

The Power of Travel
 **JATA Tourism EXPO Japan 2014**
 prospers communities

September 25 (Thu.)–28 (Sun.), 2014 Tokyo Big Sight | Satellite Venue: the Fuji Television Venue / KITTE Marunouchi

JATA Tourism EXPO Japan 2015

September 24 (Thu.)–27 (Sun.), 2015

Venue: Tokyo Big Sight, East Hall / Conference Tower
 3-11-1 Ariake, Koto-ku, Tokyo 135-0063, Japan

Dates: **Sep. 24 (Thu.)** Business Meeting
Sep. 25 (Fri.) Business Meeting, International Tourism Forum, Travel Showcase (Trade & Press Day)
Sep. 26 (Sat.)–27(Sun.) Travel Showcase (General Public Day)

Potential Exhibitors

- Travel/tourism associations and travel agents from Japan and overseas
- National/local tourism offices and embassies and government offices
- All corporations and organizations engaged in or planning coordination between regional development and the tourism industry
- Corporations planning to use “The Power of Travel” for their promotion and branding

Exhibition Application and Enquiries:

JATA Tourism EXPO Japan Promotion Office

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

For more information

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

● Videos ● Photos ● Event report PDF data ● 2015 Exhibition application form



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



JATA Tourism EXPO Japan 2014 had 157,589 visitors! It turned to be one of the largest-scale and fully comprehensive tourism events in the world.

The world's largest-scale tourism event "JATA Tourism EXPO Japan 2014" took place at the Tokyo Big Sight from September 25 (Thu.) to 28 (Sun.), 2014. It was organized by Japan Travel and Tourism Association (JTTA) and Japan Association of Travel Agents (JATA). "Tabi Fair Japan"—a domestic travel exhibition organized by JTTA—and "JATA TABIHAKU"—an overseas travel exhibition organized by JATA—were integrated to be the world's largest-scale and fully comprehensive tourism event, where advantages of each exhibition were displayed and the strengths of all industries and regions were brought together as well as those of the tourism industry. In addition to "JATA Tourism EXPO Japan," "VISIT JAPAN Travel Mart (VJTM) 2014" and "VISIT JAPAN MICE Mart (VJMM) 2014" were organized by Japan Tourism Agency and Japan National Tourism Organization (JNTO) at the same time this year. Domestic and overseas travel and business meetings for visiting Japan were brought together in one place. The integration of these three events resulted in publicizing Japan as a leading tourism nation in Japan and overseas. The period when these three events took place was named as "Japan Travel Week" to increase the recognition of these events. Also, the coordination between these events resulted in enhancing the effect of simultaneously holding events.



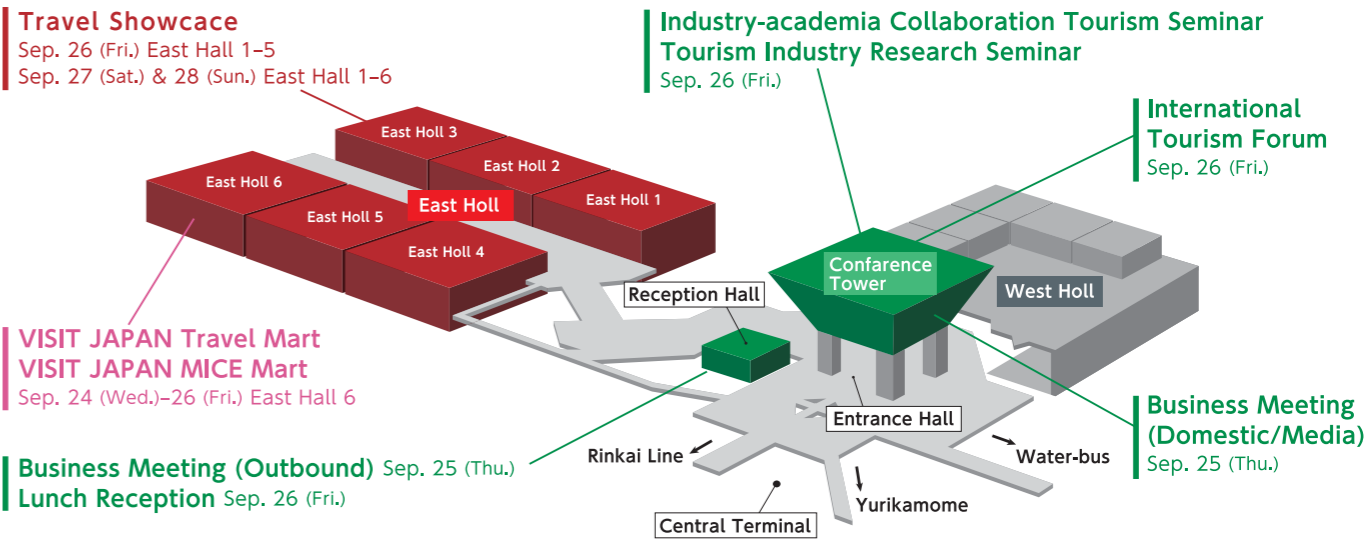
[Period]
September
25 (Thu.)–28 (Sun.), 2014

[Venue]
Tokyo Big Sight
East Hall/Conference Tower

[No. of exhibitors]
151 Countries/Regions
47 Prefectures Across Japan
1,129 Corporations/Organizations

[No. of visitors]
Total: 157,589
Sep. 26 (Trade & Press Day) : 41,063
Sep. 27 (General Public Day) : 61,649
Sep. 28 (General Public Day) : 54,877

[JATA Tourism EXPO Japan 2014 Venue]



- ### JATA Tourism EXPO Japan 2014 Schedule
- Sep. 25 (Thu.)**
- "Business Meeting" Tokyo Big Sight, Conference Tower (9:00-18:00)
 - "JAPAN NIGHT" Tokyo National Museum (19:30-21:30)
- Sep. 26 (Fri.)**
- "International Tourism Forum"
 - Tokyo Big Sight, Conference Tower, International Conference Room (9:30-18:00)
 - Tokyo Big Sight, Conference Tower 605 & 606 (14:00-18:00)
 - "Travel Showcase" Tokyo Big Sight, East Hall 1-5 (11:00-20:00)
 - "Business Meeting" Tokyo Big Sight, East Hall 1-5 (11:00-18:00)
- Sep. 27 (Sat.)**
- "Travel Showcase" Tokyo Big Sight, East Hall 1-6 (10:00-18:00)
- Sep. 28 (Sun.)**
- "Travel Showcase" Tokyo Big Sight, East Hall 1-6 (10:00-17:00)
- Satellite sites**
- Fuji Television Sep. 27 (Sat.)–28 (Sun.)
 - KITTE Marunouchi Sep. 24 (Wed.)–26 (Fri.)

Contents	07 International Tourism Forum	21 Travel Showcase 5
01 Event overview/results	11 Business Meeting	● Seminar on the Trade & Press Day Schedule
03 JAPAN NIGHT	● Outbound Business Meeting	● General Public Day Stage Schedule
05 State Ceremonies	● Domestic Business Meeting	23 Photo Report Travel Showcase (Trade & Press Day)
Opening Ceremony	● Media Meeting	25 Photo Report Travel Showcase (General Public Day)
Awards	● Basic Seminar	27 Photo Report Travel Showcase (Booths)
● JATA Tourism Awards ceremony	● Coordination with VJTM & VJMM	29 List of Exhibitors
● Tour Grand Prix Awards ceremony	13 Travel Showcase 1 Venue Map	33 Survey on Visitors and Business Meeting Attendees
● The 62nd Poster Completion for Tourism of Japan Awards ceremony	17 Travel Showcase 2 Organizers	35 PR Activities
	19 Travel Showcase 3 Food Court	38 Organizers, Sponsors, Supporters
	20 Travel Showcase 4 Exhibitors' comments	

[JAPAN NIGHT]

Organizers : Japan Tourism Agency
 Japan National Tourism Organization (JNTO)
 Japan Travel and Tourism Association (JTTA)
 Japan Association of Travel Agents (JATA)

Date & Time : September 25 (Thu.), 2014 19:30-21:30
Venue : Tokyo National Museum (Taito-ku, Tokyo)
No. of participants : Approx. 1,600 (incl. 750 organizations participating in VJTM+VJMM)

“JAPAN NIGHT” was held at the Tokyo National Museum as a networking event for “VISIT JAPAN Travel Mart (VJTM) 2014,” “VISIT JAPAN MICE Mart (VJMM) 2014,” and JATA Tourism EXPO Japan.

We invited tourism ministers from overseas, ambassadors to Japan and exhibitors based in Japan. Approximately 1,600 people attended the event.

Under the theme of “Japanese-style hospitality,” we offered various Japanese art demonstrations and Japanese dishes and the participants enjoyed an urbane Japanese evening.

The period in which these international tourism events took place was named “Japan Travel Week.” A joint press conference was conducted prior to “JAPAN NIGHT.” Using this name, it was our plan to increase the recognition of these events both within Japan and overseas, and enhance coordination among the events to enhance their effectiveness.



[Order of Ceremony]

1. Opening
2. Organizers' greeting: Mr. Norio Yamaguchi, Chairman & CEO of Japan Travel and Tourism Association
3. Guests' greeting: Mr. Akihiro Ohta, Minister of Ministry of Land, Infrastructure, Transport and Tourism
4. Opening act
5. Kagami Biraki Ceremony
6. Toast: Dr. Taleb Rifai, Secretary-General of World Tourism Organization (UNWTO)
7. Demonstrations
8. Mid-ceremony greeting: Mr. Shigeto Kubo, Commissioner of Japan Tourism Agency
9. Final demonstration
10. Closing

[Presenters at the Kagami Biraki Ceremony]

Mr. Shigeto Kubo, Commissioner of Japan Tourism Agency/Mr. Ryoichi Matsuyama, President of Japan National Tourism Organization/Dr. Taleb Rifai, Secretary-General of World Tourism Organization (UNWTO)/Mr. Evaldas Gustas, Minister of Economy of the Republic of Lithuania/Mrs. Kobkarn Wattanavrangkul, Minister of Tourism and Sports of Kingdom of Thailand/Mr. Rashed Khan Menon, Minister of Civil Aviation & Tourism of People's Republic of Bangladesh/Dr. Thong Khon, Minister of Tourism of the Kingdom of Cambodia/Mr. Hussain Lirar, Deputy Minister of Tourism of Republic of Maldives/Ms. Rula Ma'aya, Minister of Tourism and Antiquates, Palestinian/Mr. Nor Aznan Sulaiman, Director of International Promotion Division (North & East Asia) of the Malaysia Tourism Promotion Board/Mr. Masaru Onishi, Director, Chairman of Japan Airlines Co., Ltd./Mr. Osamu Shinobe, President C.E.O. of All Nippon Airways Co., LTD./Mr. Christopher Rodrigues, Chairman of VisitBritain/Ms. Ruth Hubbard, Product Manager of InsideAsia Tours/Ms. Mika Sasaki, Akita Kanko Lady of Akita Convention & Visitors Bureau/Mr. Norio Yamaguchi, Chairman & CEO of Japan Travel and Tourism Association/Mr. Hiromi Tagawa, Chairman of Japan Association of Travel Agents



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



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



Mr. Shigeto Kubo, Commissioner of Japan Tourism Agency

Photo Report | JAPAN NIGHT



1



2



3



4



5



6



7



8



9



10

1 "Japan Travel Week" joint press conference 2 Akita Kanto performance by Akita Kanto Association 3 Calligraphy demonstration of "Journey" by the calligraphy artist REISEI 4 Kagami Biraki Ceremony 5 Toast given by Dr. Taleb Rifai, Secretary-General of UNWTO 6 Olympic anthem sung by the opera singer Miki Maesaka 7 Karate demonstration by the World Karate Champion 2012 8 Official theme song "Place to Go" sung by GILLE 9 Guests enjoying the event 10 Hand-clapping pattern by the Head Referee of Japan Sumo Association, the 35th Shounosuke Kimura, and the Head Caller, Kenzo

State Ceremonies

[Opening Ceremony]

Date & Time : September 26 (Fri.), 2014 9:30~
 Venue : Tokyo Big Sight, International Conference Room
 Attendees : 1,100

Representatives of the tourism industry, ministers from multiple countries attended the JATA Tourism EXPO Japan 2014's Opening Ceremony.

The Opening Ceremony was attended by His Imperial Highness Prince Akishino.

[Program]

1. Opening of Ceremony
2. Entrance of His Imperial Highness Prince Akishino
3. Playing of National Anthem
4. Host Speech: Hiromi Tagawa, Chairman of Japan Association of Travel Agents
5. Address by His Imperial Highness Prince Akishino
6. Guest Speech: Mr. Akihiro Nishimura, State Minister of Land, Infrastructure, Transport and Tourism
7. Opening Declaration / Ribbon Cutting
8. Exit of His Imperial Highness Prince Akishino

[Guest]

His Imperial Highness Prince Akishino
 Mr. Akihiro Nishimura, State Minister of Land, Infrastructure, Transport and Tourism / Mr. Takashi Otsuka, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism / Mr. Shigeto Kubo, Commissioner of Japan Tourism Agency / Mr. Ryoichi Matsuyama, President of Japan National Tourism Organization / Dr. Taleb Rifai, Secretary-General of World Tourism Organization (UNWTO) / Mr. Mutsutake Otsuka, Vice Chairman of KEIDANREN (Japan Business Federation), Committee on Tourism / Mr. Yoshiyuki Uehara, Chairman of Okinawa Convention & Visitors Bureau / Mr. Nor Aznan Sulaiman, Director of International Promotion Division (North & East Asia) of the Malaysia Tourism Promotion Board / H.E. Dr. Thong Khon, Minister of Tourism of the Kingdom of Cambodia / Dr. Ibrahim M. Mohamed, Principal Secretary, Commerce and Tourism, Ministry of the East African Affairs of the Republic of Kenya / H.E. Mr. Evaldas Gustas, Minister of Economy of The Republic of Lithuania / H.E. Mr. Hussain Liara, Deputy Minister of Tourism of Maldives / Ms. Rula Ma'aya, Minister of Ministry of Tourism and Antiquities, Palestine / Mr. Martin Craigs, CEO of Pacific Asia Travel Association (PATA)

[Host]

Norio Yamaguchi, Chairman & CEO of Japan Travel and Tourism Association / Hiromi Tagawa, Chairman of Japan Association of Travel Agents / Jungo Kikuma, Chairman of JATA Tourism EXPO Japan 2014 Executive Committee



Hiromi Tagawa
Chairman of Japan Association of Travel Agents



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

Address by HIH Prince Akishino at the Opening Ceremony of The JATA Tourism EXPO Japan 2014



It is my great pleasure to join all of you today in opening "the JATA Tourism EXPO Japan 2014", with a large number of participants from over 150 countries and areas, as well as from all over Japan.

This first JATA Tourism EXPO Japan,

integrating 2 events formerly hosted separately by the Japan Travel and Tourism Association (JTTA) and the Japan Association of Travel Agents (JATA), and organized in cooperation with the World Tourism Organization (UNWTO) and the Japan Tourism Agency, holds great significance in presenting a wide variety of travel opportunities and new forms of tourism through symposia and exhibits.

The 17th-century Japanese haiku poet Matsuo Basho begins his travelogue "Oku no Hosomichi (The Narrow Road to the Deep North)" with the words "The months and days are the travelers of eternity. The years that come and go are also voyagers." As this exemplifies, many of our ancestors have used the metaphor of a journey to describe life. By traveling, people gain new knowledge and perspectives. This in turn enables them to deepen their thinking.

Last year more than 10 million inbound visitors traveled to Japan. Japan is expected to receive growing numbers of visitors in the coming years. It is also worth mentioning that this year marks the 50th anniversary of the liberalization of overseas travel for Japanese citizens in 1964. Now large numbers of Japanese travel overseas, which has contributed greatly to international people-to-people exchanges. From this perspective, I believe that the tourism industry will play an even greater role in the future.

In closing my address, I hope that "the JATA Tourism EXPO Japan 2014" will provide an opportunity for in-depth discussions on tourism, and that further development in this sector will further expand Japan's relations with foreign countries and areas, and develop closer ties between people around the world.

[Awards]

[JATA Tourism Award/Poster Contest]
 Date & Time : September 26 (Fri.), 2014 9:30~10:30 (after the Opening Ceremony)
 Venue : Tokyo Big Sight, International Conference Room
 Attendees : 1,100

[Tour Grand Prix]
 Date & Time : September 27 (Sat.), 2014 15:00~16:00
 Venue : Tokyo Big Sight, B Stage of East Exhibition Hall

We held the followings ceremonies. Companies and organizations that contributed to stimulate travel demands were awarded at "JATA Tourism Award 2014". At "Tour Grand Prix 2014", excellent travel products were awarded and excellent tourism posters that contributed to attracting customers for domestic travels were awarded at the "Poster Competition for Tourism of Japan".



Award Commendation of JATA Tourism Award 2014

[JATA Tourism Award 2014]

Grand Prix —
 Tourism Authority of Thailand

Tourist Office & Embassy Category Award for Excellence —
 Tourism Authority of Thailand
 Mexico Tourism Board

Transportation Category Award for Excellence —
 East Japan Railway Company

Domestic & Inbound Travel Category Award for Excellence —
 Tourism Division Bureau of Industrial and Labor Affairs Tokyo Metropolitan Government

Publicity Category Award for Excellence —
 Fuji Television Network, Inc.
 "What is the world really like?"

JATA Chairman's Special Award —
 Okinawa Convention & Visitors Bureau

[Tour Grand Prix 2014]

MLIT Minister's Award —
 "15-16 days Cruise for Greenland and Baffin Islands to the Mysterious Arctic Circle" (Global Youth Bureau Co., Ltd.)
 ※ MLIT: Ministry of Land, Infrastructure, Transport and Tourism

Japan Tourism Agency Commissioner's Award — Overseas Travel Category
 "Welcome to Heart Warming Travel to China (7 courses)" (World Air-Sea Service Co., Ltd.)

Japan Tourism Agency Commissioner's Award — Domestic and Inbound Travel Category
 "Series of Tohoku Furusato Ka" (JTB Corporate Sales Inc.)

Overseas Travel SIT Category Grand Prix
 "Travel to Devil's Town "Đavolja Varoš" and Greatest Treasure of the Byzantine Serbia Tour" (NIHOMBASHI TRAVELLERS' CLUB CO., LTD.)

Overseas Travel Package Tour Category Grand Prix
 "Travel to Chiang Mai (Northern Thailand) Loi Krathong Festival and Komloi Launch" (A&A Inc.)

Overseas Travel Series Category Grand Prix
 "Travel only for Solo Woman Eight Tour Courses in Europe" (ASAHI SUN TOURS INC.,)

Domestic and Inbound Package Tour Category Grand Prix
 "Kushiro Tairyo Donpaku (Fireworks and Foods) and Cruise in Sanriku Fukko National Parks (Sanriku Coast)" (Japan Cruise Line, Ltd.)

Jury's Special Award

- "8 days tour visiting space centers (Houston and John F. Kennedy) and National Air and Space Museum Exploring History of Space Exploration in USA" (Jalpak Co., Ltd)
- "Travel to the Danakil Desert In the African Great Rift Valley" (SAIYU TRAVEL CO., LTD.)
- "St. Princess Cruises around Japan for 9 days depart and arrive at Kobe Port" (HANKYU TRAVEL INTERNATIONAL CO., LTD.)



Award Commendation Tour Grand Prix 2014

[The 62nd Poster Competition for Tourism of Japan]

The Minister of Land, Infrastructure, Transport and Tourism Award —
 "Story that people and nature weave together" (Ena City, Gifu Prefecture)

The Minister of Internal Affairs and Communications Award —
 "Plain living of Ginoza village" (Ginoza village Tourism Association, Okinawa Prefecture)

Commissioner of Japan Tourism Agency Award —
 "Akita Destination Campaign" (JR Group)

The Chairman & CEO of Japan Travel and Tourism Association Award —
 "Sendai-Miyagi Destination Campaign" (JR Group)



Award Commendation of the 62nd Japan Tourism Poster Contest

[Previewing by Ministry]



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



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



Mr. Issei Kitagawa
State Minister of Land, Infrastructure, Transport and Tourism



Mr. Takashi Otsuka
Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism



International Tourism Forum

[International Tourism Forum]

Date & Time : September 26 (Fri.), 2014
 10:30-12:30 Keynote Speech/Keynote Symposium
 14:00-18:00 Symposiums

Venue : Tokyo Big Sight, Conference Tower

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

Cooperation: World Tourism Organization (UNWTO)
 Japan National Tourism Organization (JNTO/2014, 50th Anniversary)

"International Tourism Forum," which provides up-to-date information in the "International Tourism Forum," as one of the main events of "JATA Tourism EXPO Japan 2014," Dr. Taleb Rifai, Secretary-General of UNWTO, delivered the keynote speech in cooperation with The World Tourism Organization (UNWTO), and overseas experts delivered speeches in the keynote panel entitled "Mega Events and Tourism" and we learned through successful promotion examples for regional development, using mega events of England and Australia.

In the afternoon programs, a symposium themed on the growing Asian Market and other symposium programs on each travel market of domestic, overseas, and inbound toward its development and growth were held.



[Keynote Speech]

<Theme>
 Tourism and Community Development

<Keynote Speaker>
 Dr. Taleb Rifai, Secretary-General of World Tourism Organization (UNWTO)

<Content>
 In terms of inbound and outbound markets, Asia has been growing in importance, and thus, we place it as the core market for the future global tourism market. We tried to investigate the Asian tourism market and its possibility for further development.



[Keynote Symposium]

<Theme>
 Mega Events and Tourism
 Creating a novel image of Japan on the global tourist market

<Greeting>
 Mr. Shigeto Kubo, Commissioner of Japan Tourism Agency

<Moderator>
 Prof. Yoshiaki Hongo (Professor, Tokyo Metropolitan University, Special Advisor to Japan Tourism Agency)

<Panel Discussion Panelists>
 Dr. Taleb Rifai (Secretary-General, World Tourism Organization (UNWTO))
 Mr. Christopher Rodrigues (Chairman, VisitBritain)
 Mr. John O'Sullivan (Managing Director, Tourism Australia)
 Mr. Ryoichi Matsuyama (President, Japan National Tourism Organization)

<Content>
 We explored in depth the most efficient and effective ways to optimize the benefits of hosting mega events such as Olympic Games from the viewpoint of tourism.

<Participants>
 1,100



[Domestic Travel Session]

<Theme>
 Creation of Domestic Travel Demand by Local Tours

<Keynote Speaker>
 Mr. Akira Chouno (Japan Travel and Tourism Association Executive Director)

<Moderator>
 Mr. Makoto Kato (Head of JATA local tours Working Group/General Manager, Tourism Strategy Team, Travel Marketing & Strategy Department, JTB Corp.)

<Panel Discussion Panelists>
 Mr. Akira Chouno (Executive Director, Japan Travel and Tourism Association)
 Mr. Kenya Katayama (Mayor of Niseko)
 Mr. Satoshi Nagasaki (Regional Development Department, Japan Tourism Agency)
 Ms. Kiku Ezaki (Representative Director, Kaitou-yumin club)

<Content>
 The role of tourism in local activation is big. We discussed how to develop and promote region-based optional tours, as well as plans for activation and creation of domestic travel demand under cooperation between local communities and travel agencies.

<Participants>
 300



[Inbound Travel to Japan Session]

<Theme>
 Joint Efforts of All Japan Toward Twenty Million Foreign Visitors

<Moderator>
 Mr. Mamoru Kobori (Executive Director, Japan National Tourism Organization Senior)

<Panel Discussion Panelists>
 Ms. Nahoko Furuta (Executive Adviser, Tourism Exchange Promotion Office, Gifu Prefectural Government)
 Mr. Ryozo Yonehara (President, Institute for Japanese Culture Experience and Education (IJCEE))
 Mr. Yoshiaki Nakamura (President, Japan Inbound Solutions Co., Ltd.)
 Mr. Hisao Yoshimura (Head of JATA Inbound Travel Promotion Working Group/JTB Global Marketing & Travel Inc.)

<Content>
 We discussed how to respond to inbound tourists' various demands, while introducing successful promotion examples for broad cooperation and brushing up on local resources to increase foreign visitors to local areas.

<Participants>
 300





International Tourism Forum

[Asia Travel Market Analysis 2014 Session]

<Theme>
Rapidly Growing Asian Market and Significance for Tourism Industry

<Keynote Speaker>
 Mr. Martin Craigs (Chief Executive Officer, PATA)

<Moderator>
 Ms. Ivy Chee (Regional Director East Asia, PATA)

<Guest Moderator>
 Ms. Carmen Roberts (Broadcast Journalist and Producer, BBC)

<Panel Discussion Panelists>
 Mr. Martin Craigs (Chief Executive Officer, PATA)
 Ms. Narierut Pantong (GM & Owner, Nisco Travel)
 Dato Ngiam Foon (Mr.) (Chief Executive Officer, Asia Experience Tours and PST Travel Services)
 Ms. Alicia Seah (Marketing Communications Director, Dynasty Travel International)

<Content>
 We discussed the rapidly expanding Asian travel market, and updates of the latest market trends highlighting Malaysia, Thailand, and Japan.

<Participants>
 570



[Overseas Travel Session]

<Theme>
Vitalization of Travel Demand in Local Communities Challenging Twenty Million Japanese Travelers
"The 50th anniversary of Japan's liberalization of overseas travel"

<Keynote Speaker>
 Mr. Horoki Arakawa (Vice Governor of Hokkaido)

<Moderator>
 Mr. Jun Kawano (Head of JATA Charter Working Group/General Manager, Overseas Travel Department, KNT-CT Holdings Co., Ltd.)

<Panel Discussion Panelists>
 Mr. Kan Kosaka (Deputy Director General, Tourism and International Affairs Strategy Bureau, Aomori Prefectural Government)
 Mr. Wei Wang (Chief Representative, Spring Group Japan Office)
 Mr. Minoru Honda (Senior Vice President, Director, Marketing Sales Headquarter, AIRDO, Co., Ltd.)
 Mr. Atsushi Eguchi (President, TOUR WAVE CO., LTD.)

<Content>
 In order to achieve twenty million outbound tourists from Japan, it is vital to increase departure rates in local areas. We discussed the possibility of a travel market around the local areas/airports and how to vitalize travel demand in local communities based on the local government's strategies.

<Participants>
 450



[Lunch Reception]

Date & Time : September 26 (Fri.), 2014 12:45~13:45
Venue : Tokyo Big Sight, Conference Tower 1F, Reception Hall
Sponsor : Malaysia Tourism Promotion Board

A lunch reception was held after the keynote speech at the International Tourism Forum. Active networking took place between board members from Japan Travel and Tourism Association and Japan Association of Travel Agents, keynote speakers, officials from various countries, and participants from the tourism industry.

At the reception, Mr. Tatsuro Nakamura, President of Japan Association of Travel Agents, delivered a speech on behalf of the organizer. Next, Mr. Nor Aznan Sulaiman, Director of International Promotion Division (North & East Asia) of the Malaysia Tourism Promotion Board, sponsor of Lunch Reception, gave a speech. Then, after Ms. Yumi Yamaguchi, Vice-Commissioner of the Japan Tourism Agency proposed a toast, participants enjoyed Malaysian cuisine and traditional dance put on by the Malaysia Tourism Promotion Board.

Lastly, Mr. Tatsuo Hayashida, Executive Director of the Japan Association of Travel Agents, made a closing speech encouraging further development of tourism promotion in Malaysia.



Mr. Tatsuro Nakamura
 President, Japan Association of Travel Agents

Mr. Nor Aznan Sulaiman
 Director, International Promotion Division (North & East Asia) of the Malaysia Tourism Promotion Board

Ms. Yumi Yamaguchi
 Vice-Commissioner, Japan Tourism Agency

Seminar for College Students

[Industry-Academic Cooperation Tourism Seminar]

Awards were granted for essays of college students who passed the preliminary competition. A panel discussion by industry representation was held in response to the student proposals.
 (Japan Travel and Tourism Association)



[Travel Industry Research Seminar]

In addition to the travel industry leader's talk about the attractiveness of working in travel industry, a panel discussion among young employees of travel companies was held.
 (Japan Association of Travel Agents)





Business Meeting

[Business Meeting]

Date & Time : September 25 (Thu.)-26 (Fri.), 2014
Venue : September 25 (Thu.), Tokyo Big Sight, Conference Tower 1F Reception Hall, 6F Conference Room
 September 26 (Fri.), Tokyo Big Sight, East Hall, each Exhibition booth

Outbound Business Meeting and Domestic Business Meeting were carried out for the purpose of holding business meetings with regard to the developing travel plans for overseas or domestic trips between exhibitors and travel agencies of Japan.



■ Special Features of Business Meeting 2014

- ① A Media Meeting was held this year as well. A Library Café was newly set up. Media Information and beverages were provided at the café.
- ② Presentation Time was newly set up for domestic sellers' presentations, during the lunch break and coffee break periods.
- ③ An observation tour of the Business Meeting and the Travel Showcase was carried out for those who wished to exhibit next year.



■ System of Business Meeting and the Number of Attendees

An online pre-appointments system was used for "Day-1" to request partners of meetings in advance providing information of buyers and sellers for efficient business meetings. On "Day-2," an open session enabled further fruitful BtoB networking.

[Outbound Business Meeting]

Outbound Business Sellers	268 companies	403 attendees
Outbound Business Buyers	146 companies	186 attendees
Total	414 companies	589 attendees



[Domestic Business Meeting]

Domestic Business Sellers	87 companies	135 attendees
Domestic Business Buyers	42 companies	67 attendees
Total	129 companies	202 attendees



[Media Meeting]

Meeting was held for information exchange between the media and exhibitors. The exhibitors were able to present the attractiveness of their respective destinations to participating media, which allowed the media to grasp current travel trends. Also, a Library Café was newly set up for the opportunities of networking with the media.

<The number of Media Meeting Attendees>
 63 companies/121 attendees



[Library Café and Presentation Time by Domestic Sellers]

A Library Café was set up in free space of business meetings to provide space for casual communication between sellers and buyers enjoying food and drink during their free time. Also, a magazine space was set up with magazines of participating media, industry journals, and so on, available for free to promote media meetings.

Presentations by four seller groups were carried out as opportunities for promotion to many domestic buyers at lunchtime and break time.

Presenters: Naqua Hotels & Resorts Management Co., Ltd., Tourism Division, Miyagi Prefectural Government, 400th Anniversary of the Death of Tokugawa Ieyasu, Daitamba Tourism Promotion Committee



[Basic Seminar]

Explanation of the travel market in Japan was provided in English for Business Meeting participants, foreign exhibitors and International Forum participants.

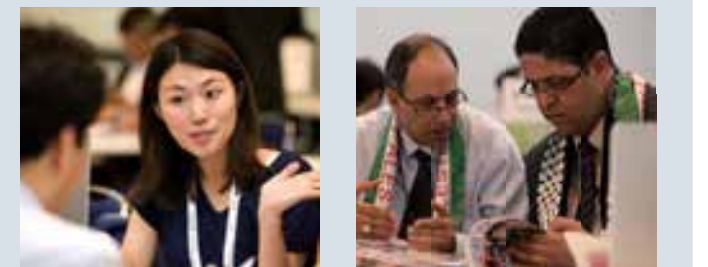
<Presenters>

Mr. Hiroshi Sawabe (Assistant to Director in Charge of International Relations, JATA)
 Ms. Maureen Riley (Managing Director Japan, Canadian Tourism Commission)



Comments from the questionnaire for participants

- Outbound sellers
 - "All companies were working earnestly to make an appointment"
 - "We had a promising business meeting"
 - "Our business attracted great interest"
 - "I met a potential buyer"
- Domestic sellers
 - "I received a positive response"
 - "I felt shortage of our current promotion"
- Outbound buyers
 - "This annual event provides great opportunities for communication with the industry"
 - "We had an opportunity for information gathering from completely new destinations"
- Domestic buyers
 - "It was helpful for product development and also broadened my point of view"
 - "I got up-to-date local information"
- Observation tour
 - "Participants seemed to discuss business very aggressively"
 - "It was fruitful, with many participants"



[Synergistic effects of VJTM and VJMM held concurrently]

By holding VISIT JAPAN Travel Mart (VJTM) and VISIT JAPAN MICE Mart (VJMM) concurrently, it functioned as a place for sharing information and opinions between overseas buyers and exhibitors in the Japan zone.

[Omotenashi Night]

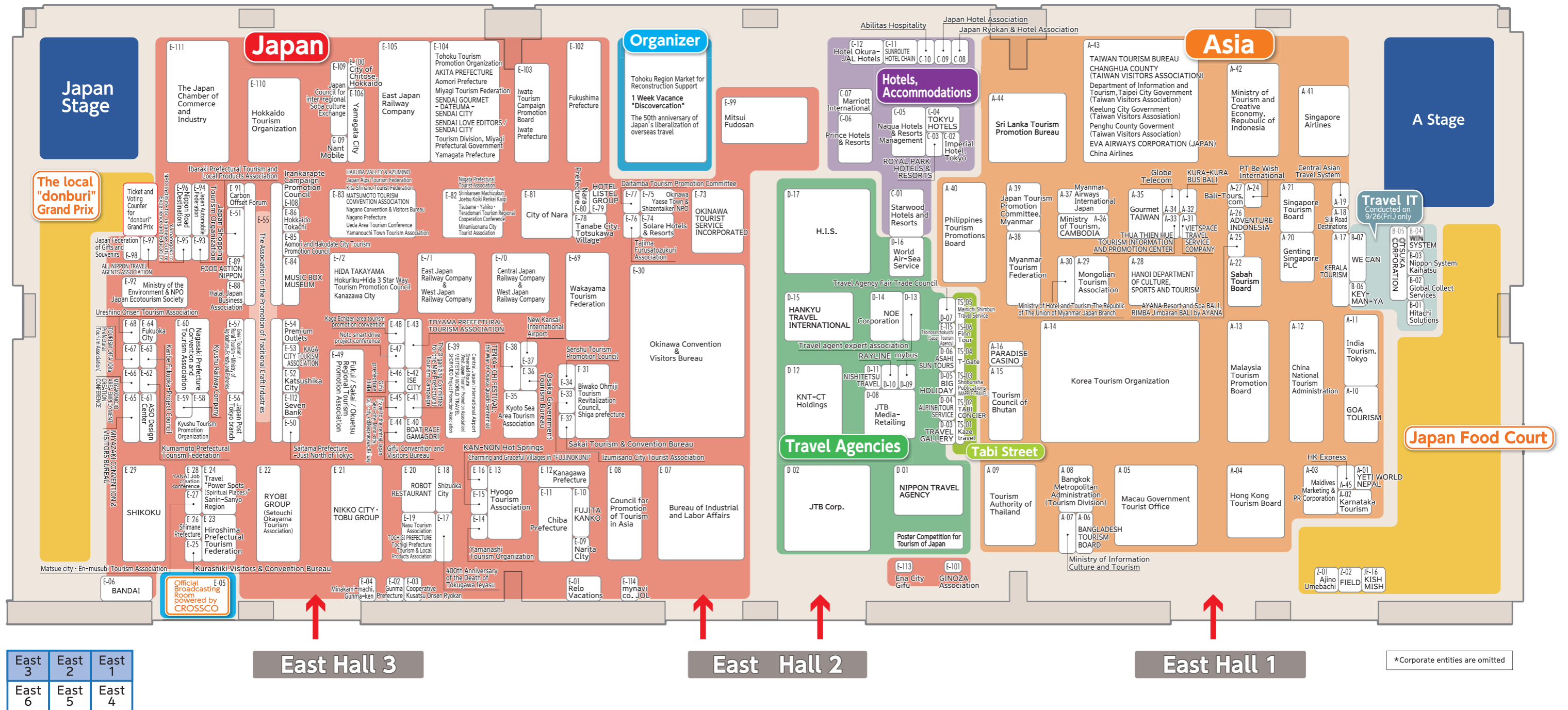
"Omotenashi Night" was carried out in collaboration with VJTM and VJMM. We invited overseas buyers to the Japan zone for business meetings with exhibitors in the Japan zone and networking. Overseas buyers enjoyed stage performances by exhibitors in the Japan zone.



Mr. Kazuaki Maruo
 (Vice-chairman of Japan Association of Travel Agents)



Travel Showcase 1 [Venue Map East Hall 1, 2, 3]



Mitsui Fudosan



East Japan Railway Company/ Tohoku Tourism Promotion Organization



Genting Singapore PLC



Malaysia Tourism Promotion Board



Tourism Authority of Thailand



Philippines Tourism Promotions Board



Travel Showcase 1 [Venue Map East Hall 4, 5, 6]



NARITA INTERNATIONAL AIRPORT CORPORATION



Airbus



JCB International



All Nippon Airways



Japan Airlines



EUROPE SQUARE

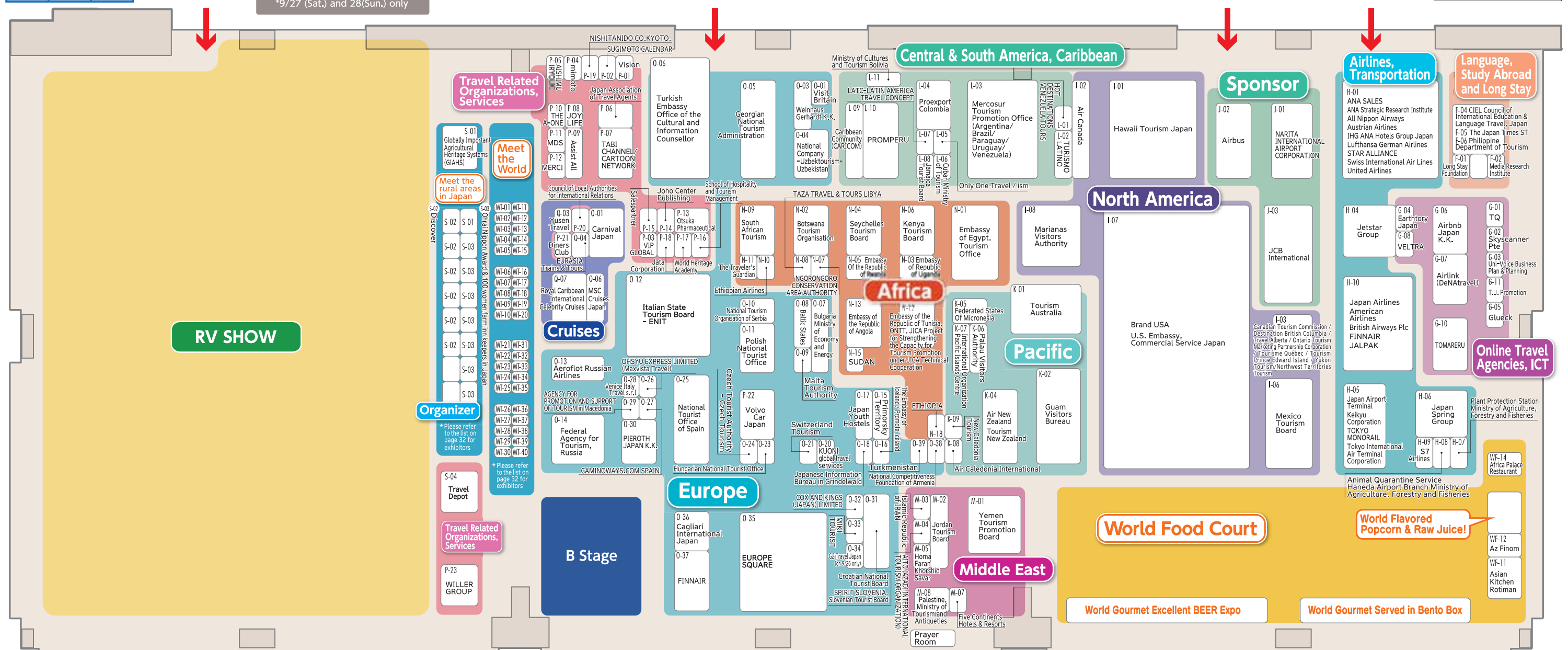
East 3	East 2	East 1
East 6	East 5	East 4

East Hall 6 *9/27 (Sat.) and 28(Sun.) only

East Hall 5

East Hall 4

*Corporate entities are omitted

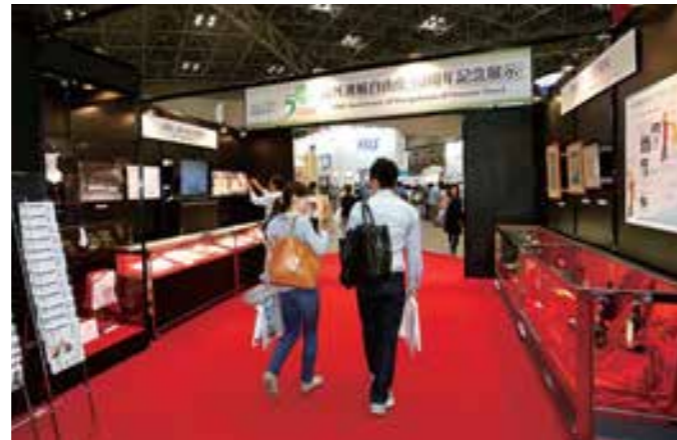


Travel Showcase 2 [Organizers]

[Japan Association of Travel Agents]

“The 50th year of Japan’s deregulation of overseas travel, overseas travel opening up a new chapter for the future”

It has been 50 years since the deregulation of overseas travel in 1964. The number of overseas Japanese travelers is 18 million people a year and the number of foreign visitors to Japan last year surpassed 10 million people for the first time. Through an exhibition in which memorable travel-related items encompassing those past five decades were displayed, we encouraged potential travellers to rediscover “the power of travel” toward the further development of genuine international communication.



[Japan Travel and Tourism Association]

1. “Let’s take a deep breath on one week vacation”

Travel discovery vacation that revives you and Japan

Japan Travel and Tourism Association proposed “One Week Vacance,” a little long vacation for relaxation, and staying at accommodations to fully enjoy Japan as “Discovercation” and addressed long vacations and demand for domestic travel. Exhibitions and talk shows were held in the booth, themed after “Let’s go on trips more often. And revive travelers and regions!”



2. “Poster Competition for Tourism of Japan”

The award-winning posters including “Iwamura, Ena City The harmony of people and nature” (Ena City, Gifu Prefecture) that received the Minister of Land, Infrastructure, Transport and Tourism Award in the 62nd Poster Competition for Tourism of Japan, and posters that received the Minister of Internal Affairs and Communications Award, Commissioner of Japan Tourism Agency Award, the Chairman & CEO of Japan Travel and Tourism Association Award, special jury award (three), award (nine) and online vote award (five) were displayed.



[Satellite Venue]

Various exhibitions and events were held as satellite events for promotion of JATA Tourism EXPO Japan in popular sites, Fuji Television (Odaiba) and KITTE (Marunouchi), and attracted customers.

The WILLER bus boarding experience event between “Tokyo Big Sight” and “Fuji Television” was also carried out.



Fuji Television venue



KITTE (Marunouchi) venue

[Tohoku Charity Auction]

A charity auction was held with the slogan “Revive Japan from Tohoku with the unique support of travel industry!” with contributed products from exhibitors, travel companies, and organizations. Led by “Three Peaks Winery,” a new business that was born in the disaster and is creating a new culture, local products from Sanriku were sold.



[EUROPE SQUARE]

Team EUROPE ran a booth named “EUROPE SQUARE” as a place to deliver new attractions of Europe. In the “EUROPE SQUARE,” they set a stage and provided the latest information recommended by government tourism organizations, airline companies, tour operators, railroads, and cruise operators on trade & press day. They introduced travel related products mainly associated with Europe and themes with related information, and delivered a presentation of products by travel companies and tour operators. Their counters were set up around the stage and had consultations such as inquiries from participants after the seminars. The seminars and presentations were always full by the advance reservation system and it showed that European tours were a firm favorite.

*About Team EUROPE: The activity group that proposed new attractiveness of European tours. Members are government tourism commissions, airline companies, tour operators, railroads, cruise operators, hotels, casualty insurance companies, outlets, travel companies, etc.



[Meet the World]

Embassies and tourism organizations of less known and familiar countries and regions delivered the latest tourism information.

Exhibitors of 38 countries and regions dedicated to introduce and their tourist spots and new tours and provide information about unknown tourist spots and new tours.



[JATA Tourism EXPO Japan 2014 Official Broadcast]

During the event, we distributed official programs from a dedicated studio and in addition to visually at the venue, delivered it online using Ustream. Cotents of the pre-recorded program, such as interviews and exhibitors’ promotion videos, were released on YouTube for additional promotional activities.



Travel Showcase 3 [Food Court]

[World Food Court -Round-the-World Gourmet-]

World Gourmet in BENTO(Lunchbox)! by Cu-Cal
Cuisines from the world including France, Brazil, Italy, Thailand, Taiwan, Greece, and Spain are arranged in lunchboxes. A variety of authentic and premium lunchboxes cooked by Japanese famous chefs were served.

World Flavored Popcorn and Raw Juice! by Tabearu-King
A famous blogger group "Tabearu-King" produced gourmet popcorn and juice only for this event. In collaboration with "Popcorn Factory" and "Organic Works," world-famous popcorn and juice were reproduced in each category and sold as official sweets.

World's Gourmet Beer
Among beers from all around the world, draft beers of Germany, Belgium, the Czech Republic, Britain, and the United States were well selected! Local cuisines of the world that go with beer were also served.



[Japan Food Court -Tour for Japanese Cuisine Culture!-]

The traditional Japanese cuisine "Washoku" was added to UNESCO's Intangible Cultural Heritage in December 2013, attracting worldwide attention. Japanese famous restaurants got together to provide delicious cuisines using Japanese famous ingredients. "Washoku" that Japan boasts to the world as well as food popular with foreigners were provided. Halal Japanese cuisine was also served by lunch box.

[The local "donburi" Grand Prix in JATA Tourism EXPO Japan 2014]

Various local rice bowls "donburi" were gathered, and a preliminary contest was held for "the local 'donburi' Grand Prix" to choose the best local rice bowl. A total of 10 best local rice bowls were chosen votes by visitors, and they have been given the chance to compete in the final contest in January 2015.



Travel Showcase 4 [Exhibitors' comments]

[The Association for the Promotion of Traditional Craft Industries]

The Association for the Promotion of Traditional Craft Industries/Production Region Support Department/Section Chief/Ms. Junko Akiyama
The more we look into our local areas, the deeper affection we have toward traditional crafts nurtured by natural features and climate in various parts of Japan along with hands-on experience and sightseeing. That is why we participated in this exhibition to revitalize our local areas. For those who visited our booth and got hands-on experience, we sincerely hope they felt, even if a little, the warmth of the crafts, tempting to take off on a journey. We would like to continue utilizing this exhibition to attract tourists from home and abroad to local areas full of traditional crafts that represent Japanese culture.



[Volvo Car Japan Limited]

Volvo Car Japan Limited/Marketing Department/Communications Specialist/Mr. Shinichiro Hatakeyama
We decided to join this exhibition because we thought "advanced safety," "comfortable driving," and "sophisticated design of Northern Europe" offered by Volvo turn our holiday driving into a "journey." Since our booth was set up in the Europe zone based on the concept of Sweden, home to Volvo, for our motif, we think visitors became more familiar with our products. Volvo continues offering a "lifestyle of Northern Europe" to enjoy your high-quality holiday of your own.



[Mitsui Fudosan Co., Ltd.]

Mitsui Fudosan Co., Ltd./Nihonbashi Urban Planning and Development Department, Planning Group/Executive Manager/Mr. Osamu Nakahara
~"A new journey from Nihonbashi"~ Mitsui Fudosan Co., Ltd., exhibited for the first time under the theme of "a new journey" from Nihonbashi, where our company was founded, to the world, our future and life. As a real estate developer, we have promoted awareness for overseas travel agencies, the media, people in the field of domestic travel, and general visitors that we have supported your memorable trip in our shopping centers, hotels, resort areas, and museums including art museums across the nation. Our company continues to devote ourselves to urban development and facilities that will remain in your heart.



[Italian State Tourist Board -ENIT]

Italian State Tourist Board - ENIT/Director of Area Japan, Asia-Oceania/Mr. Riccardo Strano
This year is an important milestone year for the forthcoming Expo Milano. We believe that Tourism EXPO Japan is the best PR opportunity for industry players and sensitive consumers to meet, so we carried out an advertising deployment to enhance our presence by purchasing many paid ad spots in the venue, where competitive destinations booths interacted and engaged in fierce competition. The impact was immeasurable and led not only to attracting visitors to the booth, but also to dramatically enhancing Share of Voice. We believe we achieved tremendous exposure.



[Crossco Co., Ltd.]

Crossco Co., Ltd./Visual Marketing Department/General Manager/Mr. Yusuke Arai
We are a cross-media promotion company. Although our company does not belong to the tourism industry, we offer various kinds of business with the slogan "cross-media communication that connects Asia and Japan." We were given the opportunity to propose "an official broadcasting booth" to the organizer and realized our exhibition. All staff members enjoyed the event while establishing a good relationship with each exhibitor. We gained valuable experience that can be obtained only in this exhibition for promoting our future inbound business.



[East Japan Railway Company]

East Japan Railway Company/Railway Operations Headquarters, Marketing Department/Manager/Mr. Hironobu Miura
East Japan Railway Company exhibited the nature, history, and life of the Tohoku area in collaboration with Tohoku Tourism Promotion Organization, introducing "enjoyable riding on trains" aimed to raise awareness by riding itself, and promoting a trip to Tohoku area using the Shinkansen. A special stage was arranged for the promotion of sightseeing such as traditional stage performance with the cooperation of each prefecture where our company is in charge. Thus, many visitors found eastern Japan and its railroad travel attractive. Working with West Japan Railway Company, we exhibited the Hokuriku Shinkansen that will be extended to Kanazawa, scheduled to start its operation on March 14, 2015, and E7/W7 series train cars. Many visitors enjoyed our Grand Class seating experience section, where they sat on the actual comfortable seats of the Grand Class.



[RV SHOW]

Japan Recreational Vehicle Association/Chairman/Mr. Masakuni Fukushima
"Start of a new journey" is our theme for the Tourism EXPO Japan. "Journey with recreational vehicle" is a completely new suggestion for your travel. In addition to using a vehicle as a means of transportation, we use a recreational vehicle as "transportation and accommodation." You can fully enjoy your new trip by using a recreational vehicle without being restricted with regard to time and location. We would like to continue our work to make more people aware of our "journey with recreational vehicle."



Photo Report | Travel Showcase(Trade & Press Day)



① JCB International Co.,Ltd. ② Seminar on the Trade Day ③ Graduation trip to overseas ;Contest ④ In-booth Reception ⑤ Seminar on the Trade Day ⑥ Guests enjoying the event ⑦ Seminar on the Trade Day ⑧ Genting Singapore PLC ⑨ Tourism Authority of Thailand ⑩ Seminar on the Trade Day ⑪ Japan Airlines Co.,Ltd. ⑫ Seminar on the Trade Day

⑬ Airbus ⑭ Ometenashi Night ⑮ Seminar on the Trade Day ⑯ NARITA INTERNATIONAL AIRPORT CORPORATION ⑰ All Nippon Airways Co.,Ltd. ⑱ Business meeting in progress ⑳ Seminar on the Trade Day

Photo Report | Travel Showcase (General Public Day)



①RV SHOW ②The local "donburi" Grand Prix ③World Food Court ④Egyptian Traditional Dance ⑤Presentation of Mexican Mariachi ⑥FOOD ACTION NIPPON ⑦KUMAMOTO SURPRISE (KUMAMON TAISO) ⑧Awa-Odori ⑨"HIKONYAN" STAGE ⑩Okinawa traditional dance "Eisa" ⑪Sabah Cultural Dance Show ⑫SHORYUDO PR by CHITA MUSUME ⑬Folk dance performance of China's Hainan Province ⑭Palau War Dance ⑮Sukhotai Lantern / Manora Dance / Nare Srinakorn / Fon Ian Tai Prateep ⑯Taiwan New Circus Art

⑰EUROPE SQUARE ⑱Grand Finale

Photo Report | Travel Showcase(Booths)

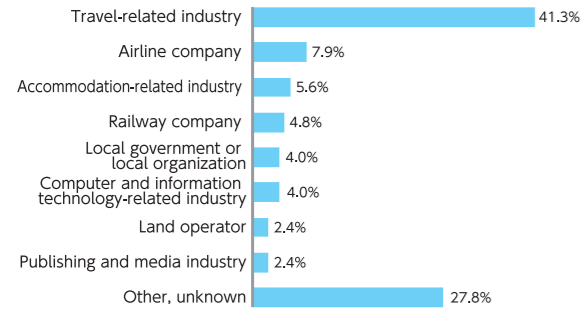


①Okinawa Convention & Visitors Bureau ②The Association for the Promotion of Traditional Craft Industries ③Bureau of Industrial and Labor Affairs(Tokyo) ④East Japan Railway Company / Tohoku Tourism Promotion Organization ⑤Tabi Street ⑥PROMPERU ⑦Meet the World / Meet the rural areas in Japan ⑧Travel Agencies ⑨Guests enjoying the event ⑩Ohrai Nippon Award / Ohara-ECO-Project / Tohoku Region Market for Reconstruction Support ⑪Hotel, Accommodations ⑫Pacific ⑬Travel IT / Language, Study Abroad and Long Stay ⑭Europe ⑮Cruise ⑯TABI CHANNEL / CARTOON NETWORK ⑰Asia ⑱North America ⑲Airlines, Transportation ⑳Africa

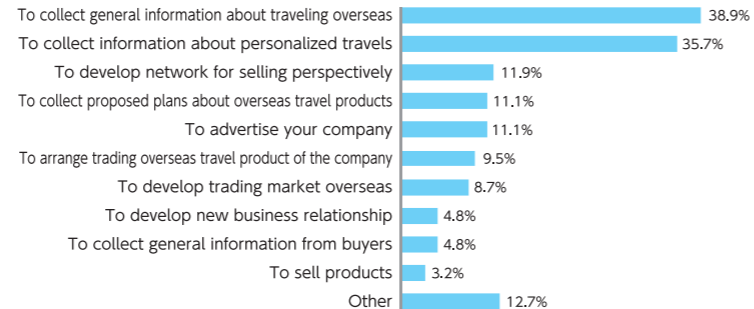
Survey on Visitors and Business Meeting Attendees

[Business Visitors]

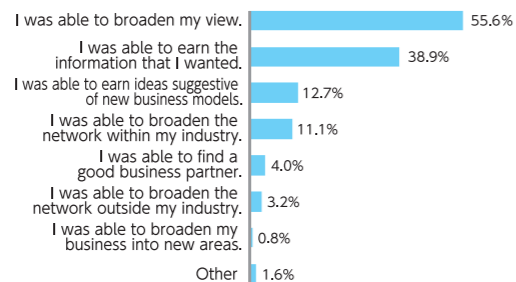
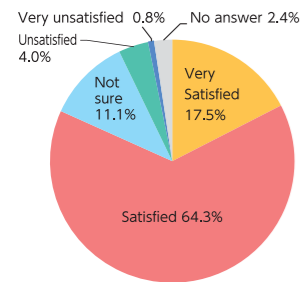
Business Field



Purpose of Visit (possible to choose more than one answer)



Overall Satisfaction Rating



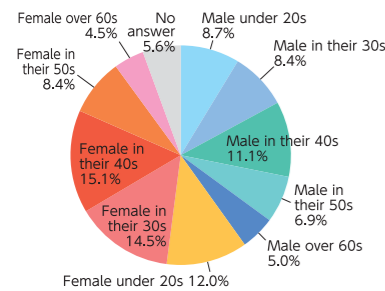
Comments

- I had a sense of closeness because each booth was trying to sell face to face. (Local government or local organization)
- Each booth appealed to its uniqueness and attractiveness. (IT-related industry)
- The event was open until late even on the Trade Day, so I had enough time to look around. (Travel-related industry)
- It was informative to feel the local culture because some booths introduced tourist cities with their famous gourmet food. (Travel-related industry)
- I felt their enthusiasm toward inbound travel. (Marketing industry)
- Food and drink tasting booths were available, and I felt like traveling in the local area. I was able to develop a B-to-B network in such atmosphere. (Travel-related industry)
- I was able to make good use of my time to look around during the event because the "JATA TABIHAKU" and "Tabi Fair Japan" were integrated as an expanded exhibition. (Tourism-related technical college)

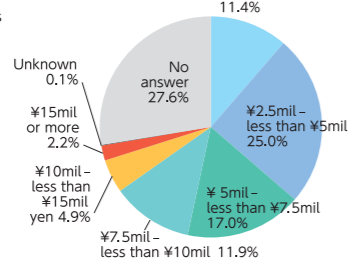
● In addition to collecting information, some visitors came for the purpose of "broadening the network" or "as part of PR activities."
 ● About 82% of visitors were satisfied "to broaden their views" or "to earn the information that they wanted."

[General Visitors]

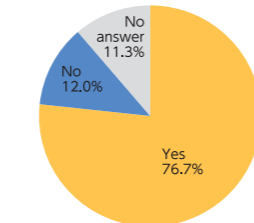
Gender/Age



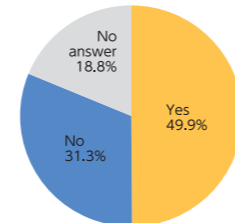
Household Income per year



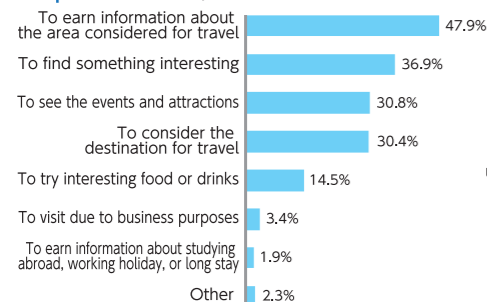
Domestic Travel Experience (more than one night's stay) within One Year



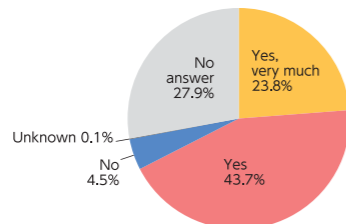
Overseas Travel Experience within One Year



Purpose of Visit (possible to choose more than one answer)



Usefulness for Your Travel Planning



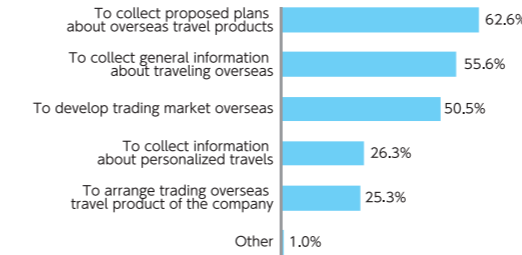
Comments

- I like to travel, but I wanted to know more about how to have fun. After visiting each booth, I found it very useful for traveling. (Female in her 40s)
- I was able to get pamphlets and explanations which I thought were only available in the local areas. (Male in his 40s)
- I was able to learn about details of tourist spots that guidebooks would not provide. (Female in her 50s)
- I was able to learn about various tourist spots and receive direct advice such as language use or handling with money that I should consider when traveling. (Male in his 40s)
- It was good to see unique ethical dancing that I usually can't easily see. (Female in her 30s)
- I was able to try tasting various drinks (wines and Japanese sake) and it was useful for my future traveling. (Male in his 20s)

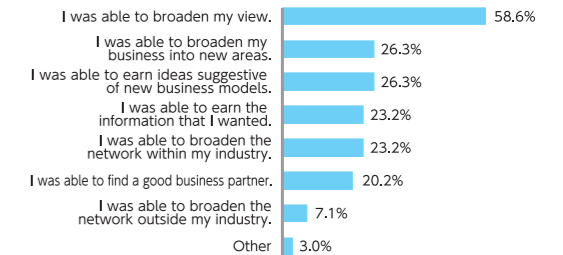
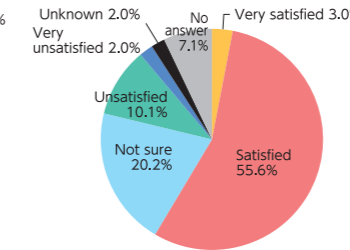
● Three-fourths of visitors experienced domestic travel (more than one night's stay) within one year, and half of them experienced overseas travel. Many visitors were in their 30s and 40s (about 50% of all) and active for traveling. ● In addition to collecting information, "to find something interesting" or "to see the events and attractions" provided motivation for visiting. Two-thirds of them found the event useful.

[Outbound Buyer]

Purpose of Visit



Overall Satisfaction Rating



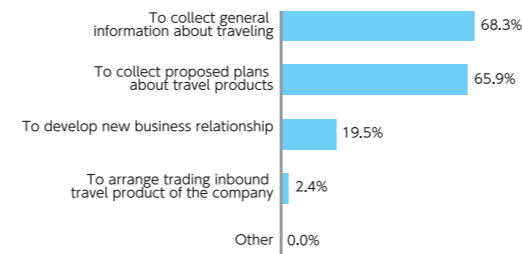
Comments

- I was able to get a lot of specific proposals from sellers. I found most of them beneficial for sales.
- I was able to earn latest information about travelers, hotels, and so on. I was also satisfied to broaden my business connections.
- The operators from overseas were enthusiastic.
- I was able to earn a lot of important information to develop new business relationships overseas.

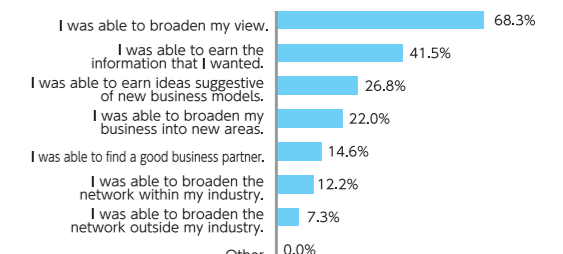
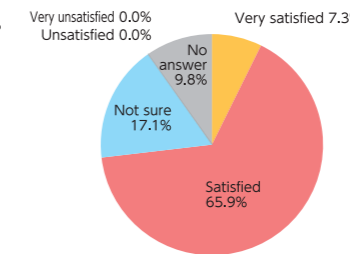
● In addition to collecting information, half of the visitors came to "develop trading market overseas." ● In addition to broadening their view, one in four visitors answered, "I was able to broaden my business into new areas" or "I was able to earn ideas suggestive of new business models."

[Inbound Buyer]

Purpose of Visit



Overall Satisfaction Rating



Comments

- It was informative to earn the proposed plans and information that I wanted. With specific materials available, it was easy for me to get an image in my mind.
- I am grateful to have detailed meetings with people from organizations and centers that I usually don't have a chance for in business meetings.
- I was able to get advice about how to make appealing the plans that were not sold well and about our weak points.

● Two-thirds of the visitors came "to collect proposed plans about travel products" and evaluated that they were able to "broaden their views." ● 73% of the visitors answered either "very satisfied" or "satisfied."

We have received the following comments from participants; they may participate in JATA Tourism EXPO 2015 also.

[Outbound Seller]

- I was able to show our new catalog for the next fiscal year and introduce our new products. I expect an increase in customer inquiries.
- I met representatives from travel agencies responsible for corporate sales. I produced good results in our PR.
- I want to meet more buyers. It would be even better if I could meet people from travel agencies from regional areas. I usually do not have a chance to meet such people.
- I have deepened my understanding of the Japanese market. (Overseas)
- I received feedback from buyers. I was also able to promote our new products. (Overseas)

[Domestic Travel Seller]

- I was given sufficient time for each business meeting. It was a great experience.
- I was able to hold talks with people from other companies in an efficient manner. They took time to listen to what I had to say. I also gathered various kinds of information.
- I have learned the needs of travel companies. I also promoted our town.
- I was able to hold business talks with people from many companies. It was great.
- Many buyers liked the material we created for this event. So, we have learned that what we were doing was generally correct.

[Media Meeting]

- I have been relying too much on my contacts in regional municipalities when I covered traveling or gourmet food. It was a great day today because I met a variety of people.
- It was a great opportunity to sell our services. It was more effective than contacting potential clients individually. People who were interested in our media services dropped by. So, the business talks went smoothly.
- I began to exchange information with several municipalities and overseas tourism agencies, even though I have not come up with any specific plan at this time.

[Observation Tour]

- This event helped me add more details to my creative work.
- Those engaged in business talks looked very proactive.
- You can negotiate directly with people who are responsible. So, it is easier to produce actual results.
- You can obtain information useful for the creation of actual travel products.
- Someone kindly took time to explain things to me in a personal way.

Meet potential partners and find business opportunities through Business Meetings and Media Meetings.

PR Activities

[Logo]



- The logo was designed with "J," the initial letter for JAPAN, as a motif. Five colors and spirals that represent the world's five continents express the connectedness of the world. The name of the event was written in a simple Gothic font so that it could easily be recognized.
- We created the logo and advertising messages in both Japanese and English since exhibitors gathered from both Japan and abroad. The event catered to both general consumers and those in the industry. Therefore, we carried out a strategic branding campaign in accordance with the purpose of our publicity and advertising efforts. For consumers, we emphasized that JATA Tourism EXPO Japan was one of the largest and most comprehensive tourism events in the world, so that they could easily picture the size and scope of our activity. The slogan "The Power of Travel - prospers communities -" was designed to create the sense of excitement and help with exhibitors' PR endeavor. For people in the industry, including exhibitors, participants to business talks, and those who were visiting from overseas, we created the slogan "The power of travel prospers communities." Our hope was that JATA Tourism EXPO Japan would become a platform for those in the tourism industry to work together to help revitalize society.

[Key Visual]



- For key visual, we used the world-famous Japanese ukiyo-e as a motif to create an image depicting domestic travel, travel to Japan from abroad, and travel to abroad from Japan in a threefold fashion. The use of ukiyo-e has made it possible to come up with a highly unique advertisement.
- We used Utagawa Hiroshige's "Nihon-bashi asa no kei" as a background image to express the sense of excitement about traveling to a new destination. The goal was to encourage many people to visit JATA Tourism EXPO Japan, a newly created event.

[Advertising Media]

Public Transportation

[JR]



657 poster advertising (B1)
Posted: Aug.22-Sep.28



86,480 flyers (A4)
Distributed: Aug.26-Sep.2



Hanging posters
Keihin Tohoku Line, Yamanote Line, Chuo Line, Saikyo Line, Chuo Kaisoku Line, Chuo Sobu Line, Keiyo Line Total: 7,250 Posted: Sep.23-24

[Tokyo Metro]



Poster advertising (B1)
60 posters Posted: Sep.15-25

[Yurikamome]



Advertisement at Shimbashi Station
W 3,360 mm x H 2,400 mm, 1 sheet
Posted: Sep.15-28



B3 posters inside Yurikamome trains
Posted: Sep.22-28



Posters next to train doors (B4)
inside Yurikamome trains
Posted: Sep.1-30

[Posting example]



[Internet Promotion]

Used online media to advertise detailed information, guided users to the official website, raised traffic



Magazines, Free Publications, Newspapers

FLYING POSTMAN, October issue
4C1P(H385mm×W250mm)



FLYING POSTMAN
Insection



Asahi Shimbun advertisement created by the advertising division
A 20-"dan" advertorial in the Tokyo evening edition on Sep.26
(circulation: about 1.7 million) (1dan=382mm×32mm)



A 2-"dan" advertorial
Sep.5 (evening)



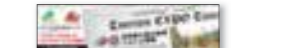
Sep.19 (evening)



Sep.12 (evening)



Sep.26 (evening)



Yomiuri Shimbun
A 10-"dan" advertorial Sep.5 and 12,
Tokyo headquarters edition (evening)
(circulation: about 2.1million)
(1dan=379mm×32mm)



Mainichi Shimbun
A half size 2-"dan" black-and-white ad
Sep.25 Tokyo headquarters edition
(morning, evening)
(half size 1dan=188mm×32mm)

Yomiuri Shimbun
Sep.5 and 12 (morning) Sep.19 and 24 (evening)
(half size 1dan=189mm×32mm)



