

The Power of Travel



JATA Tourism EXPO Japan 2016

September 22 (Thu/holiday) – 25 (Sun), 2016
Tokyo Big Sight Tokyo Nihonbashi Area,
BELLESALLE TOKYO NIHOMBASHI

REPORT



Be part of the world. Travel.

In the JUMP Year,
the event welcomed
185,844 visitors.

JUMP Year
2016

No. of Exhibitors
**Japan's 47 prefectures
140 countries/regions
1,181 companies and
organizations**

No. of Visitors
A total of 185,844
Sept. 22 (Trade / Press Day) 7,011
Sept. 23 (Trade / Press Day) 42,023
Sept. 24 (General Public Day) 70,012
Sept. 25 (General Public Day) 66,798

Visitors of JAPAN NIGHT (Nihonbashi Area) : 15,200

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. 25 (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 2016 Draws 185,844 Visitors, Topping Record

The Japan Travel and Tourism Association and the Japan Association of Travel Agents opened the third Tourism EXPO Japan 2016 – one of the world’s largest tourism events in Tokyo Big Sight, BELLESALLE TOKYO NIHOMBASHI and the Nihonbashi outdoor area – from September 22 to 25 2016.

Positioning 2016 as the year of “jump,” following 2014 and 2015 as the year of “hop” and “step,” respectively, under the theme “Be Part of the World. Travel,” a total of 1,181 companies and organizations from 140 countries and regions and 47 prefectures in Japan exhibited this year. The event featured various components: the “Business Meetings,” where travel companies and suppliers from Japan and abroad gathered together under one roof; the MICE event dubbed “JAPAN NIGHT,” where travel industry players from overseas and Japan met in an informal setting; and the “Japan Tourism Awards” commendation event to recognize superior domestic and international companies and organizations for their efforts in contributing to the development and expansion of the industry and sustainable tourism. Under the theme “New Opportunities for Sustainable Destinations – Japan and the World – The challenge of becoming a leading



Japan Travel and Tourism Association Chairman
Norio Yamaguchi



Japan Association of Travel Agents Chairman
Hiromi Tagawa



Japan Travel and Tourism Association President Shigeto Kubo and Japan Association of Travel Agents Chairman Hiromi Tagawa

“Tourism nation,” influential leaders engaged in discussions at the “Tourism EXPO Japan Forum.”

Tourism EXPO Japan 2017 will be held in Tokyo Big Sight for four days from September 21 (Thu) through September 24 (Sun), 2017. With Japan drawing greater attention globally as the 2020 Tokyo Olympic and Paralympic Games approach, the organizers will continue striving to further enhance the tourism event focusing on outbound, inbound and domestic travel.

PICK UP!

Japan Travel Month

Japan’s three government agencies – Japan Sports Agency, Agency for Cultural Affairs and Japan Tourism Agency – signed a comprehensive alliance agreement in March 2016. As the first public-private partnership project following the agreement, the Japan National Tourism Organization (JNTO), the Japan Travel and Tourism Association and the Japan Association of Travel Agents (JATA) inaugurated joint efforts. Designating the period from Sept. 21 (Wed) through Oct. 22 (Sat) as Japan Travel Month, the three agencies jointly opened a press conference unveiling the project on Sept. 1 (Thu), underscoring their step forward to stimulate tourism by providing information on cultural and sporting events online.

World Forum on Sport and Culture

Tourism EXPO Japan 2016 – certified as an associated official event of the “World Forum on Sport and Culture” (Oct. 19 – 22, 2016) organized by the Ministry of Education, Culture, Sports, Science and Technology, Japan Sports Agency and the Agency for Cultural Affairs – developed cooperative announcements and public relations.





JATA Tourism EXPO Japan 2016's

5 Events



International Conference covering global perspectives with the World Tourism Organization (UNWTO) and the WORLD TRAVEL AND TOURISM COUNCIL (WTTC)

① Tourism EXPO Japan Forum

Supplier exhibitors (sellers), travel companies (buyers) and media can feel the effects

② Outbound / Domestic Business Meetings, Media Meetings

Tourism information from 47 Japanese prefectures and overseas under one roof

③ Exhibition - Over 2,100 Exhibit Booths

Enhance "Power of Travel" in Japan, globally to becoming "A Leading Tourism Nation"

④ Japan Tourism Awards

International Exchange Project to imprint "Tourism Nation Japan"

⑤ JAPAN NIGHT

PICK UP!

Destination Support Project

We Act for...

We started this year the "We Act for ..." project aimed at supporting nations around the world and regions in Japan that are facing a downturn in tourism due to natural disasters, diplomatic uncertainties and other various issues.

Through several programs of Tourism EXPO Japan, we have introduced projects to motivate consumers to travel by giving them a better understanding of today's conditions in countries and Japanese regions affected.



In 2016, we reached out to many visitors by conducting tourism reconstruction projects for Kumamoto prefecture and France.

We Act for Kumamoto and France

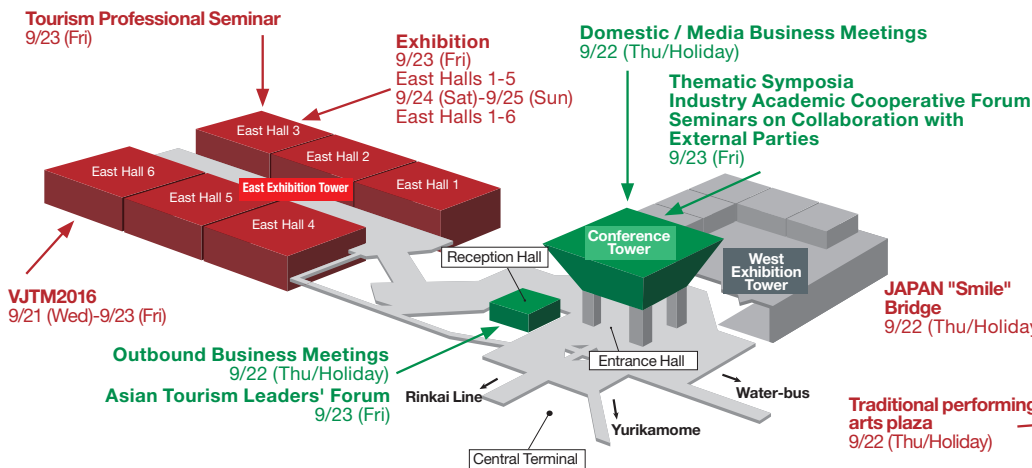
Tourism recovery from Kumamoto earthquakes
Tourism rehabilitation from terrorist attacks in France

Schedule of JATA Tourism EXPO Japan 2016

Day	Venue	8:00	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/ Holiday, September 22	Tokyo Big Sight Conference Tower Conference Room (6F) Reception Hall (1F)	Business Meetings Outbound / Domestic / Media Business Meetings 9:00-18:00										Start at 13:00 on Nihonbashi area				
	BELLESALLE TOKYO NIHOMBASHI Nihonbashi area	Opening Ceremony 13:00-13:30			Japan Tourism Awards, Commendation Ceremony 13:30-14:00			Global Tourism Forum Keynote Speech, Keynote Symposium 14:00-16:00			WTTTC Networking Reception 16:30-18:00		JAPAN NIGHT PARTY 18:30-21:00			
Friday, September 23	Tokyo Big Sight Conference Room (6F)	Thematic Symposia	Overseas Travel Symposium 10:00-11:30		Inbound Travel to Japan Symposium 13:00-14:30		Domestic Tourism Symposium 15:30-17:30									
	Tokyo Big Sight Conference Room (6F)	Industry Academic Cooperative Forum	Tourism Industry Study Seminar 10:00-12:30			Industry-Academic Cooperative Tourism Seminar 14:00-17:00										
	Tokyo Big Sight Conference Tower Reception Hall (1F)	Asian Tourism Leaders' Forum	Asian Tourism Leaders' Forum 10:00-15:45													
	Tokyo Big Sight Conference Tower Conference Room (1F)	Seminars on Collaboration with External Parties	Japan Environmental Education Forum Seminar 14:00-17:00													
	Tokyo Big Sight East Exhibition Halls 1-5	Tourism Professional Seminar	Tourism Professional Seminar / France Promotion Seminar 10:30-18:00													
		Travel Showcase (Trade & Press Day) 10:00-20:00									Appreciation Get-Together 18:00-20:00					
		Outbound / Domestic Business Meetings (Booth) 10:00-18:00									In-Booth Receptions 18:30-20:00					
Saturday, September 24	Tokyo Big Sight East Exhibition Hall 1-6	Travel Showcase (General Public Day) 10:00-18:00														
Sunday, September 25	Tokyo Big Sight East Exhibition Hall 1-6	Travel Showcase (General Public Day) 10:00-17:00									Closing Ceremony Grand Finale 16:30-17:00					
Wednesday September 21 Friday September 23	Tokyo Big Sight East Exhibition Hall 6	VISIT JAPAN Travel & MICE Mart 2016 (VJTM2016) Organizer: JNTO														

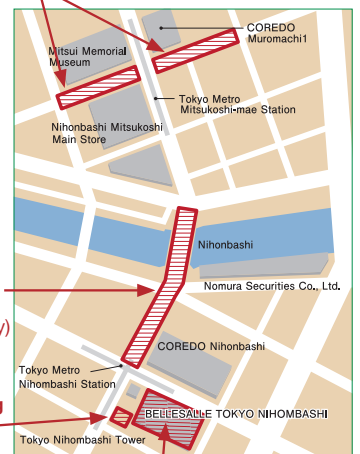
JATA Tourism EXPO Japan 2016 Exhibition Site

Tokyo Big Sight



Nihonbashi bustling plaza
9/22 (Thu/Holiday)

BELLESALLE TOKYO NIHOMBASHI Nihonbashi outdoor area



Visit Japan Travel & MICE Mart 2016 Concurrent Event
9/21 (Wed)-9/23 (Fri) East Hall 6

Sept 22 (Thu/Holiday) 13:00-13:30
 BELLESALLE TOKYO NIHOMBASHI
 Number of Visitors: 860

Opening Ceremony



Chairman, Japan Association of Travel Agents; Mr. Hiromi Tagawa

Minister, Ministry of Land, Infrastructure, Transport and Tourism; Mr. Keiichi Ishii



[Opening Ceremony Participants]

Guests: Mr. Keiichi Ishii, Minister, MLIT / Mr. Ryosei Tanaka, State Minister, MLIT / Mr. Hisayuki Fujii, Parliamentary Vice-Minister, MLIT / Mr. Akihiko Tamura, Commissioner, Japan Tourism Agency, MLIT / Dr. Taleb Rifai, Secretary-General, UNWTO / General Tanasak Patimapragorn, Deputy Prime Minister, Kingdom of Thailand / Mr. Thong Khon, Minister of Tourism, Kingdom of Cambodia / Mr. I Gde Pitana, Deputy Minister, Ministry of Tourism of the Republic of Indonesia / Mrs. Rasa Norekiene, Vice Minister, Ministry of Economy of the Republic of Lithuania / Ms. Lela Krstevska, Director, The Agency for Promotion and Support of Tourism, Republic of Macedonia / Mr. Enrique De La Madrid Cordero, Minister, Ministry of Tourism of Mexico, United Mexican States / H.E. U Ohn Maung, Union Minister, Ministry of Hotels & Tourism, Republic of the Union of Myanmar / Sra. Marcela Bacigalupo, Minister of Tourism, Republic of Paraguay / Mr. Benito Bengzon, Jr., Undersecretary, Tourism Development Planning Department of Tourism, Republic of the Philippines / Ms. Maimouna Elshafie, Director of Fairs and Festivals Department, Ministry of Tourism, Antiquities & Wildlife, The Republic of the Sudan / H. E. Kobkarn Wattanavrangkul, Minister, Ministry of Tourism and Sports, Kingdom of Thailand / Mr. Hüseyin Yayman, Vice Minister, Ministry of Culture and Tourism, Republic of Turkey / Ms. Anastacia Ndhlovu, Deputy Minister, Ministry of Tourism and Hospitality Industry, Republic of Zimbabwe / Mr. Keizo Hamada, Governor of Kagawa Prefecture / Mr. David Scowsill, President & CEO, WTTTC / Dr. Mario Hardy, CEO, PATA / Mr. Ardit Collaku, Director, Albanian National Tourism Agency, Republic of Albania / Mr. Christian Mantel, General Manager, Atout France / Dato' Seri Mirza Mohammad Taiyab Beg, Director General of Tourism Malaysia / Ms. Zelika Radak Kukavcic, Director, National Tourism Organization of Montenegro / Ms. Marija Labovic, Director, National Tourism Organization of Serbia / Mr. Koremitsu Sannomiya, President & COO of JCB International Co., Ltd. / Mr. Yoshihide Yada, Mayor of Chuo City / Mr. Kei Hashimoto, Chairman, Nihonbashi-Renaissance / Mr. Ryoich Matsuyama, President, Japan National Tourism Organization

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

The Year of JUMP, Tourism EXPO Japan 2016 Opens

Filled with enthusiasm, the opening ceremony was conducted at BELLESALLE TOKYO NIHOMBASHI, led by Chairman Hiromi Tagawa who called for the strengthening of DMOs nationwide leading up to 2020. Through accelerating cooperative efforts with the Agency of Cultural Affairs, Sports Agency and other government agencies and further developing Tourism EXPO Japan, the industry can facilitate global peace and the realization of Japan as a Tourism Nation.

One of the world's largest tourism events, Tourism EXPO Japan began with a ribbon-cutting ceremony attended by leading tourism industry players representing each country and area around the world including Japan.

Global Tourism Forum

“New Opportunities for Sustainable Destinations–Japan and the World”
 —The challenge of becoming a leading tourism nation—

Sept 22 (Thu/Holiday) BELLESALLE TOKYO NIHOMBASHI

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

Official Sponsor: JCB Co., Ltd.

Forum Bag Sponsor: Ministry of Tourism of the Republic of Indonesia

Forum Strap Sponsor: Tourism Authority of Thailand

Sponsorship: Ministry of Land, Infrastructure, Transport and Tourism / MLIT Japan Tourism Agency / Ministry of Internal Affairs and Communications / Ministry of Foreign Affairs / Japan Sports Agency / Agency for Cultural Affairs, Government of Japan / Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Ministry of the Environment / Tokyo Metropolitan Government / Tokyo Convention & Visitors Bureau / Japan National Tourism Organization (JNTO) / Japan External Trade Organization (JETRO) / Japan Business Federation (Keidanren) / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry

Keynote Speech

Sept 22 (Thu/Holiday) 14:00-14:30
 BELLESALLE TOKYO NIHOMBASHI

Theme **“New Opportunities for Sustainable Destinations–Japan and the World”**
 —The challenge of becoming a leading tourism nation—

Cooperation : 
 with the participation of UNWTO



Recommendation for responsible development of sustainable travel industry

Dr. Taleb Rifai, in his keynote address, gave voice to Japan's decision to raise the target of the number of inbound visitors, emphasizing that responsibility in embracing sustainable development of the travel industry is part of achieving its goal. Despite this challenge, he said that it is important that sustainable tourism leads to enjoyable travel for everyone, through prompt efforts by all involved.

Mr. David Scowsill expressed similar sentiment, saying that unless we realize sustainability, there will be no future in our industry. He underscored the importance of protecting the environment and ruins and taking measures against terrorist threats by building closer international ties. He outlined four top priorities for achieving Japan's goal: Enhancement of human resources; upgrading and expansion of accommodations in cities; improved capacity at Narita and Haneda airports; and decentralization of destinations visited by foreign travelers.



Dr. Taleb Rifai

Mr. David Scowsill

Keynote speaker
Dr. Taleb Rifai
 (Secretary-General, UNWTO)
Mr. David Scowsill
 (President & CEO, WTTTC)

Number of Participants: 700



Keynote Symposium

Panel Discussion

Sept 22 (Thu/Holiday) 14:30-16:00
BELLESALLE TOKYO NIHOMBASHI

Theme

“New Opportunities for Sustainable Destinations–Japan and the World”

—The challenge of becoming a leading tourism nation

Cooperation : 
with the participation of UNWTO

Greeting: Mr. Akihiko Tamura
(Commissioner, Ministry of Land, Infrastructure, Transport and Tourism
Japan Tourism Agency)



Mr. Akihiko Tamura

Discussions about Strategies Necessary for Tourism Industry's Sustainable Development

Top executives representing each industry field exchanged opinions and ideas necessary for the development of a sustainable tourism industry on such vital elements as security, risk management and environmental protection.

During the discussion, Mr. Vijay Poonoosamy pointed out crisis management by introducing efficient security and the aviation industry's commitment necessary to cope with global climate change, and underlined all-out efforts in the entire aviation industry, while Mr. Christian Mantei cited cases of travelers actually reporting local information with movies and photos using SNS after the terrorist attacks in Paris, saying SNS is making revolutionary changes in tourism. Mr. David Scowsill said visa-waiver and electronic visa programs are crucial for the development of a sustainable travel industry and serve as efficient measures to fight against terrorist attacks

Dr. Taleb Rifai, asked for some advice to Japan, said growth and sustainability or environmental protection are not in the zero-sum relation, so don't be afraid of growing. Chairman Hiromi Tagawa said at the closing that Japan can begin to walk the road in becoming an advanced tourism country once Japan, the world and regions are able to work in harmony with the tourism industry and local residents.



Prof. Yoshiaki Hompo



Dr. Taleb Rifai



Mr. David Scowsill



Mr. Hiromi Tagawa

Moderator

Prof. Yoshiaki Hompo
(Specially-appointed Prof. of Tokyo Metropolitan Univ. and Tokyo Institute of Technology)

Panelists

- Dr. Taleb Rifai** (Secretary-General, UNWTO)
- Mr. David Scowsill** (President & CEO, WTTC)
- Mr. Hiromi Tagawa** (Chairman, JATA, Vice Chairman, WTTC)
- Mr. Vijay Poonoosamy**
(Vice President, International & Public Affairs, Etihad Airways)
- Mr. Christian Mantei** (General Manager, Atout France)



Mr. Vijay Poonoosamy



Mr. Christian Mantei

Asian Tourism Leaders' Forum

“Sustainable Tourism Development” —Asia leads the world

Sept 23 (Fri) 10:00-15:45
Tokyo Big Sight, Conference Tower, Reception Hall (1F)

Theme 『MICE & Sports』

Opening speech by the organizer
Mr. Hiromi Tagawa
(Chairman, JATA, Vice Chairman, WTTC)



Mr. Hiromi Tagawa

Opening special message
Dr. Mario Hardy
(CEO, PATA)

Dr. Mario Hardy

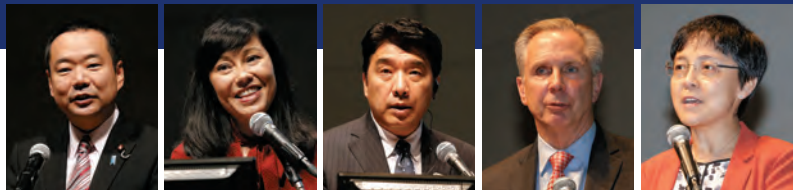


First Session MICE

10:15-11:45

Recognizing regional contributions in social and environmental spheres

Mr. Otsuka introduced his knowledge of incentive projects in helping to reduce the burden on the environment by using recycled materials and taking advantage of imaging and lighting techniques. Mr. Norwalk pointed out the shift toward MICE and sustainability in the social sphere. Ms. Fernandes said greater public-private cooperation is essential, noting cases of partnership with Hong Kong and nearby areas in Greater China and communities that are striving to change eco-consciousness among local residents.



Mr. Hisayuki Fujii Ms. Carmen Roberts Mr. Masaki Otsuka Mr. Tom Norwalk Ms. Maria Helena de Senna Fernandes

Welcome Remarks: **Mr. Hisayuki Fujii** (Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism)
Moderator: **Ms. Carmen Roberts** (Presenter, BBC World News)
Panelists: **Mr. Masaki Otsuka** (Managing Director, JTB Communication Design, Inc.), **Mr. Tom Norwalk** (President & CEO, Visit Seattle), **Ms. Maria Helena de Senna Fernandes** (Director, Macao Government Tourism Office)

Second Session Sports

12:45-14:15

Hope for the power of sports in changing people's thinking

Prof. Miller said sustainability is a question of compatibility between regions and tourism, fostering discussions about merits and demerits of sports tourism, while Mr. Hirai pointed to the Tokyo Paralympic Games in 2020 as a vehicle to enlighten changes in the consciousness in the people. H.E. Wattanavrangkul explained how bicycling and marathons helped attract inbound foreign visitors and led to the decentralization of tourist destinations. Also, Mr. Kah cited the successful case in Niseko, Hokkaido, while Mr. Tagahara said marathons and cycling participation by the general public holds a key to promoting mutual understanding.



Mr. Akishige Hirai Prof. Graham Miller Mr. Yasuhiro Okanishi H.E. Kobkarn Wattanavrangkul Dato Mark Yeoh Seok Kah Mr. Satoshi Tagahara

Welcome Remarks: **Mr. Akishige Hirai** (Deputy Director-General, Japan Sports Agency)
Moderator: **Prof. Graham Miller** (Deputy Director, Center for Tourism Research; Distinguished University Professor, Wakayama University; Professor, University of Surrey)
Panelists: **Mr. Yasuhiro Okanishi** (Director General for Planning and Promotion Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games, Cabinet Secretariat), **H.E. Kobkarn Wattanavrangkul** (Minister of Tourism and Sports, Thailand), **Dato Mark Yeoh Seok Kah** (Executive Director, YTL HOTELS), **Mr. Satoshi Tagahara** (Chief Executive Officer, Kinki Nippon Tourist Co., Ltd.)

Third Session Wrap-up Session

14:30-15:40

Prologue (From participants' perspective)
Mr. Jackson K Pek (Group Director, Vice President and General Counsel, Asia Pacific, AMADEUS)

Wrap-up of First and Second Sessions and General Discussions
Moderator: **Mr. Masato Takamatsu** (Managing Director & Chief Research Officer, JTB Tourism Research & Consulting Co.)

Panelists: **Ms. Carmen Roberts** (Presenter, BBC World News) / **Prof. Graham Miller** (Deputy Director, Center for Tourism Research; Distinguished University Professor, Wakayama University; Professor, University of Surrey)

Commentator: **Dr. Mario Hardy** (CEO, PATA)



Mr. Jackson K Pek Mr. Masato Takamatsu

Tokyo Declaration 2016

15:40-15:45

UNWTO, TEJ, PATA Sign “Tokyo Declaration 2016”

The three organizations – UNWTO, TEJ and PATA – announced the “Tokyo Declaration 2016” after concluding discussions in the forum. The declaration specified that Japan will lead to qualitative growth in tourism, while sporting events and MICE should significantly contribute to the sustainable development of tourism and regional communities.



WTTC Networking Reception

Co-organizer: World Travel and Tourism Council (WTTC)
Japan Travel and Tourism Association
Japan Association of Travel Agents (JATA)

Global Key Figures Exchange Opinions

Key figures from travel industries from throughout the world, government agencies and tourism administration officials of each country – including Mr. David Scowill, President & CEO of the World Travel and Tourism Council (WTTC), and Dr. Taleb Rifai, Secretary General of the United Nations World Tourism Organization (UNWTO) – exchanged opinions and ideas at the WTTC Networking Reception, a new social gathering hosted for the first time this year. In addition, the key figures participated in lecture presentations on the current state of global tourism with prospective views and expectations about the development of the travel industry in Japan.



Ohayo! Breakfast

Taking the opportunity to promote friendship and networking tourism ministers and VIPs from overseas participated in the “Ohayo Breakfast.”



Thematic Symposia

Sept 23 (Fri) , Tokyo Big Sight Conference Room 605 and 606, Conference Tower (6F)

Overseas Travel Symposium

10:00 – 11:30

Theme Future for the Japanese Outbound Tourism Market

Travel Agency Executives Engage in Discussions about Sending 20 Million Outbound Travelers

Faced with a goal of reaching 20 million Japanese going overseas, Mr. Takahashi said it would be a difficult task, while Mr. Hirabayashi said it would be attainable in five to seven years, both reflecting different outlooks and opinions. "Increasing the outbound departure ratio and efforts to attract a larger share of travelers between 75 and 85 years old is the key," Mr. Matsuda said.

Addressing awareness of the environment and his company's strategy on outbound travel, Mr. Takahashi said that with package tours becoming less accepted by the market, he is proposing new measures and policies including changes involving risk taking for purchases and promoting tour products with fluid pricing. Focusing attention on repeat travelers, Mr. Matsuda said he wants to actively form business alliances with travel agencies specializing in certain fields or markets. Mr. Hirabayashi said, "In addition to LCC, we will tap local-departure tours and take advantage of overseas cruise products departing from and arriving in Japan."

Mr. Kikuma said that tour programs that only travel agencies can provide through planning and consulting expertise are vital to growing the business. No. of participants: 322

Moderator: Mr. Jungo Kikuma (Vice President, JATA, Chairman & CEO, World Air-Sea Service Co., Ltd.)

Panelists: Mr. Hiroyuki Takahashi (President and CEO, JTB Corp.)

Mr. Akira Hirabayashi (President, H.I.S. Co., Ltd.)

Mr. Seiji Matsuda (President, Hankyu Travel International Co., Ltd.)



Mr. Jungo Kikuma



Mr. Hiroyuki Takahashi



Mr. Akira Hirabayashi



Mr. Seiji Matsuda

Inbound Travel to Japan Symposium

13:00 – 14:30

Theme Diversifying Destinations for Sustainable Growth —in collaboration with local ryokans (Japanese-style hotels)

Emphasizing the Importance of Collaboration between Ryokans and Local Communities, Balance between Domestic and Inbound Visitors

In the symposium conducted under the theme of diversifying destinations for sustainable growth in collaboration with local ryokans, Mr. Ueta of Tokushima prefecture said cooperation between local communities and ryokans led to the widening of marketing outlets and connections with the government, while Mr. Lynch from Nagano prefecture said maps illustrating local restaurants and operators play a role in boosting overnight stays of visitors, supplementing information on what is happening around the ryokans in local communities.

Meanwhile, Ms. Mizutani said collaboration holds the key to improving quality of information; and pointed out that suggesting ways for visitors to enjoy their stay in the area including staying in a Japanese inn helps promote the local areas. Ms. Ikawa pointed out that inbound business is important but it is also essential for Japan to strike a balance between domestic and inbound visitors, while Mr. Hirata noted that hedging a risk is important but at the same time it is necessary to promote Japanese outbound travel to deepen cross-cultural understanding. No. of participants: 200

Moderator: Mr. Masaki Hirata (Executive Director, Inbound Promotion Department, JNTO)

Panelists: Mr. Yoshihiro Ueta (President, Hotel Iya Onsen)

Mr. Tyler Lynch (Proprietor, Kamesei Ryokan)

Ms. Hatsuko Mizutani (General Manager, Global Sales & Marketing Division 1, JTB Global Marketing & Travel Inc.)

Ms. Kyoko Ikawa (Executive Vice President, Tourism Culture Co., Ltd.)



Mr. Masaki Hirata



Mr. Yoshihiro Ueta



Mr. Tyler Lynch



Ms. Hatsuko Mizutani



Ms. Kyoko Ikawa

Seminar for Students Tourism Industry Study Seminar

Organizer: Japan Association of Travel Agents (JATA)

Seminar contents will be used in human resources development seminars as an educational tool and recorded films will be uploaded on JATA's official website.

Students Tune In to Voices of 'Senior Associates'

In the first half of the seminar, Mr. Yoshikazu Higashi, Chairman of Okinawa Tourist Service, talked about the growth potential of the travel industry, saying that business chances in the future exist in the travel markets between Japan and upcoming countries, while Prof. Graham Miller said tourism is filled with bright new ideas that could change the world. During the panel discussions held in the second half, young employees with two to four years of tourism business experience talked about specific duties in travel companies, providing actual examples.



Theme **Gastronomy Tourism in Local Communities in Japan**

Local Food and Tourism Promotions Move ‘People’ and ‘Products’

Keynote speaker Ms. Perdomo identified local food culture, dietary conservation, pride of local communities and consumer protection as important elements, along with establishing governance models such as leaders and rules, in building gastronomy tourism. During the panel discussion, Mr. Kubo introduced a variety of businesses under the theme of food, adding that regional promotions through food and tourism will move “people” and “products.”

Supporting business development under the slogan of “Gourmet Community,” Niigata Mayor Shinoda said his goal is to promote food tourism and agri-tourism as integral parts of the port city known for its agriculture. Mr. Asada said the chef-exchange program not only helps improve technical culture but also enhances visibility of Kanazawa through the chef exchange program between Kanazawa and New York. Mr. Iimori, who promotes sake brewery tourism in Saga prefecture, said his goal is to develop a local community where senior people can enjoy their life productively. Mr. Ogawa said gastronomy tourism encourages visitors to spend money in the community.

No. of participants: 250

Keynote Speech: Ms. Yolanda Perdomo (Director of Affiliate Members, UNWTO)

Moderator: Mr. Masato Ogawa (Executive Vice President & COO, ANA Strategic Research Co., Ltd.)

Panelists: Ms. Yolanda Perdomo

Mr. Seiichiro Kubo (President, Gurunavi, Inc.)

Mr. Akira Shinoda (Mayor, City of Niigata)

Mr. Qta Asada (16th Generation Owner, Asadaya Ltd.)

Mr. Naoki Iimori (President & Chief Executive Officer, Fukuchiyo Shuzo Co., Ltd.)



Ms. Yolanda Perdomo



Mr. Masato Ogawa



Mr. Seiichiro Kubo



Mr. Akira Shinoda



Mr. Qta Asada



Mr. Naoki Iimori

Seminars on Collaboration with External Parties

Sustainable Regional Tourism Development Seminar ~ Learning from Each Other's Examples in Asia ~

Sept 23 (Fri) 14:00–17:00 Tokyo Big Sight Conference Room 102, Conference Tower (1F)

Secret to Eco-tourism Success: Regions Surviving to Change Themselves

A seminar affiliated with JEEF was organized for the first time this year. Mr. Kumada said the seminar offered a good opportunity to review how tourism and local communities live together as tourism significantly influences the environment. Following the introduction of global eco-tourism cases, discussions by the panelists centered on the theme of “Sustainable Tourism Development Initiated by Local Communities.”

As to the secret method of eco-tourism development, Mr. Oda said that while taking the initiative role, management should change substantially. Mr. Yamada said industrialization is a key element and that the tourism industry should change the perspectives of local people through the small successes it accumulates. Mr. Tagi said it is important to determine the level at which local residents are seriously involved in tourism. Mr. Kato pointed out that it is necessary for businesses to stand on their own by taking small steps forward. Moderator Mr. Sameshima said that in order for regions to develop local tourism, “they must learn about themselves.”

No. of participants: 44

Organizer: Japan Environmental Education Forum (JEEF)

Greeting: Mr. Junichi Kumada (The UNWTO World Committee Tourism Ethics)

Presentations: Mr. Kanenari Oda (Deputy Director, Nihon Koei Co., Ltd.) / Mr. Taku Yamada (President, Chura-boshi Company) / Mr. Koji Tagi (International Project Director, Japan Environmental Education Forum) / Mr. Fumio Kato (Vice President, Chiba Minami-boso Co., Ltd.)

Panel Discussion: Mr. Taku Sameshima (Group Leader, Specialty Division for Industrial Corporation, H.I.S. Co., Ltd.), 4 presenters



Mr. Junichi Kumada



Mr. Kanenari Oda



Mr. Taku Yamada



Mr. Koji Tagi



Mr. Fumio Kato



Mr. Taku Sameshima



Industry-Academic Cooperative Tourism Seminar

Organizer: Japan Travel and Tourism Association (Public Interest Incorporated Association)

Co-organizer: Japan Student Tourism Association

Human Resources Necessary for Becoming a Tourism Nation

In the first part, the “Announcement of Ideas and Research on Tourism Promotions” award ceremony was conducted by four universities that were selected through screening: Yamaguchi Prefectural University and Setsunan University garnered the highest and the second-highest awards, respectively. In the second part, a panel discussion was conducted under the theme of “human resources necessary for becoming a leading nation in tourism.” With Mr. Manabu Shishido of Yokohama College of Commerce as the coordinator, students and key figures representing the tourism industry engaged in active discussions.





JAPAN
TOURISM
AWARD

The Second JAPAN TOURISM AWARDS



Sept. 22 (Thu/holiday) 13:30 – 14:00
BELLESALLE TOKYO NIHOMBASHI
Organizer: Tourism EXPO Japan
Organizing Committee
Sponsor: JCB Co., Ltd.



The Grand Prize Awarded to Hidatakayama Visit Japan Tourism Promotion Council

At the second Tourism EXPO Japan, the Grand Prix of the Japan Tourism Awards was given to “Hidatakayama Visit Japan Tourism Promotion Council” selected from among the total of 158 applicants, surpassing the number a year ago. In addition to the seamless public-private partnership efforts to accommodate and attract foreign tourists visiting Japan for years, its wider reach was highly recognized.

In his general overview, Chairman Norio Yamaguchi said, “the efforts to take advantage of inbound tourism to develop the regional economy such as rural construction and universal tourism were remarkable this year.” He expressed his intentions to continue transmitting the “power of travel” at home and abroad for years to come.

The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO was given to KNT-CT Holdings Co., Ltd. “Understanding the world’s tourism ethical charter and reflecting it widely into the group management and corporate activities, the company significantly enlightened its employees about having a ‘compliance policy’ and successfully created results with efforts to attract educational travel and universal tourism in particular.”



Grand Prize

[Field of Domestic/Visit Japan]
Regional Management Division

- Hidatakayama Visit Japan Tourism Promotion Council
Bringing in/accommodating foreign tourists via government-private sector collaboration



Award for Excellence

[Field of Domestic/Visit Japan]
Tourism Business Division

- Club Tourism International Inc.
Driving experience tour for the visually impaired--A first in the world!—

Regional Management Division

- Okinawa Convention & Visitors Bureau
Okinawa Prefecture Tourism study materials

[Field of International Travel]
Promotion Division

- Japan Airlines Co., Ltd.
JAL Honolulu Marathon Demand creation initiatives



Division Award

[Field of Domestic/Visit Japan]
(* in order of applications)

Tourism Business Division

- Zamami Whale Watching Association
Whale watching
- Ishigakijima Fukumimi Eco Tours
Ishigaki Island nature tour for families
- ALL NIPPON AIRWAYS CO., LTD.
Tastes of JAPAN by ANA
- NIPPON TRAVEL AGENCY CO., LTD.
Initiatives of children-only nature experience tours via the Tom Sawyer Club
- Tsubame-Sanjo Factory Festival Committee
Tsubame-Sanjo Factory Festival
- NIIGATA SOH ODORI
NIIGATA SOH ODORI
- JTB Corp.
The JTB Multicultural Communication Business Award, symbolizing the JTB Multicultural Communication Business
- HINOMARU Jidousha Kogyo Corporation
Ground-breaking launch of the double-decker open bus (“Sky Bus”) designed to accommodate foreign tourists in Japan/expanding into the new urban tourism business
- HATO BUS CO.,LTD.
Tokyo and the Tokyo suburbs Bus tour by Licensed Guide Interpreters (English/Chinese).



Division Award

[Field of Domestic/Visit Japan]
(* in order of applications)
Regional Management Division

- Nagano-Niigata Snow Resort Alliance
Ski Tourism Business Promotion Project
- NPO Kamioka Community-Building Network
Railway mountain biking (Gattan Go!!)
- KYUSHU TOURISM PROMOTION ORGANIZATION
KYUSHU OLLE
- Star Village Achi Tourism Promotion Council
“Best Starry Sky in Japan:” A Star Village Achi Initiative
- Maniwa Tourism Federation
Biomass Tour Maniwa
- Chiiori Alliance Co., Ltd.
Extended-stay tourism community building project at Ochiai, Higashi-ya, Miyoshi City

Promotion Division

- Wakayama Tourism Federation
Take the weekend to tour sacred KOYASAN-you may just forget all about time
- JTB Publishing, Inc.
The JTB tourism information magazine “Rurubu,” which has been connecting people in Japan and other countries with tourists for 32 years with a total of 5,000 issues, is revitalizing the community



Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism
Mr. Yasutada Ohno



Club Tourism International, Inc.



Okinawa Convention & Visitors Bureau



Japan Airlines Co., Ltd.

●i.JTB Corp.

The promotion of regional tourism in Japan via JAPANiCAN.com, a booking site specializing in accommodation and tours for visitors from abroad.

●San'in and Sanyo Region Floral Route Tour Council

San'in and Sanyo Region Floral Route



Division Award

[Field of International Travel]
(* in order of applications)
Tourism Business Division

●KNT-CT Holdings Co., Ltd.

Matsuri in Hawaii-Pan-Pacific Festival initiative

●NIPPON TRAVEL AGENCY CO., LTD.

Initiatives to boost international exposure by way of Japan Week® initiative

●JTB Corporate Sales, Inc. Shinjuku Account Sales Division 5 International Cooperation Team Assistance for sustainable community development by enhancing tourism industry in developing countries through ODA scheme

●Rwanda Development Board (RDB)

Mountain Gorilla Conservation and Local Community Engagement in Rwanda

Promotion Division

●RETOSA: Regional Tourism Organization of Southern Africa

Initiatives of 15 southern African nations designed to draw more Japanese tourists

●Tourism New Zealand

100% Pure New Zealand

●TAIWAN Tourism Bureau

Initiatives to boost interaction between Japan and Taiwan with "railways" as a key theme



Incentive Award

[Field of Domestic/Visit Japan]
(* in order of applications)
Tourism Business Division

●TOURSTATION CO.LTD

Two-way tourism involving 1) inbound-oriented tourism giving tourists authentic exposure to festival events and 2) outbound-oriented tourism

●Tsuruga Holdings

The Tsuruga Tourism Human Resources Training Lecture Series: a Tsuruga Group initiative



Tourism EXPO Japan 2016 Special Award

[Field of International Travel]
Tourism Business Division

●ATOUT FRANCE

Initiatives to restore Japanese tourist demand in France

[Field of Domestic/ Visit Japan]
Regional Management Division

●Mitsui Fudosan Co., Ltd.

The Nihonbashi Information Center: bolstering inbound tourism capacity and revitalizing the community



The Japan Tourism Award for Responsible Tourism in Collaboration with UNWTO

●KNT-CT Holdings Co., Ltd.



About "The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO"

The World Tourism Organization (UNWTO) is a specialized institution established in the United Nations and the largest tourism-oriented international organization in the world with membership including 160 states, including Japan. The world's tourism ethical charter is a standard adopted at the UNWTO's general meeting in 1999 and designed to maximize the development of the tourism industry while minimizing potential ill effects on the global environment, cultural assets and society, of which popularization and implementation activities are considered to be one of the most important projects.

Under the Japan Tourism Agency's initiative, major tourism-related companies and organizations in Japan signed up for the charter in September 2014. In response, with the understanding and promotion of the tourism ethical charter, the Tourism EXPO Japan Organizing Committee newly established a mention system, first in the world in 2015, which was designed to create a new value in the tourism industry.

〈Explanation of Each Division〉

Tourism Business Division

(Fields of Domestic/Visit Japan and International Travel)

Commendations are given for significant efforts to increase tourism industry values and expand personal exchanges at home and abroad.

Subject to the nature of business and continuous operations for a year or more

Regional Management Division

(Field of Domestic/Visit Japan Travel only)

Commendations are given for achievements to develop attractive tourist areas under the joint cooperation of tourism-related organizations in the region and comprehensive regional action by taking advantage of the regional tourism resources.

Promotion Division

(Fields of Domestic/Visit Japan and International Travel)

Commendations are given to publicity/communication and promotion media with efforts significantly contributed to boosting and stimulating inbound/outbound tourist demand and increasing regional values.

[Committee Chairman]
Yoshiaki Hompo

Professor by Special Appointment at Tokyo Metropolitan University and Tokyo Institute of Technology



〈Judges〉

[Screening Committee Members for Domestic, Visit Japan, and International Travel] (Total of 11)

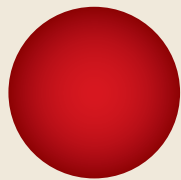
* Prefixes omitted. Listed according to group/organization/corporation names in Japanese phonetic order.

- Mr. Hiroki Jinnai Industry Manager, Tourism Nation, Google Japan Inc.
- Mr. Yoshiro Ishihara Director, Editor in Chief, WING Aviation Press Co., Ltd.
- Mr. Masayuki Wakui Professor, Tokyo City University/Deputy Chair, Japan Tourism Facilities Association
- Mr. Shohei Nishibayashi Manager, Business Development Department, TripAdvisor, Inc.
- Mr. Norihiko Imaizumi Chairman, Sub-Committee on Planning Committee on Tourism, Keidanren Japan Business Federation
- Mr. Tadayoshi Asai Manager, Regional Planning Department, Development Bank of Japan, Inc.
- Mr. Hiroyuki Ishige Chairman, Japan External Trade Organization (JETRO)
- Mr. Manabu Shishido Professor, Department of Tourism Management, Faculty of Commerce, Yokohama College of Commerce
- Mr. Ryoichi Matsuyama President, Japan National Tourism Organization (JNTO)
- Mr. Norio Yamaguchi Chairman & CEO, Japan Travel and Tourism Association
- Mr. Hiromi Tagawa Chairman, Japan Association of Travel Agents

[Screening Committee Members for Japan Tourism Award for Responsible Tourism in collaboration with UNWTO] (Total of 5)

* Prefixes omitted. Listed in no particular order.

- Mr. Hiromi Tagawa Chairman, Tourism EXPO Japan Executive Committee
- Mr. Tadashi Shimura President, Japan Association of Travel Agents
- Mr. Shigeto Kubo President, Japan Travel and Tourism Association
- Mr. Ryoichi Matsuyama President, Japan National Tourism Organization (JNTO)
- Mr. Junichi Fukuda Deputy Chief, Regional Programme for Asia and the Pacific, United Nations World Tourism Organization (UNWTO)



JAPAN NIGHT

Depart From Nihonbashi – Origin of Five Major Highroads – For Tokyo 2020

The Nihonbashi area was selected as the venue for JAPAN NIGHT this year. By hosting the event in Nihonbashi, – the center of the Edo-period capital Tokyo and the starting point of the five major highroads – the event served as inspiration to highlight the attractiveness of Japan, particular Tokyo, the host for the Tokyo 2020 Games.

Guest Greeting : Mr. Yoshihide Yada, Mayor of Chuo City

Opening Declaration : Mr. Taneo Nakamura, Chairman, Nihonbashi-Bridge Preservation Society

Participants : Mr. Kei Hashimoto, Chairman, Nihonbashi-Renaissance / Mr. Hajime Matsuoka, Chairman, Tokyo Chuo-ku Odori Association / Mr. Taito Yamamoto, Chairman, Nihonbashi Kitazume Shoutengai / Mr. Yasuyuki Wakui, Chairman, Nihonbashi Ichinobu Rengochoikai / Mr. Sadao Shimizu, Chairman, Nihonbashi Rokunobu Rengochoikai / Mr. Nobuyoshi Ninaga, Chairman, Nihombashi Restaurant Association

Sept 22 (Thu/holiday)

Nihonbashi Area (Chuo-dori Ave., Edo-sakura-dori St., Tokyo Nihombashi Tower)

Organizers

Japan National Tourism Organization (JNTO)
Japan Travel and Tourism Association
Japan Association of Travel Agents

Support: Ministry of Land, Infrastructure, Transport and Tourism / MLIT Japan Tourism Agency / Ministry of Internal Affairs and Communications / Ministry of Foreign Affairs / Japan Sports Agency / Agency for Cultural Affairs / Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Ministry of the Environment / Tokyo Metropolitan Government / Tokyo Convention & Visitors Bureau / Japan External Trade Organization (JETRO) / Japan Business Federation (Keidanren) / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / Chuo City / Chuo City Tourism Association / The Center For Promotion Of Folk-Performing Arts

Sponsors: JCB Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / Tokyo Good Manners Project Association

Cooperation: Nihonbashi-Bridge Preservation Society / Nihonbashi-Renaissance / Tokyo Chuo-Oodori-Kai / Nihonbashi Kitazume Shotengai / Nihombashi Restaurant Association / Mitsui Fudosan Co., Ltd. / Japan Sake and Shochu Makers Association / Yamanashi Tourism Organization (Public Interest Incorporated Association)

Site Sponsors: CongressSquare Nihonbashi / BELLESALLE TOKYO NIHOMBASHI

Public Events

JAPAN “Smile” Bridge 19:00 – 21:00 (Chuo-dori Ave.)

Nihonbashi bustling plaza 13:00 – 19:00 (Edo Sakura-dori St.)

Traditional Performing Arts Plaza 13:30 – 18:00 (Tokyo Nihombashi Tower)

Number of Visitors: approx. 15,200

Akita Kanto Festival in Nihonbashi! Samba!

Some events for the general public were held in the Nihonbashi district. An assembling and exhibition of the Kanuma “Carved Float” from Tochigi prefecture along with Akita Kanto illuminated lantern poles were demonstrated at the Traditional Performing Arts Plaza fronting the open area of Tokyo Nihombashi Tower. At the Nihonbashi bustling plaza set up on the Edo Sakura-dori St., well established stores in Nihonbashi and local speciality shops nationwide located their stores to sell a range of specialties, food and drinks, drawing the attention of visitors.

JAPAN “Smile” Bridge, the main event, was featured on the Chuo-dori Ave. During the opening ceremony, Mr. Yoshihide Yada, mayor of Chuo City, said, “We’re delighted to have this opportunity to demonstrate a variety of traditional performing arts at the beautiful Nihonbashi Bridge, warming up our excitement toward the Tokyo 2020 Games”. Spectacular performances as Matoi-Furi (waving fighters’ flags), Hashigo-Nori (ladder-top stunts) and Kiyari singing highlighted the ceremony. In addition to joint performances of the Kanuma “Carved Float,” Brazilian samba drums and traditional Japanese drums, highlights of Akita Kanto Festival representing the Tohoku region complemented by the Ushibuka Haiya Dance of Kumamoto prefecture representing the Kyushu region were performed on the street boasting various popular characters – all generating cheers from the crowd.



Mr. Yoshihide Yada, Mayor of Chuo City



Reception for Invited Guests

JAPAN NIGHT PARTY ~ Evening for International Exchanges ~18:30 – 21:00 (BELLESALLE TOKYO NIHOMBASHI)

Number of Guests: about 1,100



Mr. Norio Yamaguchi,
Chairman & CEO, Japan Travel
and Tourism Association



Mr. Keiichi Ishii,
Minister, Ministry of Land,
Infrastructure, Transport and Tourism

Meeting Challenges as One To Be 'Leading Tourism Nation'

Mr. Norio Yamaguchi, chairman and CEO, Japan Travel and Tourism Association, addressed travel industry professionals from around the world gathered together under one roof at the beginning of JAPAN NIGHT PARTY, saying, "Alliances such as public-private, industry-industry and country-country are essential to becoming a Leading Tourism Nation." Guest speakers –Mr. Yoshihide Suga, Chief Cabinet Secretary, and Mr. Keiichi Ishii, Minister of Land, Infrastructure, Transport and Tourism – gave supporting remarks in driving further the message to make Japan a major tourism nation.

All participants, including invited guests, buyers of VISIT JAPAN Travel and MICE Mart and media representatives, formed international exchanges while enjoying Japanese food and attractions in an atmosphere of Japanese-style rendering known as "wa."



Mr. Yoshihide Suga,
Chief Cabinet Secretary



Mr. Shigeto Kubo,
President and COO, Japan Travel
and Tourism Association

(List of Kagami-biraki Participants)

Mr. Yoshihide Suga, Chief Cabinet Secretary / Mr. Keiichi Ishii, Minister, Ministry of Land, Infrastructure, Transport and Tourism / Mr. Ryosei Tanaka, State Minister of Land, Infrastructure, Transport and Tourism / Mr. Akihiko Tamura, Commissioner, MLIT Japan Tourism Agency / Dr. Taleb Rifai, Secretary-General, UNWTO / General Tanasak Patimapragorn, Deputy Prime Minister, Kingdom of Thailand / Mr. Thong Khon, Minister of Tourism, Kingdom of Cambodia / Mr. Enrique De La Madrid Cordero, Minister, Ministry of Tourism of Mexico, United Mexican States / H. E. U Ohn Maung, Union Minister, Ministry of Hotels & Tourism Republic of the Union of Myanmar / Sra. Marcela Bacigalupo, Minister, Ministry of Tourism, Republic of Paraguay / H. E. Kobkarn Wattanavrangkul, Minister, Ministry of Tourism and Sports, Kingdom of Thailand / Mr. David Scowhill, President & CEO, WTTC / Dr. Mario Hardy, CEO, PATA / Mr. Christian Mantei, General Manager, Atout France / Mr. Koremitsu Sannomiya, President & COO, JCB International Co., Ltd. / Mr. Osamu Shinobe, President, ALL NIPPON AIRWAYS CO., LTD / Mr. Yoshiharu Ueki, President, Japan Airlines Co., Ltd. / Mr. Nobuo Yoshida, Chief Secretary, Nihonbashi-Renaissance / Mr. Ryoichi Matsuyama, President, Japan National Tourism Organization / Mr. Norio Yamaguchi, Chairman & CEO, Japan Travel and Tourism Association / Mr. Hiromi Tagawa, Chairman, Japan Association of Travel Agents



[Nihonbashi bustling plaza]

Aomori Hokusai-kan / Iwate Ginga Plaza / Iwate Sanriku Kisukeya / Miyagi Furusato Plaza / Akita Bisaikan / Akitainu Hozonkai (Akiho) / Nihonbashi Fukushima Midette / Nihonbashi Toyamakan Shop / Fujinokuni Yamanashi-kan / MIE TERRACE / Nara Mahorobakan / Nihonbashi Shimanekan / Oidemasa Yamaguchikan / Ureshino Cha-Gyo Youth Association / Nihonbashi Nagasakikan / Amakusa Market / Zarai Oita / Kagoshima Yurakukan / Nagashima tairiku ichiba / Ginza Washita Shop / Nihonbashi Restaurant Association / Eitaro Sohono Co.Ltd. / Ninben Nihombashi Honten / Asahi Breweries, Ltd. / Tokyo Good Manners Project

[Local Promotion Characters]

Ikubei (Aomori prefecture) / Sobatchi / Unitchi (Iwate prefecture) / NDATCHI (Akita prefecture) / Kitekeru-kun (Yamagata prefecture) / Kibitan (Fukushima prefecture) / Choruru (Yamaguchi prefecture) / Tsubo Zamurai (Saga prefecture) / Gambakun (Nagasaki prefecture) / Kumamon (Kumamoto prefecture) / SATSUMAKENSHI HAYATO (Kagoshima prefecture)

[JAPAN NIGHT PARTY]

WORLD ORDER / SAKURA-JAPAN IN THE BOX- / Kabuki Entertainment Group MIYABIYA / KIMONO PROJECT / Bonsai Network Japan / Tsugaru Shamisen Mitsuhaya Oyama

[[JAPAN "Smile" Bridge]]

Edo Firefighters / Kanuma Autumn Festival "Carved Float" / Japanese Shiba MARU / Shiraume Daiko / Banda Girassol / Akita Kanto Festival / Kumamoto "Ushibuka Haiya Festival"

Business Meetings

Networking session introduced plus business appointments extend business chances for exchanging cards, information

Sept 22 (Thu/holiday) Tokyo Big Sight, Conference Tower (Reception Hall and Conference Rooms on the 6th FL) (Appointments)
 Sept 23 (Fri) Tokyo Big Sight East Hall 1-5 Exhibition Booths (Open-session)

With exchanges between and among travel companies in Japan and sellers at home and abroad, the Outbound and Domestic Business Meetings -- designed to develop tour products and stimulate information exchange -- were conducted on Sept 22 (Thu/holiday) on a pre-booking basis. On Sept 23 (Fri), additional non-appointment business talks were available at exhibit booths.

On the Sept 22, as an opportunity to build connections with more buyers, the concept of a networking session was introduced to take advantage of the breaks between appointments to supplement the pre-booked business meetings, providing a place for business for those exhibitors with no appointments. Also, the "Media Meetings" session allowed for exchanging cards and communication between exhibitors and media.



Key Points of Business Meetings 2016

- ① Conducting three Business Meetings in respective venues
- ② Setting up a maximum of 15 appointments on the first day
- ③ Extended presentation time frames for domestic sellers
- ④ Establishing networking times on the first day
- ⑤ Popular Media Meetings conducted again this year
- ⑥ Distribution of Business Meetings Official Guidebook to participants

Outbound Business Meetings & Domestic Business Meetings

Day 1: Sept 22 (Thu/holiday) 9:00 – 18:00

*prior appointment matching system

Buyers (travel companies) sit at respective desks to welcome sellers (exhibitors such as tourist promotion offices, hotels and tourist facilities)

Day 2: Sept 23 (Fri) 10:00 – 18:00 *open session

Buyers visit exhibit booths of sellers (exhibitors such as tourist promotion offices, hotels and tourist facilities)

Number of Participants (total: 686 organizations / 1,038 people)

Outbound Business Meetings

Outbound 295 companies and 431 attendees

Outbound 127 companies and 173 attendees

Domestic Business Meetings

Domestic 140 companies and 232 attendees

Domestic 56 companies and 72 attendees

Media Meetings

Sept 22 (Thu/holiday) 9:00 – 18:00 *open session

Number of participants (68 companies / 130 attendees)

Comments from buyers & sellers

About Outbound Business Meetings

- We take advantage of this event as it is a business session where we can develop talks with many travel companies in one sitting. We were able to have seven appointments enabling us to provide product information.
- We hope to see a special business session booth for MICE.
- We expected participations from more extended regions.

About Domestic Business Meetings

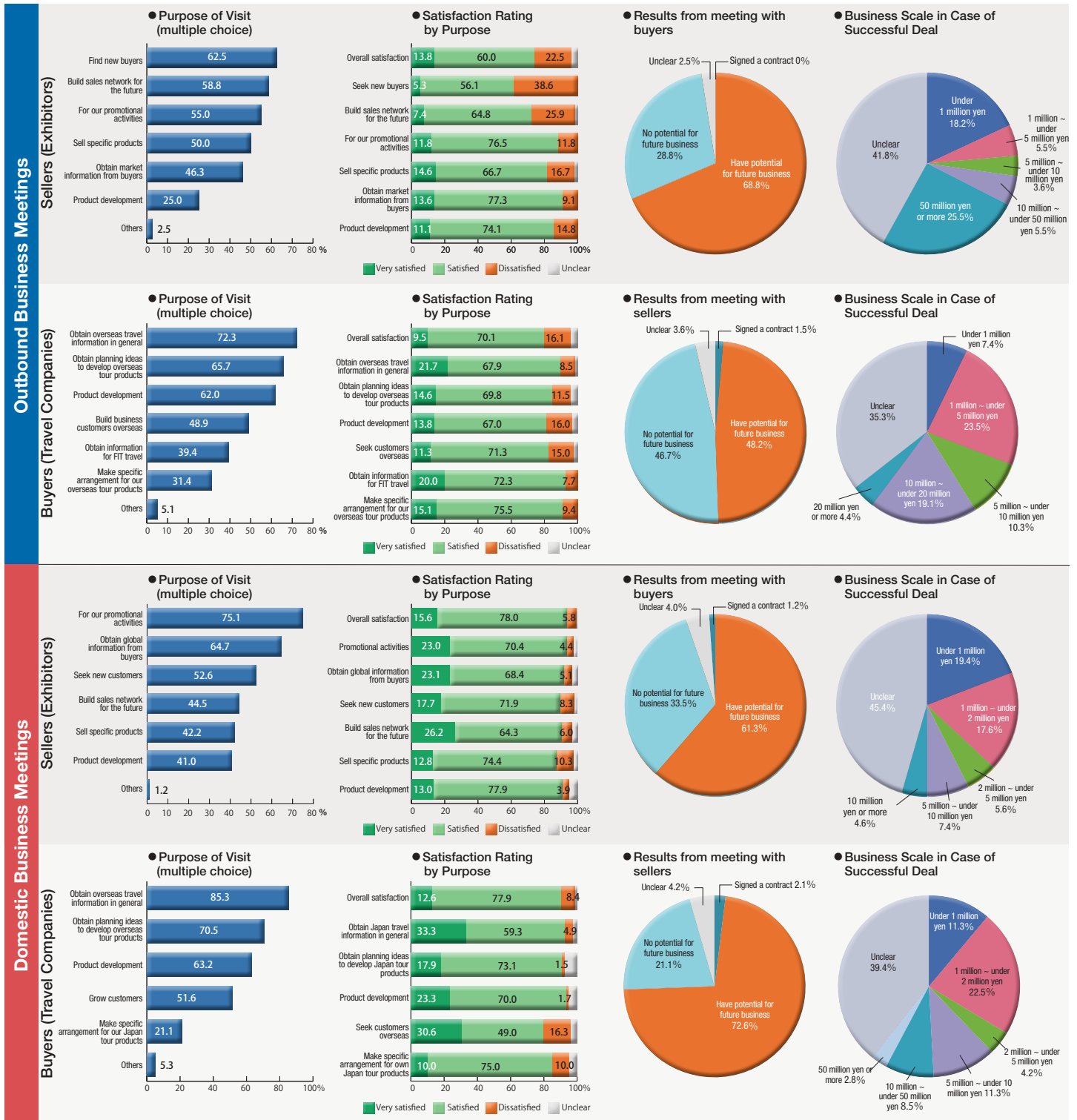
- We take advantage of this event, where many travel firms are under one roof. It's a priceless opportunity to develop one-on-one interviews. Mostly with familiar faces but still it is valuable to meet face-to-face.
- We wasted no time as we could visit media booths in our spare time.
- Since we plan the on-location type of tour products and put them in place in our hometown, we want to find marketing channels with travel companies through this event.

Comments from Media

- It seemed the Media Meetings was thriving. I felt a potential of having business chances.
- Since we publish highly-professional magazines, we consider the event as a place to discuss with other media such as proposing development of cross-media marketing and advertising.

Survey on Business Meetings Participants

More than 70% of sellers and nearly 80% of buyers participating in the Outbound Business Meetings expressed high satisfaction while more than 90% of both sellers and buyers attending the Domestic Business Meetings expressed satisfaction. As for meeting results, between 50% and 70% of Outbound Business Meetings participants and some 70% of Domestic Business Meetings participants cited having "potential for business."



VJTM EXPO Tour Inbound Buyers Participate in Exhibition Tour

Participating buyers from abroad at VISIT JAPAN Travel & MICE Mart 2016 (VJTM) visited the exhibition site of Tourism EXPO Japan. The tour was conducted to help overseas buyers to experience the charms of Japanese local areas. Buyers visited various booths offering tourist attractions and displaying traditional handicrafts and local performing arts. Many buyers enjoyed mingling with exhibitors, with some taking advantage of the opportunity to taste the Japanese rice bowl dishes for lunch in the food court.

Sept 23 (Fri) 11:00 – 13:30 Tokyo Big Sight East Hall



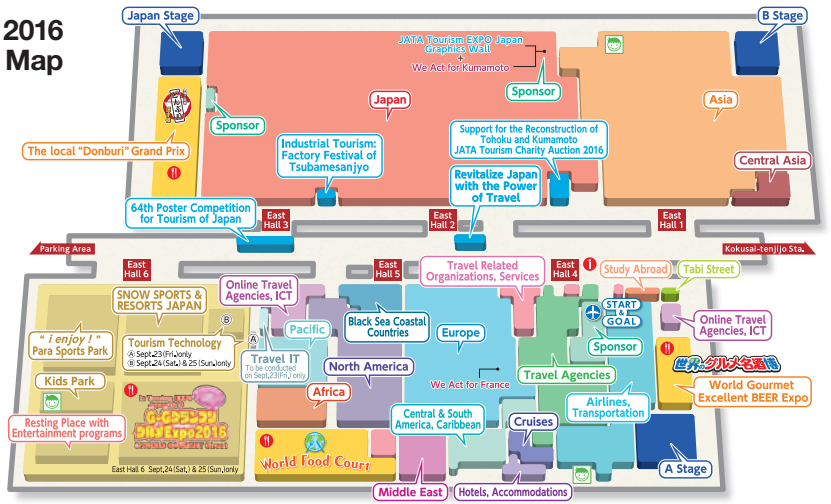
Travel Showcase (Exhibition Booths)

Originality-competing Booth Setting, Quiz and Events Warm up the Venue!

All 47 Japanese prefectures, along with 140 countries/regions worldwide and 1,181 companies/organizations, gathered together in the exhibition hall. Amid the booths of each country/region uniquely designed and decorated, many companies and organizations from industries outside travel and tourism made their presence in the 2016 event. Each exhibit booth hosted a variety of events featuring professional performers and local promotion characters while specialty food-and-drink tasting and sales were offered, all of which served to attract a record-high visitor count.

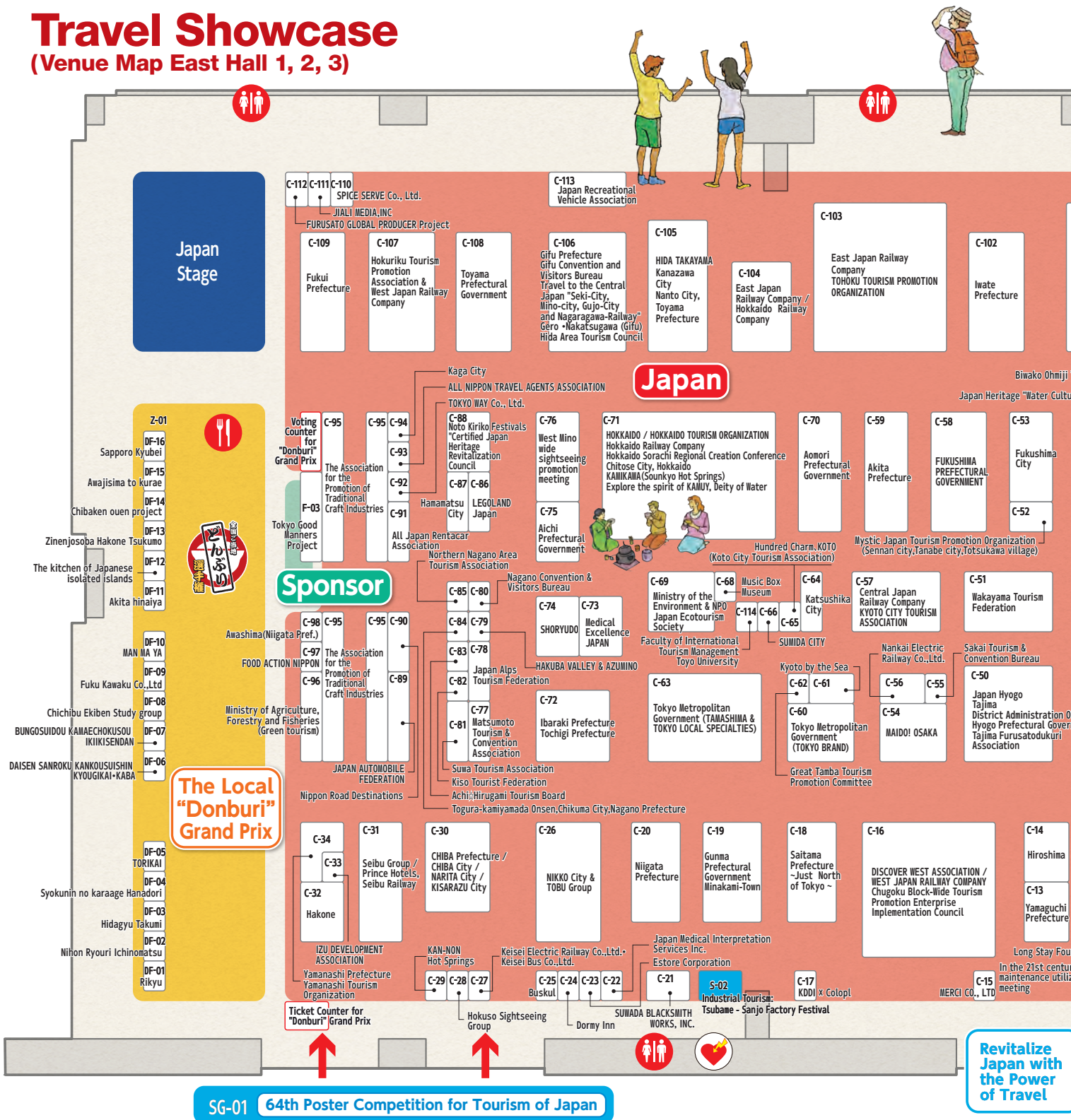


JATA Tourism EXPO Japan 2016 Tokyo Big Sight Exhibition Halls Map



Travel Showcase

(Venue Map East Hall 1, 2, 3)



East Hall 3

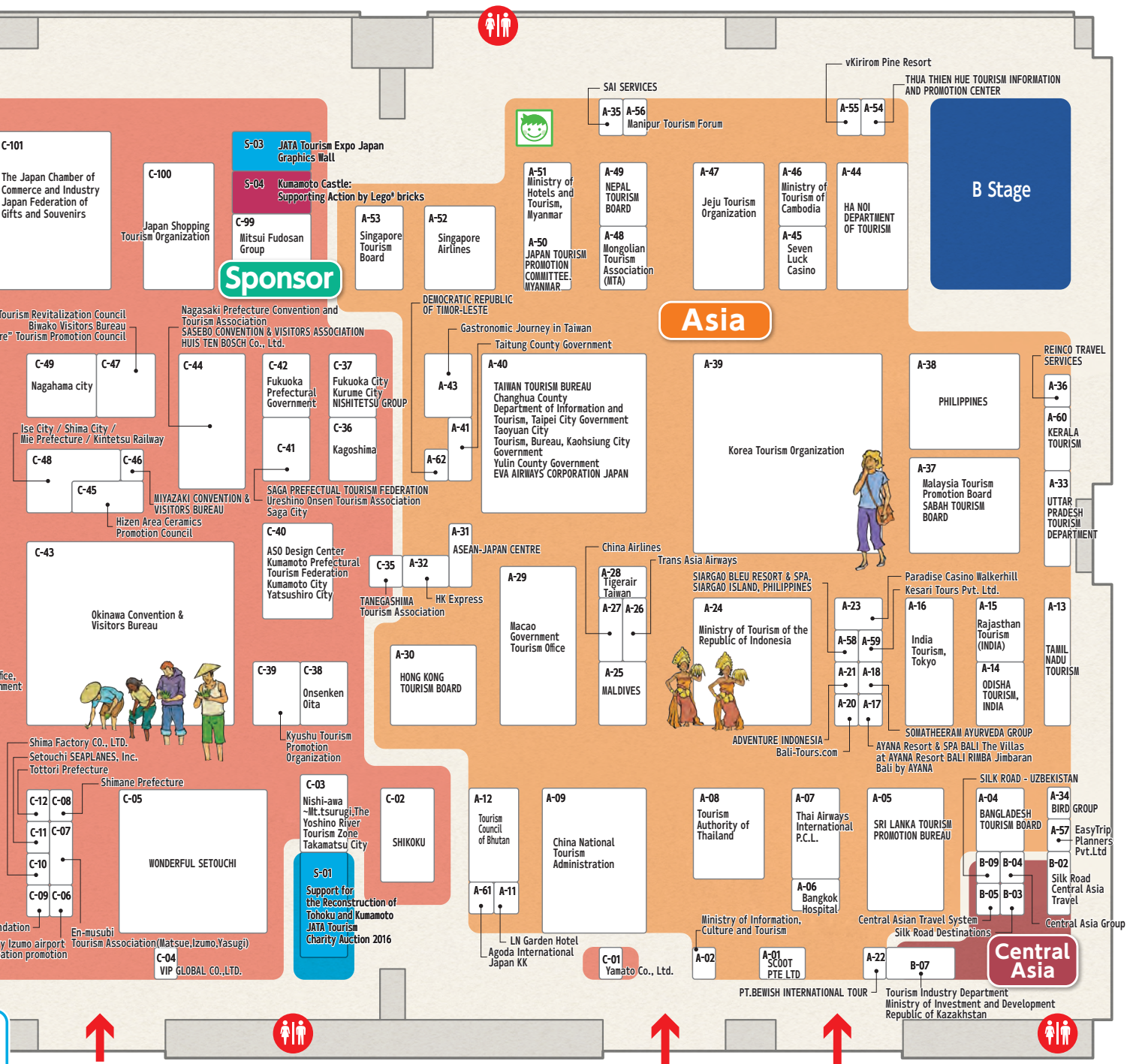
Exhibitor's Voice 1

Korea Tourism Organization Ms. Sayaka Ito, Marketing Manager

Positioning 2016-18 as the years to welcome visitors in the run up to the 2018 Pyeong Chang Winter Olympic Games, KTO exhibited a total of 50 booths to heighten the mood of inbound tourism hand-in-hand with the private sector. Under the booth theme "Korea - Wishing to Visit Again," we developed effective PR activities by themes such as Winter Olympics, local tourism, cultural heritage, food, outdoors, traditional culture experience, Korean boom and medical tourism. Although it is important to promote Korea through Tourism EXPO, we want to propose new programs and promote the new charms of Korea.

Exhibitor's Voice 2





*Corporate titles omitted

Hall 2

East Hall 1

Mitsui Fudosan Co., Ltd.
Ms. Tomoko Hosoda, Leader, Nihonbashi Urban Development Promotion Team

This was our third time to participate in the event. Since JAPAN NIGHT takes place in Nihonbashi, we designed and operated our booths focusing on introducing events and performances visitors could experience under the theme of "Nihonbashi." Although Nihonbashi is lesser-known to foreigners visiting Japan, I think that this year's event went very well. Travel industry leaders from overseas showed their interests in our efforts and increased visibility thanks to a successful JAPAN NIGHT and the hosting of Nihonbashi tours arranged for media from abroad. We hope that alliances with the travel mart will continue in the future.

Booth Grand Prix
Second Grand Prix Winner
Exhibitor's Voice 3

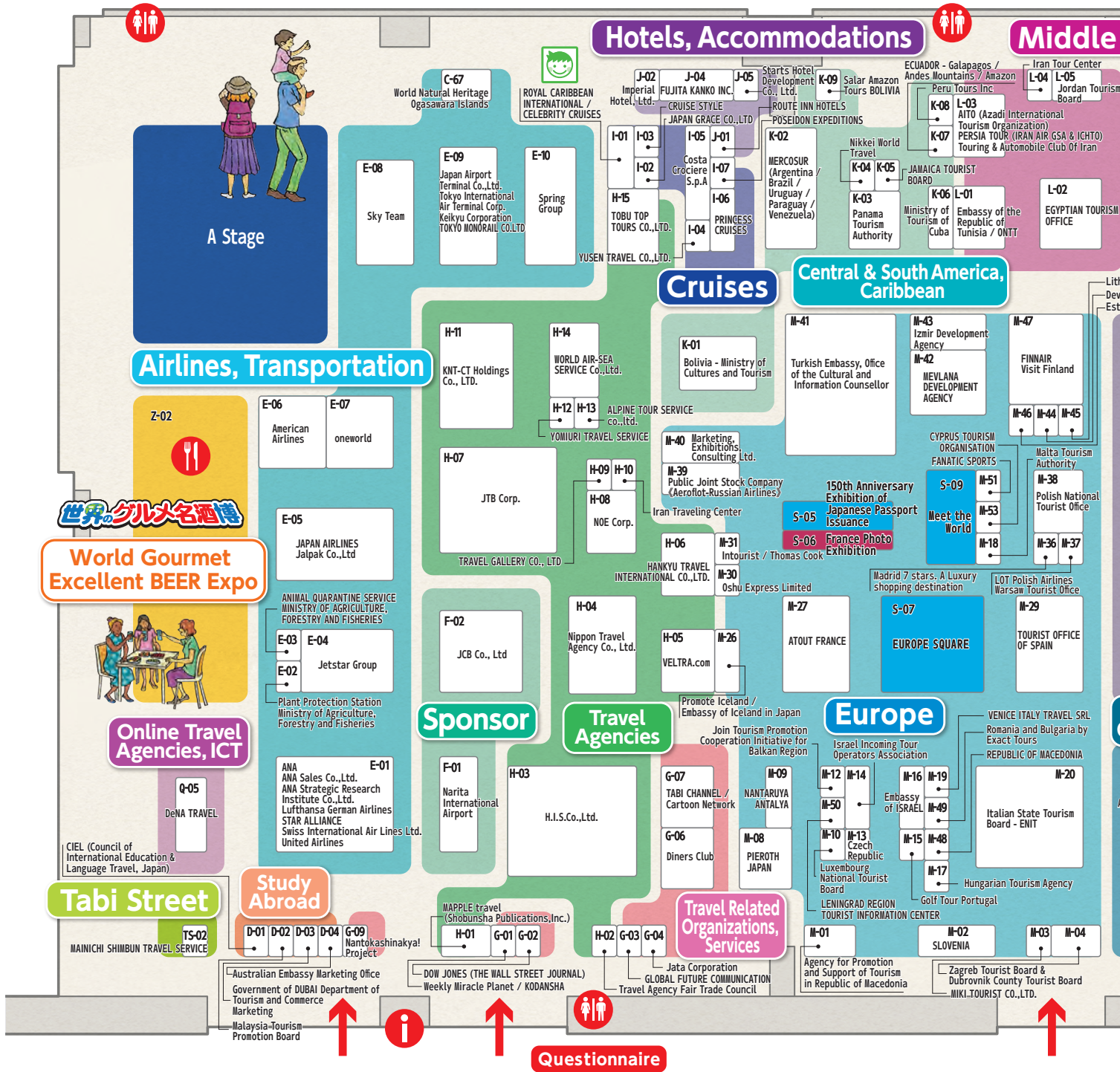


Okinawa Convention & Visitors Bureau
Mr. Nobuhito Kuroshima, Coordinator

With the concept of "Unseen Okinawa," we unveiled a modern and stylish "New Okinawa" this year. Setting a 10-ton water tank to recreate the sense of the Okinawa Churaumi Aquarium, we were able to allow visitors to experience a touch of seasonal Okinawa and the neighboring islands with tourist information through the five senses, particularly for those highly interested in travel. In efforts to continue presenting the appeal of new Okinawa next year, we will have a united effort together going forward under the Okinawa brand.

Travel Showcase

(Venue Map East Hall 4, 5, 6)



East Hall 4

Booth Grand Prix
Grand Prix Winner

Exhibitor's Voice **4**



(Joint booths with ANA, ANA Sales, ANA Strategic Research Institute, Star Alliance, Lufthansa German Airlines, Swiss International Airlines and United Airlines)

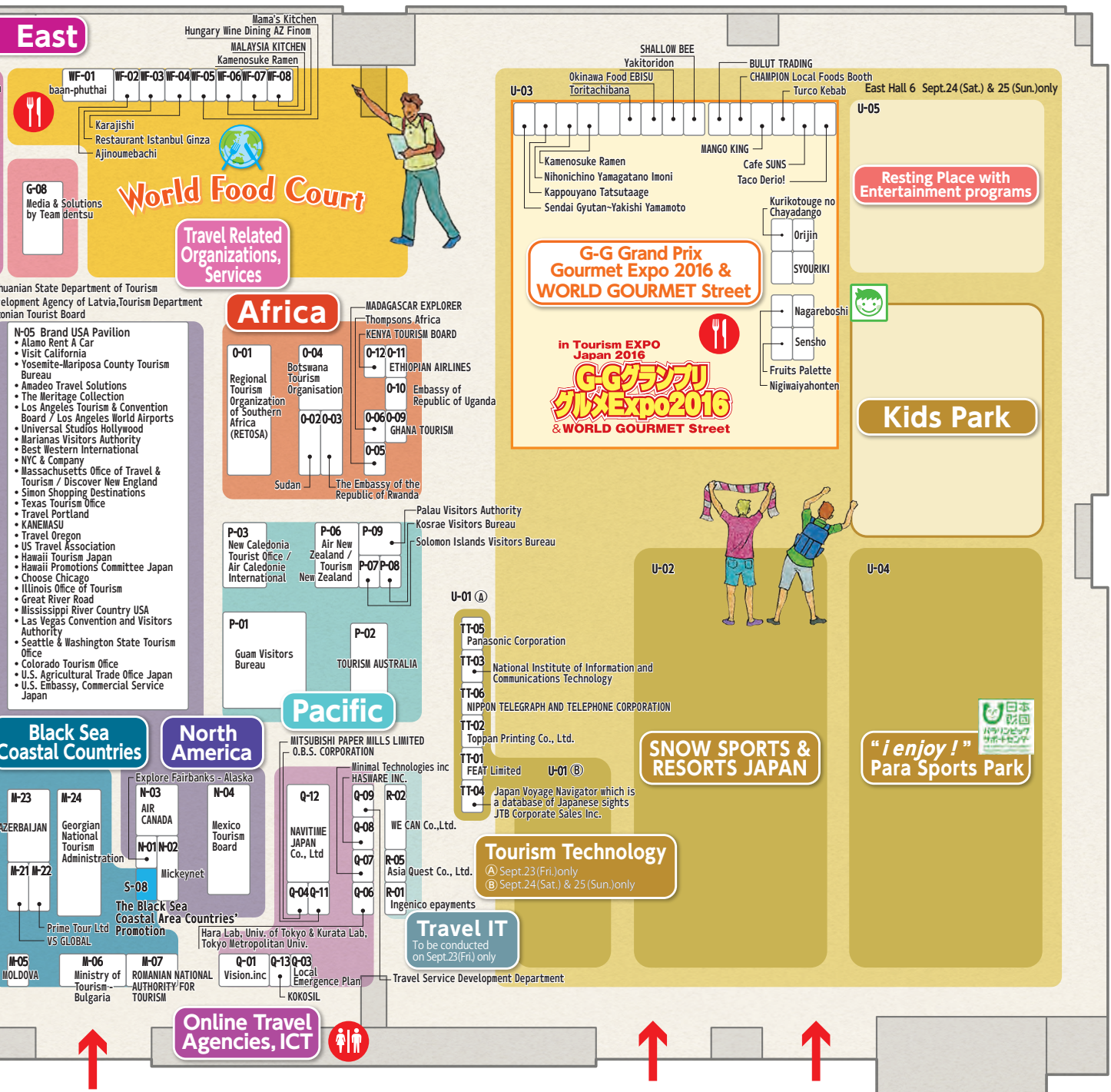
All NIPPON AIRWAYS CO., LTD.
 Mr. Yukihiko Nakao, Senior Staff, Marketing Office

For the joint exhibition this year, all members prepared their own unique contents. We were delighted to have the Booth Grand Prix, thanks to our all-out efforts to create a kind of message to have visitors enjoy traveling. For the future, we expect to make stronger unified efforts to bolster the tourism industry further as a key industry. Having said that, we plan to have even better booths next year with another impressive message unique from this year so that visitors can absorb the exhibition site and return to our booths again.

Booth Grand Prix
Second Grand Prix Winner

Exhibitor's Voice **5**





*Corporate titles omitted

Hall 5

East Hall 6

Brand USA Mr. Wataru Takaku, Director, Travel Industry

Since our pavilion was situated near the center of the exhibition site and closer to the entrance area, we had high visibility for visitors. The location advantage helped but we were delighted to win the second grand prix in the Booth Grand Prix contest. Since most of U.S. states, city tourist promotion offices and related organizations in addition to Brand USA focused their summary of activities on those for the B2B markets, we are making a study on new development further specializing in B2B in a way to forge new contacts in the travel industry for 2017. Overall, we think that it will be more vigorous if overseas players gather in an overseas circle.

Booth Grand Prix Special Award Winner

Exhibitor's Voice 6



KENYA TOURISM BOARD Ms. Betty Ichan, Regional Marketing Manager

Tourism EXPO Japan, one of the key events in Japan, is a platform where Kenya Tourism Board can get in touch with the Japanese travel industry and consumers firsthand. I felt good responses again in this year's event. We were honored to receive the special award in the newly-created Booth Grand Prix contest this year. We believe that our promotional efforts and Kenya – said to be a special destination for the travel industry and general travelers – were highly acclaimed. We want to develop our exhibit booths next year to generate more exchanges between exhibitors and participants.

Official Visits



Mr. Yoshihide Suga,
Chief Cabinet Secretary



Mr. Ryosei Tanaka,
State Minister, Ministry of Land,
Infrastructure, Transport and Tourism



Mr. Jiro Akama,
State Minister, Ministry of Internal Affairs and
Communications, State Minister of Cabinet Office



Mr. Hisayuki Fujii,
Parliamentary Vice-Minister, Ministry of Land,
Infrastructure, Transport and Tourism



Mr. Ichiro Aizawa,
House of Representatives
Member



Mr. Katsuo Yakura,
Parliamentary Vice-Minister, Ministry of
Agriculture, Forestry and Fisheries



Mr. Masashi Adachi,
House of Councillors Member



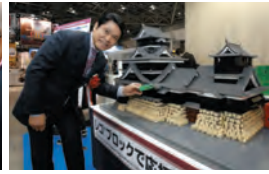
Mr. Taleb Rifai,
Secretary-General, UNWTO



Mr. Ichiro Hamakawa,
President and CEO, JCB Co., Ltd.



Mr. Yasushi Yamawaki,
Chairman, The Nippon Foundation
Paralympic Support Center



Mr. Ryuta Mine,
Actor and TV Personality



Mr. Ion Paduraru, Secretary General of the
Administration of Moldova



H. E. U. Ohn Maung
Union Minister, Ministry of Hotels &
Tourism, Republic of the Union of Myanmar



Mr. Enrique De La Madrid Cordero,
Minister, Ministry of Tourism of Mexico,
United Mexican States



Assoc. Prof. Hüseyin Yayman
Vice Minister, Ministry of Culture
and Tourism, Republic of Turkey



Mr. Tom Norwalk,
President and CEO, Seattle of the Republic
of Convention and Visitors Bureau



Mr. Feng Litaao,
Deputy Director General, Marketing and International
Cooperation Department, China National Tourism Administration



Mr. Song Ja-Jin,
Governor of North Jeolla Province,
South Korea



Mr. Haris Mohamed,
Executive Director of the Maldives
Marketing & Public Relations Corporation



Sra. Marcela Bacigalupo
Minister, Ministry of Tourism,
Republic of Paraguay



Mr. I Gde Pitana,
Deputy Minister, Ministry of Tourism,
of the Republic of Indonesia



Mr. Jim Jones,
Managing Director, Great Britain
North Wales Tourism



Mr. Wayne Liu,
Deputy Director-General,
Taiwan Tourism Organization



Mr. Muhammad Faruk Khan,
Chairman, Parliamentary Standing
Committee on Civil Aviation &
Tourism, Bangladesh



Mr. Saly Phimphinit,
Director, Tourism Marketing,
Ministry of Information,
Culture and Tourism, Laos



Mr. Anthony Lau,
Executive Director,
Hong Kong Tourism Board



Mr. George Minas,
Tourism Officer,
Cyprus Tourism Organization

In-booth Receptions



—Feel Closer to the World
“The Tour of Tourism EXPO Japan”
for schoolchildren was held

Participating Schools: Tatsumi Elementary School (50 fifth and sixth graders)
Third Sunamachi Junior High School (110 first graders)

Appreciation Get-Together Exciting Place for Exchanges Among Exhibitors

The EXPO networking event was held where exhibitors could meet their counterparts. Expressing appreciation to the exhibitors and underscoring the significance of the event, Mr. Norio Yamaguchi, Chairman, Tourism EXPO Japan Organizing Committee, said that tourism is an industry that contributes to the development of a country in terms of three aspects: (1) opportunities to learn a great deal of information; (2) chance to observe contacts between and among regions and/or companies; and (3) participation of exhibitors from other fields beyond tourism, reflecting the broad reach of the travel industry.

In a friendly atmosphere, exhibitors from abroad and in Japan exchanged cards and information during the event.

Cooperation: Okinawa Convention & Visitors Bureau / Kumamoto Prefecture Tourist Federation / DELTA International, Co., Ltd. / MADAGASCAR EXPLORER / Joint Tourism Promotion Cooperation Initiative for Balkan Region / Katsushika City / Aichi Prefectural Government

Sept 23 (Fri) 18:00 – 20:00 Stage A in East Exhibition Hall, Tokyo Big Sight



Chairman
Norio Yamaguchi

Friendly funfest with
performances
on the stage



The Local “Donburi” Grand Prix In Tourism EXPO Japan 2016



A feature at the Tourism EXPO Japan again this year included the trials for The Local “Donburi” Grand Prix (to be held in Jan. 2017). Regions from throughout Japan gathered to boast their entries of their popular donburi (simple Japanese food in a bowl) delicacies, which were voted by hungry fans who dished out 500 yen per half-sized bowls. Out of 16 donburi entries, nine were selected for the finals.



G-G Grand Prix Gourmet Expo 2016 & WORLD GOURMET Street



The Grand Prix Gourmet, the nationwide event that has won many grand prizes at eating competitions, made its exhibition debut at Tourism EXPO Japan! On Sept 24 (Sat) and 25 (Sun) on general public days, a total of 20 popular eating establishments gathered together under a single roof to serve a wide variety of delicacies ranging from sweets and fruits to dishes, including marbled ox tongue steak, Japan's best satoimo stew in Yamagata, Zao's Watayuki (large snowflakes) and lip-smacking chicken-flavored wheat noodles.



World Food Court

~ Major Rendezvous of Gourmet of Japan and the World ~



On top of Japan, cuisines from Thailand, Turkey, Paraguay, Hungary and Malaysia were featured in the exhibition this year. Each establishment welcomed visitors with delicious offerings.



World Gourmet Excellent BEER Expo



In addition to three breweries from the beer kingdom of Germany, those from Belgium, Czech and the U.K also unveiled their draft beers drawn out of a barrel. Grilled sausages, fish & chips and other selections were served among menu choices.





Friday, September 23, Trade-Day Programs

Well-received Broad Tourism Themes and Destinations! Tourism Professional Seminars 2016

Travel industry experts added depth, perspective and introspection on top of their analyses designed to create seminars as a gateway to success toward becoming a top professional. From a range of perspectives, the seminars were produced with must-have contents. Industry players seeking information vital to their business gathered together in seminar rooms to listen to experts from around the world.

Timetable for Stages and Seminars

Place Time	Stage A	Stage B	Japan Stage	Seminar Room 1	Seminar Room 2	Seminar Room 3
10:30	10:30~11:30 Introduced case examples using "RESAS (Regional Economy and Society Analyzing System)"	10:30~11:45 Stage to support reconstruction of Kyushu tourism	10:30~12:00 Inbound Symposium Local revitalization and shopping tourism ~ Efforts for regional construction ~	10:30~12:00 For the reconstruction of Kyushu tourism	10:30~11:30 Shanghai Tourism Goodwill Ambassador Aki Hondo's "Attractive Shanghai! Updated"	10:30~12:00 Universal Tourism Practical Seminar
12:00	12:00~13:00 Tourism Technology Today, Tomorrow Faced by Global Communication Project	12:15~13:45 Overseas graduation travel planning contest 2016	12:30~13:30 Student Tourism Development Contest 2016 Rollout of excellent work		12:00~14:30 Central Asia Local Updated Seminar	12:30~14:00 How to Deal with Early Retirement Soon After Joining the Company
13:30~14:30	13:30~14:30 Symposium to Develop Tourism Regions ~Sightseeing destination marketing by DMOs~	14:00~15:00 Kick-off forum "Making things in Japan and tourism exchanges" ~ project to support home-grown global producers	14:00~15:00 Local inbound attracts the world!! ~ Presentation of adoption results and memorial symposium of Travel Mine Japan (a project subsidized by the Ministry of Economy, Trade and Industry) ~	13:30~14:30 Dramatic Tokyo! Look to local revitalization!		
14:00	15:00~16:00 Potential for new tourism education through industry-government-academia partnership	15:30~16:30 Future of the travel industry with change in economic sharing	15:30~17:30 JATA Inbound Symposium ~ Discover Cool Japan to ignite Visit Japan travel ~	15:00~16:00 "Heartfelt Island, Ogasawara"	15:00~16:00 Laos Latest Tourism Condition (ASEAN subcommittee inspection debriefing session)	15:00~16:00 Safety management precaution on personal identity numbers
16:00		16:45~18:00 ① "Tour Conductor of the Year 2016" commendation ceremony recognizing outstanding tour escorts ② "Useful for landing a job! Tour Conductor Career Fair"		16:30~17:30 Hakone today and efforts for the future	16:30~17:30 India Tourism Situation	16:30~17:30 Wide-range Tourism Strategy of the Greater Kanto Area
18:00						

Tourism Technology Today, Tomorrow Faced by Global Communication Project

<Panel Discussion>

[Theme]

New travel businesses embracing state-of-the-art technologies based on multiple-language translation for "travel in the near future"

[Moderator]

● **Naonobu Kondo**, Director, Research & Consulting Department, The Japan Research Institute, limited

[Panelists]

- **Masayuki Takachio**, Manager, Kasumigaseki Account Sales Division 1, JTB Corporate Sales Inc. Tourism Forecast Platform Council Secretariat.
 - **Hitoshi Nishimura**, TABIDO Project Manager, Toppan Idea Center, Toppan Printing Co., Ltd.
 - **Hisanobu Dobashi**, Senior Manager, Chief Producer, R&D Produce Group, Research and Development, Nippon Telegraph and Telephone Corporation
 - **Kayo Matsuda**, General Manager, Solutions Promotion Department 2, Panasonic Solution Technologies Co., Ltd.
 - **Teruji Kobayashi**, President & CEO, FEAT Limited
 - **Yutaka Kidawara**, Director General, Advanced Speech Translation Research and Development Promotion Center, National Institute of Information and Communications Technology
- Time: 12:00 - 13:00 Venue: Stage A



Building a Future Global Society by Overcoming Language Barriers

The emphasis of the Ministry of Internal Affairs and Communications' drive forward of the Global Communications Project centers on advanced multi-lingual speech translation technology that will be crucial for near-future tourism businesses. The projects, internet services and applications of companies in the panel, have developed to the level now capable of following up entire itineraries of foreign nationals visiting Japan, and are expected to be used by the world to create a language-barrier free society when Tokyo hosts the Olympic Games in 2020. Functions of the multi-lingual speech translation technology is being used in a wide variety of possibilities going beyond tourism to include transmitting information such as communication assistance when a disaster strikes and communication support for sporting events.

Symposium to Develop Tourism Regions

~ Sightseeing destination marketing by DMOs ~

[Coordinator]

● **Mitsuru Okoso**, Managing Director, Destination Management Platform Promotion Board

[Panelists]

- **Hiroki Jinnai**, Industry Manager, Tourism Nation, Google Japan Inc.
 - **Masaharu Matsuki**, Manager, Furano City Economic & Tourism, Furano City
 - **Yuka Onaga**, Manager, Domestic Marketing Sections, Okinawa Convention & Visitors Bureau
- Time: 13:30 - 14:30 Venue: Stage A



EXPO Special Seminar

Black Sea Countries Intensive Seminar

[Lecturers]

Azerbaijan, Belarus, Bulgaria, Georgia, Moldova, Romania (designated each embassy personnel and land operators)
Time: 14:00 - 18:00 Venue: Seminar Room 4



Black Sea countries have attractive culture and nature, wines

Six countries sharing the Caspian Sea or Black Sea – Azerbaijan, Belarus, Bulgaria, Georgia, Moldova and Romania – opened special booths in the overseas exhibit this year. On Sept. 23, embassy representatives of each country and land operators held seminars to provide local information. From neo-futuristic cities to land rich in nature, attractions differ from one country to another. Heritages and cultures in Eastern Europe, a crossroad of diversified cultures, enhance their attractiveness to outbound travel businesses in Japan. The common point in the six countries is the quality of the wines.

Strengthened Digital Marketing into Tourist Destination Management

The Internet population is rapidly growing across the world. While marketing trends are also shifting toward the digital sphere, videos are mostly being used in tourist destination marketing in particular. The panelist representing Google said the use of free-of-charge media such as YouTube and Google search and maps could significantly drive digital marketing forward. Also, the cases of Furano City and Okinawa prefecture were introduced as successful examples. Amid such challenge as the leveling off of employment and accommodation and alliances with receptive facilities, they believe that digitalization for the future is necessary to foster human resources.

Seminar Room 4	Seminar Room 5	Seminar Room 6	Seminar Room 7	Seminar Room 8	Seminar Room 9
10:30~11:30 Island of Everlasting Spring Inviting New Caledonia	10:30~13:00 Seminar on Handling Complains in Tourism EXPO Japan 2016		10:30~11:30 Telling the world to make streets more attractive! City promotion scenes	10:30~11:30 Recommendation to Promote Long-stay Travel	10:30~11:30 Safety efforts in the value of travel companies
12:30~13:30 JATA Kanto Chapter Board Meeting			12:00~13:00 Practice! Scientifically interpreting tourism data	12:00~13:30 Develop tour products with Japan's secondary forests and the world's agricultural heritage sites! Shift to tourism exchange	12:00~13:00 Latest charms, trends in Australia through data
14:00~18:00 EXPO Special Seminar Black Sea Countries Intensive Seminar	13:30~14:30 Hiring Youths and New Graduates in Travel Industry	14:30~18:00 Future of Artificial Intelligence and Travel Industry	13:30~14:30 For United Nation 2017 "International Tourism Year for Sustainable Development"	14:00~15:30 Developing Japan Heritage- certified tour products	13:15~14:15 East Mediterranean Sea: Israel and Greece
Azerbaijan 14:00 ~ Belarus 14:40 ~ Bulgaria 15:20 ~ Georgia 16:00 ~ Moldova 16:40 ~ Romania 17:20 ~	15:00~16:30 Introducing new attractions of Mongolia		15:00~16:30 Editor of Weekly Diamond Magazine Talks! ~ Topics today likely to be attractive in visiting tourist spots ~	16:00~17:30 Be healthy with travel! "Build a healthcare industry to make people healthy and learn about health tourism certification system" "Learn advanced case examples of health tourism in Japan to develop tour products"	14:30~16:00 Explore France Through Travel Themes
	17:00~17:30 JATA/MTA Mongol Joint Meeting		17:00~18:00 Development of new visitor attractions in southern African areas		16:30~17:30 Cuba: Pearls of the Caribbean
	18:00~19:00 JATA Kansai Chapter Joint Committee				

Travel Showcase (Events Planned by Organizers)

Various Projects for Industry Players and General Visitors Highlighted

In 2016, the year of “jump” following the first year of “hop” and the second year of “step,” organizers embarked on various measures and policies to add vigor to the tourism industry, including new efforts to exemplify the roles organizers should play at the exhibition in a move to heighten travel consciousness among visitors.

New Projects

We Act for Kumamoto and France

Kumamoto Castle: The Power of Travel, Lego® Blocks to Support Reconstruction

The castle of Kumamoto, which suffered enormous damage from the earthquake in April 2016, was made of Lego® blocks as part of a replica. With Mr. Junpei Mitsui, professional builder licensed by Lego®, visitors placed blocks with encouraging messages one by one to build the mini castle and the completed work was donated to Kumamoto Castle.



France Photo Exhibition

A photo exhibition was established to introduce each region of France featuring photographs of tourist spots, including lesser-known attractions of the country.



SNOW SPORTS & RESORTS JAPAN

Supplemented by a lottery at the “Snow Mountain Virtual Photo and PR Stage” and the tie-up event with the Film “Shippu Rondo,” ski resorts throughout the country opened their booths to attract visitors to the snowy resorts.



“i enjoy!” Para Sports Park

Visitors actually experienced a variety of para sports such as wheelchair basketball and boccia. While showcasing barrier-free map apps, the exhibition enlightened visitors about barrier-free travel.



Tourism Technology

The exhibit introduced ICT-oriented technologies such as “multi-lingual speech translation systems using a multi-language app” and “multi-lingual display digital signboards,” underscoring amusements in travel with the tools.



Industrial Tourism: Tsubame-sanjo Factory Festival

With industry tourism, people can discover new charms of each region through the industry sites and job experiences. The exhibition of products created by companies participating in the “Tsubame-sanjo Factory Festival” drew visitors.



Special Projects 2016

Promotion by Black Sea Costal Area Countries

Six countries of Azerbaijan, Belarus, Bulgaria, Georgia, Moldova and Romania under one roof! Recommended wines, traditional drinks and updated travel information were provided by the six countries.

Also, a photograph contest by each country was conducted and hard-to-find wines were presented to a grand prize winner.



Product offering: H & N Wine Japan Co., Ltd.



150th Anniversary Exhibition of Japanese Passport Issuance



From the oldest passport in existence during the Edo government issued to Japanese delegates visiting the Paris Exposition in 1866 to contemporary IC passports, successive passports were on view at the exhibition.

Amusement for Family Visitors

In addition to efforts to improve hospitality for family visitors with children, Kids Park and the “Place for Travel Break” were set in East Exhibition Hall 6 on general public days.

●Amusement areas: Family break section (Kids’ Corner); Baby carriage area; Stray child cards; Nursery



©2016 Pokémon. ©1995-2016 Nintendo/Creatures Inc. GAME FREAK inc.

Ongoing Projects

'Cheer Up Japan' through the Power of Travel!



Energize Japan through the power of festivals



List of The Second JAPAN TOURISM AWARDS

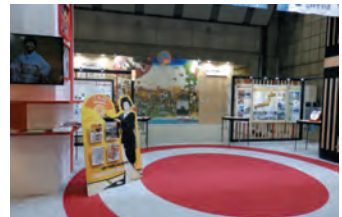
Meet the World



The 64th Japan Tourism Poster Contest



Photo Shooting Spot with the 2016 Key Visual



Support for the Reconstruction of Tohoku and Kumamoto JATA Tourism Charity Auction 2016



Tabi Street / Study Abroad Corner



EUROPE SQUARE



Photo exhibition displaying 30 beautiful villages in Europe



Photo exhibition for European Capital of Culture



European Master Stage
[Project Sponsor: FINNAIR]



Rail Travel Concierge
[Project Sponsor: RAIL Europe]

EUROPE SQUARE Special Seminar Programs

	Time	Themes	Organization
Trade / Press Day: Fri., Sep. 23	10:30~11:00	Team EUROPE meeting	Team EUROPE
	11:00~11:25	European Capitals of Culture: Charms of 2017 Cultural Capital Paphos (Cyprus) and Aarhus (Denmark)	Team EUROPE European Capital of Culture
	11:30~11:55	Appeal of village Conwy and North Wales	Wales Government
	12:00~12:25	Updated information on village Porvoo and Finland	Finland
	12:30~12:55	First visit to Latvia – magic of Latvia located at the center of the three Baltic countries	Latvia
	13:00~13:25	Appeal of village of Koprivshitsa and Bulgaria	Bulgaria Tourist Center
	13:30~13:55	Updated information to enjoy European railroads	RAIL Europe
	14:00~14:25	Villages of Hindeloopen and Sint-Martens-Latem and country towns	Netherlands, Belgium, Flanders
	14:30~14:55	European network from Helsinki, the closest European hub from Japan	FINNAIR
	15:00~15:25	Updated information on Visby and Gotland Is.	Sweden
	15:30~15:55	Villages of Golyazi and Cittaslow and the latest travel information on Turkey	Turkey
General Public Day: Sat., Sep. 24	16:00~16:25	Charisma of village of Soglio and Engadin region	Switzerland
	16:30~16:55	The oldest lake in Europe and home of Alexander the Great and Mother Teresa	Macedonia
	17:00~18:00	Fascinating Andalusia (Seville, Granada, Cordoba, Malaga)	Spain
	10:30~11:00	Appeal of village Lefkara and mythical birthplace of Aphrodite	Cyprus
	11:00~11:25	Villages of Hindeloopen and Sint-Martens-Latem and country towns	Netherlands, Belgium, Flanders
	11:30~11:55	Updated information on village Porvoo and Finland	Finland
	12:00~12:25	First visit to Latvia – charms of Latvia located at the center of the three Baltic countries	Latvia
	12:30~12:55	European Capitals of Culture: Charms of 2017 Cultural Capital Paphos (Cyprus) and Aarhus (Denmark)	Team EUROPE European Capital of Culture
	13:00~13:25	Updated information on Visby and Gotland Is.	Sweden
	13:30~13:55	Fascinating Andalusia (Seville, Granada, Cordoba, Malaga)	Spain
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16:00~16:25	European network from Helsinki, the closest European hub from Japan	FINNAIR	
16:30~16:55	Appeal of village Conwy and North Wales	Wales Government	
17:00~17:25	Photograph contest awards ceremony	Team EUROPE	
17:30~18:00	European Capitals of Culture: Charms of 2017 Cultural Capital Paphos (Cyprus) and Aarhus (Denmark)	Team EUROPE European Capital of Culture	
General Public Day: Sun., Sep. 25	10:30~11:00	Updated information on Visby and Gotland Is.	Sweden
	11:00~11:25	Villages of Hindeloopen and Sint-Martens-Latem and country towns	Netherlands, Belgium, Flanders
	11:30~11:55	Updated information on village Porvoo and Finland	Finland
	12:00~12:25	First visit to Latvia – charms of Latvia located at the center of the three Baltic countries	Latvia
	12:30~12:55	Fascinating Andalusia (Seville, Granada, Cordoba, Malaga)	Spain
	13:00~13:55	Visit to the origin of world history	Israel
	14:00~14:25	Villages of Golyazi and Cittaslow and the latest travel information on Turkey	Turkey
	14:30~14:55	The oldest lake in Europe and home of Alexander the Great and Mother Teresa	Macedonia
	15:00~15:25	Updated information to enjoy European railroads	RAIL Europe
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16:30~16:55	Appeal of village Conwy and North Wales	Wales Government	

Travel Showcase (Stage Programs)

Feature of many various performances and events

	Watch		For Families
	Feel		Learn
	Ceremony		

9/24 sat.	Place	EAST 4 A Stage	EAST 1 B Stage	EAST 3 Japan Stage
	10:00		Iwami Kagura "orochi (The Giant, Eight-headed Serpent)" Masudashi iwami kagura shinwakai	Nepali Cultural Dance Show
11:00		11:00 - 11:30 All about IWATE & Morioka Sansa Odori IWATE MARUGOTO OMOTENASI-TAI	11:00 - 11:30 Traditional Performances of Bhutan: Dance and Classical Music The Royal Academy of Performing Arts	11:00 - 11:30 Public relations of Kumamoto Prefecture KUMAMON
12:00		11:45 - 12:15 "So easy to visit! Hokkaido!" ~Charm of Hokkaido! Discover them~ KAPIW & APAPPO	11:45 - 12:15 Wonderful Indonesia Culture Performance Jendela Budaya	11:45 - 12:15 Ibaraki Pref. / Tochigi Pref. Tourism Campagin Ibaraki / NEVA GIVE UP, Tochigi / Mascot Character
13:00		12:30 - 13:00 Fly to Kyushu Campaign Kyushu Tourism Promotion Organization	12:30 - 13:00 Malaysia Cultural Performance Show Malaysia Cultural Troupe	12:30 - 13:00 Sorakara-chan Dance Show · NIKKO Sorakara-chan
14:00		13:15 - 13:45 SNOW SPORTS & RESORTS JAPAN Talk Show TETSUYA OKABE (Alpine Skier)	13:15 - 13:45 Mexican Mariachi Live Performance Mariachi Agave	13:15 - 13:45 Welcome Aichi Stage Performed by Hattori Hanzo and the Ninjas
15:00		14:15 - 14:45 Go on a trip to Shikoku! - Riko Marumoto Special mini LIVE -	14:15 - 14:45 The 64th Poster Competition for Tourism of Japan Organizer	13:45 - 14:15 HYOGO Miniature of Japan HYOGO mascot characters
16:00		15:00 - 15:30 The Best of Bolivian Folklore Cuarteto Mi Bolivia & Bolivian Dance Company	15:00 - 16:00 Tour Grand Prix 2016 Organizer	14:25 - 14:55 Historic Sekigahara Battlefields Promotion TOMOE-GUMI
17:00		15:45 - 16:15 Taiwan original dance Time for Taiwan Time for Taiwan	16:30 - 17:00 John Lucas Mini Live John Lucas	15:45 - 16:15 Akita Dialect Song/Akita Dog Dance by Akita Beauties Kesuke & Masa, Akita Wan Wan musume
18:00		16:30 - 17:00 Southern African Music and Dance African Express	17:15 - 17:45 Paraguay Arpa & Bottle Dance Arpasonrisa	16:30 - 17:00 Shimane the Land of "Go-En" PR Shimane tourism mascot "shimanneko"
		17:15 - 17:45 Chinese Acrobatics-Qigong Chongqing Acrobatic Art Troupe, Chinese Qigong Master Pan Xiaodong		17:15 - 17:45 With Bmaps, create a society in which anyone can be out and about with peace of mind Step experience with the wheelchair

9/25 sun.	Place	EAST 4 A Stage	EAST 1 B Stage	EAST 3 Japan Stage
	10:00		10:15 - 10:45 Traditional Performance of TAMASHIMA*TAIKO* Mascot Character, Japanese "TAIKO" team	10:15 - 10:45 Klezmer music : Sounds of Israeli Soul Chitoshi Hinoue, Misako Matsumoto, Anna Gladkova
11:00		11:00 - 11:30 Nagahama Hikiyama Festival and Hikonyan stage Hikone Mascot "Hikonyan"	11:00 - 11:30 Tango Argentino Diego & Carla	11:00 - 11:30 "Travel and Food" the charm of food tourism told by Food Action Nippon Ayumi Kotani, Mascot Character "KOKUSAN"
12:00		11:45 - 12:15 Welcome to Chiba! ~ BOSO, BE SO HAPPY ~ Ruriko Kojima, Mascot Character	11:45 - 12:15 Turkish Sufi Music with SEMA (Whirling Dervishes Ceremony) & Ethnic Music Hideyuki ISHIDA (Ney & Kaval), Mika ISHIDA (Saz & Lavta)	11:45 - 12:15 Japanese Traditional Dance by "Maiko-san" Maiko-san
13:00		12:30 - 13:00 Tourism Promotion of the Izu Peninsula and demonstration of the traditional dance performance "BAKABAYASHI" of Izu-Inatori town SHAGRIKAI (Inatori, Higashiizu-cho)	12:30 - 13:00 Muay Thai Performance	12:30 - 13:00 Yamaga Lantern Dance Yamaga Lantern Dance Preservation Society
14:00		13:15 - 13:45 The PyeongChang 2018 Olympic & Paralympic Winter Games Promotion Event	13:15 - 13:45 Indian Classical Dance	13:15 - 13:45 Kumamoto Castle samurai group performance Kumamoto Castle samurai group
15:00		14:30 - 15:30 Forum for Tourism Nation Promotion Lecture Meeting by Mr. Ryuta Mine	14:15 - 14:45 Fantastic Drumming - Floweriness Formosa (Taiwan) Pisirian PAW PAW DRUM	14:15 - 14:45 HOKURIKU Promotion Campaign Hokuriku Tourism Promotion Association
16:00		15:30 - 15:50 Senryu Award for "Tourism-Oriented One Week Vacance 2016 Country" Ceremony	15:00 - 15:30 This is the charm of TANEGASHIMA TANEGASHIMA Mascot	15:00 - 15:30 Okinawa traditional performing art Eisa presented by the Young Men's Association The Okinawa-city East Young Men's Association
17:00		16:00 - 16:30 The local "Donburi" Grand Prix	15:45 - 16:15 Tunisian Traditional Music Concert Lu Club Bachraf	15:45 - 16:15 Famous Comic Artist Akiko Higashimura (Ms.) navigates the world of "Weekly Miracle Planet"
		16:30 - 16:50 Closing ceremony	16:30 - 17:00 Kantan Chamorrita ~Songs & Dance of Guam~	16:30 - 17:00 travel's11 ~2016~ sai x takarabune / Kameari Performance Park
		16:50 - 17:00 Grand Finale		

Seminar Schedule

	Place	Time	Organizer
9/24	2F Seminar Room 4	10:00-18:00	vKirirom Pine Resort
	2F Seminar Room 5	10:00-14:00	BANGLADESH TOURISM BOARD
	Seminar Room 6	10:00-18:00	WORLD AIR-SEA SERVICE Co.,Ltd.
	East1 Seminar Room 7	10:00-18:00	Long Stay Foundation
	East5 Seminar Room 9	10:00-11:00	HA NOI DEPARTMENT OF TOURISM
9/25	Seminar Room 9	11:15-12:45	JTB World Vacations, Inc.
	2F Seminar Room 6	10:00-18:00	WORLD AIR-SEA SERVICE Co.,Ltd.
	East1 Seminar Room 7	10:00-18:00	Japan Pan-Pacific Institute of Tourism
	East5 Seminar Room 9	10:00-11:00	HA NOI DEPARTMENT OF TOURISM



Closing Ceremony / Grand Finale

Sept 25 (Sun) 16:30 - 17:00
Stage A, East Exhibit Hall, Tokyo Big Sight

Closes with Record-high 185,800 Visitors Enhancing the 'Trinity' for 2017 Begins!

JATA Tourism EXPO Japan ended on a high note by welcoming a record-setting 185,844 visitors, underscoring the year of "jump" for the organizer. The Booth Grand Prix commendation ceremony was conducted with four organizations garnering respective awards: Grand Prix for one, Second Grand Prix for two and a Special Award for one.

Local promotion characters from Japan and abroad gathered together. The closing ceremony marked the start for the 2017 event to further strengthen the tourism Trinity – domestic, inbound and outbound travel.

The Booth Grand Prix event, held for two days on Sept. 23 (Fri) and 24 (Sat), generated votes from visitors and exhibition participants to determine winners who were awarded commemorative plaques and award certificates and also complimentary exhibit booths for 2017 as an extra prize.



● Refer to the "Exhibitors' Voice" (p19-21) for award winners.



Podium Members

Closing Ceremony

Mr. Yasushi Kono, Executive Director, Kumamoto Prefecture Tourist Federation
Mr. Frederic Mazonq, Director in Japan, Atout France, France Tourism Development Agency, Asia-Pacific-Middle East Regional Coordinator
Mr. Ichiro Hamakawa, President & CEO, JCB Co., Ltd.
Hiromi Tagawa, Chairman, Japan Association of Travel Agents (JATA)
Shigeto Kubo, President & COO, Japan Travel and Tourism Association (JTTA)
The recipient of the Booth Grand Prix Award

Grand Finale

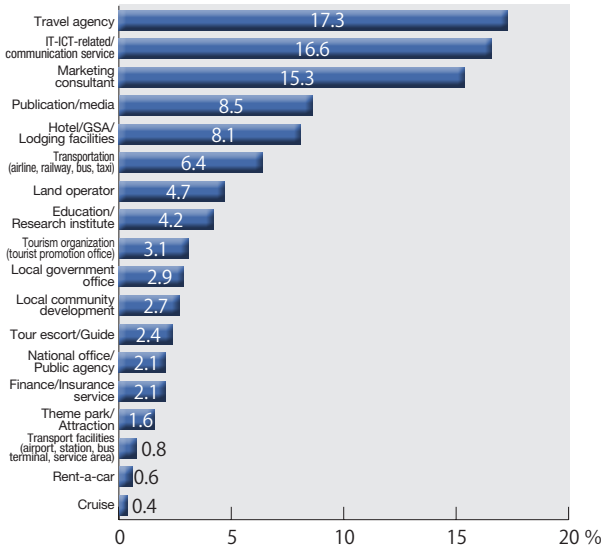
Exhibitors (Local promotion characters at home and abroad)

Survey of Trade Visitors

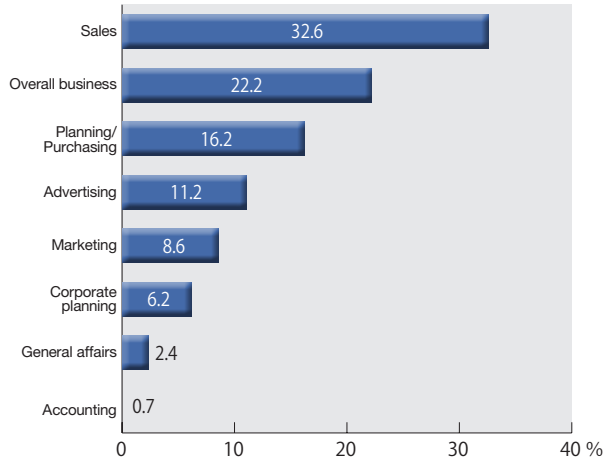
(n=1,000)

According to the survey findings, more than 80% of respondents marked “obtain information” to the question on travel purposes followed by “increase knowledge” as the second-largest response, reaching the 60% level while “other” generated a 20% level. Nearly all respondents (95.8%) marked high on “total satisfaction.” “Building network with non-travel industry” and “Expand business into new areas and fields” were rated lower in the purpose category but generated a high rating for satisfaction, indicating a growing potential as a business event.

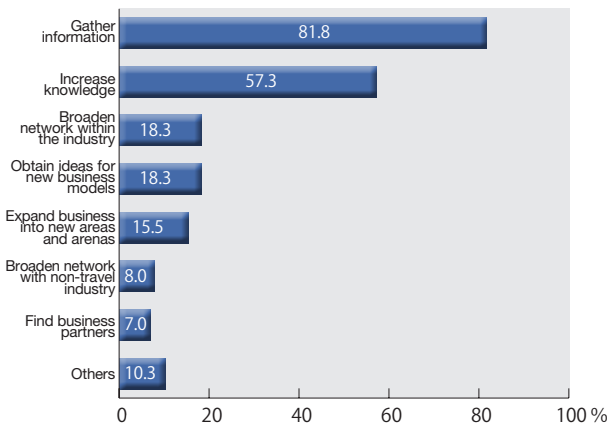
Business Category



Occupation



Purpose of Visit (multiple choice)



Satisfaction Rating by Purpose of Visit

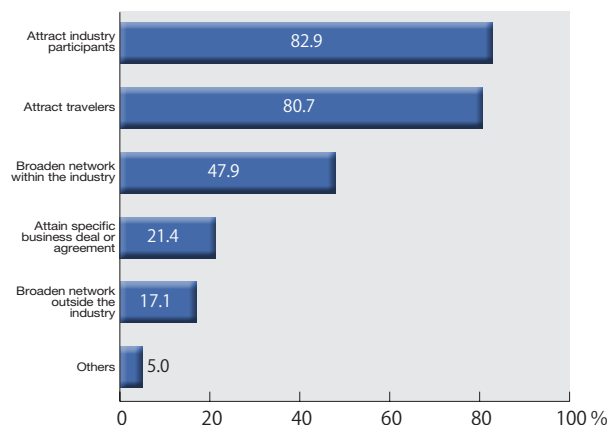


Survey of Exhibitors

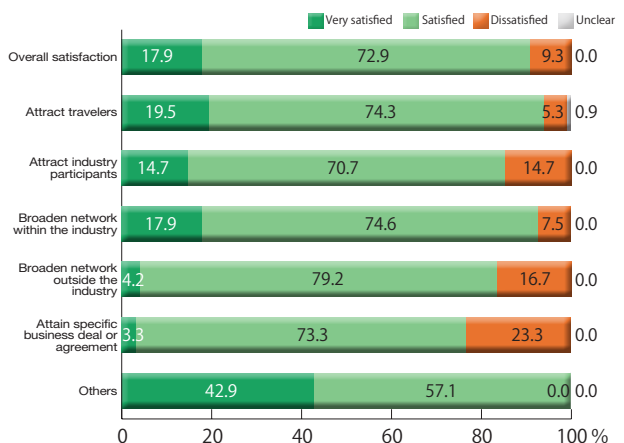
(n=210)

By purposes, more than 80% of respondents selected “attract industry participants” and “attract travelers,” followed by “broaden network within the industry” at about 50%. Nine out of 10 respondents expressed overall satisfaction, reflecting a high evaluation by the majority of exhibitors.

Purpose of Exhibit (multiple choice)



Satisfaction Rating by Purpose of Exhibit

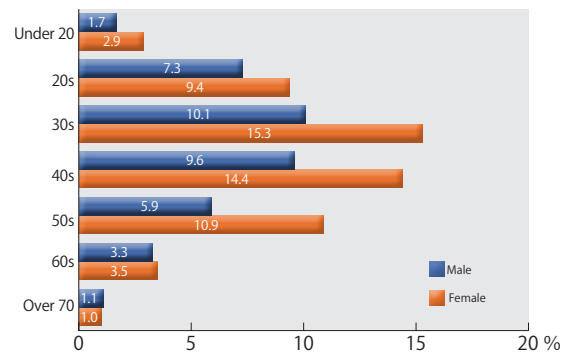


Survey of General Visitors

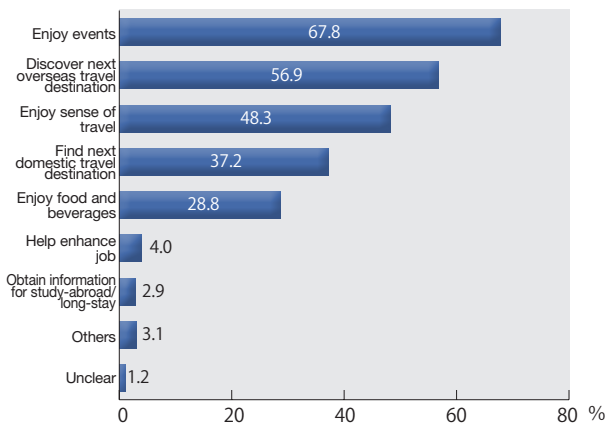
(n=1,000)

Six out of every 10 general visitors were female, with the largest age segments generated from those in their 30s and 40s. They expressed high expectations for various events including to “enjoy event/food/beverage.” Others also chose “discover next travel destination (domestic or overseas)” and/or “enjoy sense of travel,” indicating high level of interest in travel among general visitors. Overall satisfaction reached 94.1%, indicating the higher visibility of the event as a “Celebration of Travel.”

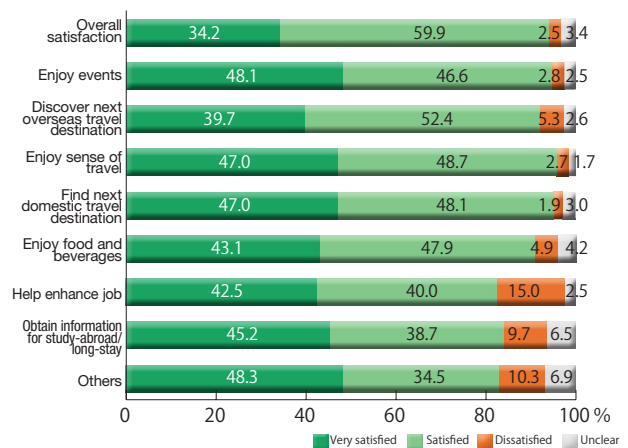
Age Groups/Sex



Purpose of Visit (multiple choice)



Satisfaction Rating by Purpose of Visit

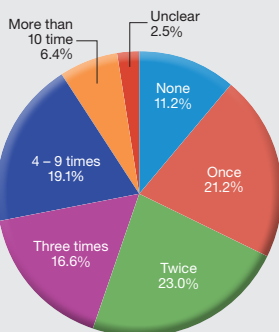


Travel Trends of General Visitors

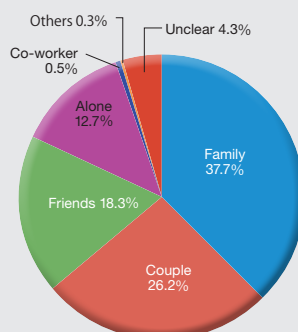
The survey results revealed that general visitors overall have high levels of motivation to travel with some 90% of domestic travelers enjoying one or more overnight-stay travel annually. As for travel style, nearly four in 10 respondents chose “package tours” and “individual arrangement” for overseas travel, while 60% of those traveling domestically select “individual arrangement.” As for travel arrangements, despite the rise in on-line bookings for both domestic and overseas travel, arrangements through travel companies represent about 70%, underscoring the significant presence of travel agencies.

Domestic Travel

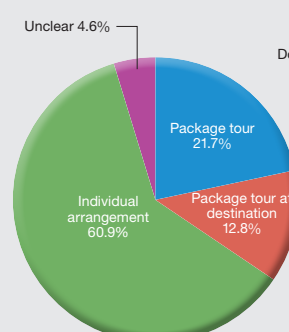
Travel Experience within 1 Year



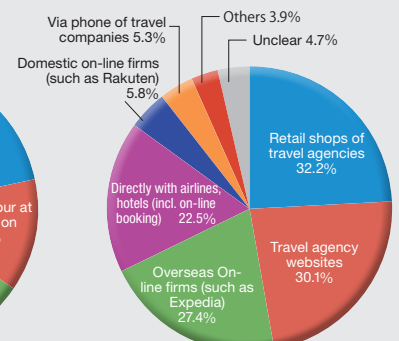
Travel Companion



Travel Style

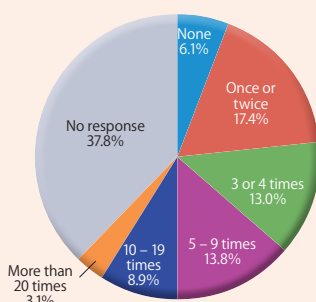


Travel Arrangement

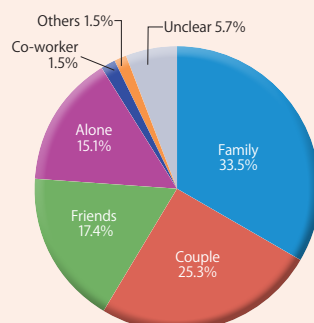


Overseas Travel

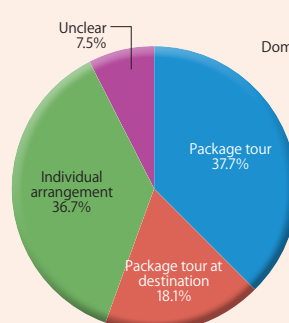
Travel Experience within 5 Years



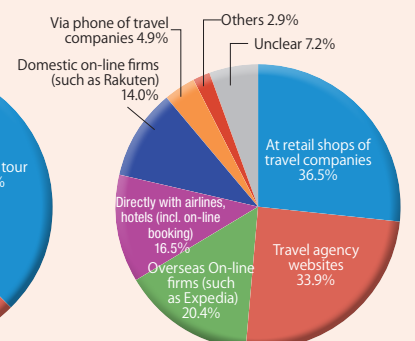
Travel Companion



Travel Style



Travel Arrangement



A	Asia
A-01	SCOOT PTE LTD
A-02	Ministry of Information, Culture and Tourism • MEKONG CRUISES
A-04	BANGLADESH TOURISM BOARD • Bangladesh Parjatan Corporation • Bangladesh Tourism Board • Ethical Travel and Tours • JABA Tours Ltd. • Monir Travel and Tours • O2 Exploration (Pvt) Ltd. • Pabna Tours and Travels • Silk Route Travel International • Straightway Tours and Travels • The Bengal Tours Ltd.
A-05	SRI LANKA TOURISM PROMOTION BUREAU • ANDREW THE TRAVEL COMPANY (PVT) LTD • Ayubowan Tours and Travels (Pvt) Ltd • Camlo Lanka Tours (Pvt) Ltd • Ceylon Sunny Holidays (Pvt) Ltd • Colombo Fort Hotels • D. Holidays (Pvt) Ltd • Deluxe Vacations (Pvt) Ltd • Green Holiday Centers (Pvt) Ltd • Karusan Travel (Pvt) Ltd • Lanka Sportreizen (Pvt) Ltd • Lumini Travel & Tours (Pvt) Ltd • NKAR Travels & Tours (Pvt) Ltd • Orient Tours (Pvt) Ltd • Pledge Holidays (Private) Limited • Royal Holidays (Pvt) Ltd • Siddhalepa Ayurveda Company (Pvt) Ltd • SILVERLINE TOURS (PVT) LTD • Theme Resorts & Spas (Pvt) Ltd • Tree of Life (Pvt) Ltd • Vacation Planners (Pvt) Ltd • Yathra Travels (Pvt) Ltd
A-06	Bangkok Hospital
A-07	Thai Airways International P.C.L.
A-08	Tourism Authority of Thailand • Blue Elephant Cooking School and Restaurant • Hope Land Executive Residence • Minor Hotels • Mode Sathorn Hotel Bangkok • Phillip Simm • Pimann Buri Luxury Pool Villas • Ramada Plaza Bangkok Menam Riverside • Siam Gulf Travel & Tour • The Elements Krabi Resort
A-09	China National Tourism Administration
A-11	LN Garden Hotel
A-12	Tourism Council of Bhutan • All About Bhutan Tours & Travels • Amen Bhutan Tours & Treks • Bhutan Dew Drop Travel • Bhutan Land of Happiness Tours • Bhutan Nortor Adventures • Blue Poppy Tours & Treks • Druk Kingdom Expedition • Finest Bhutan Tours & Travels • Passage to Himalayas • Royal Academy of Performing Arts • UT & SONS Expedition Private Limited • Zhidye Bhutan Tours & Treks
A-13	TAMIL NADU TOURISM
A-14	ODISHA TOURISM, INDIA
A-15	Rajasthan Tourism (INDIA)
A-16	India Tourism, Tokyo
A-17	AYANA Resort & SPA BALI The Villas at AYANA Resort BALI RIMBA Jimbaran Bali by AYANA • RIMBA Jimbaran Bali by AYANA
A-18	SOMATHEERAM AYURVEDA GROUP
A-20	Bali-Tours.com • Api Bali Guide(Free Bali Travel Guide App) • Api-Magazine(Free Travel Magazine in Bali & Indonesia)
A-21	ADVENTURE INDONESIA
A-22	PT.BEWISH INTERNATIONAL TOUR
A-23	Paradise Casino Walkerhill
A-24	Ministry of Tourism of the Republic of Indonesia
	• Adventure Indonesia • Amazing Asian Adventure • Aston Pluit • Bali Rasa Sayang • Bali Tourism Regional Office • BOROBUDUR & PRAMBANAN World Cultural Heritage • Champlung Mas Hotel Legian Bali • Discovery Kartika Plaza Hotel • Dream Asia Pacific • Floressa Bali • Gorontalo Tourism Regional Office • Grand Vacations Indonesia • Hotel Bumi Surabaya • Jakarta Hotel Association • Komaneka Resorts • Kupu Kupu Resorts & Spa by L'Occitane • Lady Denok Phinisi • Lifestyle Retreats - Indonesia • Nateya Travel • Oberoi Hotels Indonesia • Paragon Group • PT Banten West Java TDC • PT. Sinergi (Tours & Travel) • Rama Tours Bali • Representative of Garuda Indonesia • Risata Bali Resort and Spa • Sampurna My Travel • Sari Gumi Bali Tours • SKC TOUR & TRAVEL GORONTALO • Sun Island Bali • Taman Wisata Candi Borobudur, Prambanan dan Ratu Boko • The Sintesa Jimbaran • The Villas Bali Hotel & Spa • TX Travel Gorontalo • Ubud Cottages Malang
A-25	MALDIVES • AAA Hotels & Resorts • Bandos Maldives • Crown and Champa Resorts • Diamonds Thundufushi • Inspirational Maldives Pvt. Ltd • Maldiva Tours Private Limited
A-26	TransAsia Airways
A-27	China Airlines
A-28	Tigerair Taiwan
A-29	Macao Government Tourism Office • Air Macau Company • Century International (MACAU) • Holiday Inn Macau • SJM & Lisboa, Grand Lisboa • SOUTH CHINA (MACAU) TRAVEL AGENCY • TKW TRAVEL & TOURS LTD. • Wynn Macau
A-30	HONG KONG TOURISM BOARD
A-31	ASEAN-JAPAN CENTRE
A-32	HK Express
A-33	UTTAR PRADESH TOURISM DEPARTMENT
A-34	BIRD GROUP
A-35	SAI SERVICES
A-36	REINCO TRAVEL SERVICES
A-37	Malaysia Tourism Promotion Board • Air Asia X Sdn Bhd • Malaysia Airlines Berhad • Penang Global Tourism • Sarawak Tourism Board • The Chateau Spa & Organic Wellness Resort / The Taaras Beach & Spa Resort • Tourism Perak • Tourism Selangor Sdn Bhd
A-37	SABAH TOURISM BOARD
A-38	PHILIPPINES • Attic Tours Phils., Inc. • Bohol Beach Club • Cebu Pacific Air • Crown Regency Hotels and Resorts • Crowne Plaza Manila Galleria • Golden Phoenix Hotel Manila • Jpark Island Resort & Waterpark Cebu • Montebello Villa Hotel • Network Hotel Spa and Casino
	• Pacific Cebu Resort • Philippine Airlines • Princesa Garden Island Resort and Spa • Shangri-La's Resorts (Cebu and Boracay)
A-39	Korea Tourism Organization • Korea Tourism Organization Benikia Hotel Chain Headquarters • Korea National Tourism Organization Visit Medical Korea • Arumdaun Nara Dermatology • ID Hospital • Kwangdong Hospital of Traditional Korean Medicine • Lee Eun-Mi Natural Oriental Clinic • Leemoonwon Oriental Clinic • Cheongdam Oracle Dermatology & Plastic Surgery • Visit Korea Committee • Seoul Metropolitan Government (Seoul Tourism Organization) • Busan Metropolitan City • Chungcheongbuk-do • Chungcheongnam-do • Daegu Metropolitan City • Gangwon-do • Gwangju • Gyeonggi-do • Gyeongsangbuk-do • Gyeongsangnam-do • Incheon Metropolitan City • Jeollabuk-do • Jeollanam-do • Jirisan Mountain Tourism Development Association • JEU Air • Airport Railroad (AREX) • LOTTE DUTY FREE
A-40	TAIWAN TOURISM BUREAU
A-40	Changhua County
A-40	Department of Information and Tourism, Taipei City Government
A-40	Taoyuan City
A-40	Tourism, Bureau, Kaohsiung City Government
A-40	Yulin County Government
A-40	EVA AIRWAYS CORPORATION JAPAN
A-41	Taitung County Government • GOOD SERVICES COMPANY
A-43	Gastronomic Journey in Taiwan
A-44	HA NOI DEPARTMENT OF TOURISM • Daiwa Viet Nam Travel and Trading Company Limited • Department of Culture, Sports and Tourism of Nghe An Province • Gia Phan Co., Ltd • Goldensand JSC • Ha NOI DEPARTMENT FOR FOREIGN AFFAIRS • HANOI COLLEGE OF ART • HANOI PROMOTION AGENCY • Hanoitourist Corporation • Hoi An Tourist Holding Company • Little Hoi An Hotel Group • Naman Join Stock Company • Nghe An Tourism Promotion Information Center • Palm Garden Beach Resort & Spa • Paradise Hotels & Cruises • People's Committee of Nghe An Province • Quang Nam Department of Culture, Sports and Tourism • Quang Nam Tourism Promotion and Information Center • VICTORIA TOUR AND GENERAL COMMERCIAL COMPANY LIMITED • VIETNAM NATIONAL ADMINISTRATION OF TOURISM • VIETNAMTOURISM - HANOI JOINT STOCK COMPANY
A-45	Seven Luck Casino
A-46	Ministry of Tourism of Cambodia • Artisan d'Angkor • Cambodia Angkor Air • Domrey Angkor Tour • Green Travel • Hotel Emion Phnom Penh (Cambodia) / Starts Group
	• JHC Angkor Tour • Kromar Tours • NagalWorld
A-47	Jeju Tourism Organization
A-48	Mongolian Tourism Association (MTA) • A Star Mongolia LLC • Juulchin Tourism Corporation of Mongolia • MIAT MONGOLIAN AIRLINES • Mongolian Tourism Association (MTA) • MONJA International Education Co.,Ltd • Nadeshiko Travel Service LLC • New Clover Travel • New Shilin International LLC • Ragusa Tour LLC • Ulaanbaatar City Tourism Department
A-49	NEPAL TOURISM BOARD • Avash Feel the Mountain Travels & Treks Pvt. Ltd. • The Malla Hotel
A-50	JAPAN TOURISM PROMOTION COMMITTEE, MYANMAR • Adventure Myanmar • Chatrium Hotel • GTS • Karaweik M & J Tours • Minami Travels & Tours • Myanmar Nara-Apex • Myanmar Polestar Travels & Tours • Myanmar Tourism Services (MTS) Co., Ltd. • Nice Myanmar • Peace Smile Land • Sai Travel Service • Shan Yoma • Tour Mandalay Co., Ltd. • VIVO Myanmar DMC
A-51	Ministry of Hotels and Tourism, Myanmar
A-52	Singapore Airlines
A-53	Singapore Tourism Board • Marina Bay Sands • Gardens By the Bay
A-54	THUA THIEN HUE TOURISM INFORMATION AND PROMOTION CENTER
A-55	vKirrom Pine Resort
A-56	Manipur Tourism Forum
A-57	EasyTrip Planners Pvt.Ltd
A-58	SIARGAO BLEU RESORT & SPA, SIARGAO ISLAND, PHILIPPINES
A-59	Kesari Tours Pvt. Ltd.
A-60	KERALA TOURISM • Kumarakom Lake Resort
A-61	Agoda International Japan KK
A-62	DEMOCRATIC REPUBLIC OF TIMOR-LESTE
B	Central Asia
B-02	Silk Road Central Asia Travel • GOLDEN ROAD TRAVEL LLC • Kyrgyz Concept • Nurana Ay Travel
B-03	Silk Road Destinations • "ARMINTOUR" CJSC • Ak Sai Travel • Marco Polo Central Asia Travel
B-04	Central Asia Group • Edelweiss Travel Company • Orient Adventure • Silk Tour Ltd
B-05	Central Asian Travel System
B-07	Tourism Industry Department Ministry of Investment and Development Republic of Kazakhstan
B-09	SILK ROAD - UZBEKISTAN • Sheherazade voyages • MEGATOUR Ltd • "EUROASIA TRAVELS", LTD
C	Japan
C-01	Yamato Co., Ltd.
C-02	SHIKOKU • Ehime Prefecture • Honshu-Shikoku Bridge Expressway Company Limited • Kagawa Prefecture • Kochi Visitors and Convention Association • Shikoku Railway Company • Tokushima Prefecture

C-03	Nishi-awa-Mt. Tsurugi, The Yoshino River Tourism Zone	• Seibu Railways	• Koriyama City	C-76	West Inno Wide Sightseeing Promotion Meeting			
C-03	Takamatsu City	• SEIBU RECREATION Co., Ltd	• Ten-ei Village	C-77	Matsumoto Tourism&Convention Association			
C-04	VIP GLOBAL CO.,LTD.	• TOKYO GARDEN TERRACE KIOICHO	• Nishigo Village	C-78	Japan Alps Tourism Federation			
C-05	WONDERFUL SETOUCHI	• TOSHIMAEN	• Gokujyo-no-Aizu Project Council	C-79	HAKUBA VALLEY & AZUMINO			
	• Kurashiki Convention & Visitors Bureau	• YOKOHAMA HAKKEIJIMA INC.	• Kitashiohara Village	C-80	Nagano Convention & Visitors Bureau			
	• Akaawa City	C-32	Hakone	C-81	Suwa Tourism Association			
	• Bizen City	C-33	IZU DEVELOPMENT ASSOCIATION	C-82	Kiso Tourist Federation			
	• Bizen Potter	• Izu Peninsula Geopark Promotion Council		C-83	Achi:Hirugami Tourism Board			
	• City of Okayama	C-34	Yamanashi Prefecture	C-84	Togura-kamiyamadaOnsen,Chikuma City, Nagano Prefecture			
	• Maniwa City	C-34	Yamanashi Tourism Organization	C-85	Northern Nagano Area Tourism Association			
	• Mimasaka City	C-35	TANEGASHIMA Tourism Association	C-86	LEGOLAND Japan			
	• Niimi City	C-36	~Kagoshima~	C-87	Hamanatsu City			
	• Okayama Pref.	C-37	Fukuoka City		• Entetsu Resort Hotel Wellseason Hamanako / Hotel Kokonoe Hamanako Kanzanji Onsen			
	• Setouchi Shimanami Kaido Promotion Association	• AQ LINKS, Inc.			• Onna-Joshu Naotora Taiga Drama-kan			
	• Setouchi City	• Fukuoka Chamber of Commerce and Industry	C-59	Akita Prefecture	• Tenryu Hamanako Railroad Co.,Ltd.			
	• Shodoshima Tourism Association	• MOA Co.,Ltd.	C-60	Tokyo Metropolitan Government (TOKYO BRAND)	C-88	Noto Kiriko Festivals" Certified Japan Heritage Revitalization Council		
	• Souja City	• Yanagawa City Hall	C-61	Kyoto by the Sea	C-89	JAPAN AUTOMOBILE FEDERATION		
	• Takatori Soy Sauce Company		C-62	Great Tamba Tourism Promotion Committee	C-90	Nippon Road Destinations		
	• Wake City	C-37	Kurume City	C-63	Tokyo Metropolitan Government (TAMASHIMA & TOKYO LOCAL SPECIALTIES)	C-91	All Japan Rentacar Association	
	• Yakage Town	C-38	NISHTETSU GROUP	C-64	Katsushika City	C-92	TOKYO WAY Co., Ltd.	
C-06	In the 21st century Izumo airport maintenance utilization promotion meeting	C-38	Onsenken Oita	C-65	Hundred Charm.KOTO(Koto City Tourism Association)	C-93	ALL NIPPON TRAVEL AGENTS ASSOCIATION	
C-07	En-musubi Tourism Association (Matsue,Izumo,Yasugi)	• Kunisaki Peninsula Rokugo Manzan (Toyonokuni Millennium Heritage Tourism Zone)		C-66	SUMIDA CITY	C-94	Kaga City	
	• Matsue City / Matsue Tourism Association	• Beppu City		C-68	Music Box Museum	C-95	The Association for the Promotion of Traditional Craft Industries	
C-08	Shimane Prefecture	C-39	Kyushu Tourism Promotion Organization	C-69	Ministry of the Environment & NPO Japan Ecotourism Society		• Echizen Monozukuri-no-Sato Project Secretariat	
C-09	Long Stay Foundation	C-40	ASO Design Center		• NPO Oirase Nature Research Group		• Hasami Ceramics industry cooperative association	
	• Dual Life / CCRC Research Society	C-40	Kumamoto Prefectural Tourism Federation		• Shirakami Ecotourism Promotion Council		• Kakunodate industrial arts cooperative association	
C-10	Shima Factory CO., LTD.	C-40	Kumamoto City		• Ninohe City		• Marugame City Kagawa Pref Japan / Marugame-Uchiwa(Round Paper Fan)	
C-11	Setouchi SEAPLANES, Inc.	C-40	Yatsushiro City		• KOIWA FARM, Ltd.		• Sendai Chest Cooperative Association	
C-12	Tottori Prefecture	C-41	SAGA PREFECTURAL TOURISM FEDERATION		• Hanno City:Hanno Ecotourism Promotion Council		• Shiga Hemp Cloth Industry Cooperative Association	
C-13	Yamaguchi Prefecture	C-41	Ureshino Onsen Tourism Association		• Tanigawadake Ecotourism Promotion Council		• Yamaga Toro Promotion Society	
	• Tourism Division,Nagato City Local Government	C-41	Saga City		• Kamiichi Town, Toyama		• Yuki City Ibaraki Pref Japan / Yuki-Tsumugi(Weaving)	
	• Shimonoseki City Government	C-42	Fukuoka Prefectural Government		• SATOYAMA EXPERIENCE		C-96	Ministry of Agriculture, Forestry and Fisheries (Green tourism)
	• Tourism Division,Hagi City Local Government	C-43	Okinaawa Convention & Visitors Bureau		• Toba Ecotourism Promotion Council		• Gero-City (Gifu- Prefecture)	
	• Tourism Promotion Division	C-44	Nagasaki Prefecture Convention and Tourism Association		• Nantan-city Miyana Ecotourism Promotion Council		• GIAHS (Globally Important Agricultural Heritage Systems)	
	• Tourism Promotion Division,Mine City Local Government	C-44	SASEBO CONVENTION & VISITORS ASSOCIATION		• Nabari-city Ecotourism Promotion Council		• Hirakawa-City (Aomori- Prefecture)	
C-14	Hiroshima	C-44	HUIS TEN BOSCH Co., Ltd.		• Ishizuchi Ecotourism Promotion Council		• Satsumasendai-City (Kagoshima- Prefecture)	
	• Tourism Liaison Council for the Hiroshima / Miyajima / Iwakuni Regions	C-45	Hizen Area Ceramics Promotion Council	C-70	Aomori Prefectural Government		• Toba-City (Mie- Prefecture)	
	• HIROSHIMA PREFEUCAL TOURISM FEDERATION	C-46	MIYAZAKI CONVENTION & VISITORS BUREAU	C-71	HOKKAIDO / HOKKAIDO TOURISM ORGANIZATION		• Usuki-City (Oita- Prefecture)	
	• Hiroshima Convention & Visitors Bureau	C-47	Biwako Ohmiji Tourism Revitalization Council		• Sapporo Jozankei Onsen		C-97	FOOD ACTION NIPPON
C-15	MERCI CO., LTD	C-47	Biwako Visitors Bureau		• Hokkaido Noboribetsu-Toya Wide-Area Tourism Promotion Council		C-98	Awashima(Niigata Pref.)
C-16	DISCOVER WEST ASSOCIATION / WEST JAPAN RAILWAY COMPANY	C-47	Japan Heritage "Water Culture" Tourism Promotion Council		• Sobetsu Fresh Plaza Co., Ltd.		C-99	Mitsui Fudosan Group
C-16	Chugoku Block-Wide Tourism Promotion Enterprise Implementation Council	C-47	Ise City / Shima City / Mie Prefecture / Kintetsu Railway		• Hokkaido Government Shiribeshi General Subprefectural Bureau		C-100	Japan Shopping Tourism Organization
C-17	KDDI x Colopl	C-48	Nagahama City		• Hakodate City, Hokkaido		• AUN CONSULTING, Inc. (A1)	
C-18	Saitama Prefecture ~Just North of Tokyo ~	C-49	Japan Hyogo		• Kikonai Town, Hokkaido		• JTB PLANNING NETWORK CO.,LTD (A2)	
	• Chichibu City		• Akashi Tourism Association		• Hokuto Tourism Association		• Japan Shopping Tourism Organization (A3)	
	• Kawagoe City		• Ako Tourism Association		• Asahikawa Touring Promotion Council		• Info Cubic Japan (A4)	
	• Saitama City		• AIWAI ISLAND TOURIST ASSOCIATION		• Taisetsu Area Tourism Promotion Association		• ONE STOP INNOVATION,CO.,LTD (A5)	
C-19	Gunma Prefectural Government		• Himeji Convention & Visitors Bureau		• Hokkaido Government Kamikawa General Subprefectural Bureau		• Crosslanguage, Inc. (A6)	
C-19	Minakami-Town		• KOBE CONVENTION&VISITORS ASSOCIATION		• Rishiri-Rebun Tourism Promotion Council		• HITO-Communications Inc. (A7)	
C-20	Niigata Prefecture	C-50	Tajima District Administration Office, Hyogo Prefectural Government		• Soya General Subprefectural Bureau, Hokkaido Government		• YAMAGATA Corporation (A8)	
	• Sado Tourism Association	C-50	Tajima Furusatodukuri Association		• East Hokkaido Sightseeing Development Council.		• Japan Shopping Tourism Organization (B1)	
	• Niigata Visitors & Convention Bureau	C-51	Wakayama Tourism Federation		• Tokachi Area Tourism And Airport Promotion Council		• Japan Shopping Tourism Organization (B2)	
	• Niigata Food Tourism Promotion Committee		• Hashimoto, Ito Area Tourism Association		• Takinoue Tourist Association		• Yamatogokoro Inc. (B3)	
	• Joetsu-Shinkansen Activation Alliance		• KOYA TOWN		• Shiretoko Rausu Tourism Association		• PIA Corporation (B4)	
	• Minamiuonuma City Resort Tourist Association		• Kumano Hongu Tourist Association		• Milky Crown Milk Products Co., Ltd.		• SEKAICAFE (B5)	
	• Tsubame & Yahiko Wide Sightseeing Area Organization		• Kumano Sanzan Tourism Associations	C-71	Hokkaido Railway Company		• NEC Solution Innovators, Ltd. (B6)	
C-21	SUIWADA BLACKSMITH WORKS, INC.		• Nachi-Katsuura Town Tourism Association	C-71	Hokkaido Sorachi Regional Creation Conference		• HALAL MEDIA JAPAN Co., Ltd. (B7)	
C-22	Japan Medical Interpretation Services Inc.		• Shirahama Town Office		• Hokkaido Bibai City		• J-Links Co., Ltd. (B8)	
	• Dream Catcher Inc.		• Wakayamacity Tourist Association		• Hokkaido Numata Town		C-101	The Japan Chamber of Commerce and Industry
C-23	Estore Corporation		• YUASA TOWN		• Hokkaido Utashinai City		• The Noboribetsu Chamber of Commerce and Industry	
C-24	Dormy Inn		• SHINGU CITY		• Kamoidake-Onsen Mt, Kamoi Ski Area		• The Kuji Chamber of Commerce and Industry	
C-25	Buskul	C-52	Mystic Japan Tourism Promotion Organization (Sennan city,Tanabe City,Totsukawa village)		• Chitose City, Hokkaido		• The Sakata Chamber of Commerce and Industry	
C-26	NIKKO City & TOBU Group		• Tanabe City Kumano Tourism Bureau		C-71	KAMIKAWA(Sounkyo Hot Springs)	• The Shinjo Chamber of Commerce and Industry	
C-27	Keisei Electric Railway Co., Ltd.		• Nara Prefecture Totsukawa Village Tourism Promotion Division		C-71	Explore the spirit of KAMUY, Deity of Water	• Ueda Chamber of Commerce and Industry- Joetsu Chamber of Commerce and Industry	
	•Keisei Bus Co., Ltd.		• Osaka Prefecture Sennan City	C-72	Ibaraki Prefecture		• ITOGAWA Chamber of Commerce and Industry	
C-28	Hokuso Sightseeing Group		• Tanabe City & Santiago de Compostela		C-72	Tochigi Prefecture	• The Kamo Chamber of Commerce and Industry	
C-29	KAN-NON Hot Springs	C-53	Fukushima City		• Utsunomiya City		• Shimosuwa Chamber of Commerce and Industry	
C-30	CHIBA Prefecture / CHIBA City / NARITA City / KISARAZU City	C-54	MAIDO! OSAKA		• Tochigi City		• Shiojiri Chamber of Commerce and Industry	
C-31	Seibu Group / Prince Hotels, Seibu Railway	C-55	Sakai Tourism & Convention Bureau		• Nasushiobara City		• The Shizuoka Chamber of Commerce and Industry	
	• KARUIZAWA PRINCE SHOPPING PLAZA	C-56	Nankai Electric Railway Co.,Ltd.		• Shimotsuke City			
	• OHMI RAILWAY	C-57	Central Japan Railway Company	C-73	Medical Excellence JAPAN			
	• Prince Hotels	C-57	KYOTO CITY TOURISM ASSOCIATION	C-74	SHORYUDO			
	• SEIBU BUS Co., Ltd.	C-58	FUKUSHIMA PREFECTURAL GOVERNMENT		• Chubu Wide-area Tourism Promotion Council			
			• Date City		• Central Japan International Airport Co.,Ltd.			
			• Nihonmatsu City		• Japan Travel And Tourism Association Chubu Branch			
					• Meitetsu World Travel, INC.			
					C-75	Aichi Prefectural Government		

	<ul style="list-style-type: none"> Yanagawa Chamber of Commerce and Industry The Yatsushiro Chamber of Commerce and Industry
C-101	Japan Federation of Gifts and Souvenirs
C-102	Iwate Prefecture
C-103	East Japan Railway Company
C-103	TOHOKU TOURISM PROMOTION ORGANIZATION
C-104	East Japan Railway Company / Hokkaido Railway Company
C-105	HIDA TAKAYAMA
C-105	Kanazawa City
C-105	Nanto City, Toyama Prefecture
C-106	Gifu Prefecture
	<ul style="list-style-type: none"> Chicori-Village Gifu Prefecture GIFU-SEKI Cutler SANSYU HIDA HOTEL PLAZA HOTAKASO HOTELS RESORT Okuda-Noen Ryokan-Ontake
C-106	Gifu Convention and Visitors Bureau
C-106	Travel to the Central Japan "Seki-city, Mino-city, Gujo-city and Nagarakawa-Railway"
	<ul style="list-style-type: none"> Gujo-City
C-106	Gero Nakatsugawa (Gifu)
C-106	Hida Area Tourism Council
C-107	Hokuriku Tourism Promotion Association & West Japan Railway Company
C-108	Toyama Prefectural Government
	<ul style="list-style-type: none"> Public Interest Incorporated Foundation Toyama Tourism Organization Western Toyama Prefecture Tourism Council Tateyama Kurobe Kanko Co., Ltd. Toyama City THE KUROBE GOREGE RAILWAY CO., LTD.
C-109	Fukui Prefecture
	<ul style="list-style-type: none"> Sightseeing in Fukui Sakai Okuetsu Wide Area Zone Promotion Meeting Tannan Tourism Conference Wakasawan Tourism Federation
C-110	SPICE SERVE Co., Ltd.
C-111	JIALI MEDIA, INC
C-112	FURUSATO GLOBAL PRODUCER Project
C-113	Japan Recreational Vehicle Association
C-114	Faculty of International Tourism Management Toyo University
D	Study Abroad
D-01	CIEL (Council of International Education & Language Travel, Japan)
	<ul style="list-style-type: none"> GLOBE TROTTER T&E, Inc. International Education AND Training Services, Inc. International Students Services Co., Ltd. ISA, Inc. Japan Asia Culture Center Co., Ltd. JTB Corp. JTB Corporate sales Inc. JTB Gaiarec., Inc. KEIO TRAVEL AGENCY Co., Ltd. KINKI NIPPON TOURIST CO., LTD. Mainichi Education, Inc. MEITETSU WORLD TRAVEL, INC. National Federation of University Co-operative Associations Nissin Travel Service Co., Ltd. RYOWA DIAMOND AIR SERVICE CO., LTD. Ryugaku Journal, Inc. STA Travel TONICHI TRAVEL SERVICE CO., LTD TOPTOUR CORPORATION UNITED TOURS CO., LTD. UTS Centre for International Education (UTS Ltd.) WISH International, Inc.
D-02	Malaysia Tourism Promotion Board
D-03	Government of DUBAI Department of Tourism and Commerce Marketing
D-04	Australian Embassy Marketing Office
E	Airlines Transportations
E-01	ANA
E-01	ANA Sales Co., Ltd.
E-01	ANA Strategic Research Institute Co., Ltd.
E-01	Lufthansa German Airlines
E-01	STAR ALLIANCE

E-01	Swiss International Air Lines Ltd.
E-01	United Airlines
E-02	Plant Protection Station Ministry of Agriculture, Forestry and Fisheries
E-03	ANIMAL QUARANTINE SERVICE MINISTRY OF AGRICULTURE, FORESTRY AND FISHERIES
E-04	Jetstar Group
E-05	JAPAN AIRLINES
E-05	Jalpak Co., Ltd
E-06	American Airlines
E-07	oneworld
E-08	Sky Team
E-09	Japan Airport Terminal Co., Ltd.
E-09	Tokyo International Air Terminal Corp.
E-09	Keikyu Corporation
E-09	TOKYO MONORAIL CO. LTD
E-10	Spring Group
C-67	World Natural Heritage Ogasawara Islands
F	Sponsor
F-01	Narita International Airport
F-02	JCB Co., Ltd
F-03	Tokyo Good Manners Project
G	Travel Related Organizations, Services
G-01	Weekly Miracle Planet / KODANSHA
G-02	DOW JONES (THE WALL STREET JOURNAL)
G-03	GLOBAL FUTURE COMMUNICATION Co., Ltd
G-04	Jata Corporation
G-06	Diners Club
G-07	TABI CHANNEL / Cartoon Network
G-08	Media & Solutions by Team Dentsu
	<ul style="list-style-type: none"> Baidu Japan Inc. TLC - Discovery Japan, Inc. / Tandem Inc.
G-09	Nantokashinaky! Project
H	Travel Agencies
H-01	MAPPLE travel(Shobunsha Publications, Inc.)
H-02	Travel Agency Fair Trade Council
H-03	H.I.S.Co., Ltd.
H-04	Nippon Travel Agency Co., Ltd.
H-05	VELTRA.com
H-06	HANKYU TRAVEL INTERNATIONAL CO., LTD.
H-07	JTB Corp.
H-08	NOE Corp.
H-09	TRAVEL GALLERY CO., LTD
H-10	Iran Traveling Center
H-11	KNT-CT Holdings Co., LTD.
H-12	YOMIURI TRAVEL SERVICE
H-13	ALPINE TOUR SERVICE Co., Ltd.
H-14	WORLD AIR-SEA SERVICE Co., Ltd.
H-15	TOBU TOP TOURS CO., LTD.
I	Cruises
I-01	ROYAL CARIBBEAN INTERNATIONAL / CELEBRITY CRUISES
I-02	JAPAN GRACE CO., LTD
I-03	CRUISE STYLE
I-04	YUSEN TRAVEL CO., LTD.
I-05	Costa Crociere S.p.A
I-06	PRINCESS CRUISES
I-07	POSEIDON EXPEDITIONS
J	Hotels, Accomodaion
J-01	ROUTE INN HOTELS
J-02	Imperial Hotel, Ltd.
J-04	FUJITA KANKO, INC.
J-05	Starts Hotel Development Co., Ltd.
K	Central & South America, Caribbean
K-01	Bolivia - Ministry of Cultures and Tourism
	<ul style="list-style-type: none"> Altitude Travel Fremen Tours Hotel de sal Cristal Samana Hotel Palacio de Sal Luna Salada Hotel of Salt & Spa / Cruzzani Travel Magri Turismo Transturin
K-02	MERCOSUR (Argentina / Brazil / Uruguay / Paraguay / Venezuela)
	<ul style="list-style-type: none"> Ada Tours Brazil & Latin America AMAZONAS ANA JUAN CONGRESOS & TURISMO ANYAMI DMC CAMARA ARGENTINA DE TURISMO CEARA CONSOLID BRASIL

	<ul style="list-style-type: none"> HELLING'S TRAVEL IGUASSU FALLS - BRASIL PANORAMA BRAZIL PLANETA BRASIL INCOMING SUPERJET BRASIL TOP DEST
K-03	Panama Tourism Authority
K-04	Nikkei World Travel
K-05	JAMAICA TOURIST BOARD
K-06	Ministry of Tourism of Cuba
	<ul style="list-style-type: none"> Viajes Cubanacan
K-07	ECUADOR - Galapagos / Andes Mountains / Amazon
	<ul style="list-style-type: none"> Patricio Tisalema Mountain Tours SUR Experience Cia. Ltda.
K-09	Salar Amazon Tours BOLIVIA
L	Middle East
L-01	Embassy of the Republic of Tunisia / ONTT
L-02	EGYPTIAN TOURISM OFFICE
	<ul style="list-style-type: none"> Bahi Travel Agency Sylvia Tours Egypt WINGS TOURS & NILE CRUISES- TOKYO Marawan Travel (TREASURE OF THE EARTH) SPT Tours - Egypt
L-03	AITO (Azadi International Tourism Organization)
L-03	PERSIA TOUR (IRAN AIR GSA & ICHTO)
L-03	Touring & Automobile Club Of Iran
	<ul style="list-style-type: none"> ADINEH TRAVEL
L-04	Iran Tour Center
L-05	Jordan Tourism Board
	<ul style="list-style-type: none"> JICA Jordan Tourism Project Zaatarah & Co. Tourist and Travel Agency
M	Europe
M-01	Agency for Promotion and Support of Tourism in Republic of Macedonia
M-02	SLOVENIA
	<ul style="list-style-type: none"> Car Target Group KOMPAS DMC Ljubljana Castle Ljubljana Tourism
M-03	MIKI TOURIST CO., LTD.
M-04	Zagreb Tourist Board & Dubrovnik County Tourist Board
	<ul style="list-style-type: none"> Dubrovnik and Neretva County Tourist Board
M-05	MOLDOVA
	<ul style="list-style-type: none"> Tatrabis Ltd. Visit Moldova Ltd.
M-06	Ministry of Tourism - Bulgaria
	<ul style="list-style-type: none"> E-travel Club Ltd. Renaissance Tours Ltd. RUAL TRAVEL AGENCY
M-07	ROMANIAN NATIONAL AUTHORITY FOR TOURISM
M-08	PIEROTH JAPAN
M-09	NANTARUYA ANTALYA
	<ul style="list-style-type: none"> Gloria Serenity Resort Regnum Carya Golf & SPA Resort Titanic Deluxe Belek
M-10	Luxembourg National Tourist Board
	<ul style="list-style-type: none"> Chateau d'Urspelt Lux2Japan - Japan2Lux
M-12	Joint Tourism Promotion Cooperation Initiative for Balkan Region
	<ul style="list-style-type: none"> Albanian National Tourism Agency National Tourism Organization of Montenegro National Tourism Organization of Serbia
M-13	Czech Republic
	<ul style="list-style-type: none"> P&M Czech Ltd.
M-14	Israel Incoming Tour Operators Association
	<ul style="list-style-type: none"> "Diamond Mines Group " / "ND&J " ELAND TOURS ISRAEL Tailor Made Tours Vered Hasharon
M-15	Golf Tour Portugal
M-16	Embassy of ISRAEL
	<ul style="list-style-type: none"> Amiel Tours Ortra Sunway Tours- Israel YAEI ADVENTURES
M-17	Hungarian Tourism Agency

M-18	Malta Tourism Authority
M-19	VENICE ITALY TRAVEL SRL
M-20	Italian State Tourism Board - ENIT
	<ul style="list-style-type: none"> ALBATRAVEL AKITA TOUR SAS BETTOJA HOTELS BOLOGNA WELCOME CAMPANIA REGION - COUNCILORSHIP FOR DEVELOPMENT AND PROMOTION OF TOURISM CITY OF MILAN Tourism and City Marketing Department CORTINA MARKETING FH-HOTELS Ganimede Viaggi Global GSA - Trenitalia Sales Agent HOTEL FLORA Frascati-Rome La Via Silente - The Silent Way Langhe Roero Tourism Board REGIONE PIEMONTE ROYAL HOTEL CARLTON Sea S.p.A. Milan Airports TERRA DEL FALERNO - FALERNO LANDS TURISMO TORINO E PROVINCIA - Tourist Board of Torino
M-21	VS GLOBAL
M-22	Prime Tour Ltd
M-23	AZERBAIJAN
	<ul style="list-style-type: none"> AL Travel Falcon Travel Geo Travel Gilan Hospitality Khazar Travel Moon Travel Pasha Travel Rayda Travel Agency Shahdag Mountain Resort Silk Way Travel
M-24	Georgian National Tourism Administration
	<ul style="list-style-type: none"> Caucasus Travel Concord Travel Department of Tourism and Resorts of Ajara Explore Georgia Georgia En Route Georgian DMC SAKURA Travel to Georgia 2010 Visit Georgia
M-26	Promote Iceland / Embassy of Iceland in Japan
	<ul style="list-style-type: none"> Gray Line Iceland Iceland Travel Icelandair Japan Visit Faroe Islands / Atlantic Airways
M-27	ATOUT FRANCE
	<ul style="list-style-type: none"> ALSACE BUSINESS & TOURISM DEVELOPMENT ORGANIZATION CHATEAU OF CLOS LUCE - LEONARDO DA VINCI PARK DOMAIN OF CHAUMONT-SUR-LOIRE LANGUEDOC ROUSSILLON MIDI PYRENEES LOIRE VALLEY NATIONAL DOMAIN OF CHAMBORD ROYAL CHATEAU OF AMBOISE TOURS VAL DE LOIRE TOURISME
M-29	TOURIST OFFICE OF SPAIN
	<ul style="list-style-type: none"> Madrid Destino Agencia Catalunya de Turisme / Turisme de Barcelona Turismo de Andalucia Andalucias the Sensual Cities of Spain Fundacion siglo para el turismo y las artes de Castilla y Leon Castilla-La Mancha Basquetour San Sebastian Turismo Axencia Turismo de Galicia Turismo de Santiago de Compostela Ciudades Patrimonio de la Humanidad de Espana Parador de Turismo de Espana Asociacion Hispano japonesa de turismo El Corte Ingles Main Event SL Endestino Receptivo Turismo y Eventos

M-30	Ohshu Express Limited
M-31	Intourist / Thomas Cook
M-36	Madrid 7 stars. A Luxury shopping destination
M-37	LOT Polish Airlines
M-37	Warsaw Tourist Office
M-38	Polish National Tourist Office
	• Fernel Travel International
	• Melody Tours
	• City of Zabrze
	• Gdansk & Pomorskie Region(PROT)
M-39	Public Joint Stock Company (Aeroflot-Russian Airlines)
M-40	"Marketing, Exhibitions, Consulting" Ltd.
	• Agency for tourism of the Government of Irkutsk region
	• Agency of tourism Sakhalin region
	• BI-TOMIO LLC
	• EAST NAVIGATOR GROUP, LLC.
	• Fregat Aero
	• Gorny Vozdukh Ski Resort
	• JSC "Sanatorium" Sinegorsk mineral water"
	• JSC "Intour-Khabarovsk"
	• Kamchatintour Travel Company
	• Kamchatka Explorer Magazine
	• Lucky Tours Co Ltd
	• Ministry of culture of the Khabarovsk Territory Government
	• Primorsky Territory Department of Tourism
	• Red Rivers
	• SUNRISE-TOUR LLC
	• The Ministry of Entrepreneurship and Development of Tourism of the Sakha Republic
	• Tigre de Cristal Hotel and Resort
	• Tourist Information Centre of Primorsky Territory
	• Transsib Voyage Ltd
	• Travel and External Affairs Agency of Kamchatskiy Krai
M-41	Turkish Embassy, office of the Cultural and Information Counsellor
	• Diyarbakir Province
	• Konya Metropolitan Municipality
	• Ordu Province
	• Yunus Emre Institute Tokyo
	• Turkish Airlines Inc.
	• ORION TOUR
	• Overseas
	• TURKISH Air & Travel
	• Polarwest Turizm
	• TITANIC HOTELS
	• GLORIA HOTELS & RESORT
M-42	MEVLANA DEVELOPMENT AGENCY
	• Konya Metropolitan Municipality
	• KOTEV (Konya Promotion Education Foundation)
M-43	Izmir Development Agency
	• Bergama Municipality
	• Izmir Chamber of Commerce
	• Izmir Metropolitan Municipality
	• Konak Municipality
	• The Construction and Development Union of Izmir Bird Paradise
M-44	Development Agency of Latvia, Tourism Department
M-45	Lithuanian State Department of Tourism
M-46	Estonian Tourist Board
M-47	FINNAIR
M-47	Visit Finland
M-48	REPUBLIC OF MACEDONIA
M-49	Romania and Bulgaria by Exact Tours
M-50	LENINGRAD REGION TOURIST INFORMATION CENTER
M-51	FANATIC SPORTS
M-53	CYPRUS TOURISM ORGANISATION
N	North America
N-01	Explore Fairbanks - Alaska
	• AIE, Inc
N-02	Mickeynet
N-03	AIR CANADA
N-04	Mexico Tourism Board
	• AeroMexico
	• Los Cabos Tourism Board
	• Secretary of Tourism of Baja California
	• Secretary of Tourism of Baja California Sur

	• Secretary of Tourism of Campeche
	• Secretary of Tourism of Guanajuato State (Mexico)
	• Secretary of Tourism of Jalisco (Mexico)
	• Secretary of Tourism of Puebla State (Mexico)
	• Secretary of Tourism of Yucatan (Mexico)
	• The Cancun Convention and Visitors Bureau (Mexico)
N-05	Brand USA Pavilion
	• Alamo Rent A Car
	• Visit California
	• Yosemite-Mariposa County Tourism Bureau
	• Amadeo Travel Solutions
	• The Meritage Collection
	• Los Angeles Tourism & Convention Board / Los Angeles World Airports
	• Universal Studios Hollywood
	• Marianas Visitors Authority
	• Best Western International
	• NYC & Company
	• Massachusetts Office of Travel & Tourism / Discover New England
	• Simon Shopping Destinations
	• Texas Tourism Office
	• Travel Portland
	• KANEMASU
	• Travel Oregon
	• US Travel Association
	• Hawaii Tourism Japan
	• Hawaii Promotions Committee Japan
	• Choose Chicago
	• Illinois Office of Tourism
	• Great River Road
	• Mississippi River Country USA
	• Las Vegas Convention and Visitors Authority
	• Seattle & Washington State Tourism Office
	• Colorado Tourism Office
	• U.S. Agricultural Trade Office Japan
	• U.S. Embassy, Commercial Service Japan
O	Africa
O-01	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
O-02	Sudan
	• Care for Travel & Tourism Agency & Car Rental Services
	• I.T.C. Sudan Pty Ltd
	• Nontana Travel & Tourism Agency
	• Raidan Travel & Tours
	• SACA FOR TRAVEL & TOURISM
	• Uttachi Travel Agency
O-03	The Embassy of the Republic of Rwanda
O-04	Botswana Tourism Organisation
	• Cresta Mowana Safari Resort & Spa
	• Mowana Safaris
O-05	MADAGASCAR EXPLORER
O-06	Thompsons Africa
O-09	GHANA TOURISM
O-10	Embassy of Republic of Uganda
O-11	ETHIOPIAN AIRLINES
O-12	KENYA TOURISM BOARD
P	Pacific
P-01	Guam Visitors Bureau
	• JAPAN GUAM TRAVEL ASSOCIATION (JGTA)
	• Pleasure Island Guam
	• Skydive Guam Inc.
P-02	TOURISM AUSTRALIA
P-03	New Caledonia Tourist Office / Air Caledonie International

P-06	Air New Zealand / Tourism New Zealand
P-07	Solomon Islands Visitors Bureau
	• PNG JAPAN Ltd
	• Pure Solomon Islands Tours Ltd
P-08	Kosrae Visitors Bureau
P-09	Palau Visitors Authority
	• Airai Water Paradise Hotel & SPA
	• Belau Tour
	• Dolphina Pacific
	• IMPAC Tours
	• Palasia Hotel Palau
	• Palau Pacific Resort
Q	Online Travel Agencies, ICT
Q-01	Vision. Inc
Q-03	Chihousohatsukeikaku (Local Emergence Plan)
Q-04	O.B.S. CORPORATION
Q-05	DeNA TRAVEL
Q-06	Hara Lab, Univ. of Tokyo & Kurata Lab, Tokyo Metropolitan Univ.
Q-07	Minimal Technologies inc
Q-08	HASWARE INC.
Q-09	Travel Service Development Department
Q-11	MITSUBISHI PAPER MILLS LIMITED
Q-12	NAVITIME JAPAN Co., Ltd
Q-13	KOKOSIL
	• Nichiryu Business Create Co.,Ltd.
	• Ubiquitous Computing Technology Corporation
R	Travel IT
R-01	Ingenico epayments
R-02	WE CAN Co.,Ltd.
R-05	Asia Quest Co., Ltd.
TS	Tabi Street
TS-02	MAINICHI SHIMBUN TRAVEL SERVICE
S	Organizer Corner
S-01	"Support for the Reconstruction of Tohoku and Kumamoto JATA Tourism Charity Auction 2016"
S-02	Industrial Tourism: Tsubame-Sanjo Factory Festival
S-03	Graphics Wall
S-04	Kumamoto Castle: Supporting Action by Lego® Bricks
S-05	150th Anniversary Exhibition of Japanese Passport Issuance
S-06	France Photo Exhibition
S-07	EUROPE SQUARE
S-08	The Black Sea Coastal Area Countries' Promotion
S-09	Meet the World
	• Islamic Republic of Afghanistan
	• Belize
	• Brunei Darussalam
	• Republic of Chile
	• Republic of Colombia
	• Republic of Congo
	• Democratic Republic of the Congo
	• Cook Islands
	• Republic of Costa Rica
	• Dominican Republic
	• Republic of Ecuador
	• Republic of El Salvador
	• The English Lake District
	• The State of Eritrea
	• Federal Democratic Republic of Ethiopia
	• Republic of Fiji
	• Gabonese Republic
	• Republic of Guatemala
	• Republic of Guinea-Bissau
	• Hellenic Republic
	• Republic of Honduras
	• Republic of Madagascar
	• Principality of Monaco
	• Republic of Nicaragua
	• Federal Republic of Nigeria
	• Islamic Republic of Pakistan
	• Independent State of Papua New Guinea
	• Republic of Peru
	• French Polynesia
	• Saint Lucia
	• Saint Vincent and the Grenadines
	• Independent State of Samoa
	• Republic of San Marino

	• Sint Maarten/ Saint Martin
	• Kingdom of Swaziland
	• Republic of Togo
	• Kingdom of Tonga
	• Republic of Trinidad and Tobago
	• Ukraine
	• Republic of Vanuatu
	• Bolivarian Republic of Venezuela
SG-01	64th Poster Competition for Tourism of Japan
SG-02	Revitalize Japan with the Power of Travel
U	Tourism Technology
U-01	Tourism Technology
	• [TT-01] FEAT Limited
	• [TT-02] Toppan Printing Co., Ltd.
	• [TT-03] National Institute of Information and Communications Technology
	• [TT-04] Japan Voyage Navigator which is a database of Japanese sights JTB Corporate Sales Inc.
	• [TT-05] Panasonic Corporation
	• [TT-06] NIPPON TELEGRAPH AND TELEPHONE CORPORATION
U	SNOW SPORTS & RESORTS JAPAN
U-02	SNOW SPORTS & RESORTS JAPAN
U	G-G Grand Prix Gourmet EXPO 2016 & WORLD GOURMET Street
U-03	G-G Grand Prix Gourmet EXPO 2016 & WORLD GOURMET Street
	• SHALLOW BEE
	• Okinawa Food EBISU
	• Toritachibana
	• Yakitoridon
	• Kamenosuke Ramen
	• Nihonichino Yamagatano Imoni
	• Sendai Gyutan-Yakishi Yamamoto
	• Kappouyano Tatsutaage
	• SYOURIKI
	• Turco Kebab
	• BULUT TRADING
	• MANGO KING
	• Taco Derio!
	• Cafe SUNS
	• CHAMPION Local Foods Booth
	• Nagareboshi
	• Orijin
	• Fruits Palette
	• Sensho
	• Nigiwaiyahonten
	• Kurikotouge no Chayadango
U	" i enjoy ! " Para Sports Park
U-04	" i enjoy ! " Para Sports Park
U	Resting Place with Entertainment Programs
U-05	Resting Place with Entertainment Programs
Z	Food Court
Z-01	The Local "Donburi" Grand Prix
	• [DF-01] Rikyu
	• [DF-02] Nihon Ryouri Ichinomatsu
	• [DF-03] Hidagyu Takumi
	• [DF-04] Syokunin no karaage Hanadori
	• [DF-05] TORIKAI
	• [DF-06] DAISEN SANROKU KANKOUSUISHIN KYOGIKAI-KABA
	• [DF-07] BUNGOSUIDOU KAMAECOKUSOU IKIKISENDAN
	• [DF-08] Chichibu Ekiben Study Group
	• [DF-09] Fuku Kawaku Co.,Ltd
	• [DF-10] MAN MA YA
	• [DF-11] Akita Hinaiya
	• [DF-12] The Kitchen of Japanese Isolated Islands
	• [DF-13] Zinenjosoba Hakone Tsukumo
	• [DF-14] Chibaken Ouen Project
	• [DF-15] Awajisima to Kurae
	• [DF-16] Sapporo Kyubei
Z-02	World Gourmet Excellent BEER Expo
Z-03	World Food Court
	• [WF-01] Baan-phuthai
	• [WF-02] Ajinouebachi
	• [WF-03] Restaurant Istanbul Ginza
	• [WF-04] Karajishi
	• [WF-05] Mama's Kitchen
	• [WF-06] Hungary Wine Dining AZ Finom
	• [WF-07] MALAYSIA KITCHEN
	• [WF-08] Kamenosuke Ramen

PR and Promotion Activities

[Year 2016 Theme, Key Visuals]

1. Theme Expression

In the first fiscal year of the event, it declared “New Travel Begins” while “Move, See. Feel.” was selected as a theme to inspire action in the second year. Positioning the second-year declaration as inspiration for the third year, a theme slogan for this year was considered.

In its third year in 2016, referred to as “jump,” following “hop” and “step” for the last two years, a themed slogan was unveiled – the “significant leap forward” -- for the 2020 Tokyo Olympics.

<English> **Be part of the world. Travel.**

2. Key Visuals

<Design Concept>

Breaking away from a stereotypical image of “sightseeing” and “travel” characterized by scenic spots, antiquities and places of interest, new designs were created to highlight the year of “jump” by giving expression to travel styles and changing forms of travel such as activities at destinations and exchanges and dialogues with a wide variety of ethnic groups.

●About Original Drawing of *Ukiyo-e*

The *ukiyo-e* (Japanese woodblock prints) of Fukuroi-juku illustrates popular traditional circular kites flying high in the sky, depicting the “jump” and the “significant leap forward.” Fukuroi-juku was a postal station located near the halfway point between Tokyo and Osaka on the Edo period’s Fifty Three Stages of the Tokaido. The design was based on one of the 100 beautiful spots in the countries dubbed “Enshu-akiba Distant Views with Fukuroi Flying Kite” by Hiroshige Utagawa, second generation.



[Internet Development]

Advertising primarily focused on “listing ads linked with searches,” “display ads by ad networks” and on-line ads in efforts to boost recall and penetrate markets with higher interest in travel and tourism. Measures were taken to draw consumers to the official website and increase traffic by introducing editorial ads in media with travel pages.

Also, B2C pages in English were prepared from 2016 to heighten visibility with Internet ads.

<Internet Ad Target>

Ad Area: 5 prefectures in Kanto (Tokyo, Kanagawa, Saitama, Chiba and Ibaraki)
Interest: Internet users with interest in travel, transportation, leisure, outdoors

<Access Results>

Page view counts: 2,692,060 PV (up 20.3% year-on-year)
Session counts: 766,491 sessions (up 29.5% year-on-year)
User counts: 524,517 (up 27.1% year-on-year)

Official Website

- Display of detailed information
- Display of stage and event contents
- Search of in-booth projects and sponsors/exhibitors information
- Posting of participating organizations' website banners

YDN / GDN (display network) Sept. ~
 • Target consumers interested in travel through announcements via email of user members to promote visiting the event

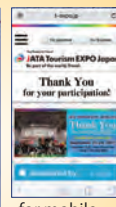
Media, News Websites and News Portals Exclusive to Travel
 Approach consumers receptive to trends in the travel industry



Publicity cooperation by LIVE JAPAN and others



for PC



for mobile

FB Fan-page / Twitter
 • Distribute timely and updated information using FB/Twitter
 • FACEBOOK campaigns to attract the travel-minded consumers (No. of “like”: 25,536)



[Advertising Media]

Running of advertisements beginning September included transit, newspaper editorial, cable TV and magazines. In addition to ads on overall projects, exclusive ad announcements of JAPAN NIGHT were conducted to position it as a PR event this year.

◆Transit Ads



- Above windows (inter-size) a total of 630 sheets
 - Marunouchi Line: 400 sheets (9/9 – 9/22)
 - Yurikamome Line: 230 sheets (9/12 – 9/25)



- Hanging banner above windows (B3 size w/ JAPAN NIGHT) a total of 9,960 sheets
 - Above-window ads on JR East Lines: 5,840 sheets (9/19 – 9/25)
 - Hanging banner ads on Yurakucho and Fukutoshin Lines: 2,000 sheets (9/19 – 9/22)
 - Hanging banner ads on Tokyo Metro Lines: 1,310 sheets (9/19 – 9/25)
 - Above-window ads in Tokyo Metro buses: 810 sheets (9/15 – 9/21)

- JR hanging banner ads (B3 size) a total of 7,660 sheets
 - Keihin-Tohoku Negishi and Chuo Lines (rapid-transit/local trains), Keiyo Line, Saikyo Line and Rinkai Line: 9/22 – 9/23
 - Yamanote and Yokosuka-Sobu Lines (rapid-transit): 9/23 – 9/25
 - Shonan-Shinjuku and Ueno-Tokyo Lines: 9/22 – 9/25



- Station posters (B1 size) a total of 200 sheets
 - Tokyo Metro: 60 sheets (9/1 – 9/25)
 - Tobu Railway: 140 sheets (9/1 – 9/25)



- Above windows (inter size) a total of 1,360 sheets
 - Tokyo Metro: 1,360 sheets (9/9 – 9/22)
- Frame face ads a total of 370 sheets
 - Yurikamome Line: 370 sheets (9/19 – 9/25)

- Door-side ads a total of 230 sheets
 - Yurikamome Line: 230 sheets (9/1 – 9/30)



◆Advance Announcement Tools



- Announcement posters (B3 size) a total of 1,800 sheets
 - [Offers] Companies of Japan Association of Travel Agents' board members and their regional sales offices; Japan Travel and Tourism Association members; sponsor companies; exhibitors; and government-affiliated organizations (early Sept. – 9/25)

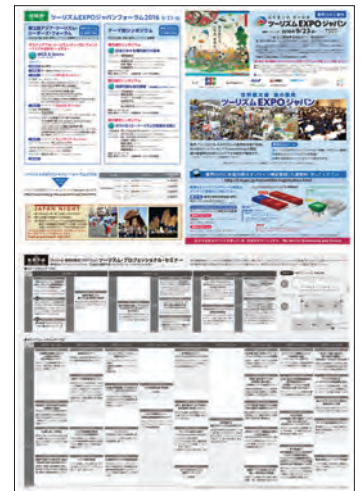


- Leaflets for general visitors <in English> (A4 size) a total of about 4,500
 - [Offers] Direct mail to the members of the U.K. Chamber of Commerce and American Chamber of Commerce (early Sept. – 9/25)
 - Contents of the leaflet in English were sent to 5,760 members of American Chamber of Commerce and the U.K. Chamber of Commerce in the form of E-Newsletter. Subject to show a passport or ID, no admission was charged to non-Japanese visitors.

- Leaflets for general visitors <in Japanese> (A4 size) a total of about 75,000 sheets
 - [Offers] Companies of Japan Association of Travel Agents' board members and its members; Japan Travel and Tourism Association members; JTB, KNT, NTA; sponsor organizations; exhibitors; Mitsui Fudosan Facilities (early Sept. – 9/25)



- Leaflets for trade visitors (A3 half-fold size) a total of 32,000 sheets
 - [Offers] Companies of Japan Association of Travel Agents' board members and their regional sales offices; Japan Travel and Tourism Association members; sponsor companies; exhibitors; tourism-related events (late Aug. – 9/25)



◆Media Announcement

- Nihon Keizai Shimbun: Sept. 19th issue; 5-column editorial ad in national morning edition



- Yomiuri Shimbun: Sept 21st issue; 5-column editorial ad in Tokyo evening edition



- Asahi Shimbun: Sept 22nd issue; 10-column editorial ad in Tokyo morning edition
 - Publicity cooperation by Asahi Shimbun and digital version etc.

- Kankokeizai News: Aug. 27th issue
- Wing Travel Weekly: Sept. 19th issue; Tourism EXPO Japan special edition
- Magazine ads
 - All Nippon Airways domestic in-flight magazine "Tsubasa no Okoku" (Sept. issue)
 - Japan Airlines domestic in-flight magazine "SKYWARD" (Sept. issue)
 - Project Design Monthly (Oct. issue)
- TV and outdoor vision
 - Tabi Channel: 30-sec CF; 60 runs
 - Cartoon Network: 30-sec CF; 30 runs
 - Kansai International Airport KIX Information Board: 15-sec CF; 9/1 – 9/27
 - Haneda Future Vision at Haneda Airport: 15-sec CF; 9/1 – 9/27

*Thanks to the press cooperation, many papers carried respective publicities.

◆Official Facebook

Tourism EXPO Japan Official Facebook



[Publicity Activities]

In efforts to generate attention from media, a total of 15 press releases were issued starting in March until the event's opening. Press releases were issued on all five programs in the forum during the event. The announcement of "Booth Grand Prix" and a press release on the final visitor counts were also made available as follow-up efforts.

The first press conference on the event summary on Wed, May 25 was followed by a press meeting disclosing general description of Tourism EXPO Japan and a new approach with the "Japan Travel Month" program on Thu, Sept. 1. On the grand opening day, the organizer's press conference was also conducted. Other significant PR achievements included event announcements and branding activities.

Media Exposure

4-day total: 771 media, 1,365 persons (up 20.1% year-on-year) (a total of 649 media, 1,137 persons in 2015)

Sent invitations to the event coverage to major media, including TV, major newspapers and wire services, more than 1,300 journalists at home and abroad visited the event site.

Exposure Volume: 1,737 media in total

A total counts of 1,737 media exposure, including TV, newspapers and web news (as of 10/12/2016).

TV: 14 Programs

The event was exposed in a total of 14 programs broadcast by NHK and other TV stations. Nationwide news coverage included TX "WBS" and NHK "Shutoken Network" (about 2 minutes) and TX "News Answer" and EX "Good Morning!" (about 4 minutes). In addition, regional TV stations such as Chukyo and Fukui broadcast the event.



Major Newspapers, News Agencies, Sports Newspapers, Magazines: 205 Media

In addition to major nationwide newspapers such as Asahi Shimbun, Yomiuri Shimbun, Sankei Shimbun and Nihon Keizai Shimbun, local newspapers ran a variety of stories.



WEB: 1,518 Media

Stories were widely exposed through the websites of Asahi Shimbun, Yomiuri Shimbun, Kyodo News Service and Jiji Press. Also, thanks to coverage on web news of NHK and other key TV stations, other portal sites such as influential Yahoo! published the event. The total exposure website count reached 1,518.



Media invitees from abroad also covered the event.

List of JATA Tourism EXPO Japan 2016 Sponsors, Supporting Organizations

[Event Name] JATA Tourism EXPO Japan 2016

[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>

Hiroimi Tagawa Chairman, Japan Association of Travel Agents (JATA)

<Members>

Hiroyuki Ishige Chairman & CEO, Japan External Trade Organization (JETRO, Incorporated Administration Agency)
 Susumu Ishihara Chairman, Kyushu Tourism Promotion Organization (General Incorporated Association)
 Shinichiro Ito Chairman of the Board, ANA Holdings Inc.
 Masaru Onishi Director, Chairman, Japan Airlines Co., Ltd.
 Takao Kawanishi Chairman and Chief Executive Officer, JCB Co., Ltd.
 Junjo Kikuma Chairman & CEO, World Air-Sea Service Co., Ltd.
 Tetsuya Kobayashi President, Japan Hotel Association
 Koji Kondo Vice President, All Nippon Travel Agents Association (ANTA, General Incorporated Association)
 Hiroshi Suda Co-Chairperson, Tourism Committee, The Japan Chamber of Commerce and Industry
 Hiroyuki Takahashi President & CEO, JTB Corp.
 Akihiko Tamura Commissioner, Ministry of Land, Infrastructure, Transport and Tourism Japan Tourism Agency
 Kazuyoshi Togawa President, KNT-CT Holdings Co., Ltd.
 Tetsuro Tomita Chairman, Committee on Tourism of Keidanren, Vice Chairs of the Board of Councillors, Japan Business Federation (Keidanren)
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 Toru Haritani Chairman, Japan Ryokan & Hotel Association
 Takeo Hirata Secretary General, Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games, CABINET SECRETARIAT
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 Kazuaki Maruo Executive Chairman, NIPPON TRAVEL AGENCY CO., LTD.
 Koichi Morimoto Director-General for International Affairs, Ministry of Education, Culture, Sports, Science and Technology
 David Spence Regional Director, Finance, Board of Airline Representatives of Japan (BOAR)

Planning Committee

<Chairman>

Hiroimi Tagawa Chairman, Japan Association of Travel Agents (JATA)

<Vice Chairman>

Shigetomo Kubo President & COO, Japan Travel and Tourism Association

<Special Advisor>

Yoshiaki Hompo Specially-appointed Prof. of Tokyo Metropolitan Univ. and Tokyo Institute of Technology

<Members>

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 Satoshi Inoue Director & General Manager, Global Projects, JTB Corp.
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 Yasuto Kawarabayashi Vice Commissioner, MLIT / Japan Tourism Agency
 Fumiyo Saito General Manager, Public Relations DIV., CSR Promotion Headquarters, HANKYU TRAVEL INTERNATIONAL CO., LTD.
 Eiji Sawayama Vice President, Tourism Promotion, Managing Division Passenger Sales, Japan Airlines Co., Ltd.
 Tadashi Shimura President, Japan Association of Travel Agents (JATA)
 Yoshihiro Zenno Director, Project General Manager Office of World Sports and Culture Forum 2016, Ministry of Education, Culture, Sports, Science and Technology-Japan
 Atsushi Takahashi General Manager, MARKETING DEPARTMENT, East Japan Railway Company
 Tetsunori Dambara Managing Director, MIKI TOURIST
 Toshiro Yajima General Manager, Public Relations Office, Japan Association of Travel Agents (JATA)
 Yasuhiro Watanabe Full-time Professor, Business Management, J.F. Oberlin University

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

[Planning / Operation] JATA Tourism EXPO Japan Promotion Office

[Official Sponsor] JCB Co., Ltd. *Sponsor for all operations

[Sponsors by Operation]

- **Travel Showcase**
 - Gold Sponsor: Mitsui Fudosan Co., Ltd.
 - Silver Sponsors: ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / NARITA INTERNATIONAL AIRPORT CORPORATION / East Japan Railway Company / HITO-Communications, Inc. / Tokyo Good Manners Project Association
 - Bronze Sponsors: Oriental Land Co., Ltd. / Tokio Marine & Nichido Fire Insurance Co., Ltd. / Hawaii Tourism Japan
 - [Allied Sponsors] HOKKAIDO RAILWAY COMPANY / Central Japan Railway Company / West Japan Railway Company / Shikoku Railway Company / Kyushu Railway Company
- **Tourism EXPO Japan Forum**
 - Forum Bag Sponsor: Ministry of Tourism of the Republic of Indonesia
 - Forum Strap Sponsor: Tourism Authority of Thailand
- **JAPAN TOURISM AWARDS**
 - Sponsor: JCB Co., Ltd.

[Advertising Sponsors]

- **Off-site Advertising**
 - Entrance Information Board Side Ad: MALDIVES MARKETING & PR CORPORATION / Tokyo Convention & Visitors Bureau
 - Moving Sidewalk Poster Board Ad: JCB Co., Ltd. / Tokio Marine & Nichido Fire Insurance Co., Ltd. / NATIONAL TOURIST OFFICE OF SPAIN
 - Galleria Banner Ad: JCB Co., Ltd. / Ministry of Tourism of the Republic of Indonesia / MALDIVES MARKETING & PR CORPORATION
 - Each Hall Media Core: JCB Co., Ltd.
- **On-site Advertising**
 - Hanging Banner Ad: East Japan Railway Company, Tohoku Tourism Promotion Organization / JTB Corp. / BANGLADESH TOURISM BOARD / NEPAL TOURISM BOARD / India Tourism, Tokyo / MALDIVES MARKETING & PR CORPORATION / Tokyo Convention and Visitors Bureau / East Japan Railway Company / HOKKAIDO RAILWAY COMPANY / Ministry of Tourism of the Republic of Indonesia
 - Wall Surface Hanging Banner: Ministry of Tourism of the Republic of Indonesia
 - Pole Banner Ad: JCB Co., Ltd. / Tokyo Convention and Visitors Bureau
 - Hall Entrance Pole Banner Ad: MALDIVES MARKETING & PR CORPORATION
 - Entrance Floor Ad: MALDIVES MARKETING & PR CORPORATION
 - Stage Area Ad: Ministry of Tourism of the Republic of INDONESIA
 - Brochure Distribution: Tottori Prefecture Tourism Exchange Stations Tourism Strategy Division / Rakuten Inc. / Dow Jones Japan K.K. / ATOUT France
- **Site Promotion**
 - Travel Showcase Guidebook Ad: JCB Co., Ltd. / FINNAIR / ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / Japan Shopping Tourism Organization / Ministry of Tourism of the Republic of Indonesia / A2A Town (Cambodia) Co., Ltd. / Joint Tourism Promotion Cooperation Initiative for Balkan Region / Macao Government Tourism Office / NARITA INTERNATIONAL AIRPORT CORPORATION
- **In advance Media Ad**
 - Official Website Banner Ad: Turner Japan K.K. / FINNAIR / Event Banking / Ministry of Tourism of the Republic of Indonesia / Japan Recreational Vehicle Association / NEPAL TOURISM BOARD
- **Business Session**
 - Guidebook Ad: Joint Tourism Promotion Cooperation Initiative for Balkan Region / Ministry of Tourism of the Republic of Indonesia

[Business Cooperation]

- **Appreciation Get Together Cooperation**
 - Okinawa Convention & Visitors Bureau / Kumamoto Prefecture Tourism Federation / DELTA International Co., Ltd. / MADAGASCAR EXPLORER / Joint Tourism Promotion Cooperation Initiative for Balkan Region / Katsushika City / Aichi Prefectural Government
- **Advertising / PR Cooperation**
 - ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines 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.

<JAPAN NIGHT>

- **Organizers**
 - Japan National Tourism Organization (JNTO) / Japan Travel and Tourism Association / Japan Association of Travel Agents (JATA)
- **Support**
 - Ministry of Land, Infrastructure, Transport and Tourism / MLIT Japan Tourism Agency / Ministry of Internal Affairs and Communications / Ministry of Foreign Affairs / Japan Sports Agency / Agency for Cultural Affairs / Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Ministry of the Environment / Tokyo Metropolitan Government / Tokyo Convention & Visitors Bureau / Japan External Trade Organization (JETRO) / Japan Business Federation (Keidanren) / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / Chuo City / Chuo City Tourism Association / The Center For Promotion Of Folk-Performing Arts
- **Sponsors**
 - JCB Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / Tokyo Good Manners Project Association
- **Cooperation**
 - Nihonbashi-Bridge Preservation Society / Nihonbashi-Renaissance / Tokyo Chuo-Oodori-Kai / Nihonbashi Kitazume Shotengai / Nihonbashi Restaurant Association / Mitsui Fudosan Co., Ltd. / Japan Sake and Shochu Makers Association / Yamanashi Tourism Organization (Public Interest Incorporated Association)
- **Site Sponsors**
 - CongresSquare Nihonbashi / BELLESALLE TOKYO NIHOMBASHI

(* random order)
(as of Sept 1, 2016)



KOTFA

Date: June 1 (Thu) – June 4 (Sun), 2017

Venue: 1F, Halls A & B, COEX

Organizer: Korea World Travel Fair (KOTFA 2017) Planning Committee

Korea World Travel Fair (KOTFA) and Tourism EXPO Japan made an agreement to cooperate on tourism promotion for the events.

Tourism Information Exhibition Representing Asia Participated by More Than 480 Companies and Organizations from 50 Countries and Areas of the World

The 32nd Korea World Travel Fair 2017

Currently accepting applications (until March 31, 2017)

www.kotfa.co.kr

Reserve your booth now!



Tourism EXPO Japan 2017

180,000 visitors to gather for T-EXPO

Date: Thursday, September 21-Sunday, September 24, 2017
Venue: Tokyo Big Sight

TEJ* consists of
five major programs:

- Tourism EXPO Japan Forum
- Travel Showcase
- Business Meetings
- JAPAN TOURISM AWARDS
- JAPAN NIGHT

*TEJ: Tourism EXPO Japan

TEJ attracts over **42,000**
travel professionals

Maximum **15** sessions of
productive prearranged
business meetings on the 1st day

Over **1,000** professionals
attend the International
Tourism Conference

● Exhibition Fee (Application Deadline: Friday, April 28, 2017)

1. Standard Booth (9㎡) Package: 486,000 JPY (Tax Included)
2. Space Only (9㎡): 432,000 JPY (Tax Included)

※Minimum of 4 spaces registration is required.

※8% Early-Bird Discount is applied to applicants who register by
Tuesday, February 28, 2017

Application Request
Form is Available Online

<http://t-expo.jp/en>

Organized by

Japan Travel and Tourism Association (JTTA)

Japan Association of Travel Agents (JATA)

E-mail: event@t-expo.jp Phone: +81(0)3-5510-2004

For more information

<http://t-expo.jp/en>