visit today, are you more interested now in Canada, and in what way?

Check all that apply

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	953	463	349	141	863	0	90
(NET) INTERESTED	90%	90%	90%	91%	90%		96%
Explore Canadian culture	54%	57%	52%	49%	55%		46%
Visit Canada as a tourist in the next three years	38%	37%	38%	38%	35%		63%
Purchase products from Canada	19%	17%	21%	21%	20%		11%
Study in Canada	6%	7%	5%	1%	5%		16%
Explore business opportunities with Canada	4%	5%	4%	3%	3%		13%
Move to Canada to live there	4%	4%	3%	3%	3%		9%
Invest in Canadian markets	2%	2%	2%	3%	2%		2%
Not likely to engage further	10%	10%	10%	9%	10%		4%

Q20: Would you recommend the Canada Pavilion to others (friends, family, colleagues)?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
(NET) LIKELY	89%	88%	88%	93%	87%	98%	92%
Very likely	63%	58%	63%	80%	62%	72%	70%
Somewhat likely	25%	29%	25%	13%	26%	27%	22%
(NET) NEUTRAL OR UNLIKELY	11%	12%	12%	7%	12%	2%	8%
Neither likely nor unlikely	9%	10%	10%	7%	10%	0%	7%
Somewhat unlikely	1%	2%	1%	0%	2%	2%	1%
Very unlikely	0%	1%	0%	0%	0%	0%	0%
I prefer not to answer	0%	0%	0%	0%	0%	0%	0%

Q21: Thinking about your experience today, was there anything that could have improved your experience at the Canada Pavilion?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
The iPad/tablet was heavy / the weight of iPad	11%	9%	14%	12%	12%	0%	6%
The iPad/tablet was unresponsive/faulty/difficult to use	8%	8%	8%	9%	9%	5%	3%
Less waiting time / having to wait even with a reservation	4%	4%	5%	3%	5%	0%	1%
I wanted to know more about Canadian culture/nature/attractions	4%	5%	4%	1%	3%	3%	11%
Lack of explanation / difficult to understand / more clarification about the concept	3%	4%	3%	1%	4%	3%	1%
More written descriptions/instructions / subtitles on the screen	3%	4%	2%	1%	3%	7%	1%
Lack of comfort (no seating areas, no fans, too cold, etc.)	3%	3%	3%	1%	3%	3%	2%
The AR response was poor / the sensor/camera was faulty	2%	2%	3%	3%	2%	2%	3%
I wanted more content / I wish it was longer	2%	4%	1%	0%	2%	12%	3%
Lack of store to buy Canadian goods / no merchandise for sale	2%	1%	3%	2%	2%	0%	0%
More interactive exhibits (smell stimulation, audio click, immersive experience, etc.)	2%	2%	2%	0%	2%	0%	2%
More spots without reservation / simple reservation system	1%	1%	2%	3%	2%	0%	1%
Individual tablets would have been better / limited tablets	1%	1%	1%	3%	2%	0%	0%
More guidance to navigate in the area (to don't miss anything)	1%	1%	2%	0%	1%	2%	2%
I wanted to see a more realistic presentation, not only AR	1%	2%	1%	0%	1%	0%	6%
Improve the customer service / more knowledgeable staff	1%	1%	1%	1%	1%	2%	1%
More food selection	1%	1%	1%	1%	1%	3%	1%
The image was hard to see / wish the screen was larger	1%	0%	1%	1%	1%	0%	1%
Less congestion/people / management of the traffic flow	0%	0%	1%	0%	1%	0%	0%
Other	4%	5%	2%	4%	3%	15%	4%

Nothing / none / satisfied	47%	48%	45%	54%	48%	32%	51%
Don't know / refusal	2%	2%	2%	3%	1%	17%	7%

GENDER: What is your gender identity?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
Male	40%	46%	35%	36%	38%	50%	56%
Female	58%	53%	64%	63%	61%	48%	42%
Other	1%	1%	1%	0%	0%	0%	2%
I prefer not to answer	1%	1%	0%	1%	1%	2%	0%

COMPOSITION: Who are you visiting the Expo with today?

	Total	16-34	35-54	55+	Japan	Canada	Other
Unweighted Total	1013	511	357	145	863	60	90
Alone	15%	11%	16%	23%	16%	3%	11%
As a couple (with my partner only)	18%	22%	17%	11%	16%	35%	29%
With my family	33%	30%	36%	42%	35%	32%	21%
With friends	28%	30%	27%	21%	27%	30%	31%
School group visit	1%	3%	0%	0%	2%	0%	0%
With an organized group	1%	2%	1%	2%	1%	0%	7%
With colleagues	3%	3%	4%	0%	3%	0%	1%
Other	0%	0%	0%	1%	0%	0%	0%
I prefer not to answer	0%	0%	0%	0%	0%	0%	0%