

The Power of Travel



JATA Tourism EXPO Japan 2015

September 24(Thu.)-27(Sun.), 2015
Tokyo Big Sight Tokyo Marunouchi area, JP TOWER Hall & Conference

REPORT

Move. See. Feel.



Organizers: Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA)



JATA Tourism EXPO Japan 2015 Draws 173,602 Visitors, Topping Record

The Japan Travel and Tourism Association and Japan Association of Travel Agents opened the Tourism EXPO Japan 2015 – one of the world’s largest tourism events in Tokyo Big Sight on Thursday, September 24, 2015 – and welcomed a record high of 173,602 visitors.

2015 was seen as the year of “step” under the theme “Move. See. Feel.” followed by the “hop” – of “hop, step and jump” first initiated at JATA Tourism EXPO Japan 2014. A total of 1,161 companies and organizations from 141 countries and regions exhibited this year. In addition to the JAPAN NIGHT 2015, the urban-style MICE event on the Gyoko-dori Street in front of Tokyo Station in the Marunouchi area during the event, the organizers created & introduced the Japan Tourism Awards. At the International Tourism Forum titled “Tourism and Culture,” passionate discussions on Japan’s role in the age of global tourism were led by Mr. Pascal Lamy, Chairman, the World Committee on Tourism Ethics, UNWTO.

JATA Tourism EXPO Japan 2016 will be held in Tokyo Big Sight for four days from Sept 22 (Thu) through Sept 25 (Sun), 2016. The year 2016 is positioned as the “jump,” the final year of the three-year project. Following the 2016 Rio de Janeiro Olympics and Paralympics, JATA Tourism EXPO Japan 2016 will be held as a tri-une event – outbound travel, inbound travel and domestic travel – during the season when the attention of the world will be focused on Japan toward the 2020 Olympic and Paralympic Games in Tokyo.



Japan Travel and Tourism Association Chairman Norio Yamaguchi and Japan Association of Travel Agents Chairman Hiromi Tagawa

JATA Tourism EXPO Japan 2015

Event Date: Sept 24 (Thu) – Sept 27 (Sun), 2015
Venue: Tokyo Big Sight
 (East Exhibition Hall, Conference Hall)
 Tokyo Marunouchi Area, JP TOWER Hall & Conference

**JUMP Year
2016**

**Year 2020
Becoming One of the World’s
Three Major Travel Events**

**STEP Year
2015**

No. of Exhibitors
Japan’s 47 prefectures
141 countries/regions
1,161 companies and organizations

No. of Visitors
A total of 173,602
 Sept. 24 (Trade/Press Day) 5,860
 Sept. 24 (Trade/Press Day) 40,622
 Sept. 26 (General Public Day) 64,959
 Sept. 27 (General Public Day) 62,161

JUMP

**HOP Year
2014**

No. of Exhibitors
Japan’s 47 prefectures
151 countries/regions
1,129 companies and organizations

No. of Visitors
A total of 157,589
 Sept. 26 (Trade/Press Day) 41,063
 Sept. 27 (General Public Day) 61,649
 Sept. 28 (General Public Day) 54,877

**STEP
HOP**



JATA Tourism EXPO Japan 2015's

5 Events



International Conference bringing global views with the World Tourism Organization (UNWTO)

**① International Tourism Forum /
Keynote Speech, Keynote Symposium**

Business Meetings arranged for the benefit of both Sellers and Buyers

② Outbound / Domestic Business Meetings, Media Meeting

Tourism information on Japan and the world gathers together

③ Exhibition 1,557 Exhibition Booths

Honoring various innovative and sustainable tourism efforts

④ Japan Tourism Award

Showcase by “Tokyo MICE,” which contributes to regional revitalization

⑤ JAPAN NIGHT

Other : Creating framework for new projects, programs to collaborate in regional promotions implemented from both in and out of Japan

**Premium Destination Partners
Premium Destination Supporters**

JATA Tourism EXPO Japan 2015 and Schedule of VISIT JAPAN Travel & MICE Mart 2015

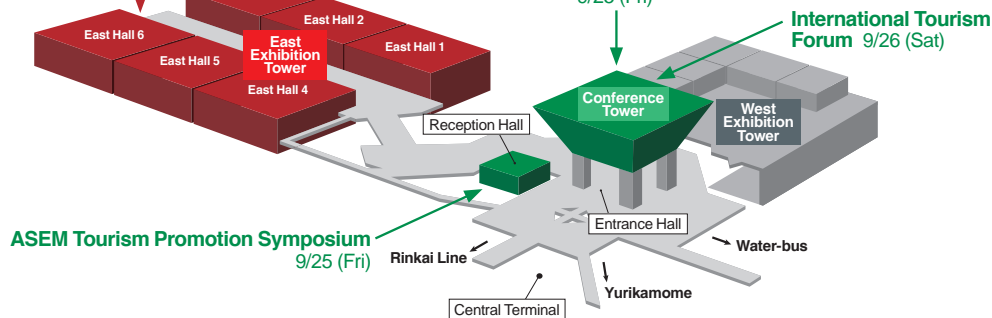
Day	Venue	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	
Thursday, September 24	Business Meeting, Tokyo Big Sight East Exhibition Hall 6	Outbound / Domestic / Media Business Meeting 9:00-18:00														
	JP TOWER Hall & Conference	Opening Ceremony 9:00-9:30	Keynote Speech 9:30-10:00			Organizer Interview 14:30-15:10			Japan Tourism Award 15:30-18:00							
Friday, September 25	International Tourism Forum		Keynote Symposium 10:00-11:30													
	Tokyo Big Sight Conference Tower					Inbound Travel to Japan Session 13:00-14:30			Asia Travel Market Analysis 2015 Session 15:00-16:30							
	Marunouchi Area JP TOWER Hall & Conference									The 1st Asian Tourism Leaders' Forum 17:30-19:00		JAPAN NIGHT 19:00-21:30				
	Tokyo Big Sight Conference Tower Conference Room 607 and 608			Travel Industry Research Seminar 10:00-12:00				Industry Academic Cooperation Tourism Seminar 14:00-17:00								
	Tokyo Big Sight Conference Tower Reception Hall			ASEM Symposium on Promoting Tourism 10:30-12:00				ASEM Symposium on Promoting Tourism 13:30-16:30								
	Business Meeting, Travel Showcase, Tokyo Big Sight East Exhibition Hall 1-5			Business Meeting 10:00-18:00		Travel Showcase (Trade & Press Day) 10:00-18:00								Concurrent Event : VJTM 10:00-12:30	In booth Reception 16:00-18:00	
Tokyo Big Sight East Exhibition Hall 6							VJTM & MM 2015 13:10-18:00								Organizer: Japan National Tourism Organization (JNTO)	
Saturday, September 26	International Tourism Forum		Halal Tourism Session 10:00-12:30			Overseas Travel Session 13:00-14:30			Domestic Travel Session 15:00-17:00							
	Travel Showcase, Tokyo Big Sight East Exhibition Hall 1-5			Travel Showcase (General Public Day) 10:00-18:00												
	Tokyo Big Sight East Exhibition Hall 6			Concurrent Event : VJTM & MM 2015 9:30-18:00											Organizer: Japan National Tourism Organization (JNTO)	
Sunday, September 27	Travel Showcase, Tokyo Big Sight East Exhibition Hall 1-5		Travel Showcase (General Public Day) 10:00-17:00										Closing Ceremony Grand Finale 16:30-17:00			
	Tokyo Big Sight East Exhibition Hall 6		Concurrent Event : VJTM & MM 2015 9:30-17:30													Organizer: Japan National Tourism Organization (JNTO)

JATA Tourism EXPO Japan 2015 Exhibition Site

Tokyo Big Sight

Outbound/Domestic/Media Business Meeting
9/24 (Thu) East Hall 6

Exhibition
9/25 (Fri) - 27 (Sun) East Halls 1-5



VISIT JAPAN Travel & MICE Mart 2015 Concurrent Event

9/25 (Fri) - 9/27 (Sun) East Hall 6

The event was held concurrently with VJTM & MM hosted by JNTO. This allowed for a more efficient organization with inspection visits to the exhibition site and attendance at the Japan Night for the participants.

JP TOWER Hall & Conference Marunouchi Area

JAPAN NIGHT
9/25 (Fri)



Organizer Interview
9/24 (Thu)

Japan Tourism Award
9/25 (Fri)

The 1st Asian Tourism Leaders' Forum
9/25 (Fri)

Opening Ceremony

Sept 25 (Fri) 9:00–
International Conference Room, Conference Tower (7F)
Number of Visitors: Approx. 1,100



JATA Tourism EXPO Japan 2015 Opens

The opening ceremony began with tourism industry participants in Japan and from overseas gathering together in the conference hall with former Vice Minister of Land, Infrastructure and Transport Akihiro Nishimura taking the podium as a guest, saying that Tourism EXPO Japan has helped increase the number of inbound visitors by five million in two years. He also expressed his confidence that the event would lead to stimulating two-way overseas and domestic tourism exchanges.

Tourism ministers from foreign countries and top executives representing the Japanese travel industry conducted a ribbon-cutting ceremony to kick start one of the largest tourism industry events.

[Opening Ceremony Participants]

Guests: Mr. Akihiro Nishimura, Former State Minister, Ministry of Land, Infrastructure and Transport; Mr. Akihiko Tamura, Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism; Mr. Ryoichi Matsuyama, President, Japan National Tourism Organization (JNTO); Mr. Xu Jing, Director, Executive Secretary of the General Assembly and the Executive Council Regional Director for Asia and the Pacific, UNWTO; Mr. Mario Hardy, Pacific Asia Travel Association (PATA) CEO; Mr. Ichiro Hamakawa, President and CEO, JCB Co., Ltd.; Mr. Keizo Hamada, Governor, Kagawa Prefecture and Chairman, Setouchi Triennale Executive Committee; Mr. Benito C. Bengzon, Jr., Undersecretary Philippine Department of Tourism, Republic of the Philippines; Mr. Datuk Musa Yusof, Senior Director, Malaysia Tourism Promotion Board; H.E. Mr. So Visothy, Under Secretary, Ministry of Economy, Trade and Industry, Kingdom of Cambodia; H.E. Ms. Kobkarn Wattanavrangkul, Minister, Tourism and Sports, The Kingdom of Thailand; Ms. Irena Gueorgieva, Vice Minister, Ministry of Tourism, Republic of Bulgaria; Ms. Rasa Noreikiene, Vice Minister, Ministry of Economy, Republic of Lithuania; Dr. Sai Kyaw Ohn, Deputy Minister, Ministry of Hotels and Tourism, The Republic of the Union of Myanmar; Mr. Bogdan Pandelica, Secretary, Ministry of Economy Commerce and Tourism, Romania

Organizers: Norio Yamaguchi, Chairman & CEO, Japan Travel and Tourism Association
Hiromi Tagawa, Chairman, Japan Association of Travel Agents

International Tourism Forum ~Tourism and Culture~

Friday, September 25 & Saturday, September 26, 2015
Tokyo Big Sight, Conference Tower (6F/7F)
JP TOWER Hall & Conference (5F)

Under the theme of “Tourism and Culture,” the International Tourism Forum generated passionate discussions that centered on how to resource culture by protecting and delivering culture and how to expand and transmit it as an industry through branding. Also, the latest tourism information and knowledge were shared at the symposiums. In addition to the “Asia Travel Market Analysis 2015” and “Halal Symposium,” the “Asian Tourism Leaders’ Forum” was held as a new initiative focusing on ASEAN.

Organizer: Japan Travel and Tourism Association (JTTA);
Japan Association of Travel Agents (JATA)

Official Sponsor: JCB Co., Ltd.

Premium Destination Partner: Aomori Prefectural Government

Premium Destination Supporter: East Japan Railway Company

Forum Strap Sponsor: Malaysia Tourism Promotion Board

Forum Bag Sponsor: Ministry of Tourism, Republic of Indonesia

Support: Ministry of Land, Infrastructure, Transport and Tourism (MLIT); MLIT Japan Tourism Agency; Ministry of Internal Affairs and Communications; Ministry of Foreign Affairs; Ministry of Agriculture, Forestry and Fisheries; Ministry of Economy, Trade and Industry; Ministry of the Environment; Tokyo Metropolitan Government; Tokyo Convention & Visitors Bureau; JNTO; JETRO; Keidanren (Japan Business Federation); The Japan Chamber of Commerce and Industry (JCCI); The Tokyo Chamber of Commerce and Industry

Keynote Speech

Sept 25 (Fri) 9:30–10:00
International Conference Room, Conference Tower (7F)

Theme **Tourism and Culture**



Cooperation: with the participation of UNWTO

Blending Culture and Tourism Contributing to an Economic Evolution and Natural Environment

During the keynote address, Mr. Lamy pointed out that culture is an important element of the economics of tourism, and vice versa, but there is more than economics to this relationship.

Mr. Lamy said that tourism not only contributes to trade and job creation but also to obtaining knowledge and wisdom. The blending of culture and tourism is not just a mutually complementary relationship but generates global points of views.

He also emphasized that the world is in need of peace and harmony and it only happens if we make it happen. Culture can do a lot for peace and harmony, and tourism can do a lot for culture.

Keynote speaker

Mr. Pascal Lamy

(Chair, The UNWTO World Committee on Tourism Ethics)

Number of Participants: 1,100





Keynote Symposium Panel Discussion

Sept 25 (Fri) 10:00–11:30
International Conference Room
Conference Tower (7F)

Cooperation:



Greeting: Mr. Akihiko Tamura

(Commissioner, Ministry of Land, Infrastructure, Transport and Tourism Japan Tourism Agency)

Theme

Tourism and Culture

Tourism Promotion Through Branding and Protecting Tradition

Panelists exchanged opinions on the strength and potential of tourism: positioning, preservation, utilization and the transmission of Japanese culture from an international point of view.

During the discussion, Mr. Xu Jing said UNESCO and UNWTO hosted the “World Conference on Tourism and Culture” in the first half of 2015, indicating the deep relationship that exists between the two fields, while Mr. Daisaku Kadokawa said that he wants “to make Kyoto – a representative community of Japan where invaluable culture has been well preserved and sustained – so that people from all over the world appreciate the existence of the city as a culture treasure box.”

Asked to give his advice to Japan, Mr. Lamy said that “Balance is important within time, not just within space.” Mr. Collasse provided his view saying that it is important to make preparations for the future while observing tradition and preserving culture.

Number of Participants: 1,100

Moderator

Prof. Yoshiaki Hongo

(Specially-appointed Prof. of Tokyo Metropolitan University and Tokyo Institute of Technology, Special Advisor of Japan Tourism Agency)

Panel Discussion Panelists

Mr. Daisaku Kadokawa

(Mayor, City of Kyoto)

Mr. Xu Jing

(Director, Executive Secretary of the General Assembly and the Executive Council Regional Director for Asia and the Pacific, UNWTO)

Mr. Pascal Lamy

(Chair, The UNWTO World Committee on Tourism Ethics)

Mr. Richard Collasse

(President & Representative Director, Chanel K.K.)



Mr. Akihiko Tamura



Prof. Yoshiaki Hongo



Mr. Daisaku Kadokawa



Mr. Xu Jing



Mr. Pascal Lamy



Mr. Richard Collasse

Inbound Travel to Japan Session Panel Discussion

Sept 25 (Fri) 13:00–14:30
Conference Room 605 and 606
Conference Tower (6F)

Cooperation:



Theme Efforts to Spread Out Travel Demand of Foreign Visitors to Local areas and throughout the Country

Importance of Quality, Environmental Arrangement to Accommodate Visitors

In efforts to decentralize inbound travel and disperse travelers to local areas beyond major cities – considered a high-priority issue to achieving 20 million visitors from abroad – the panelists discussed specific approaches in case examples, issues and interactions which can facilitate the improvement of the wide-area tour routes promoted by the Japanese government.

Opinions were expressed on ideas to attract inbound visitors to local areas after the four panelists introduced some ongoing case examples. Ms. Tada talked about promotions and environmental arrangements to accommodate visitors with specific purposes, while Mr. Yoshimura said it is important to cooperate with major cities based on a “carrot-and-stick” policy. Ms. Goto cited another issue of how to lower “the psychological hurdle” of local governments, while Mr. Takaoka discussed about food improvement and cooperation with secondary transportation for excursion routes suitable for inbound visitors.

Number of Participants: 337



Mr. Masaki Hirata



Ms. Noriko Tada



Ms. Yasuko Goto

Moderator

Mr. Masaki Hirata (Executive Director, Inbound Promotion Department, Japan National Tourism Organization (JNTO))

Panel Discussion Panelists

Ms. Noriko Tada (Director, Tanabe City Kumano Tourism Bureau)

Ms. Yasuko Goto (Managing Director, Deputy Director General Railway Operations Head quarters General Manager, Travel Operations Head quarters, Kyushu Railway Company)

Mr. Kenji Takaoka (CEO, Export Japan Inc.)

Mr. Hisao Yoshimura (Executive Director, Marketing & Procurement strategy, JTB Global Marketing & Travel Inc.)



Mr. Kenji Takaoka



Mr. Hisao Yoshimura

Asia Travel Market Analysis 2015 Session Panel Discussion in Collaboration with PATA

Sept 25 (Fri) 15:00–16:30
Conference Room 605 and 606
Conference Tower (6F)

Cooperation:



Theme Rapidly Growing Asian Market

Promoting Japanese Charms to Attract Chinese and ASEAN Markets

Tourism industry players from the growing ASEAN travel industry exchanged in lively discussion information about the present situation and future prospects of the tourism industries in Asia at the keynote speech and panel discussions.

Mr. Hardy in his keynote address said the appeal of travel in Japan exists and should be promoted more to attract the Chinese market, emphasizing the importance of marketing in the target destination. As for the capacity of Japan’s inbound tourism, he said the number of tourists to local areas beyond Tokyo will grow and tourism industry players will adjust in tandem with a growing number of players from other industries.

Number of Participants: 275



Mr. Mario Hardy



Ms. Carmen Roberts



Mr. Noviendi Makalam

Keynote Speech

Mr. Mario Hardy (Pacific Asia Travel Association (PATA) CEO)

Moderator

Ms. Carmen Roberts (Presenter, BBC World News The Travel Show)

Panel Discussion Panelists

Mr. Noviendi Makalam (Director for International Marketing Communication Ministry of Tourism, Republic of Indonesia)

Mr. Hai Ho (Founder, Triip. me)

Ms. Miki Takashima (Wakayama University Center for Tourism Research)



Mr. Hai Ho



Ms. Miki Takashima



ASEM Tourism Promotion Symposium

Co-organizer: Ministry of Foreign Affairs

Tourism Exchange Issues Exist between Asia and Europe

A symposium on the theme of tourism promotion by the Asia-Europe Meeting (ASEM) was first held in Japan since the 10th summit meeting of ASEM was cited as strengthening cooperation of tourism development between Asia and Europe.

The symposium – attended by cabinet members and government officials from ASEM-member nations – focused on the merits to develop tourism as well as the negative effects on tourism. Details discussed at the symposium were reported at the 12th ASEM foreign ministers assembly held in Brussels on Nov. 5 and 6. Efforts to make tourism a main channel in the ASEM activities are ongoing and to be confirmed at the 11th ASEM prime ministers summit to be held in Mongolia in June 2016 when ASEM commemorates its 20th anniversary.

Halal Tourism Session

Panel Discussion

Sept 26 (Sat) 10:00–12:30
Conference Room 605 and 606
Conference Tower (6F)

Theme Demands and Potentialities of Halal Tourism Taking Action for Welcoming Muslim Visitors to Japan

Measures to Welcome Muslim Visitors in Japan ; Accurate Information Vital

The panelists discussed measures to accommodate Muslim visitors in Japan in efforts to boost demand for halal tourism. Halal means legal. Halal food excludes pork and alcoholic beverages. The symposium brought to the front the need for understanding among Japanese that halal is a key requirement among Muslims worldwide.

It is important for Japan to begin with steps that the Japanese can easily do now. Recognizing that, it is necessary to disclose clear and accurate information. The panelists mutually agreed that the industry should advance the preparations that would lead to fully accommodating Muslim visitors by the 2020 Tokyo Olympic and Paralympic Games. **Number of Participants: 250**

Keynote Speech 1 : Summary of Islamic Culture & Halal in Japan

Ms. Hind Hitomi Remon (Chairperson of NPO Japan halal association (JHA))

Keynote Speech 2 : Muslim Travel Market - Global trends and what is next for Japan

Mr. Mohamed Fazal Bahardeen (CEO / Founder of Crescentrating Pte. Ltd. Board member of Crescentrating Japan Co., Ltd.)

Keynote Speech 3 : Halal Certification and the importance to Islamic Tourism - Malaysian Experience

Dr. Sirajuddin Suhaimee (Senior Principal Assistant Director of Halal Hub Division, Department of Islamic Development Malaysia (JAKIM))

Panel Discussion

Moderator: Mr. Hiroshi Kurosu (Chief Researcher, Executive Officer, Japan Tourism Marketing Co.)

Panel Discussion Panelists:

Ms. Hind Hitomi Remon

Mr. Mohamed Fazal Bahardeen

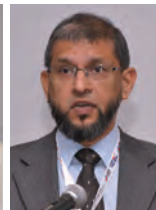
Dr. Sirajuddin Suhaimee

Mr. Amiruddin Supriady (Sales Manager, Ninomiya Co., Ltd. Vice Chairman of Ninomiya Halal Committee)

Ms. Terue Ishige (JTB Muslim Inbound Marketing Project Team / Manager, Marketing and Sales Promotion, Global Business Promotion Section, JTB Corporate Sales Inc.)



Ms. Hind Hitomi Remon



Mr. Mohamed Fazal Bahardeen



Dr. Sirajuddin Suhaimee



Mr. Hiroshi Kurosu



Mr. Amiruddin Supriady



Ms. Terue Ishige

Overseas Travel Session

Panel Discussion

Sept 26 (Sat) 13:00–14:30
Conference Room 605 and 606
Conference Tower (6F)

Theme Two-way Communication by All Japan Understanding of Different Cultures Promotes Activation of Local Areas

Promoting Internationalization of youth and locals in Educational Travel and Sister-City Exchanges

The key topics, based on case examples of international exchanges, were efforts and challenges of the further advancement of the internationalization of young people and local communities. All panelists agreed for the need to develop educational travel aimed toward internationalizing the youth market and local communities.

Mr. Inoue cited some ideas: providing 18-year-old youth or under with a free passport to stimulate interest in overseas travel; expanding support for the study-abroad programs; encouraging all elementary and junior-high schools to establish sister-school relations with those overseas; and public high schools to plan curriculum-based overseas school trips. Also, Mr. Izumida disclosed his initiative to develop Niigata airport as a gateway to East Asia, while Ms. Arthur said “Japan’s youth should travel overseas more,” urging travel agencies to actively propose and plan products to stimulate such demand. **Number of Participants: 275**

Proposal: Essentials of Outbound Travel Policies

Mr. Satoshi Inoue (Vice Chairman, JATA Outbound Travel Promotion Committee President & CEO, JTB WORLD VACATIONS INC.)

Presentation: Mr. Hirohiko Izumida (Governor of Niigata Prefecture)

Ms. Yuri Ann Arthur (Embassy of the United States of America)

Panel Discussion

Moderator: Mr. Koji Ikehata (Executive Officer, General Manager Overseas Travel Department, General Manager Inbound Travel Department, KNT-CT Holdings Co., Ltd.)

Panel Discussion Panelists: Mr. Hirohiko Izumida / Ms. Yuri Ann Arthur / Mr. Satoshi Inoue



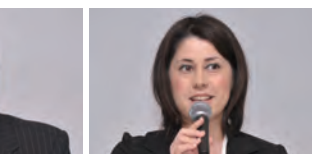
Mr. Satoshi Inoue



Mr. Koji Ikehata



Mr. Hirohiko Izumida



Ms. Yuri Ann Arthur

Student Seminar

Industry-University Cooperation Tourism Seminar

Organizer: Japan Travel and Tourism Association (Public Interest Incorporated Association)
Co-organizer: Japan Student Tourism Association

Discussions on “From Tourism Nation to Leading Tourism Nation”

In the first session, the top five universities selected by a jury made respective presentations on “Studies on Measures to Promote Tourism” with Rikkyo University winning the Grand Prix. Outstanding Performance Award and Judging Committee Special Awards were given to Bunkyo University and the University of the Ryukyus, respectively. In the second session, lively discussions centered on the theme “From Tourism Nation to Leading Tourism Nation.”



Domestic Travel Session

Panel Discussion

Sept 26 (Sat) 15:00–17:00
Conference Room 605 and 606
Conference Tower (6F)

Theme Vitalizing Local Economy in Japan and the Role of Tourism

Clarifying the Roles of the Market Players in the Promotion of Japan's Attractions in the Domestic Market

Under the theme of "Vitalizing Local Economy in Japan and the Role of Tourism," the panelists expressed their opinions about the tourism industry's contribution to revitalizing regional communities in light of their professional points of views, including culture/art, public transportation and local governments.

In his recommendations, Mr. Tamura said that the tourism industry in modern Japan has grown to become Japan's key industry matching that with the ship-building and steel industries. He cited the need for each community to consider what they can do to improve competitiveness as a tourist destination by setting a target on interested experienced travelers.

Number of Participants: 336

Keynote Speech: Significant roles for tourism promotion to play in revitalizing regional communities and economies by Mr. Akihiko Tamura (Commissioner, Transport and Tourism, Ministry of Land, Infrastructure, Transport and Tourism)

Moderator: Ms. Noriko Yagasaki (Assistant Professor, International Tourism, Faculty of International Areas, Toyo University)

Speakers: ① Regional Revitalization by Culture and Art

By Mr. Soichiro Fukutake (Honorary Chairman of the Board, Fukutake Foundation / Executive Advisor, Benesse Holdings, Inc.)

② Roles Railway Operators Play to Revitalize Regional Communities

By Mr. Satoshi Seino (Chairman & Director, East Japan Railway Company)

③ Regional Branding and Regional Revitalization

By Mr. Eikei Suzuki (Governor, Mie Prefecture)

④ Cross Talk



Mr. Akihiko Tamura



Ms. Noriko Yagasaki



Mr. Soichiro Fukutake



Mr. Satoshi Seino



Mr. Eikei Suzuki

The 1st Asian Tourism Leaders' Forum

Counting down to AEC and beyond

Sept 25 (Fri) 17:30–19:00
JP TOWER Hall & Conference
Conferenceroom (5F)

Theme Maximizing the Benefits Gained from Travel in ASEAN Economic Community

The Establishment of the ASEAN Economic Community Created a 600-million Market

Mr. Rieder, the session moderator, said outbound travel from ASEAN-member countries has grown by 5% to 10% annually to reach the 15-million level. Although most of them travel within the ASEAN Economic Community (AEC), rapid growth in outbound travel beyond AEC is expected.

During the presentation, Mr. Phuong said he plans to proceed with integrated liberalization by designating the first decade since the founding of AEC "Post-2015 Vision" as "ACE2025," while Mr. Dambara indicated that Japan together with ASEAN should set the direction for quality tourism services facing "the Age of Post-Mass Travel."

Also, the ASEAN-member panelist, opened the discussion on relations between Japan and ASEAN economic integration.

Number of Participants: 155

Organizers : JATA Tourism EXPO Japan Organizing Committee ASEAN-Japan Centre

Supporting organizations : Ministry of Land, Infrastructure, Transport and Tourism Japan Tourism Agency

Moderator : Mr. Ludwig G. Rieder (Executive Chairman, Asia Pacific Projects, Inc.)

Speakers : Mr. Tran Dong Phuong (Director of Finance, Industry and Infrastructure Directorate, ASEAN Secretariat)

Speakers : Mr. Tetsunori Dambara (Managing Director, Miki Tourist)

Delegates : Representatives of National Tourism Organizations of the ASEAN Member States and ASEAN-Japan Centre

Co-host:



Mr. Ludwig G. Rieder



Mr. Tran Dong Phuong



Mr. Tetsunori Dambara



Student Seminar

Travel Industry Study Seminar

Organizer: Japan Association of Travel Agents (JATA)

Strong Interest in the Travel Industry Seen Among Students

Mr. Satoshi Kurokawa, Chairman and CEO, Alpine Tour Service Co., Ltd., from the podium shared his experiences with the audience, pointing out the attractive aspects of the travel industry and its growing need for new talent. Following his lecture, discussions among young employees from medium-sized travel companies were generated as each company explained the characteristics and job responsibilities of their business.

Awards Commendation



The First JAPAN TOURISM AWARD

Sept 24 (Thu) 15:30–18:00
JP TOWER Hall & Conference (4F)

Organizer: Tourism EXPO Japan Organizing Committee
Sponsor: JCB Co., Ltd.
The Number of Visitors: Approx. 330

Commending Advanced Tourism Case Examples in Japan and Overseas

The first Grand Prix was awarded to “Setouchi Triennale’s Approaches for Local Regeneration” by Setouchi Triennale Executive Committee. The efforts for the possible regional revitalization and broad-area alliances through distinctive regional contents were highly recognized.

JTB Corp. was awarded the Japan Tourism Award for Responsible Tourism in collaboration with UNWTO.

Appraisal: With a corporate mission to contribute to the development of a healthy tourism industry, JTB, as a leading company in the Japanese travel industry, JTB was evaluated for having set an example for the tourism industry in Japan and beyond.



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Grand Prix Field of travel within Japan & to Japan / Field of International Travel

©Regional Management Field Setouchi Triennale Executive Committee

Approaches for local regeneration by hosting Setouchi Triennale

Field of travel within Japan & to Japan / Field of International Travel

©Regional Management Field Divisional Outstanding Performance Award Setouchi Triennale Executive Committee Approaches for local regeneration by hosting Setouchi International Triennale

Divisional Awards

① Takayama City
Toward an International Tourism City “Hida-Takayama”

② Star Village Achi Tourist Promotion Council
Continued efforts of Star Village Achi by taking advantage of the community treasure dubbed “a stadium of stars,” the consolidated efforts of the government, commerce / industry associations, private sectors and local citizens

③ Japan Shopping Tourism Organization (General Incorporated Association)

Public / private-sector cooperation efforts to promote inbound visitors and to increase shopping consumption by visitors from abroad centering on shopping tourism

④ Kaminoyama City Onsen Kuaoruto Association
Kaminoyama Kuaoruto (Health Resort) Tourism

©Tourism Business Field

Divisional Outstanding Performance Award JTB Corp., Travel Marketing & Strategy Dept., Tourism Strategy Team JTB Original Event – “Mori-no Nigiwai”

Divisional Awards

⑤ Ecolonomori Co., Ltd.
Eco tours to carry on nature, history and culture of Toyama

⑥ Aso Onsen Kanko Ryokan Cooperative Association

Aso Caldera Tour

©Tourism Related Industry Field

Divisional Outstanding Performance Award

East Japan Railway Company
Reconstruction assistance by constantly sending travelers to the Tohoku region, for which efforts include the “Let’s Go, Tohoku” campaign and other destination campaigns for the six-prefecture region

Divisional Awards

⑦ Princess Cruises
Expanding the cruise market in Japan

⑧ USJ Co., Ltd.

Efforts by Universal Studios Japan (2014-2015)

©Promotional Field

Divisional Outstanding Performance Award Kumamoto Prefecture Kumamoto promotions by taking advantage of the character “Kumamon”

Divisional Awards

⑨ Area Activation Supporting Center (Specified Non-profit Corporation)

Lovers’ Holy Sanctuary Project

Jury’s Special Award

Kitamaebune Anchorage-site Forum

Efforts for the broad-area tourism promotion under the theme of Kitamaebune Anchorage-site Forum

Field of International Travel

©Regional Management Field

Divisional Outstanding Performance Award Hiroshima Prefectural Board of Education Project to Promote Coproduction of Cross-cultural Activities

~Project to Send 10,000 High-school Students to Study Abroad~

Divisional Awards

⑩ Tourist Office of Seattle / Washington

Efforts to boost MICE-oriented travel focusing on food and sporting activities in Seattle

©Tourism Business Field

Divisional Outstanding Performance Award World Air-Sea Service Co., Ltd.

Efforts to expand tourism exchanges with Mongolia

Divisional Awards

⑪ H.I.S. Co., Ltd.

Michikusa Tabi

⑫ JTB World Vacations, Inc.

~A Single Picture Inspires People to Embark on

Their Trip~

Boosting overseas travel demand by developing tour product series dubbed “Magnificent Prospects of the World” and “Superb-view Hiking”

©Tourism Related Industry Field

Divisional Outstanding Performance Award Korea Tourism Organization First Symposium to Increase Korean Tourism Exchanges

Divisional Awards

⑬ Spring Group

Efforts to spur new demand and revitalize regional communities by LCC

©Promotional Field

Divisional Outstanding Performance Award Malaysia Tourism Promotion Board – Tokyo Office

Malaysia Long-stay Program

“Malaysia, My Second Home Program”

Divisional Awards

⑭ Palau Visitors Authority

Efforts to attract a wide range of Japanese tourists to Palau

⑮ Brand USA

Comprehensive promotions to boost travel demand bound for USA from Japan

Tourism EXPO Japan 2015 Special Award

China National Tourism Administration
Japan Tourism / Culture Exchange Delegation 2015

The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO Winner: JTB Corp.

The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO was newly created as an award given to efforts dedicated to develop a responsible tourism industry according to the objectives and principles of the Global Code of Ethics for Tourism enacted by the World Tourism Organization (UNWTO) General Assembly.



Official events JAPAN NIGHT

Sept 25 (Fri) 19:00–21:30
Tokyo Marunouchi Area

(Gyoko-dori, Marunouchi-naka-dori, JP TOWER Hall & Conference)

“Aomori Nebuta” Appears in Tokyo Marunouchi!

“Aomori Nebuta” flaunted the Gyoko-dori Street,

on which travel industry colleagues and people on the street alike stopped to enjoy.

Former Minister of Land, Infrastructure and Transport Akihiro Ota said on the stage

that there are three things – “To See.” “To Eat” and “To Buy” – most important in tourism and Japan is blessed with them all and that efforts will be made to improve on them.

Fourth-generation kabuki actor Ganjiro Nakamura delivered his message followed by the *kagami-biraki* ceremony with tourism industry participants at home and abroad.

At the reception held in the JP Tower and Conference, tourism-industry officials representing the political arena,

bureaucratic circles, local governments and private sectors in Japan and from abroad met together to deepen their friendships.

Organizers: Japan National Tourism Organization (JNTO) / Japan Travel and Tourism Association / Japan Association of Travel Agents
Supporters: JTB Corp., All Nippon Airways Co., Ltd., Japan Airlines Co., Ltd.
Premium Destination Partner: Aomori Prefectural Government
Premium Destination Supporter: East Japan Railway Company
The Number of Visitors: Approx. 1,700

(List of Kagami-biraki Participants)

Mr. Akihiro Ohta, Former Minister, Ministry of Land, Infrastructure, Transport and Tourism / Mr. Keisuke Suzuki, Former Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism / Mr. Akihiko Tamura, Commissioner, Japan Tourism Agency / Mr. Koremitsu Sannomiya, President & COO, JCB International Co., Ltd. / Mr. Shingo Mimura, Governor, Aomori Prefectural Government / Mr. Yuji Fukasawa, Executive Vice President, East Japan Railway Company / Mr. Osamu Shinobe, President, ALL NIPPON AIRWAYS CO., LTD. / Mr. Masaru Onishi, Director, Chairman, Japan Airlines Co., Ltd. / Mrs. Kobkarn Wattanavrangkul, Minister, Tourism and Sports, The Kingdom of Thailand / Ms. Irena Gueorguieva, Vice Minister, Ministry of Tourism, Republic of Bulgaria / Ms. Rasa Noreikiene, Vice Minister, Ministry of Economy, Republic of Lithuania / Dr. Sai Kyaw Ohn, Deputy Minister, Ministry of Hotels and Tourism, The Republic of the Union of Myanmar / Mr. Masami Ishikawa, Mayor of Chiyoda City / Mr. Ryoichi Matsuyama, President, Japan National Tourism Organization (JNTO) / Norio Yamaguchi, Chairman & CEO, Japan Travel and Tourism Association / Hiromi Tagawa, Chairman, Japan Association of Travel Agents



Business Meetings

Unique Business Appointment Matching was Received Well by Attendees

Date : Sept 24 (Thu) to 25 (Fri)

Venue : Tokyo Big Sight East Hall 6 (Sept 24) and East Hall 1-5 Exhibition Booths (Sept 25)

Official Sponsor : JCB Co., Ltd

Premium Destination Partner : Aomori Prefectural Government

Premium Destination Supporter : East Japan Railway Company

Sponsor : AGA Assistance Japan Co., Ltd.

The Outbound Business Meeting and Domestic Business Meeting were held on September 24 and 25 between Japanese tour operators and suppliers from national and international destinations, where travel professionals exchanged information on new services and products in hope to expand their business. There was also an opportunity for Tourism EXPO Japan exhibitors to meet the press at the Media Meeting which was held in the same area, on the same day (Sept 24) so that sellers wasted no time during their stay on site and enjoyed meeting key people efficiently.



Key Points of Business Meeting 2015

- ① Efficiency: 3 Business Meetings held in the same place, on the same day
- ② Up to 15 appointments on the first day
- ③ Opportunity for domestic sellers to do presentation
- ④ Opportunity for press: Exposure at the popular Media Meeting set again this year
- ⑤ Distribution of Business Meeting Official Guidebook to participants

Outbound Business Meeting & Domestic Business Meeting

Day 1 : Sept 24 (Thu) 9:00-17:40

*prior appointment matching system

Sellers visit Buyers desks for their appointment

Day 2 : Sept 25 (Fri) 10:00-18:00 *open session

Buyers visit sellers at their booths stand

Number of participants (total : 633 organizations / 923 people)

Outbound Business Meeting: seller 278 organizations / 402 people
buyers 152 organizations / 203 people

Domestic Business Meeting : seller 143 organizations / 231 people
buyers 60 organizations / 87 people

Media Meeting

Sept 24 (Thu) 9:00-17:40 *open session

Number of participants: 75 organizations /139 people

Voices from sellers

About Outbound Business Meeting

“First time at Tourism EXPO Japan. Very efficient as we could set many meetings on the same day.”

“I am from South America, not a very well known destination in Japan. I also need to learn more about Japan so it was nice I had a chance to hop around buyers’ booths and get to know what the Japan market is like.”

“Never seen this style of sellers moving around desks (of buyers). It worked nicely as we could go into separate groups and meet more buyers.”

About Domestic Business Meeting

“There are only few Business Meeting opportunities available for domestic travel companies and this is a very precious occasion for sellers like us.”

“Could get a lot of new information here. Had a fruitful meeting on school trips, too.”

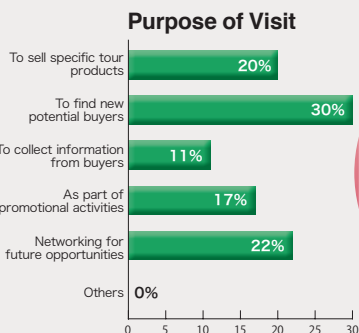
“I don’t expect to close a deal here. To me, this is more of a chance to have new people get to know my destination.”

Survey on Business Meeting Participants

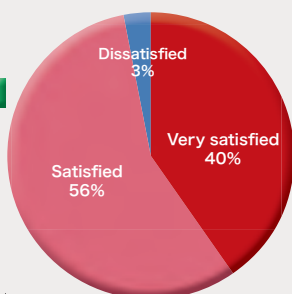
The level of satisfaction was very high, as 80%–96% of those who attended the Business Meetings expressed satisfaction. Many of them also showed their willingness to return in 2016, as 88% of Outbound Business Meeting participants (both sellers and buyers), 94% of Domestic Business Meeting sellers and 95% of the buyers answered “I will” when asked about next year’s participation.

Outbound Business Meeting

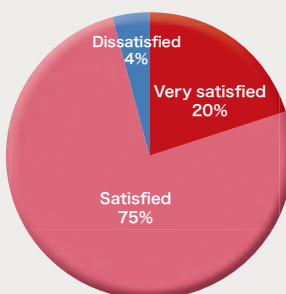
Sellers



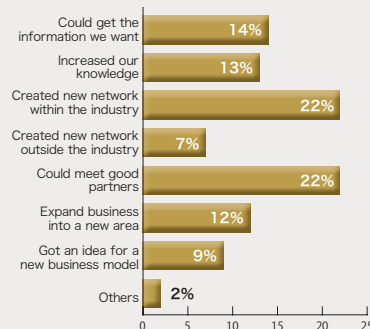
Overall impression



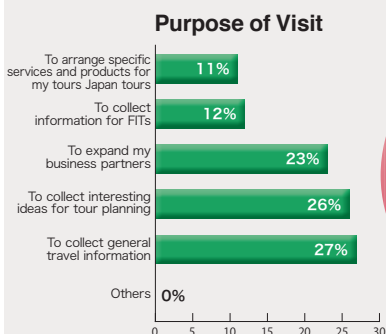
Results from meeting with buyers



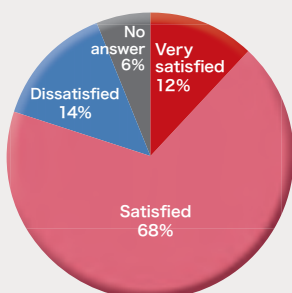
What did you find good about the business meeting?



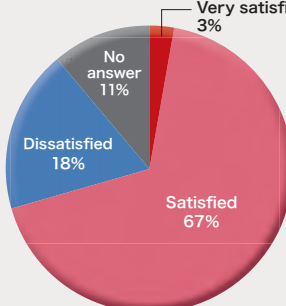
Buyers



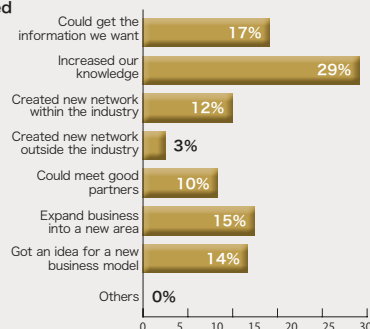
Overall impression



Results from meeting with sellers



What did you find good about the business meeting?

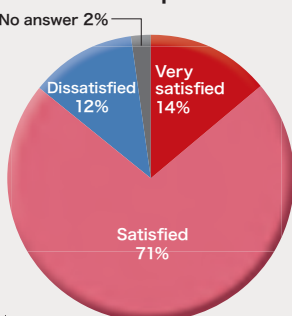


Domestic Business Meeting

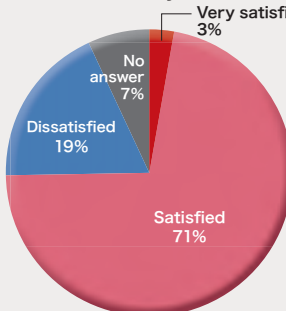
Sellers



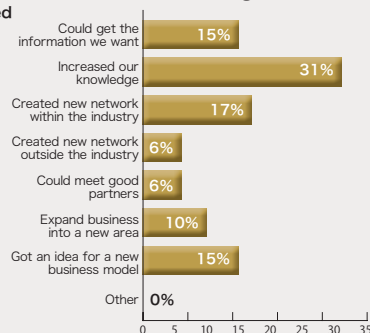
Overall impression



Results from meeting with buyers



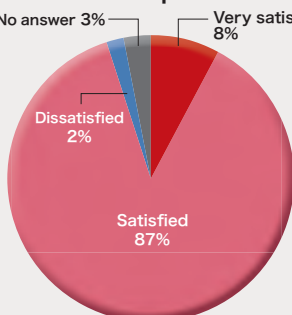
What did you find good about the business meeting?



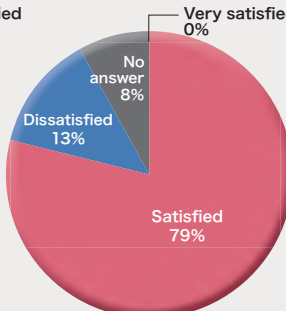
Buyers



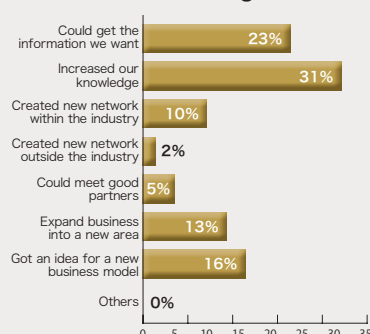
Overall impression



Results from meeting with sellers



What did you find good about the business meeting?



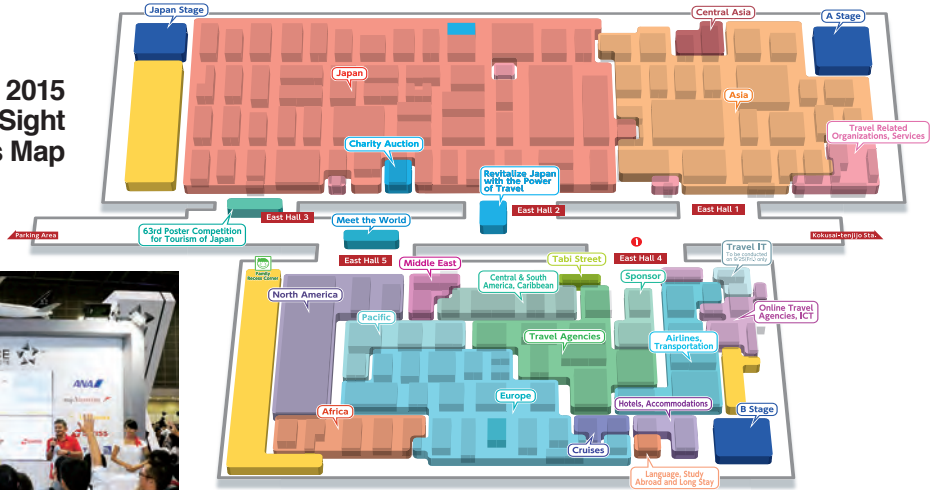
Travel Showcase (Exhibition Booths)

Visitors Pleased with Uniquely Decorated Booths and Information

A total of 1,161 companies and organizations from 141 countries and regions around the world, along with 47 prefectures in Japan, filled the halls of the Travel Showcase site. At the exhibition booths boasting an exotic and Japanese atmosphere, the venue each day was packed with visitors, experiencing the taste of food and drinks from around the world, in addition to giant structures on display, professional performances and unique characters from tourist destinations.

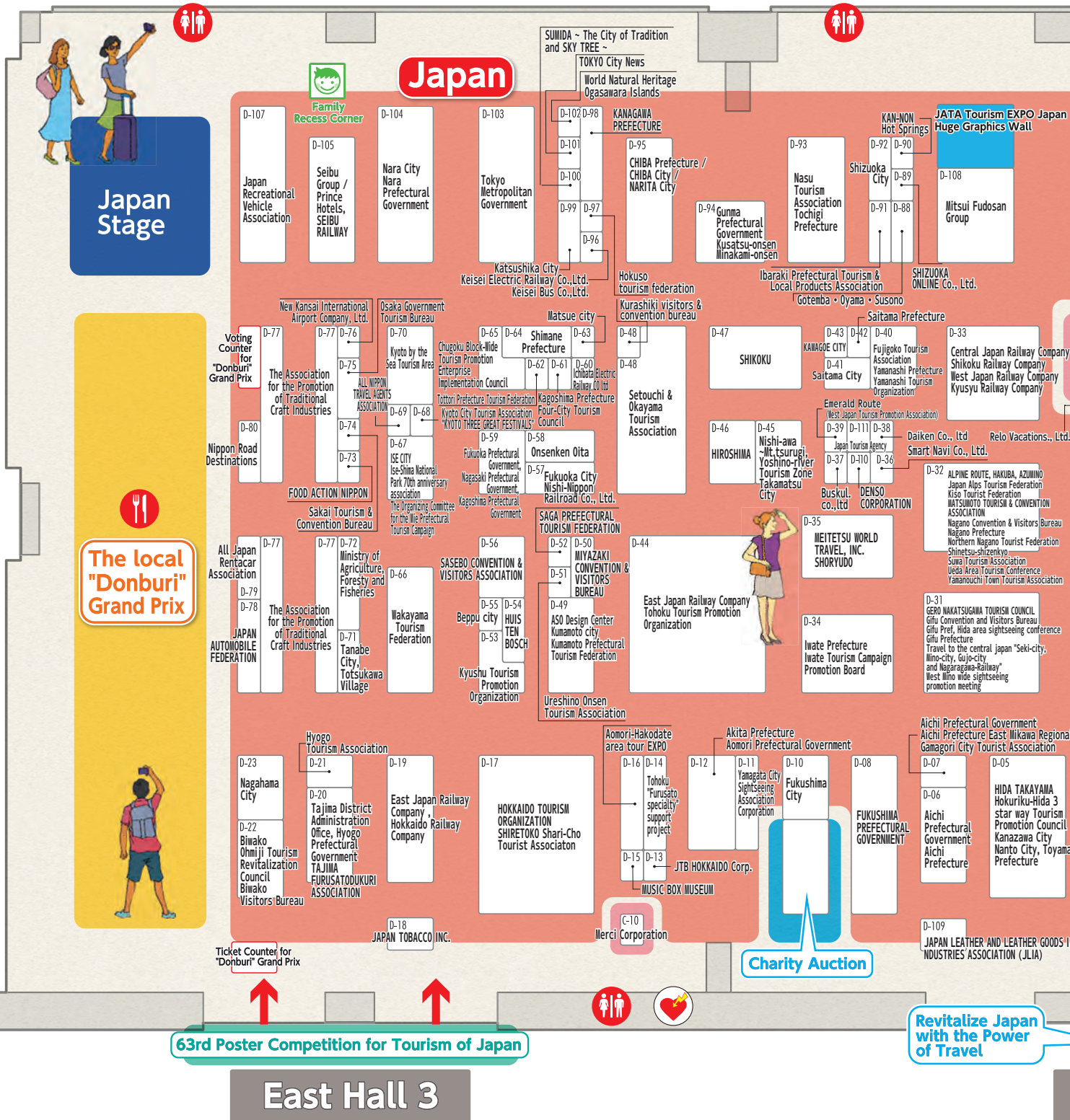


JATA Tourism EXPO Japan 2015
Tokyo Big Sight
Exhibition Halls Map



Travel Showcase (Exhibition Booths)

(Venue Map East Hall 1, 2, 3)



Exhibitor's Voice 1

Tohoku Tourism Promotion Organization Mr. Kazuhiko Sato, Deputy General Manager

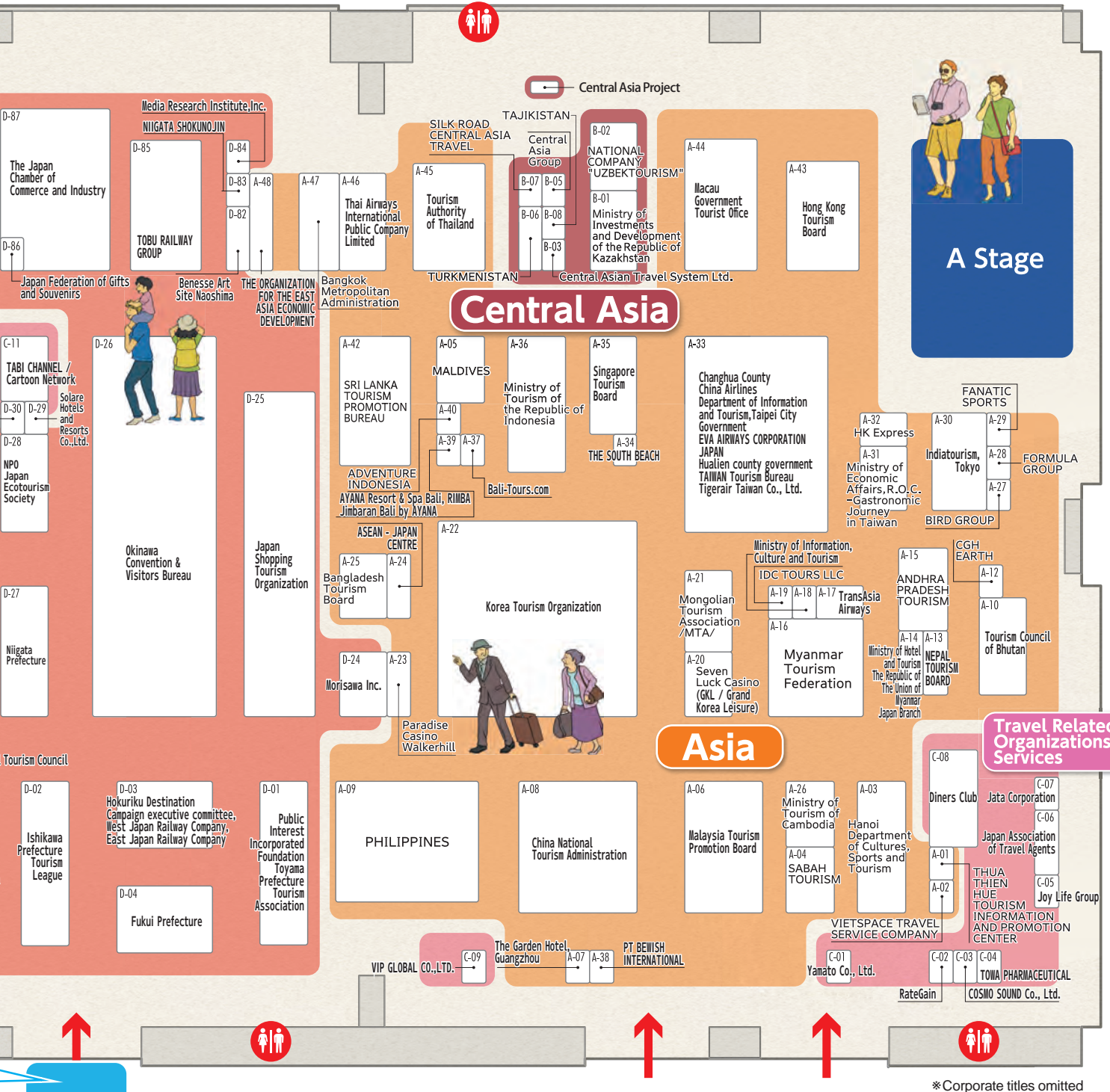
"Sharing a booth with JR East, the Tohoku Tourism Promotion Organization developed the booth under the theme "Shikisai-no-Tohoku" (four colorful seasons of Tohoku), showing its beauty of every season, to provide visitors with seasonal fruit juices and Japanese sake tasting. Also, working together with Hokkaido and other booths in the name of hospitality, it introduced its broad-range tourist excursion route called "the inner shrine - the holy of holies." I feel confident that we were able to inspire visitors to travel to the Tohoku area by featuring Tohoku travel at the "Fun Train Running" corner in the JR East booth and at stage events centering on traditional performing arts on the in-booth special stage."



Exhibitor's Voice 2

Information
 Food and Beverage corner
 Lavatory
 AED (Automated External Defibrillator)
 Family Recess Corner

East Hall	East 1	East 2	East 3
		East 5	East 4



*Corporate titles omitted

East Hall 2

East Hall 1

**Okinawa Convention & Visitors Bureau
Mr. Yohei Takami, Chief of Domestic
Promotion, Domestic Business Division**

“Under the concept of “Treasure Island,” Okinawa this year allowed visitors to enjoy the exhibits with their five senses and grow more interested in visiting Okinawa. In addition to featuring island tropical plants and a water tank with native Okinawa fish, I believe visitors were able to experience the attractiveness of Okinawa at our unique booths. All Okinawans as one would like to work hand in hand to be able to feature new dimensions of Okinawa again next year.”



Exhibitor's Voice 3

**Japan Shopping Tourism Organization (General Incorporated Association)
Mr. Kenichi Niitsu, Senior Managing Director**

“In keeping pace with the rise of inbound travelers, we brought 42 business operators together in our display to introduce necessary solutions to accommodate inbound travelers amid the increasing number of business operators associated with the tourism industry. Setting an objective to grow the shopping tourism market under the theme “tourism x shopping,” we proactively conducted business-to-business meetings by introducing inbound-business knowhow and services while promoting our organization’s activities. While travel industry participants visited our booths on general public days, we also felt that general visitors have a strong interest in the inbound travel market. In cooperation with the organizers, we would like to continue exchanging ideas and opinions on how to move forward on inbound tourism planning.”

Travel Showcase

(Exhibition Booths)
(Venue Map East Hall 4, 5)

- Information
- Food and Beverage corner
- Lavatory
- AED (Automated External Defibrillator)
- Questionnaire
- Meet



Exhibitor's Voice 4

Brand USA

Mr. Yoichi Hayase, Director, Japan-Asia strategy Director, Brand USA

"This year again, we were able to exhibit the Brand USA Pavillion, the largest exhibition space for a single country, spanning a total of 65 booths with 28 states in the continental U.S., Hawaii and the Northern Mariana Islands. Serving "American Food" firsthand at the uniquely decorated exhibit booths, I believe that we were able to deliver a wide range of attractions and appeal of America to general consumers as well as to travel industry players.

The U.S. delegation was able to further deepen relations with other industry players as we hosted networking events and appointment-based business meetings on the trade days to assist them. CEM Whitaker of Brand USA headquarters visited Japan and I feel that he was able to exchange clear opinions with JATA Chairman Tagawa. We would like to continue promoting America together with JATA."



Official Visits



Mr. Akihiro Ohta, Former Minister, Ministry of Land, Infrastructure, Transport and Tourism



Mr. Akihiro Nishimura, Former State Minister, Ministry of Land, Infrastructure, Transport and Tourism



Mr. Toshihiro Nikai, House of Representatives, General Council and Dr. Ir. Arief Yahya, Minister of Tourism of the Republic of Indonesia



Mr. Hideo Tokuyama, Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism



Mr. Keisuke Suzuki, Former Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism



Mrs. Akie Abe, the Spouse of Prime Minister of Japan

In-booth Receptions



Exhibitor's Voice 5

National Tourist Office of Spain Ms. Tae Mito, Promotion Manager

"The Spain booths, consisting of suppliers from our home country, are so popular each year that we are required to secure between 8 and 12 booths to meet suppliers' needs. Since each year we conduct a design competition for the booth under the concept "Portray Spain Effectively," we were able to achieve our objectives of better and cost-effective booth designing, management and product expression. Reactions from suppliers are very positive and business meetings in particular were highly evaluated. Some suppliers who participated this year expressed their plans to participate next year, for which we are already receiving many inquiries about booth participation from new companies and organizations.

Recognizing our significance in the industry, we would like to work on booth designing, management and expression next year to enable exhibitors to have more effective business meetings and to inspire travelers to visit Spain."



Travel Showcase (Events Planned by Organizers)

A Variety of Projects were Developed by the Organizers for Industry Participants and General Public Visitors Alike

In addition, playing equipment for children, a baby-carriage-parking area and a day-care center for children were set up in the place for relaxation in the exhibit site as a hospitality measure for families with small children, which helped increase family visitors.



Cheer Up Japan Through the Power of Travel!

Panel exhibits were displayed under the theme of “Correct Information Service to Boost Tourism.” Efforts made for “the Michinoku/Tohoku Sea Breeze Trail/JATA Road,” JATA’s Tohoku recovery support project; “Gambarou! Nippon” by the Japan Travel and Tourism Association; “Correct Local Information – disaster prevention” by the Japan Meteorological and “The First Japan Tourism Award” were introduced.



Meet the World

An exhibit space to display posters and brochures of 37 countries and areas that are considering joining the Japanese travel market. Tourist information was provided and the beauty of each area was featured at the exhibition.



The 63rd Japan Tourism Poster Contest

“It made me think about visiting” – a variety of tourism posters showcasing attractive areas throughout Japan. The poster titled “Kanazawa Tenbyo” from Kanazawa, Ishikawa prefecture, received the Minister of Land, Infrastructure and Transport Award. A total of 15 outstanding works and 36 posters were displayed.



Commemorative Photo Shooting Spots

Giant graphic walls with visual works and a commemorative photo corner titled “Click Here at Picturesque Sports of the World (Planning Support by TripAdvisor, Inc. and Mitsui Fudosan Co., Ltd.)”



JATA Assistance for the Restoration Tohoku Charity Auction 2015

The charity auction was conducted with extensive endowment support from companies and organizations in the travel industry. This is an example of what the tourism industry can do as continual support for the Tohoku region in 2015 with the help of visitors.



Tabi Street – Languages, Study Abroad, Long-stay

Travel companies dealing with specific countries / areas and products with unique themes as well as companies and organizations specializing in language learning, language study abroad and long-stay programs provided their latest information, respectively.

Central Asia Zone



Present Cooperation:
KADOKAWA Corp.;
Diamond-Big Co., Ltd.

The five countries – Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan – gathered together to provide visitors with travel information and show unique native costumes. In addition, comic books and guidebooks were given to visitors by drawing based on their correct answers in the trivia game.

Team EUROPE Seeking the Yet-Undiscovered Europe

Under the theme of “30 Beautiful Villages in Europe,” the exhibition introduced photographs of respective villages taken by Photographer Shinichi Wakatsuki. Visitors were able to newly discover the appeal of Europe at the respective booths, exhibits, seminars and photo-shooting corners. In tandem with Teatime in Europe, tea tasting was also conducted.



Teatime in Europe

Tea-tasting events serving a wide variety of teas from European countries were conducted for visitors. Tea products, candies and sundry goods, which were made available for sale drew visitors to the events.

Team EUROPE Special Seminar Programs

	Themes	Tourist Offices	
Trade / Press Day: Fri., Sep. 25	13:30~14:15	The charms of Turkish Cittaflow and around Gokceada	Turkish Embassy Office of the Cultural and Information Counsellor
	14:25~15:10	Advice on commercializing beautiful villages	Photographer / Shinichi Wakatsuki
	15:20~16:05	The charms of Conwy and Wales, U.K.	Community Development Service Conwy County Borough Council
	16:15~17:00	The charms of Porvoo and Finland	Visit Finland
	17:15~18:00	The attractions of Saint-Cirq-Lapopie, Riquewihr and France	ATOUT FRANCE
General Public Day: Sat., Sep. 26	11:00~11:45	The charms of Zalipie and Poland	Polish National Tourist Office
	11:55~12:40	The charms of Turkish Cittaflow and around Gokceada	Turkish Embassy Office of the Cultural and Information Counsellor
	12:50~13:30	Fascination with the 30 beautiful villages	Photographer / Shinichi Wakatsuki
	13:40~14:10	"The Power of Peace in the 21st Century"	ANTOR Peace Movement
	14:20~15:05	The charms of Conwy and Wales, U.K.	Community Development Service Conwy County Borough Council
	15:15~16:00	The charms of Porvoo and Finland	Visit Finland
General Public Day: Sun., Sep. 27	11:00~11:45	Fascination with the 30 beautiful villages	Photographer / Shinichi Wakatsuki
	11:55~12:40	The charms of Turkish Cittaflow and around Gokceada	Turkish Embassy Office of the Cultural and Information Counsellor
	12:50~13:15	"The Power of Peace in the 21st Century"	ANTOR Peace Movement
	13:25~14:10	The charms of Saint-Cirq-Lapopie, Riquewihr and France	ATOUT FRANCE
	14:20~15:05	The charms of Porvoo and Finland	Visit Finland
	15:15~16:00	The charms of Conwy and Wales, U.K.	Community Development Service Conwy County Borough Council

Gourmet Zone

National Local Donburi Championship at Tourism EXPO Japan 2015

The championship introduced exquisite local donburi or bowl dishes from every region of Japan and boasted of by local people. The tasting event allowed visitors to actually taste the creations and vote for their most favorite one for the National Local Donburi Championship. Of 16 donburi dishes, 11 were voted by the visitors and forwarded to the finals.









World Food Court

Gourmets from all parts of Japan and the world came together at the World Food Court! Gourmet chefs from Turkey, Paraguay, Hungary, Malaysia and Japan got together to welcome visitors with their delicious creations.



Exhibitor's List

-  Kebab Istanbul Restaurant
-  Mama's Kitchen
-  Aji no Umebachi Daimarushoten Co., Ltd.
-  Hungary Wine Dining AZ Finom
-  Asian Kitchen Roti Man
-  The G + mix=F

Fine Alcoholic Beverages of the World Fair

In addition to 10 types of draft beer on tap from barrels, a total of more than 10 beverages and foods, including German wines, Japanese sake, soft drinks and to-go snacks such as authentic German sausages were available.





Friday, September 25, Trade-Day Programs

More variety and more in-depth ! Yes, we are expanding year by year Tourism Professional Seminars 2015

Wider range of tourism seminars was held for professionals in the travel industry at this year's JATA Tourism EXPO, which helped even experienced business persons to broaden their views and learn about the latest happenings in and around the tourism market. Rooms were crowded and many attended to hear the studies and reports presented by the national and international leaders from various fields.

Seminar Schedule

place time	Stage A	Stage B	Japan Stage	Seminar Room A	Seminar Room B	Seminar Room C
10:30				10:30~12:00	10:30~12:00	10:30~12:00
	11:30~13:00	11:30~13:00		"Let the Journey Begin" Mr.Cho Min Tin, Myanmar Tourism Federation	"Japan Heritage"	Dream destination Cuba
12:00	How to build an ideal eco-museum town	Contest of overseas graduation trips 2015 Joint project of students and travel company			12:30~14:00	12:30~14:00
	13:30~15:00	13:30~15:00	13:00~13:45	12:50~17:20	2014 Eco tourism award A challenge of Koivai Farm Welcoming visitors in our "century-old uniform"!	Destination seminar: Bhutan Latest information on eastern region
14:00	The way of Japanese Tourism in the Future —Learning from Malaysian tourism industry—	Future of premium travel products and potential customers From tour planning to final settlement of deals	The 3rd "Now or never travel experience" competition Tour planning award for young generations	EXPO Special Intensive seminar on Central Asia	14:30~16:00	14:30~16:00
	15:15~16:15	15:15~16:15	14:30~16:10	①12:50~13:40 Kazakhstan ②13:50~14:40 Kyrgyz ③14:50~15:20 Tajikistan ④15:30~16:20 Turkmenistan ⑤16:30~17:20 Uzbekistan	Tour around the world cultural heritage in Nagasaki "Learn, enjoy and relax"	Southern Africa tourism seminar with RETOSA * Invitation only
16:00	Destination management symposium Successful tourism development based on DMO	Tourism in Hakone Sending out accurate information and promotion	JSTO Symposium Revitalization of local economy and shopping tourism		16:30~18:00	16:30~18:00
	16:30~18:00	16:30~18:00	16:30~18:00		Aso, a gourmet destination with globally renowned brand	Indian culture and tourism seminar
18:00	Reconstruction assistance for Nepal —Talk Show & Traditional dance Performance—	New Tourism measures with the AR (augmented reality) game	①16:30-17:00 "Tour conductor of the year 2015" commendation ceremony ②17:00-18:00 Tour conductor Career Fair			

PICK UP!



**Fun to live, fun to visit
How to build an eco-museum town**

Lecturer : Mr. Tsuyoshi Fukutome
Guest Professor The Graduate School of Project Design, LABO

Time : 11:30-13:00 Place : Stage A

Local communities will shine if people are proud and happy.

The idea of eco museum is recently getting lots of attention as a means to vitalize regional economies. To be a successful eco museum town, Mr. Fukutome pointed out local people need to be proud of their hometown and knowledgeable about what their region has to offer as tourism resources. Eco museums could work as a driving force to promote local industries, hence local people will be happier and their everyday lives would look more appealing to visitors. He also noticed that there are many energetic senior women but not so many men, whose experience and wisdom should be harnessed to build good eco museums.



**Symposium: Tourism
Community Development**
-Building a tourism community with DMO-

Commentator : Mr. Mitsuru Okoso, Managing Director, Destination Management Platform Promotion Board
Talk Session / Mr. Tatsuya Ito, Special Adviser to Minister for Regional Revitalization, Cabinet Office
Mr. Mitsuru Okoso, Managing Director, Destination Management Platform Promotion Board
Mr. Yoichi Minami, President and COO, Japan Travel and Tourism Association

Time : 15:15-16:15 Place : Stage A

More education and promotion of DMO in need.

The symposium, titled "Building a tourism community with DMO," was organized for more people to better understand what is DMO (Destination Management / Marketing Organization). During the first half of the session, Mr. Okoso gave a comprehensive explanation about the current situation and changes in social environment and market that are reasons why we need DMO. It was followed by a talk session with Mr. Ito, Mr. Okoso and Mr. Minami, who discussed what actions DMO should make to help develop local charms into powerful resources to drive regional economy and what role DMO is expected in each community, comparing survey results in Japan with overseas cases.



JSTO Symposium

Revitalization of local economy and shopping tourism

Keynote Speech : Mr. Hiroshi Mizohata
President, Osaka Convention & Tourism Bureau
Talk Session / Moderator : Mr. Kenichi Niizu, Senior Managing Director, Secretary General, Japan Shopping Tourism Organization
Panelists : Mr. Hiroshi Mizohata, President, Osaka Convention & Tourism Bureau, **Mr. Yoshikazu Higashi**, Chairman & CEO, Okinawa Tourist Service
Ms. Yoko Yasuda, Executive Officer and Manager of Shinjuku Office in Main Sales Unit in Takashimaya Co., Ltd.
Time : 14:30-16:10 Place : Japan Stage

Shopping as a way to showcase the various charms Japan offers.

If Japan is committed to be a tourism destination, more efforts should be put into building local pride, adding more value to resources, then more visitors will come and spend money, said Mr. Mizohata. The target market for Japan should be wealthy people and good shopping opportunities would be motivation to visit.

JSTO was established only 2 years ago yet it has been actively working with various sectors, including Takashimaya department store and Okinawa whose case studies were shared at the symposium. At the session, collaboration between tourism and retail business was one of the topics. Shopping tourism is not just about local products but local experiences and unique opportunities may play important role to present the destination in depth.

Seminar Room 1	Seminar Room 2	Seminar Room 3	Seminar Room 4	Seminar Room 5	Seminar Room 6
10:30~12:00 Kanto region tourism strategy for "Tokyo 2020 Olympic and Paralympic"	10:00~12:00 New employee orientation Meitetsu World Travel, Inc. * Invitation only	10:30~14:00 JATA Kanto chapter board meeting	10:30~12:00 Tax exemption system: Current situation and future prospect	10:30~12:00 Understanding the LGBT travel market	10:30~12:00 Ministry of Foreign Affairs overseas safety information & JATA's revised guideline
12:30~14:00 Planning & management of overseas business trip expenses	12:30~16:00 Complaints handling seminar	* Invitation only	12:30~14:00 Weather seminar: Global warming and Recent climatic change Cautions for Mountain Climbing	12:30~14:00 -PR for media coverage- "What kind of story media people are looking for?"	12:30~14:00 The 10th DMO Study "Finance for the tourism destination development organization"
14:30~15:30 Destination seminar : Shanghai's Tourism latest information		14:30~16:00 Inbound tourism "how to have your message conveyed" Research on multi-lingual communication	14:30~16:00 Green tourism "today" Enjoy Japan's original landscape in mountain farms and fishing villages.	14:30~18:00 Travel industry business school alumni symposium	14:30~16:00 "Tourism in Tunisia" seminar * Invitation only
15:45~16:45 New destination in China, Guizhou, the southernmost point of China	16:30~17:30 Solution for Disability Discrimination Correspondence of Travel Agents	16:30~18:00 Sports tourism seminar	16:30~18:00 Sustainable approach to inbound tourism Case study of Minakami City, Gunma prefecture		16:30~18:00 Preparation for Japan's new "my number system" The minimum necessary and tips to avoid unexpected trouble
17:00~18:00 Destination seminar: the Mongolian People's Republic					

Travel Showcase (Stage Schedule)

The audience was fascinated by the many various performances and events

	Watch		for Families
	Feel		Learn
	Ceremony		

9/26 sat.

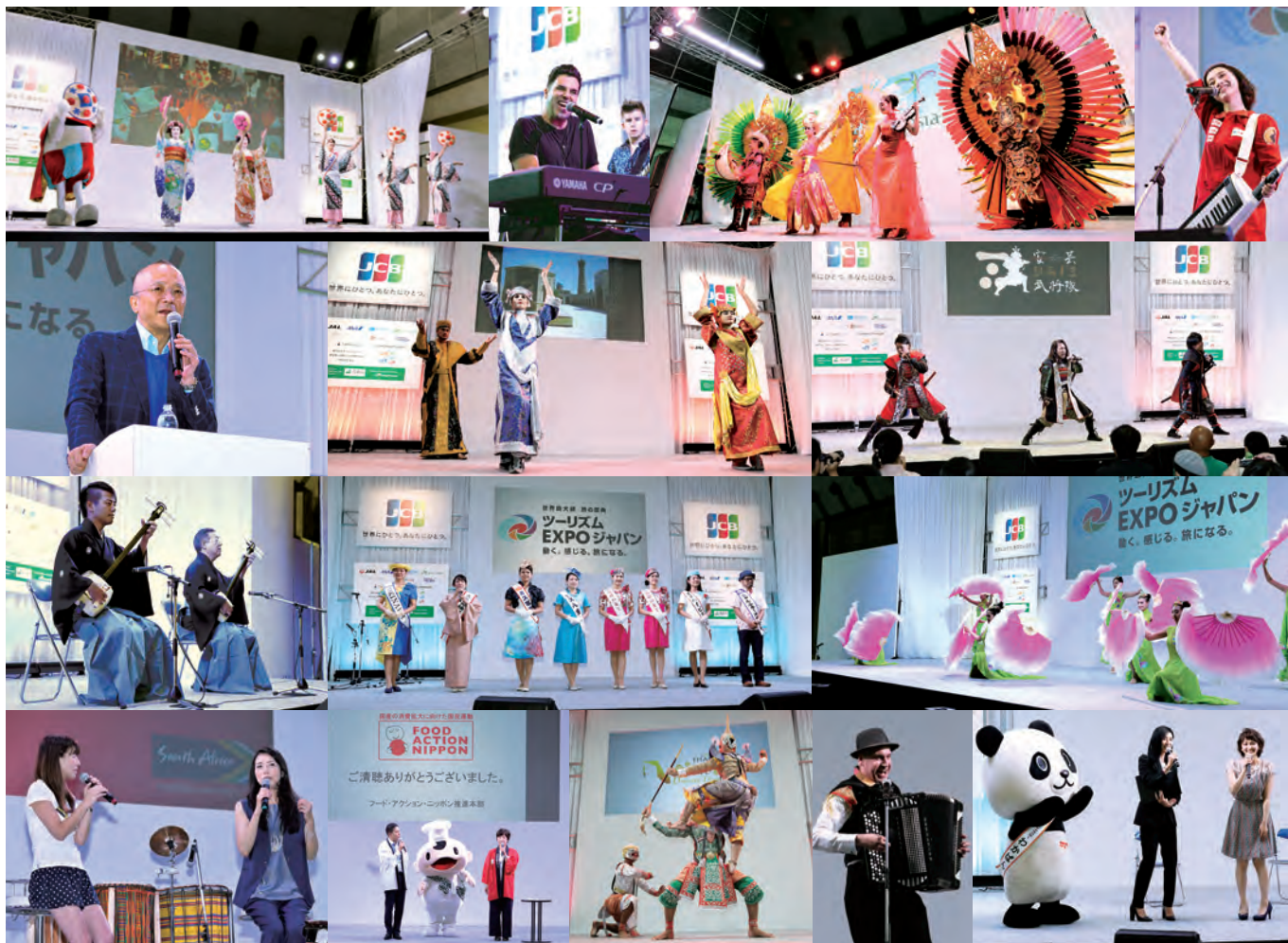
	EAST 1 A Stage	EAST 4 B Stage	EAST 3 Japan Stage
10:00	10:15 - 10:45 Yamagata-Zao "Yamagata-Maico Traditional Performance Art" Yamagata City Sightseeing Association Corporation	10:15 - 10:45 WONDERFUL INDONESIA MALANG FLOWER CARNIVAL, DJITRON PAH, MIA ISMI HALIDA	10:35 - 10:55 Let's go to Setouchi -Marumoto Riko Special mini LIVE- Marumoto Riko , TAKAMATSU YUMETAISHI
11:00	10:45 - 11:15 travel's11 (sai x takarabune / Kameari Performance Park) sai x takarabune / Kameari Performance Park	11:00 - 11:30 Tahitian Dance Live Show from the islands of Tahiti TAHITI ORA	10:55 - 11:15 Yosakoi Dance HONIYA -Kochi Prefecture
12:00	11:45 - 12:15 Frankie Moreno "A real entertainer from Las Vegas!" - Mini Live Frankie Moreno	11:45 - 12:15 Malaysia Traditional Music & Dance Show Malaysia Cultural Troupe	11:30 - 12:00 Samurai Performance AKI HIROSHIMA BUSHO-TA -HIROSHIMA
13:00	12:15 - 12:45 The Confederated Tribes of Warm Springs Native American Cultural Dancers Carlos Calica, Arlissa White, Suzanne McConville, Jefferson Greene, Levi Blackwolfe	12:30 - 13:00 CARIBBEAN PARTY WITH PAN NOTE MAGIC PAN NOTE MAGIC	12:00 - 12:30 Morioka Sansa Odori & IWATE MARUGOTO OMOTENASHITAI Organizing Committee Of Morioka Sansa Odori Festival IWATE MARUGOTO OMOTENASHITAI
13:00	13:00 - 13:30 Nara City Natsume Mito LIVE PERFORMANCE & talk show Natsume Mito	13:00 - 13:30 Tango Argentino Diego & Carla	12:45 - 13:15 The 63rd Poster Competition for Tourism of Japan Organizer
14:00	13:45 - 14:45 Forum for Tourism Nation Promotion Lecture Meeting by Mr. Goro Yamada	13:45 - 14:15 UZBEK DANCE El-Merosi	13:30 - 14:00 "Noto Kiriko Festivals" certified Japan Heritage Ishikawa Prefecture Tourism League
15:00	14:55 - 15:15 Senryu Award for "Tourism - Oriented One Week Vacance 2015 Country" Ceremony	14:15 - 14:45 Tunisian Classical Music Concert Le Club Bachraf	14:00 - 14:30 Tsugaru Shamisen Performance Sawada Katsuhito Troupe
15:00	15:30 - 15:50 Welcome Aichi Stage Performed by Hattori Hanzo and the Ninjas / Chita Musume Hattori Hanzo and the Ninjas / Chita Musume.	15:00 - 16:00 Tour Grand Prix 2015 Organizer	14:45 - 15:15 FUKU ga MANKAI, FUKU no SHIMA FUKUSHIMA travel & tourism stage FUKUGAMANKAI FUKUSHIMATAI, Local character, Campaign crew
16:00	15:50 - 16:20 KUMAMON Stage KUMAMON / Kumamoto Prefectural Tourism Federation / ASO Design Center	16:15 - 16:45 The Joint Performance from Southern Africa Regional Tourism Organization of Southern Africa (RETOSA)	15:15 - 15:45 Meet us in Gunma ~special stage by gunma-chan and friends~ Gunma Sightseeing Omotenashi Team (Gunma-chan), Kusatsu Onsen (Yumomi-chan), Minakami 18 Onsen (Oide-chan)
17:00	17:00 - 18:00 "WAIK-POP," SHU-I, ZERO, 5tion	16:45 - 17:15 Time for Taiwan The traditional music & dance of Taiwan aboriginal by Taiwan Tourism Bureau	16:00 - 16:30 Introduction of Okinawa Tourism information KAMARA JUNIOR ASSOCIATION
18:00		17:30 - 18:00 Live Performance by Mexican Mariachi Mariachi Agave	16:30 - 17:00 Nagahama Hikiyama festival (Nagahama) / Hikone Tourism Division Biwako Ohmiji Tourism Revitalization Council
			17:30 - 18:00 Let's GO "Meiji-isan" (Sites of Japan's Meiji Industrial Revolution) MI6

9/27 sun.

	EAST 1 A Stage	EAST 4 B Stage	EAST 3 Japan Stage
10:00	10:15 - 12:00 Memorial at Stage for 50th Anniversary of Normalization of Japan-South Korea ORIGINAL DRAWING SHOW	10:15 - 10:45 Official Kids Spokesperson of Hawai'i Tourism Japan, Jibanyan Stage Jibanyan (Yo-kai Watch), Onesan, Hawai'i Tourism Japan	10:15 - 10:45 The suggestion stage which creates the future of a new trip in Japanese and Western new collaboration. Tokyo City News
11:00		11:00 - 11:30 Let the journey begin Myanmar Tourism Federation	10:45 - 11:15 Fly to Kyushu campaign ! Kyushu Tourism Promotion Organization
12:00	12:15 - 12:45 Paraguay Arpa & Bottle Dance Arpa Sonrisa	11:45 - 12:15 Palau Dance War Dance	11:30 - 12:00 Come visit Kumamoto Kumamoto Castle Omotenashi Bushotai
12:00	12:45 - 13:15 Colombia is Magical Realism Ayda Inagaki	12:30 - 13:00 ANA BLUE WING ANA	12:00 - 12:20 WADAIKO SHIDARA WADAIKO SHIDARA
13:00	13:30 - 14:00 Goodwill Ambassador for South Africa, Ms. Hitomi Takahashi, talks about the charms of South Africa, together with the rhythm of African drums and marimba South African Tourism	13:15 - 13:45 Rakugo comedy Katsura Sunshine	12:20 - 12:40 Guide Dog & Service Dog & Hearing Dog Demonstration Guide Dog & Service Dog & Hearing Dog Association of Japan
14:00	14:00 - 14:30 DANCE & MEN's Rhythm Gymnastics PRO Unite BLUE TOKYO performing stage BLUE TOKYO	14:00 - 14:30 "Khon" Traditional Dance Drama of Thailand	12:50 - 13:15 Syomyo (Buddhist vocal music) which has been handed down in Hasedera Temple Hasedera Temple (Grand head temple of the Buzan school of Shingon sect)
14:00	14:45 - 15:15 Splendid China Song and Dance Company Hebei of China	14:45 - 15:15 Bolivian folklore music & traditional dance Danza Boliviana & Cuarteto Mi Bolivia	13:15 - 13:45 Sorakara-chan's Dance Show & Tobu Railway Group Talk Show Sorakara-chan, dancers and Tobu Railway Group staff
15:00	15:40 - 16:00 FOOD ACTION NIPPON "Kokusai Takusan" FOOD ACTION NIPPON promotion team Ayumi Kotani, Keichi Tanaka, The official mascot character "KOKUSAN"	15:00 - 16:00 Sabah Cultural Dance Show Sabah Cultural Troupe	14:00 - 14:30 Japanese Beauty Hokuriku HOKURIKU Destination Campaign Hokuriku Destination Campaign executive committee
16:00	16:00 - 16:30 The local "Donburi" Grand Prix Organizer	16:15 - 16:45 GUAM CHAMORRO DANCE Guam Chamorro Dance Academy	14:30 - 15:00 WELCOME TO WAKAYAMA Wakayama Tourism Federation
17:00	16:30 - 17:00 Closing ceremony ~Grand Finale		15:15 - 15:45 HYOGO YURU-KYARA BIG PARTY Hyogo Pref, Kobe City, Himeji City, Akashi City
			15:45 - 16:15 JIKABUKI TONO KABUKI NAKATSUGAWA Preservation Society
			16:30 - 17:00 Yamaga Lantern Dance Yamaga Lantern Dance Society

Seminar Schedule

		place	time	seminar title
9/26	EAST 1	Seminar room A	10:00-18:00	World Air-Sea Service Co., Ltd. "Travel Seminar"
		Seminar room 1	10:00-14:00	EGYPTIAN TOURISM OFFICE IN MUMBAI "Tourism Industry, Current situation of Egypt"
	Seminar room 1	14:30-16:00	JTB World Vacations,inc. "LOOK JTB Myanmar Seminar"	
9/27	EAST 5	Seminar room C	10:00-12:00	Hanoi Department of Cultures, Sports and Tourism "TOURISM AND MEDICAL FIRST AID SERVICES FOR JAPANESE VISITORS IN VIETNAM"
	EAST 1	Seminar room A	10:00-18:00	World Air-Sea Service Co., Ltd. "Travel Seminar"
		Seminar room 1	10:00-18:00	Japan-Australia Tourism Foundation



Closing Ceremony / Grand Finale

Sept 27 (Sun) 16:30-17:00
Stage A, East Exhibit Hall, Tokyo Big Sight

The EXPO Closed with a Record Number of Visitors, Exceeding the 170,000 Goal Next Year is – The Year Jump!

The number of visitors to this big event marked a record 173,602, surpassing the goal of 170,000 visitors. The extravagant closing ceremony paved the way for the “jump” toward the Tourism EXPO 2016.



Presenters

Closing Ceremony

Hiromi Tagawa, Chairman, Japan Association of Travel Agents (JATA)
Mr. Takao Kadekaru, Senior Executive Director, Okinawa Convention and Visitors Bureau
Mr. Yoichi Hayase, Director, Japan-Asia Strategy Director, Brand USA
Mr. Takao Kawanishi, Chairman and CEO, JCB Co., Ltd.
Yoichi Minami, President & COO, Japan Travel and Tourism Association (JTAA)

Grand Finale

Exhibitors

(Local regional characters throughout Japan, Miss World, Exhibitors in national costumes)



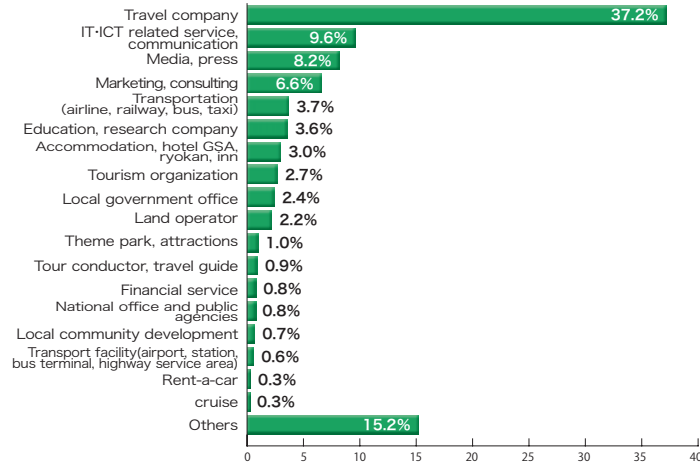
Survey of Visitors

Business visitors

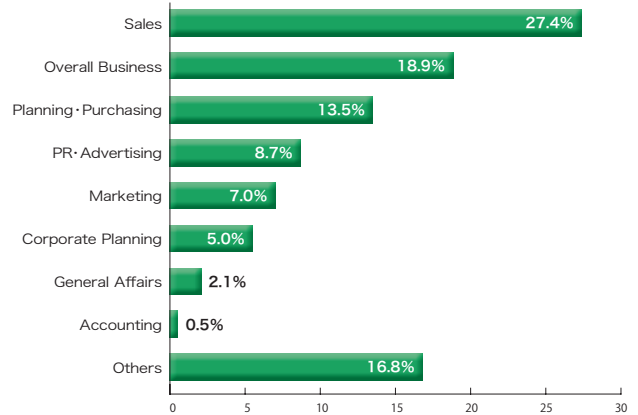
According to the survey results, purpose of visit for business persons was mostly related to information, with more than 70% answering “information gathering” and “to broaden the view,” while less than 10% said they were visiting “to broaden the network outside the industry” or “to find a good business partner.” The majority also agreed they found “the information that they have sought for.”

On the other hand, when asked “what should be improved for next year’s JATA Tourism EXPO,” many cited “world booths” and “Outbound Business Meeting,” suggesting visitors expect more affluence in world/international area, along with an increasing number of domestic exhibitors.

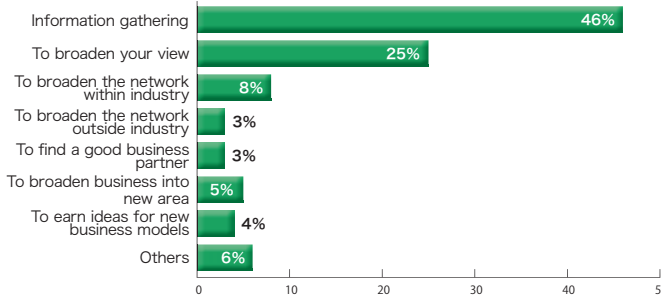
Business category



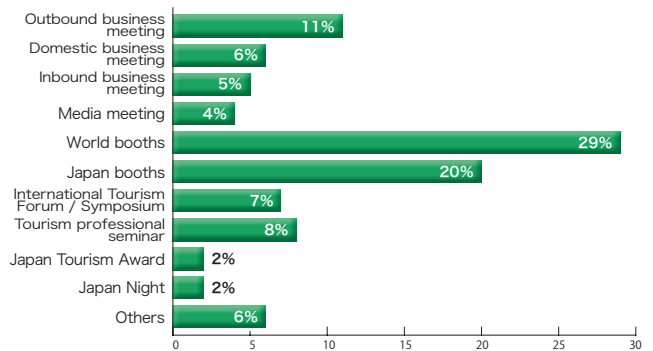
Occupation



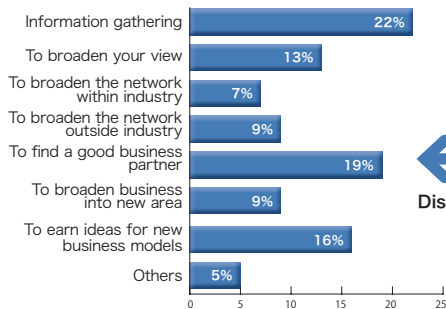
Purpose of visit



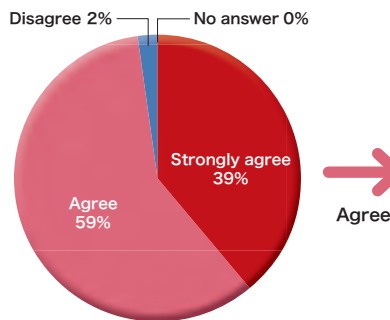
What should be improved for next time?



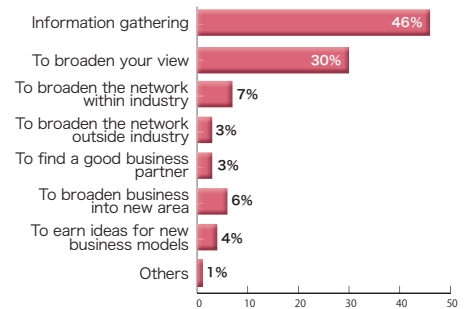
What was below your expectation?



Did you get any information that you have sought?



What were you satisfied with?



Reviews

Good points

- For both inbound and outbound travel market of Japan to keep growing, we certainly need an event like this where the latest trends and information can be obtained. I hope this event will continue as it is today.
- Very useful. I could find information on various destinations and all kinds of travel business.
- I enjoyed learning about both international and inbound travel markets at this event. Nicely balanced.
- Glad there was no need to wait long hours before getting inside.
- Booth layout was beautiful. Easy to walk around. I hope it will be the same next time.
- Excellent programs! I would love to be back again next year.

- Precious opportunity for me to meet people from overseas.
- There were booths of many destinations, where I could hear very detailed stories.
- Local people’s opinions are always very valuable.

Advice for improvement

- On trade day, there should be more information for trade, i.e. peak and off-peak season of destination, recommended things only locals would know etc. If any, such information should be presented more clearly, so easier to understand.
- Scale of event is bigger so duration should be longer, too.
- Disappointed to see the smaller number of international booths.
- Announcement of seminar schedule should be made more in advance.
- Same old routine. Need to work on something new and exciting next time.

- Business meeting may be better if it can be more open.
- More effort should be put into each exhibition booth, seminars and events.
- I am interested to hear from many professionals what their real job is like.
- Some booths had interesting contents. Meeting space inside the booth should be bigger.
- You should have chosen a topic like house-sharing business and necessary facility, etc.
- Up-grade of the whole event. Why not have this event twice a year?
- Exclusive information which you can get only at this event maybe an idea. Pamphlets, hotel information etc.
- Latest trends of the internet websites among travel industry etc. Maybe a booth on that topic.
- There should be some area exhibited according to theme, not destination, such as travel activities, etc.

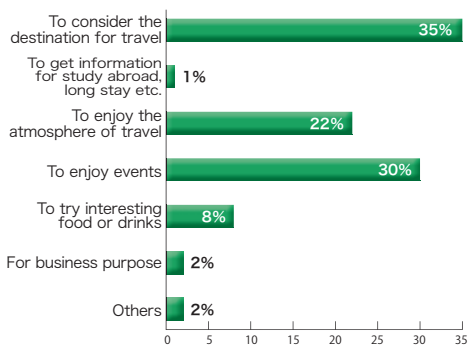
General visitors

Almost 60% of general visitors said they were 'devoted travelers' who would simply enjoy collecting destination information and savoring the exotic atmosphere, while 40% of them were after events and gourmet experiences. The majority said they were satisfied with the fair and looking forward to coming back next year. The most impressive was the 'world booth' for some 40%, while 30% said they were impressed with the Japanese booths. The number of domestic exhibitors grows each year and accordingly the more people are interested in domestic destinations.

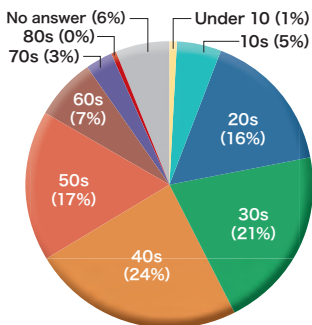
The visitor survey was extended this year to cover the travel trend of consumers and there were some interesting results. For both overseas / domestic trips, approximately 70% are now using internet for travel arrangement. In regards to overseas trips, the main battlefield is definitely on the Internet where tour operators, domestic / international online travel agencies, airlines and hotels are competing to get the clients.

Yet many still rely on package tours, as nearly 60% said they go for packages when travelling overseas. Travel agencies also showed their strong presence as a medium to arrange travel services. According to the survey, more than 50% answered they go to travel agencies for both domestic / overseas trips, and only the ways of approach differ as some visit shops, others access websites or call in by phone.

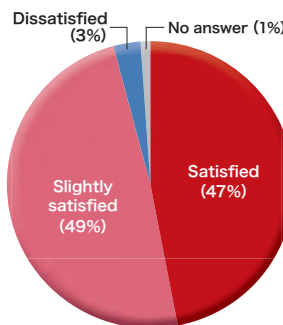
Purpose of visit



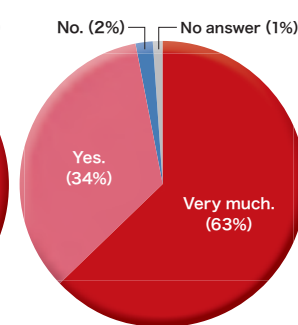
age



Overall impression



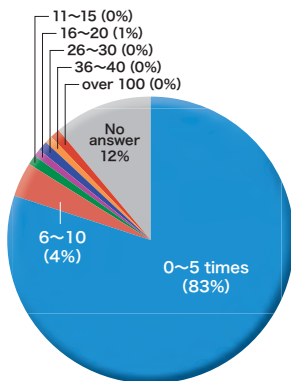
Do you want to come again?



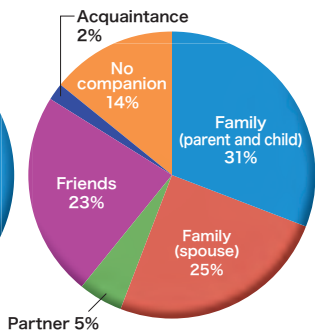
Travel trend

Overseas travel

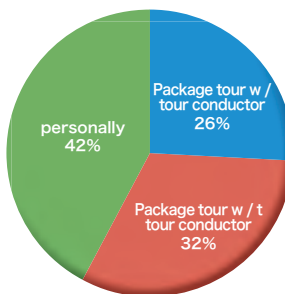
Travel experience within one year



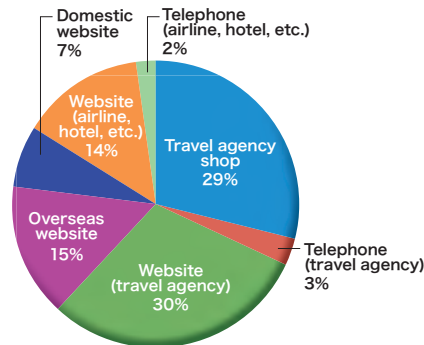
Travel companion



Travel style

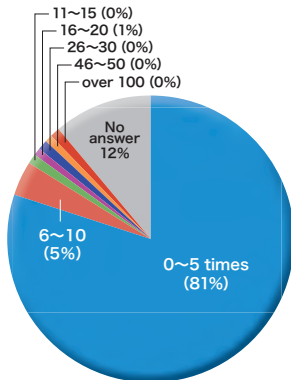


Travel arrangement

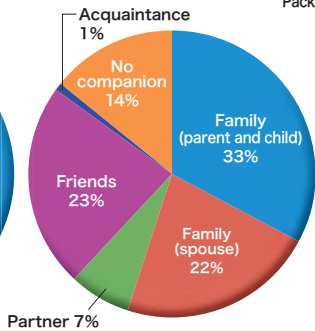


Domestic travel

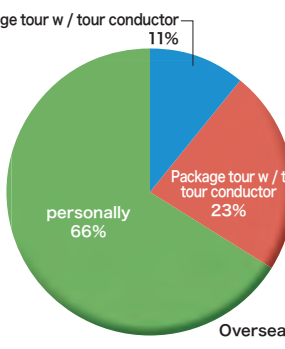
Travel experience within one year



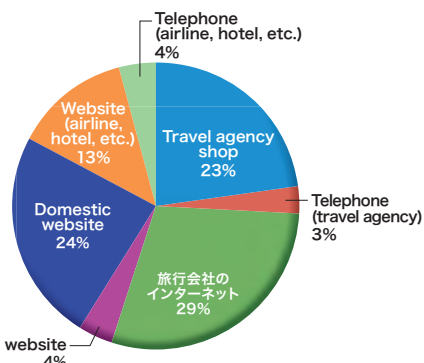
Travel companion



Travel style



Travel arrangement



EXHIBITOR'S LIST Please refer to Booth map for location.

A	Asia		
A-01	THUA THIEN HUE TOURISM INFORMATION AND PROMOTION CENTER		
	• Doanh Ngan Co.,Ltd.		
	• Hue Green Tourism Joint Stock Company - Vneco		
	• Huong Giang Tourist JSC		
A-02	VIETSPACE TRAVEL SERVICE COMPANY		
A-03	Hanoi Department of Cultures, Sports and Tourism		
	• A LA CARTE DA NANG BEACH		
	• ASIA TRAVEL AND COMMUNICATIONS CORPORATION		
	• BRILLIANT HOTEL		
	• FIDITOUR JOINT STOCK COMPANY		
	• LAGUNA LANG CO GOLF CLUB (VIETNAM)		
	• NAMAN RETREAT		
	• PRINCESS D'AN NAM RESORT & SPA		
	• THE SHELLS RESORT AND SPA PHU QUOC		
	• VIETNAM TOURISM ASSOCIATION		
A-04	SABAH TOURISM		
A-05	MALDIVES		
	• Akquasun Canopus Maldives		
	• Bandos Maldives		
	• Lily Beach Resort & Spa		
	• Malahini Holdings PVT LTD		
	• Outrigger Resorts		
	• Splendid Asia PVT LTD		
	• Sun Sporting Holidays LTD		
A-06	Malaysia Tourism Promotion Board		
	• Air Asia X Berhad		
	• Berjaya Hotels & Resorts		
	• Langkawi Development Authority		
	• Malaysia Airlines		
	• Malaysia Golf Tourism Association		
	• Play Malaysia Golf		
	• Sri Impian Holidays & Recreation Sdn Bhd		
A-07	The Garden Hotel, Guangzhou		
A-08	China National Tourism Administration		
A-09	PHILIPPINES		
A-10	Tourism Council of Bhutan		
	• Agency for Promotion of Indigenous Crafts		
	• Bhutan Gulliver Travels		
	• Bhutan Norter Adventures		
	• Bhutan Pristine Tours & Trek		
	• Bhutan Thongsel Tours & Treks		
	• Blue Poppy Tours & Treks		
	• Drukair Corporation Limited		
	• Enchanted Kingdom Tours		
	• HIMALAYA KARAKORAM TRAVEL		
	• Khala Mebar Tours and Treks		
	• Norbu Bhutan Travel		
	• Passage to Himalayas		
	• Zhidey Bhutan Tours & Treks		
A-12	CGH EARTH		
A-13	NEPAL TOURISM BOARD		
	• Himalayan Guides Nepal Treks & Expeditions Pvt. Ltd.		
	• Liberty Holidays NEPAL		
	• The Malla Hotel		
A-14	Ministry of Hotel and Tourism The Republic of The Union of Myanmar Japan Branch		
A-15	ANDHRA PRADESH TOURISM		
A-16	Myanmar Tourism Federation		
	• AKM TOURS CO., LTD.		
	• AMAZING HOTELS & RESORTS		
	• FMI AIR LIMITED		
	• GLOBAL TRAVEL SERVICE CO., LTD.		
	• KARAWIEK M & J TRAVELS & TOURS CO., LTD.		
	• Mai Hsoong Travel Limited		
	• MYANMAR NARA APEX TRAVELS & TOURS CO., LTD.		
	• MYANMAR POLESTAR TRAVELS & TOURS CO., LTD.		
	• NICE MYANMAR TRAVELS & TOURS CO., LTD.		
	• ORCHESTRA TRAVEL		
	• PEACE SMILE LAND TRAVELS & TOURS CO., LTD.		
	• SAI TRAVEL SERVICE (MYANMAR) CO., LTD.		
	• SHAN YOMA TRAVELS & TOURS CO., LTD.		
	• SM TOURS & TRANSPORT		
	• Summit Parkview Hotel		
	• The Hotel @ Tharabar Gate, Old Bagan		
	• TOUR MANDALAY CO., LTD.		
	• Vintage Luxury Yacht Hotel		
	• VIVO MYANMAR		
	• WONDERFUL MYANMAR TRAVELS & TOURS CO., LTD.		
A-17	TransAsia Airways		
A-18	Ministry of Information,Culture and Tourism		
A-19	IDC TOURS LLC		
A-20	Seven Luck Casino (GKL / Grand Korea Leisure)		
A-21	Mongolian Tourism Association /MTA/		
	• Black IbeX Expeditions		
	• Ikh Uls Tour		
	• Juulchin Tourism Corporation		
	• MIAT Mongolian Airlines		
	• Mongolia Premium Travel		
	• Mongolian Vision Tours		
	• New Shilen International		
	• Tenuun Tour		
A-22	Korea Tourism Organization		
	• Incheon Airport		
	• KTO Medical Tourism Information Center		
	• Busan Metropolitan City		
	• GyeongSangbuk-do		
	• Jirisan Mountain Tourism Development Association		
	• KBS JAPAN Corporation (KBS World)		
	• Korea Agro-Trade Center, Tokyo		
	• Seoul Metropolitan Government		
	• Jeju Special Self-Governing Province		
	• Gyeonggi Province		
	• Gangwon Province		
	• JeollaNam-do Province		
	• GyeongSangnam-do Province		
	• Gwangju Metropolitan City		
	• Daegu Metropolitan City		
	• LOTTE TRAVEL MARKET		
A-23	Paradise Casino Walkerhill		
A-24	ASEAN - JAPAN CENTRE		
A-25	Bangladesh Tourism Board		
	• Bangladesh Parjatan Corporation		
	• Bogra Air Travels		
	• Dragon Boat Tours and Travels		
	• JABA Tours Ltd.		
	• Journey Plus		
	• LiniJco Tours and Travels		
	• O2 Exploration		
	• The River Tours Ltd.		
	• Tours Planners Ltd.		
A-26	Ministry of Tourism of Cambodia		
	• Cambodia Angkor Air		
	• Cambodia Kroma Tours		
	• E-Visa		
	• Green Travel		
	• H.I.S (Cambodia)		
	• JHC Angkor Tours		
	• PSD Travel		
	• Sokha Angkor Resort		
	• vKirrom Pine Resort		
A-27	BIRD GROUP		
A-28	FORMULA GROUP		
A-30	Indiatourism, Tokyo		
A-31	Ministry of Economic Affairs, R.O.C. - Gastronomic Journey in Taiwan		
A-32	HK Express		
A-33	Changhua Country		
A-33	China Airlines		
A-33	Department of Information and Tourism,Taipei City Government		
A-33	EVA AIRWAYS CORPORATION JAPAN		
A-33	Hualien county government		
A-33	TAIWAN Tourism Bureau		
A-33	Tigerair Taiwan Co., Ltd.		
A-34	THE SOUTH BEACH		
A-35	Singapore Tourism Board		
	• Gardens by the Bay, Singapore		
	• Marina Bay Sands		
	• Singapore Airlines		
	• Resort World Sentosa Singapore		
A-36	Ministry of Tourism of the Republic of Indonesia		
	• Abbey Travel		
	• Adventure Indonesia		
	• Aston Pluit Hotel & Residence		
	• Bali Hai Cruises		
	• Bali Nusa Dua Theatre		
	• BALI SAFARI & MARINE PARK		
	• Banyan Tree Bintan		
	• Batam View Beach Resort		
	• Daniel's Resort and Diving Bunaken Sulut		
	• Discovery Kartika Plaza Hotel		
	• Grand Inna Kuta		
	• Hotel Bumi Surabaya		
	• Karma Resorts		
	• Komaneka Resorts		
	• Malala Tour Indonesia (West Sumatra Tourism)		
	• Southlinks Country Club		
	• Nongsa Resorts		
	• Oberoi Hotels & Resorts Indonesia		
	• Palm Springs Golf & Beach Resort		
	• PT. Astrindo Travel Services		
	• PT. Mahanta Karya Wisata		
	• PT. Sobek Bali Utama		
	• PT. Taman Wisata Candi Borobudur, Prambanan & Ratu Boko		
	• PT. Vital Idola Pesona Tours & Travel (V.I.P Tour)		
	• Rama Tours		
	• Santosa Villas & Resort		
	• The Leaf Jimbaran		
	• The Seminyak Beach Resort and Spa		
	• The Trans Resort Bali		
	• Wapa Di Ume Resort & Spa Ubud		
A-37	Bali-Tours.com		
	• Api Magazine		
A-38	PT BEWISH INTERNATIONAL		
A-39	AYANA Resort & Spa Bali, RIMBA Jimbaran Bali by AYANA		
A-40	ADVENTURE INDONESIA		
A-42	SRI LANKA TOURISM PROMOTION BUREAU		
	• Airwing Tours (Pvt) Ltd		
	• Andrew The Travel Company (Pvt) Ltd		
	• Apple Holidays (Pvt) Ltd		
	• Ayubowan Travel International (Pvt) Ltd		
	• Ceylon Sunny Holidays (Pvt) Ltd		
	• Delux Vacation (Pvt) Ltd		
	• Diethelm Travel Sri Lanka		
	• Green Holidays Centre (Pvt) Ltd		
	• Hawk Travel (Pvt) Ltd		
	• Hotel Tree of Life & Tree of Life Travels (Pvt) Ltd.		
	• Karusan Travels (Pvt) Ltd		
	• Lanka Sportreizen		
	• Mount Lavinia Hotel Group		
	• Orient Tours		
	• Red Apple Travel & Holidays Sri Lanka (Pvt) Ltd		
	• Royal Holidays		
	• Serene Vacation Lanka (Pvt) Ltd		
	• Siddhalepa Ayurweda Company (Pvt) Ltd		
	• Silver Line Tours (Pvt) Ltd		
	• Sunway Holidays		
	• Theme Resorts & Spas (Pvt) Ltd		
	• Travelmate Lanka (Pvt) Ltd		
	• Vacation Planners (Pvt) Ltd		
	• Yathra Travels (Pvt) Ltd		
A-43	Hong Kong Tourism Board		
A-44	Macau Government Tourist Office		
	• Air Macau Company Limited		
	• CENTURY INTERNATIONAL TRAVEL		
	• Holiday Inn Macau		
	• Lisboa Complex Macau		
	• South China (Macao) Travel Aghen Ltd		
	• Star Express Travel Limited		
	• TKW TRAVEL & TOURS LTD.		
	• Top Holidays - P & E International Travel Co. Ltd		
	• Wynn Resorts (Macao) S.A.		
A-45	Tourism Authority of Thailand		
	• H.I.S.		
	• JTB		
	• Minor Hotel Group		
	• PANVIMAN GROUP OF RESORTS		
	• Pinkanakorn Development Agency		
	• Ramada Plaza Menam Riverside Bangkok		
	• Thai AirAsia X Co.,Ltd.		
A-46	Thai Airways International Public Company Limited		
A-47	Bangkok Metropolitan Administration		
A-48	THE ORGANIZATION FOR THE EAST ASIA ECONOMIC DEVELOPMENT		
	• Cai Meizi		
	• Choi Teresa		
	• FUKUOKA CITY		
	• Jang Sungsoo		
	• Kim Jeongbae		
B	Central Asia		
B-01	Ministry of Investments and Development of the Republic of Kazakhstan		
	• Akkola region Tourism Department		
	• Almaty city Tourism Department		
	• Almaty region Tourism Department		
	• International Tourist Company "Complete Service"		
	• Japan Connect		
	• Tourist Information Centre of Almaty		
B-02	NATIONAL COMPANY "UZBEKTOURISM"		
	• Darvesh Tour Service		
	• Marco Polo Central Asia Travel		
	• MEGATOUR		
	• Representative of National Company Uzbektourism in Samarkand region		
	• Samarkand Global Star		
	• SamISI Sayyoh Plus		
	• Sheherezade Voyages		
	• Sitara International LTD		
	• Uzbekistan Airways		
	• UZBEKTOURISM		
B-03	Central Asian Travel System Ltd.		
B-05	Central Asia Group		
	• Edelweiss Travel Company		
	• Silk Tour Ltd		
B-06	TURKMENISTAN		
	• "AYAN" Tourism and Travel Company		
B-07	SILK ROAD CENTRAL ASIA TRAVEL		
	• Golden Road Travel		
	• Nurana Ay Travel		
B-08	TAJKIKISTAN		
C	Related Organizations,Services		
C-01	Yamato Co., Ltd.		
C-02	RateGain		
C-03	COSMO SOUND Co., Ltd.		
C-04	TOWA PHARMACEUTICAL		
C-05	Joy Life Group		
	• PLANNING Co.,LTD.		
C-06	Japan Association of Travel Agents		
C-07	Jata Corporation		
	• Tokio Marine & Nichido Fire Insurance Co., Ltd.		
	• Japan IR&C Corporation		
	• ACE Insurance		
	• AIU Insurance Company., Ltd.		

C-08	Diners Club				
C-09	VIP GLOBAL CO.,LTD.				
C-10	Merci Corporation				
C-11	TABI CHANNEL / Cartoon Network				
D	Japan				
D-01	Public Interest Incorporated Foundation Toyama Prefecture Tourism Association				
	• Tateyama Kurobe Alpine Route				
	• Toyama Bay,Kurobe Gorge and Echchu Niikawa sightseeing area				
	• THE KUROBE GORGE RAILWAY CO.,LTD.				
	• Takaoka City				
D-02	Ishikawa Prefecture Tourism League				
	• Kaga Onsen Kyou (Kaga Hotspring Village)				
	• Kanazawa City				
	• Nanao City Tourism Assosiation • Wakura Onsen Tourism Assosiation				
	• WAJIMA CITY				
	• suzu city				
	• the Kaga Council for the Promotion of Regional Cooperation(All Kaga Conference)				
D-03	Hokuriku Destination Campaign executive committee, West Japan Railway Company, East Japan Railway Company				
D-04	Fukui Prefecture				
D-05	HIDA TAKAYAMA				
D-05	Hokuriku-Hida 3 star way Tourism Promotion Council				
D-05	Kanazawa City				
D-05	Nanto City, Toyama Prefecture				
D-06	Aichi Prefectural Government				
D-06	Aichi Prefecture				
D-07	Aichi Prefectural Government				
D-07	Aichi Prefecture East Mikawa Regional Tourism Council				
	• Gamagori City Tourist Association				
D-08	FUKUSHIMA PREFECTURAL GOVERNMENT				
	• DATE CITY				
	• Gokujo no Aizu Project Council				
	• IWAKI CITY				
	• KITAKATA CITY				
	• KITASHIOBARA VILLAGE				
	• KORIYAMA CITY				
	• NAMIE TOWN				
	• NISHIGO VILLAGE				
	• TEN-EI VILLAGE				
D-10	Fukushima City				
D-11	Yamagata City Sightseeing Association Corporation				
D-12	Akita Prefecture				
D-12	Aomori Prefectural Government				
D-13	JTB HOKKAIDO Corp.				
D-14	Tohoku "Furusato specialty" support project				
D-15	MUSIC BOX MUSEUM				
D-16	Aomori-Hakodate area tour EXPO				
D-17	HOKKAIDO TOURISM ORGANIZATION				
D-17	SHIRETOKO Shari-Cho Tourist Associaton				
	• Asahikawa Touring Promotion Council				
	• CITY OF CHITOSE				
	• Explore the spirit of KAMUI,Deity of water				
	• HAKODATE				
	• Higashikawa Tourism Association				
	• Daisetsuzan Asahidake • Tenninkyu Onsen ~				
	• Nanae town				
	• Shiretoko Rausu Tourism Association				
	• Yakumo Tourism&Trading Association				
D-18	JAPAN TOBACCO INC.				
D-19	East Japan Railway Company , Hokkaido Railway Company				
D-20	Tajima District Administration Office, Hyogo Prefectural Government				
D-20	TAJIMA FURUSATODUKURI ASSOCIATION				
	• Asago city				
	• Kami-town				
	• Shinonsen-Town				
	• Toyooka-city				
	• Yabu city				
D-21	Hyogo Tourism Association				
	• Akashi Tourism Association				
	• Himeji City				
	• Kobe City				
D-22	Biwako Ohmiji Tourism Revitalization Council				
D-22	Biwako Visitors Bureau				
D-23	Nagahama City				
D-24	Morisawa Inc.				
D-25	Japan Shopping Tourism Organization				
	• JAPAN DEPARTMENT STORES ASSOCIATION				
	• TAKASHIMAYA				
	• Keio Department Store, Shinjuku				
	• Kintetsu Department Store Main Store Abeno Harukas				
	• AEON				
	• Datasystem Co.,Ltd.				
	• J-PRODUCE Inc. Uni-Voice Business Plan & Planning Inc. YAMAGATA Corporation				
	• J&J Business Development Corp.				
	• HITO-Communications Inc.				
	• TAKURAMI,Inc.				
	• AKATSUKI ELECTRIC MFG .CO., LTD.				
	• ET Mobile Japan Co.,Ltd.				
	• id10 japan corporation				
	• TOPPAN PRINTING CO.,LTD				
	• NTT DOCOMO, INC.				
	• JAYTHREE,Inc.				
	• Global Blue TFS Japan Co.,Ltd				
	• NTT DATA Corporation				
	• BUSICOM Co.,Ltd.				
	• AUN CONSULTING,Inc.				
	• Wire and Wireless Co.,Ltd.				
	• ITX Corporation				
	• Bluemoon Marketing Inc.				
	• Kodensha Co.,Ltd.				
	• INJESTAR,Inc				
	• SHO-BI Corporation				
	• JCB				
	• Sn PROPERTY MANAGEMENT				
	• Yaraku, Inc.				
	• SURVEY RESEARCH CENTER CO.,LTD.				
	• Tax-free shop support plaza co.,Ltd MURATA KIMPAKU GROUP Security Products AlterKnowledge Inc.				
	• Shobunsha Publications, Inc.				
	• JTB PLANNING NETWORK CO.,LTD				
	• VPON JAPAN				
	• JAPAN HOLIDAY TRAVEL CO.,LTD				
	• Sekai Menu Inc.				
	• MYSTAR60 CORP.				
	• ZENRIN DataCom CO., LTD.				
	• CROSSLANGUAGE				
	• Japan Space Inc.				
	• Hottolink,inc.				
	• Info Cubic Japan				
D-26	Okinawa Convention & Visitors Bureau				
D-27	Niigata Prefecture				
	• Sado Tourism Association				
	• Yuzawa Town Tourist Association				
	• Joetsu CITY				
	• Minamiuonuma City Tourist Association				
	• Nagaoka Tourism Division,Nagaoka City Office				
	• Niigata Visitors & Convention Bureau				
	• Tsubame City • Yahiko Village				
D-28	NPO Japan Ecotourism Society				
	• Broder Area Administration Of Amami Iskands				
	• Ecolonomori				
	• Hanno City • Hanno Ecotourism Promotion Council				
	• Kamiichi Town				
	• KOIWA FARM Ltd.				
	• Nabari-city Ecotourism Promotion Council				
	• Nantan-city Miyama Ecotourism Promotion Council				
	• Picchio Wildlife Research Center				
	• SATOYAMA EXPERIENCE				
	• Tanigawadake Ecotourism				
	• Toba Eco-tourism Promotion Council				
	• Yakushima Nature Activity Center				
	• Visitor Use Promotion Office, National Park Division, Nature Conservation Bureau, Ministry of the Environment, Japan				
D-29	Solare Hotels and Resorts Co.,Ltd.				
D-30	Relo Vacations., Ltd.				
D-31	GERO NAKATSUGAWA TOURISM COUNCIL				
	• Nakatsugawa City				
	• Gero onsen (Gero City Government)				
D-31	Gifu Convention and Visitors Bureau				
D-31	Gifu Pref. Hida area sightseeing conference				
D-31	Gifu Prefecture				
D-31	Travel to the central japan "Seki-city, Miino-city, Gujo-city and Nagaragawa-Railway"				
D-31	West Mino wide sightseeing promotion meeting				
D-32	ALPINE ROUTE, HAKUBA, AZUMINO				
D-32	Japan Alps Tourism Federation				
D-32	Kiso Tourist Federation				
D-32	MATSUMOTO TOURISM & CONVENTION ASSOCIATION				
D-32	Nagano Convention & Visitors Bureau				
D-32	Nagano Prefecture				
D-32	Northern Nagano Tourist Federation				
D-32	Shinetsu-shizenkyo				
D-32	Suwa Tourism Association				
D-32	Ueda Area Tourism Conference				
D-32	Yamanouchi Town Tourism Association				
D-33	Central Japan Railway Company • Shikoku Railway Company • West Japan Railway Company • Kyusyu Railway Company				
D-34	Iwate Prefecture				
D-34	Iwate Tourism Campaign Promotion Board				
D-35	MEITETSU WORLD TRAVEL, INC.				
D-35	SHORYUDO				
	• Central Japan Tourism Promotion Association				
	• JAPAN TRAVEL AND TOURISM ASSOCIATION				
D-35	SHORYUDO(Central Japan Int'l Airport Co., Ltd.)				
D-36	Smart Navi Co., Ltd.				
D-37	Buskul.co., ltd				
D-38	Daiken co, ltd				
D-39	Emerald Route (West Japan Tourism Promotion Association)				
	• JAPAN TRAVEL AND TOURISM ASSOCIATION Shikoku branch				
	• JAPAN TRAVEL AND TOURISM ASSOCIATION Chugoku branch				
	• JAPAN TRAVEL AND TOURISM ASSOCIATION Kansai branch				
	• JAPAN TRAVEL AND TOURISM ASSOCIATION Chubu branch				
	• KYUSHU TOURISM PROMOTION ORGANIZATION				
	• Organization for Promotion of Tourism in Shikoku				
	• Chugoku Regional Tourism Promotion Association				
	• The Foundation for Kansai Region Promotion				
	• Central Japan Tourism Promotion Association				
	• Kyusyu Economic Federation				
	• Shikoku Economic Federation				
	• Chugoku Economic Federation				
	• Kansai Economic Federation				
	• HOKURIKU ECONOMIC FEDERATION				
	• Chubu Economic Federation				
	• JAPAN TRAVEL AND TOURISM ASSOCIATION Kyusyu branch				
D-40	Fujigoko Tourism Association				
D-40	Yamanashi Prefecture				
D-40	Yamanashi Tourism Organization				
D-41	Saitama City				
D-42	Saitama Prefecture ~ Just North of Tokyo ~				
D-43	KAWAGOE CITY				
D-44	East Japan Railway Company				
D-44	Tohoku Tourism Promotion Organization				
D-45	Nishi-awa ~ Mt.tsurugi,Yoshino-river Tourism Zone				
D-45	Takamatsu City				
D-46	HIROSHIMA				
	• Hiroshima Convention & Visitors Bureau				
	• Hiroshima Prefectural Tourism Federation				
	• Tourism Liaison Council for the Hiroshima/Miyajima/Iwakuni Regions				
D-47	SHIKOKU				
	• Ehime				
	• Honshu-Shikoku Bridge Expressway Company Limited				
	• Kochi Visitors and Convention Association				
	• Tokushima Prefectural Government				
	• Kagawa Prefecture Tourism Association				
D-48	Kurashiki visitors & convention bureau				
D-48	Setouchi & Okayama Tourism Association				
	• Bizen City				
	• Kurashiki Convention & Visitors Bureau				
	• Mimasaka City				
	• Mimasakanokuni Tourism Federation				
	• Okayama prefecture				
	• Setouchi city				
	• Setouchi Shimanami Kaido Promotion Council				
	• Shodoshima Tourism Association				
	• Tamano city				
	• Wake Town				
	• Yakage town				
D-49	ASO Design Center				
D-49	kumamoto city				
D-49	Kumamoto Prefectural Tourism Federation				
D-50	MIYAZAKI CONVENTION & VISITORS BUREAU				
D-51	Ureshino Onsen Tourism Association				
D-52	SAGA PREFECTURAL TOURISM FEDERATION				
D-53	Kyushu Tourism Promotion Organization				
D-54	HUIS TEN BOSCH				
D-55	Beppu city				
D-56	SASEBO CONVENTION & VISITORS ASSOCIATION				
D-57	Fukuoka City				
	• DAITO ZIDOUSYA				
	• FUKUOKA CHAMBER OF COMMERCE & INDUSTRY				
	• HAKATANOSHOKUTOBUNKANOHAKUBUTSUKAN (HAKUHAKU)				
	• Iki City Tourism Federation				
	• Kurume Bureau of Tourism and International Exchange				
	• Nonokoshima Island Park				
D-57	Nishi-Nippon Railroad Co., Ltd.				
D-58	Onsenken Oita				
D-59	Fukuoka Prefectural Government, Nagasaki Prefectural Government, Kagoshima Prefectural Government				
D-60	Ichibata Electric Railway CO ltd				
D-61	Kagoshima Prefecture Four-City Tourism Council				
D-62	Tottori Prefecture Tourism Federation				
D-63	Matsue city				
	• En-musubi Tourism Association				
	• Shimane Prefecture				
D-64	Chugoku Block-Wide Tourism Promotion Enterprise Implementation Council				
D-65	Okayama Prefectural Tourism Federation				
	• HIROSHIMA PREFECTURAL TOURISM FEDERATION				
	• TOTTORI PREFECTURAL TOURISM FEDERATION				
	• Shimane Prefecture Tourism Federation				
	• Yamaguchi Prefectural Tourism Federation				
D-66	Wakayama Tourism Federation				
	• Hashimoto Ito Tourism Associations				
	• Kumano Hongu Tourist Association				
	• Kumano Sanzan Tourism Associations				
	• Nachi-Katsura Town Tourism Association				

EXHIBITOR'S LIST Please refer to Booth map for location.

D-72	<ul style="list-style-type: none"> Tanabe City Kumano Tourism Bureau Ministry of Agriculture, Forestry and Fisheries GIAHS Iiyama-City (Nagano- Prefecture) Kikugawa-City (Shizuoka- Prefecture) Kimitsu-City (Chiba- Prefecture) Miyama-Town (Kyoto- Prefecture) Moriyama-City (Shiga- Prefecture) Ohtawara-City (Tochigi- Prefecture) Semboku-City (Akita- Prefecture) Tono-City (Iwate- Prefecture)
D-73	FOOD ACTION NIPPON
D-74	Sakai Tourism & Convention Bureau
D-75	Osaka Government Tourism Bureau
D-76	New Kansai International Airport Company, Ltd.
D-77	The Association for the Promotion of Traditional Craft Industries
D-78	JAPAN AUTOMOBILE FEDERATION
D-79	All Japan Rentacar Association
D-80	Nippon Road Destinations
D-82	Benesse Art Site Naoshima
D-83	NIIGATA SHOKUNOJIN
	<ul style="list-style-type: none"> BANDAI SILVER HOTEL Hotel Nikko Niigata Niigata Toei Hotel Niigata Tokyu Rei Hotel Northern Culture Museum
D-84	Media Research Institute, Inc.
D-85	TOBU RAILWAY GROUP
D-86	Japan Federation of Gifts and Souvenirs
D-87	<ul style="list-style-type: none"> The Japan Chamber of Commerce and Industry Shimosuwa Chamber Commerce and Industry The Kano Chamber of Commerce and Industry Shinjo Chamber of Commerce and Industry The Taketa Chamber of Commerce and Industry The Kitakyushu Chamber of Commerce and Industry Yanagawa Chamber of Commerce and Industry The Osaka Chamber of Commerce and Industry The Yatsushiro Chamber of Commerce and Industry Hirosaki Chamber of Commerce and Industry The Kuji Chamber of Commerce and Industry The Sakata Chamber of Commerce and Industry The Wajima Chamber of Commerce and Industry Otaru Chamber of Commerce and Industry Itoigawa Chamber of Commerce and Industry Aomori Chamber of Commerce and Industry Shiojiri Chamber Commerce and Industry/Shimosuwa Chamber Commerce and Industry/The Okaya Chamber of Commerce and Industry Saku Chamber of Commerce and Industry
D-88	<ul style="list-style-type: none"> Gotemba • Oyama • Susono Fuji Kyuko Co., Ltd. Gotemba Office Fuji Safari Park Gotemba City Gotemba Premium Outlets Gotemba Total Service Co., Ltd. Gotemba Kohgen Brewery, Inc. Oyama Town Susono City
D-89	SHIZUOKA ONLINE Co., Ltd.
D-90	KAN-NON Hot Springs
D-91	Ibaraki Prefectural Tourism & Local Products Association
D-92	Shizuoka City
D-93	Nasu Tourism Association
D-93	Tochigi Prefecture
D-94	Gunma Prefectural Government
D-94	Kusatsu-onsen
D-94	Minakami-machi
D-95	<ul style="list-style-type: none"> CHIBA Prefecture / CHIBA City / NARITA City Chiba City CHIBA Prefecture Narita City
D-96	Keisei Electric Railway Co., Ltd. • Keisei Bus Co., Ltd.
D-97	Hokuso tourism federation
D-98	KANAGAWA PREFECTURE
D-99	Katsushika City
D-100	SUMIDA ~ The City of Tradition and SKY TREE ~
D-101	<ul style="list-style-type: none"> TOKYO City News fineproduce
D-102	World Natural Heritage Ogasawara Islands
D-103	Tokyo Metropolitan Government
D-104	Seibu Group / Prince Hotels, SEIBU RAILWAY
D-104	Nara Prefectural Government
D-105	Seibu Group / Prince Hotels, SEIBU RAILWAY
D-107	Japan Recreational Vehicle Association
D-108	Mitsui Fudosan Group
D-109	JAPAN LEATHER AND LEATHER GOODS INDUSTRIES ASSOCIATION (JLIA)
D-110	DENSO CORPORATION
D-111	Japan Tourism Agency
E	Travel IT
E-01	WE CAN Co., Ltd.
E-02	GlobalCollect Services
E-03	HRS Hotel Reservation Service
E-04	AXESS INTERNATIONAL NETWORK INC.
E-05	Aso City Tourism Association/ EYECATCH Co., Ltd./ FREETEL

F	Online Travel Agencies, ICT
F-01	AGA Assistance Japan Co., Ltd.
F-02	Orb Co., Ltd.
F-03	Vision Inc.
F-04	Gengo
F-05	OMOTENASHI Translation
F-06	TOMARERU
F-07	DeNA TRAVEL
F-08	Hara Laboratory (The Univ. of Tokyo) and Kurata Laboratory (Tokyo Metropolitan Univ.)
F-10	Fubright Communications
F-11	Smarappo! powered by FlashAir
F-12	Surprice
G	Airlines Transportations
G-01	JAPAN AIRLINES
G-01	JALPAK Co., Ltd.
G-02	Jetstar Group
G-03	oneworld
G-03	American Airlines
G-04	Plant Protection Station Ministry of Agriculture, Forestry and Fisheries
G-05	Animal Quarantine Service Ministry of Agriculture, Forestry and Fisheries
G-06	Spring Group
G-07	Peach Aviation
G-08	ANA
G-08	ANA Sales Co., Ltd.
G-08	ANA Strategic Research Institute Co., Ltd.
G-08	Austrian Airlines
G-08	Lufthansa German Airlines
G-08	STAR ALLIANCE
G-08	Swiss International Air Lines
G-08	United Airlines
G-09	Japan Airport Terminal Co., Ltd.
G-09	Keikyū Corporation
G-09	Tokyo International Air Terminal Corp.
G-09	TOKYO MONORAIL CO., LTD.
H	Hotels, Accommodations
H-01	Naqua Hotels & Resorts
H-02	Dormy Inn
H-03	Royal Park Hotels and Resort Co., Ltd.
H-04	Traditional Thatched Roof House Ryokan SASAYURI-ANN
H-05	Imperial Hotel, Ltd.
H-06	<ul style="list-style-type: none"> THE TOKYU GROUP MAUNA LANI BAY Hotel & Bungalows TOKYU CORPORATION TOKYU HOTELS CO., LTD. TOKYU RESORT SERVICE Co., Ltd. TOKYU STAY SERVICE
H-07	Hotel Okura - JAL Hotels
H-08	YUKAI RESORT Company Limited
H-09	Hilton Grand Vacations
I	Sponsor
I-01	Narita International Airport Corporation
I-02	JCB Co., Ltd.
J	Travel Agencies
J-01	NIPPON TRAVEL AGENCY CO., LTD.
J-02	H.I.S.Co., Ltd.
J-03	JTB Media-Retailing, Corp.
J-04	HANKYU TRAVEL INTERNATIONAL CO., LTD.
J-05	Iran Traveling Center
J-06	Tokyo city tour co
J-07	YOMIURI TRAVEL SERVICE
J-08	<ul style="list-style-type: none"> Travel agent expert association A&A, Inc. MRC JAPAN INC. National Land Co., Ltd. SANSHIN TRAVEL SERVICE The Travelers Guardian Inc. YBIRD CO., LTD.
J-09	Travel Agency Fair Trade Council
J-10	JTB Corp.
J-11	World Air-Sea Service Co., Ltd.
J-12	NOE Corporation
J-13	VELTRA
J-14	ASAHI SUN TOURS INC.
J-15	MAPPLE travel (Shobunsha Publications, Inc.)
J-16	TRAVEL GALLERY CO., LTD
J-17	ALPINE TOUR SERVICE Co., Ltd.
J-18	KNT-CT Holdings Co., Ltd.
K	Cruises
K-01	PRINCESS CRUISE CUNARD LINE
K-02	ROYAL CARIBBEAN INTERNATIONAL / CELEBRITY CRUISES
K-03	MSC Cruises
L	Language and Study Abroad, Long Stay
L-01	<ul style="list-style-type: none"> CIEL (Council of International Education & Language Travel, Japan) TONICHI TRAVEL SERVICE CO., LTD ACOSTA (Advisory Committee on Studies Abroad) M. O. TOURIST CO., LTD. MEITETSU WORLD TRAVEL INC. Tobu Top Tours Co., Ltd. KEIO TRAVEL AGENCY Co., Ltd. Japan Asia Culture Center Co., Ltd. RYOWA DIAMOND AIR SERVICE CO., LTD.

	<ul style="list-style-type: none"> Ales International Co., Ltd. ISA Inc. Nissin Travel Service Co., Ltd. GLOBE TROTTER T&E Inc. International Students Services Co., Ltd. KINKI NIPPON TOURIST CO., LTD. JTB Corporate sales Inc. JTB GAIAREC, INC. Mainichi Education Inc. Ryugaku Journal Inc. (RJ) STA Travel University CO-OP Tourism UTS Centre for International Education WISH International, Inc.
L-02	<ul style="list-style-type: none"> PHILIPPINE DEPARTMENT OF TOURISM Angeles City Tourism Office Attic Tours Phils. Inc. Bohol Beach Club Boracay Foundation, Incorporated Boracay Mandarin Island Hotel Cebu Pacific City Government of Puerto Princesa Coco Beach Island Resort Fairways and Bluewater Newcoast, Boracay Henann Group of Resorts Jpark Island Resort and Waterpark, Cebu Manila Hotel Moevenpick Hotel Mactan Island Cebu Networld Hotel Manila Pacific Cebu Resort Philippine Airlines Shangri-La's Mactan Resort and Spa Sheridan Beach Resort and Spa The Bellevue Hotels & Resorts
L-03	Long Stay Foundation
M	Central & South America, Caribbean
M-01	<ul style="list-style-type: none"> HOT DESTINATIONS VENEZUELA TOURS Travel Factory Japan
M-02	Onlyone Travel ism inc.
M-03	<ul style="list-style-type: none"> Mercosur Tourism Promotion Office (Argentina/Brazil/Uruguay/Paraguay/Venezuela) ANIYAM DMC PLANETA BRASIL INCOMING INFINITY SAS/RLM Martin Travel CARPE DIEM TURISMO - INCOMING TOUR OPERATOR IGUASSU FALLS MANAUS AMAZONAS "LIVE THIS EXPERIENCE" MATO GROSSO DO SUL - BONITO/PANTANAL INPROTUR ARGENTINA'S NATIONAL INSTITUTE OF TOURISM PROMOTION Secretaria Nacional de Turismo (SENATUR)
M-05	TURISMO LATINO, INC.
M-06	JAMAICA TOURIST BOARD
M-07	Nikkei World Travel
M-08	<ul style="list-style-type: none"> Ministry of Cultures and Tourism Bolivia Bolivia Millenaria Crillon Tours - Titicaca Hydrofoils Fremen Tours Bolivia Hotel Palacio de Sal / Hidalgo Tours Luna Salada Hotel & SPA / Cruzzani Travel Magri Turismo Repp Travel Ritz Apart Hotel Transturin
M-09	<ul style="list-style-type: none"> PROMPERU - Peru Export and Tourism Promotion Board AERODIANA LAN PERU Lima Tours S.A.C. Movil Tours S.A. Peru Travel Bureau Viajes Pacifico
M-10	MINISTRY OF TOURISM OF CUBA
M-11	<ul style="list-style-type: none"> PROCOLOMBIA Arco JMI Avianca Airlines Japan GSA Aviator Macondo DMC
N	Europe
N-01	Esterhazy Foundation
N-02	<ul style="list-style-type: none"> Luxembourg National Tourist Board Japan2LUX/LUX2Japan
N-03	Malta Tourism Authority
N-04	MIKI TOURIST
N-05	<ul style="list-style-type: none"> ROMANIAN NATIONAL AUTHORITY FOR TOURISM Invitation Romania Travel
N-06	MAXVISTA/OHSHU EXPRESS Limited
N-07	Exact Tours
N-08	ESTONIA • LATVIA • LITHUANIA
N-09	ALBATROS TRAVEL
N-10	FINNAIR
N-10	Visit Finland

N-11	Japan Youth Hostels, Inc. • Student Organization S.A.L.
N-12	Ministry of Culture and Tourism of Azerbaijan • Al Travel • Billur tur • Discover Azerbaijan • Geo Travel • Gilan Tourism • Improtex Travel • Pasha Travel • Spektr Travel • SW Travel • Turizm.Az Travel Group
N-13	Council of Local Authorities for International Relations • Obihiro City • Gasebo City
N-14	GAZIANTEP METROPOLITAN MUNICIPALITY
N-15	Italian State Tourism Board - ENIT • ALBATRAVEL DMC • Alitalia- Società Aerea Italiana S.p.A. • Bettoja Hotels • C-HOTELS FLORENCE - ROME - MILAN • City of Milan • CORTINA TURISMO • FH-HOTELS • GANIMEDE VIAGGI - ITALIAN INCOME TOUR OPERATOR • Genova Tourism Board • HOTEL FLORA Frascati-Rome • Incoming Liguria srl • SEA S.p.A. - Milan Linate and Milan Malpensa Airports • Trenitalia S.p.A - International Sales Dept • Turismo Torino e Provincia - Turin Tourist Board • Vertours Incoming Tour Operator Verona
N-16	Team EUROPE
N-17	National Tourist Office of Spain • INSTITUTO DE PROMOCION EXTERIOR DE CASTILLA-LA MANCHA • ASOCIACION HISPANO JAPONESA DE TURISMO • AXENCIA TURISMO DE GALICIA • AYUNTAMIENTO DE MALAGA • BASQUETOUR, S.A. • Catalonia Tourism Board - Barcelona Tourism • CIUDADES PATRIMONIO DE LA HUMANIDAD DE ESPANA • EL CORTE INGLÉS, S.A. • MADRID DESTINO • PARADORES DE TURISMO DE ESPANA, S.A. • Ticket Bureau, S.L /Event & Travel • TURISMO DE SANTIAGO DE COMPOSTELA • TURISMO DE ANDALUCIA
N-19	Switzerland Tourism • Kuoni Japan Co., Ltd.
N-20	IZMIR DEVELOPMENT AGENCY • Bergama Municipality • Selcuk
N-21	Turkish Embassy Office of the Cultural and Information Counsellor • Eastren Mediterranean Development Agency • Konya Metropolitan Municipality • Marginal • MTI (Media Travel International) • OVERSEAS TOURISM • Titanic Hotels • Trakya Development Agency
N-22	PIEROTH JAPAN K.K.
N-23	Promote Iceland • Air & Travel Marketing • Gray Line Iceland (Iceland Excursions) • Iceland Travel • Mountaineers • Reykjavik Excursions • Snaeland Travel • Viking Inc
N-24	Marketing, Exhibitions, Consulting Ltd. • City Pages • Fregat Aero • Intourist • JSC "Intour-Khabarovsk" • Kamchatintour Travel Company • Lucky tours • Ministry of culture of the Khabarovsk Territory Government • Ministry of sports, tourism and youth policy Sakhalin region • Orlan Kamchatka • Red Rivers • Sports and tourism complex "Gornyy vozdukh" • SUNRISE-TOUR LLC • Tourism Agency of the Irkutsk region • Travel and External Affairs Agency of Kamchatskiy Krai
N-25	AEROFLOT Russian Airlines
N-26	ABIC LLC, Armenia • Opera Tour, Armenia
N-27	POLISH NATIONAL TOURIST OFFICE
N-28	VS GLOBAL
N-29	CROATIAN NATIONAL TOURIST BOARD

N-30	Zagreb Tourist Board • Dubrovnik Riviera & Islands
N-31	Czech Tourism • LUDOPRINT CZ, s.r.o. • P&M Czech Ltd.
N-32	SPIRIT Slovenia, Slovenian Tourist Board • Happy Tours • KOMPAS - DMC EUROPE • Ljubljana Tourism • Promet T&T • Sava Hotels & Resorts - Sava Turizem d.d.
N-33	Republic of Moldova • Albina Angela • Asconi Winery • TatraBis Ltd.
N-34	Macedonia - Agency for Promotion and Support of Tourism Republic of BOHEMIA
N-35	National Tourism Organization of Serbia
N-36	Georgian National Tourism Administration • Caucasus Travel • Concord Travel • Explore Georgia • Georgian DMC • GNTA • Sakura LTD • Visit Georgia
N-37	Hungarian National Tourist Office
N-38	LOT Polish Airlines
N-38	Warsaw Tourist Office
N-39	DeCima Japan K.K.
N-40	RSVP Butlers Ltd.
N-41	Ministry of Tourism Bulgaria
N-42	GREAT LINE TRAVEL
O	Middle East
0-01	Palestine, Ministry of Tourism and Antiquities
0-02	Jordan Tourism Board • Al Thuraya Travel & Tours • Creative Tours • Japan International Cooperation Agency (JICA) Jordan Tourism Project • Tania Tours
0-03	IRAN
0-04	AITO-IRAN (Azadi International Tourism Organization)
0-05	Irantourcenter
0-06	Embassy of the Republic of Tunisia / The Tunisian National Tourism Office
P	Pacific
P-01	New Caledonia Tourism, South • Air Caledonia International
P-02	Chuuk Visitors Bureau (Federated States of Micronesia)
P-03	Air New Zealand • Tourism New Zealand • Fonterra Japan Limited • PONY INC.
P-04	TOURISM AUSTRALIA
P-05	Guam Visitors Bureau • Guam Premier Outlet / Tumon Sands Plaza • GVB - ONLY ON GUAM ~ Chamorro Culture Demonstration • GVB - ONLY ON GUAM ~ SPORTS • JAPAN GUAM TRAVEL ASSOCIATION (JGTA) • Pleasure Island Guam • Skydive Guam Inc.
P-06	Tahiti Tourisme
P-07	Kosrae Visitors Bureau
P-08	Solomon Islands Visitors Bureau
P-09	Palau Visitors Authority • Airai Water Paradise Hotel & Spa • Belau Tour • Carp Island Resort • Dolphins Pacific • IMPAC Tours • Palasia Hotel Palau • Palau Pacific Resort
Q	North America
Q-01	Canadian Tourism Commission/Destination British Columbia/Travel Alberta / Ontario Tourism Marketing Partnership Corporation / Tourisme Quebec / Tourism Prince Edward Island/Yukon Tourism / Northwest Territories Tourism
Q-02	AIR CANADA
Q-03	Mexico Tourism Board
Q-04	Brand USA Pavilion • Alamo Rent A Car • Best Western International • Colorado Tourism Office • Delta Air Lines, Inc. • Disney Destinations International • Hawaii Tourism Japan • Illinois Office of Tourism • Kah-Nee-Ta Resort & Spa • Las Vegas Convention & Visitors Authority • Los Angeles Tourism & Convention Board / Los Angeles World Airports • Marianas Visitors Authority • Massachusetts Office of Travel & Tourism/Discover New England • Mississippi River Country USA

	• NYC&Company • Seattle & Washington State Tourism Office • Simon Shopping Destinations • South Dakota Department of Tourism • State of Alaska Tourism Office / Alaska Seafood Marketing Institute • State of Montana Japan Trade Office • Texas Tourism • Travel Oregon • Travel Portland • U.S. Customs and Border Protection - ESTA • U.S. Embassy, Commercial Service Japan • US Travel Association • Visit California • Visit Orlando • Wyoming Office of Tourism
R	Africa
R-01	SOUTH AFRICAN TOURISM
R-02	EMBASSY OF THE REPUBLIC OF RWANDA
R-03	Regional Tourism Organization of Southern Africa (RETOSA) • Democratic Republic of the Congo • Kingdom of Swaziland • Republic of Angola • Republic of Botswana • Republic of Lesotho • Republic of Madagascar • Republic of Malawi • Republic of Mauritius • Republic of Mozambique • Republic of Namibia • Republic of Seychelles • Republic of South Africa • Republic of Zambia • Republic of Zimbabwe • United Republic of Tanzania
R-04	EGYPTIAN TOURISM OFFICE IN MUMBAI • WINGS TOURS & NILE CRUISES CORAL SEA HOTELS - RESORTS - NILE CRUISES • Sylvia Tours Egypt
R-05	SEYCHELLES TOURISM BOARD
R-07	ETHIOPIAN AIRLINES
R-08	BOTSWANA TOURISM
R-11	Embassy of Republic of Uganda
R-12	AMAZING GHANA • Centre for National Culture • Ghana Tourism Authority • Ghana Tourist Development Company
R-13	United Republic of Tanzania • Ngorongoro Conservation Area Authority (NCAA)
R-14	MINISTRY OF TOURISM, ANTIQUITIES & WILDLIFE, SUDAN
TS	Tabi Street
TS-01	T-Gate, Inc.
TS-02	Kaze Travel Co., Ltd.
TS-04	Mainichi Shimbun Travel Service
MT	Meet the World
MT-01	Sint Maarten
MT-02	Dominican Republic
MT-03	Saint Lucia
MT-04	Saint Vincent and the Grenadines
MT-05	Republic of Trinidad and Tobago
MT-06	Republic of Ecuador
MT-07	Republic of Costa Rica
MT-08	Republic of Nicaragua
MT-09	Republic of Honduras
MT-10	Republic of El Salvador
MT-11	Republic of Guatemala
MT-12	Belize
MT-13	Cook Islands
MT-14	Independent State of Samoa
MT-15	Independent State of Papua New Guinea
MT-16	Republic of Fiji
MT-17	The Democratic Republic of Timor-Leste
MT-18	Brunei Darussalam
MT-19	Federal Democratic Republic of Nepal
MT-20	Islamic Republic of Afghanistan
MT-21	Sultanate of Oman
MT-22	The Republic of the Sudan
MT-23	State of Eritrea
MT-24	Republic of Madagascar
MT-25	Kingdom of Swaziland
MT-26	Republic of Malawi
MT-27	Democratic Republic of the Congo
MT-28	Republic of Congo
MT-29	Gabonese Republic
MT-30	Republic of Togo
MT-31	Kingdom of Morocco
MT-32	Republic of Cyprus
MT-33	Republic of Moldova
MT-34	Ukraine
MT-35	Republic of San Marino
MT-36	Principality of Monaco
MT-37	The English Lake District

PR and Promotion Activities

Year 2015 Theme, Key Visuals

1. Theme Expression

JATA Tourism EXPO Japan has been developed as an illustrative way to fire up tourism by triggering the emotions of the general public, travel industry players and others dealing with the tourism industry, and positioning it as more than just a passing event but as one that is essential to driving the growth of “the tourism industry” toward boosting Japan’s economy.

Japanese 動く。感じる。旅になる。

“Move” from the heart
 “Feel” through new experiences
 And, before you know it, it “becomes unforgettable travel”
 The slogans were made to motivate both businesses & individuals to engage in travel.

English Move. See. Feel.

See and Feel the range of life by “Moving.”
 The expression was selected to motivate people to travel.



2. Key Visuals

Japanese woodblock prints (*ukiyo-e*) featuring landscapes were first created as a result of the travel boom in the Japanese Edo period. Designs with such impact were created to go hand-in-hand with the “step year” of 2015, depicting expressions of travel motifs and activities through the lure of original *ukiyo-e*.

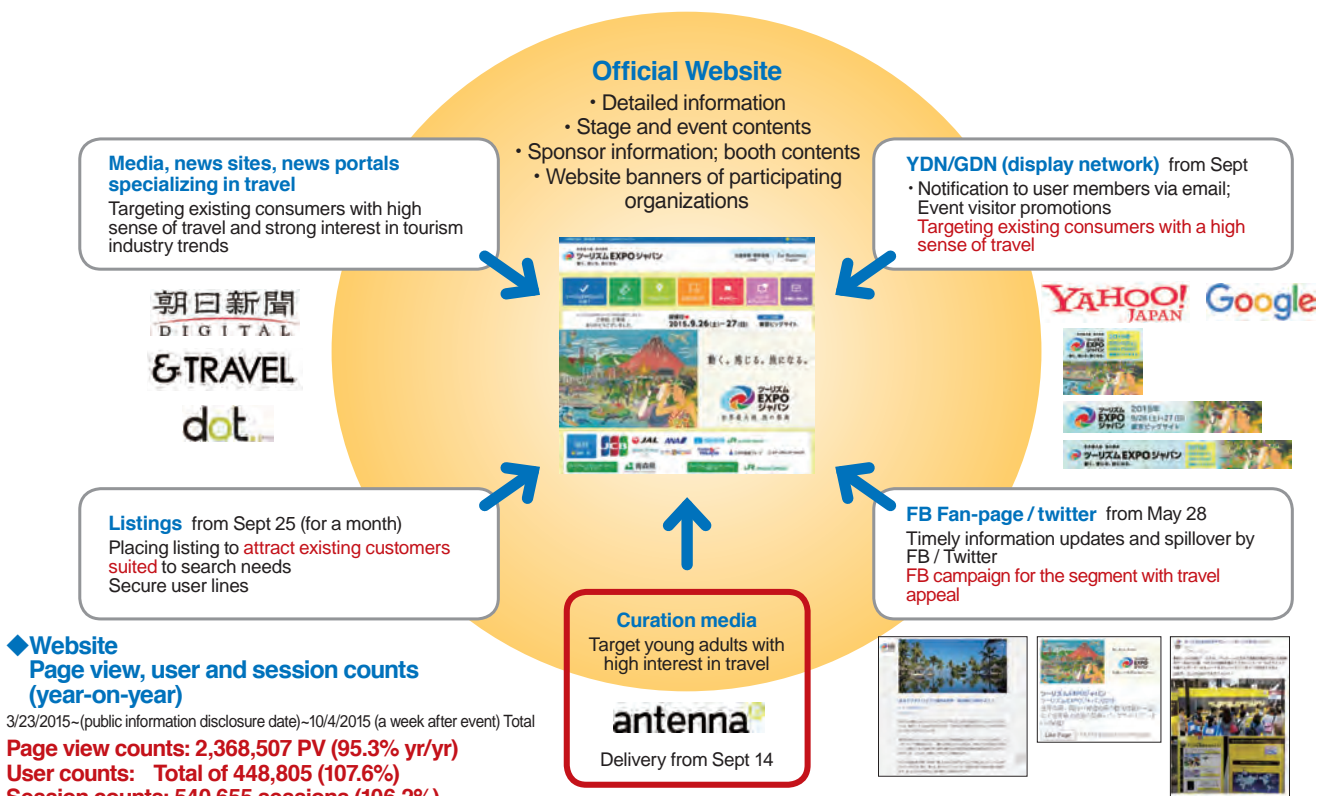
The images were selected to transmit a wide spectrum of travel, starting from Mt. Fuji, the symbolic image of Japan.



- ① Characterizing continuity, expectation and momentum of the event using *ukiyo-e*
- ② Actively portraying travel with a focus on people
- ③ Portraying a plethora of travel experiences through a range of motifs

Internet Development

Providing detailed information using online media to increase traffic by drawing viewers to official websites



Advertising Media

◆Transit Ads Early Sept – Late Sept 2015



●JR: above windows (3-line group)
Exposure period: 9/23–27
No. of ad sheets: 6,000



●JR: on train ad, B3 horizontal single
Exposure period: 9/21–27
No. of ad sheets: 7,250



●Seibu Railway: B3 horizontal single
Exposure period: 9/17–18
No. of ad sheets: 660

- Tokyo Metro: B1 posters
Exposure period: 9/11–25
No. of ad sheets: 60
- Keisei Electric Railway: B1 station posting
Exposure period: 9/1–27
No. of ad sheets: 100 (including multiple posting in major stations)
- Tobu Railway: B1 posters
Exposure period: 9/1–27
No. of ad sheets: 200
- Other: Exposure in eating and drinking establishments



●JR: on train wide ad (Saikyo and Rinkai Lines)
Exposure period: 9/14–20 No. of ad sheets: 550



●Narita Int'l Airport: B3 posters
Exposure period: 9/1–27
No. of ad sheets: 8 (double posting in four places)



●Yurikamome: Door side
Exposure period: 9/1–30
No. of ad sheets: 230



●Yurikamome: B3 in frame
Exposure period: 9/21–27
No. of ad sheets: 370

●Other: exhibitors and junior high-schools in Tokyo; distributing English-version of posters to foreign embassies in Japan

◆Newspaper Ads

●Yomiuri Shimbun



●Yomiuri Shimbun: Sept 24 issue (morning)

Advertising Bureau Ad:
10-column editorial ad on Sept 24 issue



●Yomiuri Shimbun: Sept 24 issue (evening)

●Asahi Shimbun:

Advertising Bureau Ad: 20-column editorial ad



●Asahi Shimbun: Sept 21 issue *Sept 22–25 editorial ad, box ads in 10-column space



◆Magazines

- JAL: Domestic inflight magazine "Skyward" (Sept issue)
- ANA: Domestic inflight magazine "Tsubasa no Osama" (Sept issue)
- Ryoko Yomiuri: Ad (Sept issue), Editorial ad (Oct issue)
- Gekkan Jigyō Koso (Oct issue)
- Nikkei Business: 4-page tie-up publicity on International Tourism Forum (Oct 30th issue)
- Ryoko Yomiuri Editorial ad (Oct issue)
- Gekkan Jigyō Koso (Oct issue)
- Nikkei Business (Oct 30 issue)



●Gekkan Jigyō Koso (Oct. issue)



●Nikkei Business (Oct 30 issue)



●Ryoko Yomiuri Editorial ad (Oct issue)

◆TV / Radio, Outdoor Vision

- Tabi Channel: 30-sec CF 60 times
- Cartoon Network: 30-sec CF 30 times
- CNNj: 15-sec CF in English 6-times/day x 5 days (9/21–25)
- CNNj: 30-sec CF in English 1-time/day x 7 days (10/24–30) *Post-event publicity
- Kansai Int'l Airport: KIX Information Board 15-sec CF (9/1–27)
- Haneda Airport: Haneda Future Vision 15-sec CF (9/1–27)
- TOKYO FM: Announcement in "Chronos" (9/16)
- TOKYO FM: Announcement in "SYNCHRO CITY" (9/21)
- TOKYO FM: Announcement in "Blue Ocean" and "Chronos" (9/25)



CM Image

Publicity Activities

Exposure Volume

A total count of 1,107 publicity exposure, including TV, newspapers and web news was generated (as of 10/16/2015).

TV: 35 Programs

The event was exposed in a total of 11 programs broadcast by NHK and other TV stations. Nationwide news coverage included, in addition to TX “WBS,” NHK “Shutoken Network (about 3 minutes), CX “Mezamashi Doyobi” (over 6 minutes), TBS “N Sta” (over 6 minutes). A total of 14 programs were televised on local TV stations such as in Hokkaido, Fukui, Okayama and Aomori.



Major Newspapers, News Agencies, Sports Newspapers: 110 Media

In addition to Asahi Shimbun, local newspapers ran a variety of stories centering on the commendation of Japan Tourism Awards through Kyodo News Service, Jiji Press, as well as Keidanren Times, a specialized magazine.



WEB: 962 Media * as of 10/16/2015

Stories were widely published through the websites of Asahi Shimbun, Yomiuri Shimbun, Kyodo News Service and Jiji Press. Also, thanks to coverage on web-video news of NHK and other key TV stations, a total of 962 websites, including many portal sites such as the influential Yahoo, featured the news.



WEB Overseas: 250 Media

News releases were delivered to more than 10,000 media in 25 countries leading the announcement of the event. Efforts to invite foreign media also helped increase the event coverage based on on-location reporting.

JATA Tourism EXPO Japan 2015 Sponsors, Supporting Organizations List

[Event Name] **JATA Tourism EXPO Japan 2015**
[Organizers] Japan Travel and Tourism Association (JTTA, Public Interest Incorporated Association);
 Japan Association of Travel Agents (JATA, General Incorporated Association)

Organizing Committee

<Chairman>
 Norio Yamaguchi Chairman & CEO, Japan Travel and Tourism Association
<Vice chairman>
 Hiromi Tagawa Chairman, Japan Association of Travel Agents (JATA)
<Members>
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 Kazuyoshi Togawa President, KNT-CT Holdings Co., Ltd.
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 Ryoichi Matsuyama President, Japan National Tourism Organization (JNTO)
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 Takao Kawanishi Chairman, JCB Co., Ltd.
 Kenichi Niitsu Senior Managing Director, Secretary General, Japan Shopping Tourism Organization
 Mitsuo Hashimoto Secretary-General, National Governors' Association
 Toshihiro Nikai Chairman, All Nippon Travel Agents Association (ANTA)
 Satoshi Seino Chairman, Tohoku Tourism Promotion Organization
 Tetsuro Tomita Chairman, Committee on Tourism of Keidanren Japan Business Federation (Keidanren)
 Masaru Onishi Director, Chairman, Japan Airlines Co., Ltd.
 Hiroshi Suda Co-Chairman, Tourism Promotion Committee, Japan Chamber of Commerce and Industry
 Hiroyuki Ishige Chairman, Japan External Trade Organization (JETRO)
 Tetsuya Kobayashi President, Japan Hotel Association
 Toru Haritani Chairman, Japan Ryokan & Hotel Association
 Kazuaki Maruo President & CEO, NIPPON TRAVEL AGENCY CO., LTD.
 Jungo Kikuma Chairman & CEO, World Air-Sea Service Co., Ltd.

Planning Committee

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 Hiromi Tagawa Chairman, Japan Association of Travel Agents (JATA)
<Vice Chairman>
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<Members>
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 Yoshikazu Higashi Chairman & CEO, OKINAWA TOURIST SERVICE INCORPORATED
 Koji Ikehata Executive Officer, KNT-CT Holdings Co., Ltd.
 Takashi Kato Executive Vice President, Japan National Tourism Organization (JNTO)
 Hiroki Furuno Managing Officer, Group Headquarters, Deputy General Manager for Travel Business, JTB Corp.
 Satoshi Akiho Director Tourism & Inbound Promotion Marketing & Sales Planning, ALL NIPPON AIRWAYS CO., LTD.
 Shinji Takahashi Director/Deputy General Manager of General Sales Management Division, Tobu Top Tours Co., Ltd.
 Masayoshi Yagi Secretary General, Central Japan (Tokai/Hokuriku/Shinshu) Tourism Promotion Association
 Eiji Sawayama Vice President Tourism Promotion, Managing Division Passenger Sales, Japan Airlines Co., Ltd.
 Katsuichi Takimoto Special Adviser NIPPON TRAVEL AGENCY CO., LTD.
 Tatsuro Nakamura President, Japan Association of Travel Agents (JATA)
 Atsushi Takahashi General Manager, MARKETING DEPARTMENT, East Japan Railway Company
 Yasutoshi Kanda Deputy General Manager, Sales Department, International Sales, Prince Hotels, Inc.
 Takeshi Esaki President, Yomiuri Travel Service Co., Ltd.

[Support] Ministry of Land, Infrastructure, Transportation; MLIT / Japan Tourism Agency; Ministry of Internal Affairs and Communications; Ministry of Foreign Affairs;
 Ministry of Agriculture, Forestry and Fisheries; Ministry of Economy, Trade and Industry; Ministry of the Environment; The Tokyo Metropolitan Government;
 Tokyo Convention and Visitors Bureau; Japan National Tourism Organization (JNTO); Japan External Trade Organization (JETRO);
 Japan Business Federation (Keidanren); The Japan Chamber of Commerce and Industry; Tokyo Chamber of Commerce and Industry

[Planning / Operation] JATA Tourism EXPO Japan Promotion Office

[Production / Operation] JATA Corp.

[Official Sponsor] JCB Co., Ltd.

[Premium Destination Partner] Aomori Prefectural Government

[Premium Destination Supporter] East Japan Railway Company

[Sponsors by Operation]

● Travel Showcase

Silver Sponsors: Japan Airlines Co., Ltd.; ALL NIPPON AIRWAYS CO., LTD.; NARITA INTERNATIONAL AIRPORT CORPORATION;
 East Japan Railway Company; Hawaii Tourism Japan; Philippine Department of Tourism; Malaysia Tourism Promotion Board; Mitsui Fudosan Co., Ltd.; HITO-Communications, Inc.
 Bronze Sponsors: Oriental Land Co., Ltd.; Tokio Marine and Nichido Fire Insurance Co., Ltd.; TOSHIBA CORPORATION
 [Allied Sponsors] Hokkaido Railway Company; Central Japan Railway Company; West Japan Railway Company; Shikoku Railway Company; Kyushu Railway Company
 Planning Sponsors: Mitsui Fudosan Co., Ltd.; TripAdvisor, Inc.

● International Tourism Forum

Forum Strap Sponsor: Malaysia Tourism Promotion Board
 Forum Bag Sponsor: Ministry of Tourism of the Republic of INDONESIA

● Business Meeting

Sponsor: AGA Assistance Japan Co., Ltd.

● JAPAN TOURISM AWARD

Sponsor: JCB Co., Ltd.

● JAPAN NIGHT

Sponsors: JCB Co., Ltd.; ALL NIPPON AIRWAYS CO., LTD.; Japan Airlines Co., Ltd.

[Advertising Sponsors]

● Off-site Advertising

Galleria Banner Ad: JCB Co., Ltd.;
 Aomori Prefectural Government;
 Ishikawa Prefecture Tourism League; VELTRA Corp.
 Galleria Center Pole Ad: Aomori Prefectural Government;
 Ishikawa Prefecture Tourism League
 Moving Sidewalk Poster Board Ad: JCB Co., Ltd.;
 Tokio Marine & Nichido Fire Insurance Co., Ltd.;
 National Tourist Office of Spain
 Galleria Information Board Ad: Aomori Prefectural Government
 Galleria Pole Ad: Aomori Prefectural Government
 Each Hall Media Core: JCB Co., Ltd.

● On-site Advertising

Hanging Banner Ad: Aomori Prefectural Government; Ishikawa Prefecture Tourism League; East Japan Railway Company/
 Tohoku Tourism Promotion Association;
 East Japan Railway Company/Hokkaido Railway Company;
 JTB Corporation
 Pole Banner Ad: JCB Co., Ltd.; Aomori Prefectural Government
 Entrance Gate Pole Ad: Maldives Marketing & PR Corp.
 Entrance Floor Ad: Aomori Prefectural Government; Maldives Marketing & PR Corp.; Philippine Department of Tourism
 Entrance Information Board Ad: Aomori Prefectural Government;
 Ministry of Investment and Development of Kazakhstan
 Brochure Distribution: JTB Corporation; CombiWith Corporation

● Site Promotion

Travel Showcase Guidebook Ad: Macau Government Tourist Office; JTB Media Retailing Corp.; JCB Co., Ltd.; Ministry of Tourism of the Republic of INDONESIA; Japan Airlines Co., Ltd.; ALL NIPPON AIRWAYS CO., LTD.; FINNAIR;
 Kusatsu Onsen Tourist Association; Tamasushi Corp.; JCB Co., Ltd.; Aomori Prefectural Government;
 NARITA INTERNATIONAL AIRPORT CORPORATION
 Official Website Banner Ad: NARITA INTERNATIONAL AIRPORT CORPORATION; FINNAIR;
 Japan Recreational Vehicle Association; Turner Japan KK;
 Ministry of Investment and Development of Kazakhstan;
 Japan Shopping Tourism Organization.

● Business Session

Guidebook Ad: Ministry of Tourism of the Republic of INDONESIA; AGA Assistance Japan Co., Ltd.
 (*in random order)

[Cooperation]

● JAPAN NIGHT Cooperation

OMY Area Management Association;
 Japan Sake and Shochu Makers Association; The Goest Co., Ltd.;
 ITO EN LTD.; Tamasushi Corp.; Eitaro Sohono co., ltd.;
 Takara Shuzo Co., Ltd.; Ikedaya Co., Ltd.; Asahi Breweries Ltd.;
 Kyokuju Co., Ltd.; UCC HOLDINGS CO., LTD.;
 Minamoto Kitchoan Co., Ltd.; Hiroo-Hyogetsudo Co., Ltd.;
 Yakiniku IWA; Otsuka Foods Co., Ltd.; Integration Co., Ltd.;
 APA Hotels & Resorts

● Advertising / PR Cooperation

Keisei Electric Railway Co., Ltd.; Seibu Railway Co., Ltd.;
 Tokyo Metro Co., Ltd.; Tobu Railway Co., Ltd.;
 East Japan Railway Company; Japan Airport Terminal Co., Ltd.;
 NEW KANSAI INTERNATIONAL AIRPORT COMPANY, LTD.

(as of Sep. 27, 2015)

The Power of Travel
 **JATA Tourism EXPO Japan 2016**

Sep. 22–25, 2016

Venue : Tokyo Big Sight East Hall / Conference Tower

Apply now !

Exhibitors

- International and domestic travel agencies, Tourism-related organizations
- Municipalities
- Businesses and organizations interested in local revitalization and cooperation with tourism entities
- Businesses and NGO interested in expanding their business in the future

Exhibition Fee (Regular deadline: April 28 (Thu) 2016)

Standard Booth Package	Space Only <small>*a minimum of 4 spaces registration is required</small>
486,000 JPY (tax included) / booth (9m ²)	432,000 JPY (tax included) / space (9m ²)

Early-Bird Discount (8% OFF) is applied to applicants who register by February 29, 2016 (Mon)

with Early-Bird Discount 447,120 JPY (tax included) / booth (9m ²)	with Early-Bird Discount 397,440 JPY (tax included) / space (9m ²)
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Please apply online <http://t-expo.jp/en>

Application and Enquiries:

JATA Tourism EXPO Japan Promotion Office

4F Zennittsu-Kasumigaseki Building, 3-3-3 Kasumigaseki, Chiyoda -ku, Tokyo 100-0013
Tel.: +81(0)3-5510-2004 / Fax: +81(0)3-5510-2012 / E-mail: event@t-expo.jp

For more information <http://t-expo.jp/en>

