

Special Exhibition Plan

Adventure Tourism

Experience the benefits of everything from business meetings to market recognition at the Tourism EXPO Japan!

Thursday, Sept. 25 - Sunday, Sept. 28, 2025

Aichi Sky Expo

Adventure tourism (AT), which combines at least two of the three elements "activity," "nature," and "different cultures," is attracting considerable interest in the Tourism for SDGs perspective.

According to Grand View Research, a US-based market research firm, the size of the global market for adventure tourism reached 282.1 billion US dollars in 2021, with a yearly growth rate of 15.2% since then. With this momentum, the market is expected to exceed 1 trillion US dollars by 2030.

*Information excerpted from curated sites on the theme of "nature experiences" operated by the NPO Nature Service and the company Nature Service Consulting.

Tourism EXPO Japan 2025 Aichi/Central Japan will feature a special corner dedicated to adventure tourism that contributes to sustainable tourism infrastructure and the revitalization of local economies through the utilization and protection of tourism resources. The EXPO is calling for exhibitors from among local governments, DMOs, and business operators and travel agencies that provide or operate tourism-related resources

Adventure Tourism



Adventure Travel consisting of two of the above three components: a physical activity, a cultural exchange, and engagement with nature.



Contributing to the Economy

Sustainable Tourism

<Project Goal>

Tourism EXPO Japan will gather and showcase a wide variety of tourism resources and plans related to adventure tourism from Japan and abroad, and publicize them as special projects to attract interest and attention, improve the effectiveness of business meetings, and increase the rate of information research for a wide range of potential demand.

<Exhibition Price>

We offer a compact "ready-to-exhibit" and inexpensive exhibit plan!

JPY 242,000 (tax included) *Booth size W2m × D2m

*You can also participate in the special Adventure Tourism program while exhibiting under the regular plan to match your exhibition strategy and plan. (Regular Exhibition Plan: JPY612,700/booth(9m²))

The Price includes the Following

• Exhibition Booth (W2m×D2m)

System panel, Company name plate, One table, Four chairs, 100V500W power supply and one outlet, 3 exhibitor passes,

• Promotional Activities

Use of shared stage in special area (30 minutes once per period)

*Time slot may not be available depending on application levels.

Placement of exhibitors' descriptions in text format, photos and videos

*Period: Late July – December 31, 2025

• Business Meetings (Pre-arranged Appointments)

Two registrations/booth

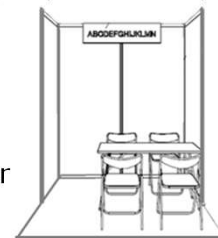
*Maximum of 18 sessions can be arranged physically. 20minutes/session)

*Use of business communication online platform.

• Advertising and PR for the Special Project by Organizer

※Includes the following

- Project outline introduced on the feature page of our official website
- Special project exposure using venue billboards (the venue map, etc.)
- Project outline introduced in the venue guide (digital version)



Booth Image



Adventure Tourism 2019



Venue Guide (digital format)



Website (image)

Application Deadline

May 16, 2025

Results of the Adventure Tourism in the Tourism EXPO Japan 2024

Exhibition Period & Venue: October 26 -29, 2024/Tokyo Big Sight

Exhibitors: 13 companies and organizations within 20 booths

What is Tourism EXPO Japan?



This is a comprehensive, world-class tourism event that brings together members of the tourism sector and a variety of industry stakeholders around the theme of sightseeing/tourism, providing opportunities for all participants to share insights and have discussions in order to grow and develop while promoting overseas, domestic, and inbound tourism and stimulating local economies, as well as opportunities for exhibitions, business meetings, consumer promotions, and direct marketing.

Tourism EXPO Japan (TEJ) is a comprehensive tourism event that aims to lead the worldwide tourism industry. TEJ provides opportunities for business exhibitions, business meetings, consumer promotions and direct marketing for the development and growth of each of the participating businesses.



Tourism Expo Japan 2025 Aichi/Central Japan will take place at Aichi Sky Expo under the theme "Travel for Discovery and New Encounters" as an iconic comprehensive tourism event that contributes to the enhancement of international exchanges.

Tourism Expo Japan 2025 Outline

Event Name	Tourism EXPO Japan 2025 Aichi/Central Japan (TEJ 2025)
Organizers	Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)
Special Collaboration	All Nippon Travel Agents Association (ANTA)
Dates	Thursday, September 25, 2025–Sunday, September 28, 2025 Trade & Press Days: September 25 & 26; General Public Days: September 27 & 28
Venue	Aichi Sky Expo (Aichi International Exhibition Center)
Business	Exhibition & Business Meetings/Exchange Programs/TEJ Conference/Award Programs
Total Visitors	100,000 (Trade & Press: 34,000; General Public: 66,000)
Concurrent Event	VISIT JAPAN Travel & MICE Mart (VJTM) 2025 Organizer: JNTO (Tentative)
Concurrent Event	Travel Solutions Exhibition 2025

* Result in 2024 [Exhibitors] 80 Countries and Regions, 1,384 Companies and Organizations
[Visitors] 182,934 visitors (Trade & Business : 71,818 · General Public : 111,116)

Further Promotional Opportunities



The tourism industry's largest business convention

Business discussions by advance appointment

The Tourism EXPO Japan will hold an appointment-based two-day business meetings. Two people are entitled to register for each booth, and each person will be able to pre-arrange maximum of 18 business meeting slots.

Your meeting partners will be travel agencies, overseas government tourism bureaus, domestic municipalities, and DMO representatives looking for a new business model. Information for participants will be visible until December of 2025.

▼ Appointment business meeting ▼



A long-running promotion that starts before and continues after the exhibition!!

Available on Tourism EXPO Japan official website

Tourism EXPO Japan will set up a special site with exhibitor information (Free editorial exhibitor's introduction, YouTube movies and photos).

Tourism EXPO Japan 2025
official website open

Monday, March 3

▼ Search Exhibitors ▼

