



The Power of Travel

REPORT

# Tourism Expo Japan 2019 [Osaka Kansai]

October 24 (Thu) – 27 (Sun), 2019  
INTEX OSAKA / HYATT REGENCY OSAKA

## Take your travel up a notch



The World's Leading  
**Tourism**  
Trade Event  
First time in  
**Osaka!**

No. of Visitors	<b>A total of 151,099</b>	No. of Exhibitors	<b>100</b>	Countries / Regions	Japan's <b>47</b>	Prefectures	<b>1,475</b>	Companies and Organizations	
	Oct. 24 (Trade / Press Day)		<b>19,933</b>		Oct. 26 (General Public Day)		<b>51,173</b>		
	Oct. 25 (Trade / Press Day)		<b>28,375</b>		Oct. 27 (General Public Day)		<b>51,618</b>		

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





## Tourism EXPO Japan 2019

First time in Osaka, generating **151,099** visitors with record number of business talks

The Japan Travel and Tourism Association (JTTA), the Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO) held “Tourism Expo Japan (TEJ) 2019 Osaka-Kansai” from Oct. 24 (Thu), 2019 at INTEX OSAKA. The EXPO was held outside Tokyo and in Osaka for the first time, welcoming the highest number of 1,475 exhibitors (102% compared to the previous year) from 47 prefectures in Japan as well as from 100 countries and regions globally, generating a total of 151,099 visitors over the four days.

Events on the Trade and Press days of Thursday, Oct. 24 and Friday, Oct. 25, included a keynote speech by Tadao Ando, a Japanese architect; the 3rd TEJ Ministerial Round Table with tourism ministers and top leaders from 19 countries introducing tourism efforts in each country under the theme “Community Vitalization: People and Culture;” and theme-based symposiums focusing on overseas travel and digital marketing as well as on entertainment which is a major content in the Osaka-Kansai area. In addition, the Japan Tourism Awards Commendation Ceremony was held to recognize efforts that contribute to the development and growth of the tourism industry, followed by the WELCOME RECEPTION for participants.

Travel showcase and In-booth business meetings this year adopted a pre-appointment system with improved accuracy and introduced speed networking, leading to 8,392 business talks, a 12% increase from the previous year.

On Oct. 26 (Sat) and Oct. 27 (Sun), which were opened to the public, exhibition booths were filled with Osaka-Kansai-style exhibitions under the theme of “Take your travel up a notch,”

fascinating visitors with tourism, including simulated casino experiences at the “IR GAMING EXPO 2019” as well as simulated experiences of travel using the latest technologies such as VR and AR.

Next year’s “Tourism EXPO Japan 2020” will be held for the first time in Okinawa (at Okinawa Convention Center and other nearby facilities). As the world’s attention will be focused on Japan with the 2020 Tokyo Olympic and Paralympic Games, the EXPO will lead an opportunity to boost Okinawa as an international marine resort.



From left: Satoshi Seino, President, Japan National Tourism Organization (JNTO); Shigeto Kubo, President & COO, Japan Travel and Tourism Association (JTTA); Hiromi Tagawa, Chairperson, Japan Association of Travel Agents (JATA); Zurab Pololikashvili, Secretary-General, The United Nations World Tourism Organization (UNWTO); and Shinichi Fukushima, Chairman, Osaka Convention & Tourism Bureau.

### Results of Tourism EXPO Japan

	2014		2015		2016		2017		2018	
No. of Exhibitors	151 countries / regions Japan's 47 prefectures 1,129 companies and organizations		141 countries / regions Japan's 47 prefectures 1,161 companies and organizations		140 countries / regions Japan's 47 prefectures 1,181 companies and organizations		130 countries / regions Japan's 47 prefectures 1,310 companies and organizations		136 countries / regions Japan's 47 prefectures 1,441 companies and organizations	
No. of Visitors	Sept. 26 (Trade / Press Day)	41,063	Sept. 24 (Trade / Press Day)	5,860	Sept. 22 (Trade / Press Day)	7,011	Sept. 21 (Trade / Press Day)	8,671	Sept. 20 (Trade / Press Day)	25,928
	Sept. 27 (General Public Day)	61,649	Sept. 25 (Trade / Press Day)	40,622	Sept. 23 (Trade / Press Day)	42,023	Sept. 22 (Trade / Press Day)	42,057	Sept. 21 (Trade / Press Day)	40,345
	Sept. 28 (General Public Day)	54,877	Sept. 26 (General Public Day)	64,959	Sept. 24 (General Public Day)	70,012	Sept. 23 (General Public Day)	74,040	Sept. 22 (General Public Day)	74,021
	A total of	157,589	Sept. 27 (General Public Day)	62,161	Sept. 25 (General Public Day)	66,798	Sept. 24 (General Public Day)	66,809	Sept. 23 (General Public Day)	67,058
			A total of	173,602	A total of	185,844	A total of	191,577	A total of	207,352

\*Visitors of JAPAN NIGHTS' street events at Nihonbashi Area : 15,200





## Tourism Expo Japan 2019 Osaka-Kansai **4** Events

The world top leaders gathered from 19 countries and four organizations -- the highest number of participants in the history of the event! TEJ Ministerial Round Table and Keynote Speech were held in conjunction with the United Nations World Tourism Organization (UNWTO) and World Travel Tourism Council (WTTC)

### 1 Tourism EXPO Japan 2019 Forum & Seminars

Travel showcase and In-booth business meetings were held for two days to heighten the business impact for exhibitors, with a newly introduced speed-networking program!

Exhibitions highlighted theme-based sightseeing areas for domestic/inbound, and overseas destinations

### 2 Travel Showcase and In-booth Business Meetings

Number of business meetings during the Expo: 8,392 (up 12% from the previous year) / Number of travel showcase: 1,985 booths

The Minister of Land, Infrastructure, Transport and Tourism Award, the Secretary-General's Award, and the newly established Japan Tourism Awards selected by students! Total number of applications 209

### 3 JAPAN TOURISM AWARDS

A place of business creation for TEJ exhibitors, sellers & buyers, VJTM buyers and industry guests  
Highlighting uniqueness of the Osaka-Kansai region and strengthening networking!

### 4 WELCOME RECEPTION

Fair-within-a-fair to create a synergy effect

Collecting technologies and services to support the tourism industry!

**Inbound Tourism Business EXPO 2019**  
(Collaboration: the Nihon Keizai Shimbun)

Held for the first time in anticipation of the future of Japanese IR!

**IR GAMING EXPO 2019**  
(Organizer: IR GAMING EXPO Executive Committee)

#### PICK UP!

**Achieving "the World's Largest Travel Fair" with efforts of the entire Japanese travel industry, and jointly-hosted VJTM and "fair-within-fair" including IB and IR exhibitions**

During Tourism Expo Japan (TEJ), the Japan Travel & MICE Mart (VJTM) organized by the Japan National Tourism Organization (JNTO) was concurrently held, bringing together overseas travel companies that offer inbound travel to Japan and tourism-related business operators all over Japan for business meetings to create various inbound tourism-related business opportunities. The VJTM2019, which was held for the first time in Osaka, offered business meetings based on the needs of both buyers and sellers using its unique matching system, welcomed 700 entities including domestic and overseas travel related organizations and companies for 13,680 business meetings.

At TEJ2019, the Inbound Tourism Business EXPO was held as a fair within-a-fair continuing from last year. A new exhibition "IR GAMING EXPO" was also featured at the same time, making the EXPO the world's largest travel fair.



VJTM 2019 and business meetings

# Opening Ceremony

Oct. 24 (Thu) 12:30-12:45  
HYATT REGENCY OSAKA 3F,  
Regency Ballroom BCD



Kenichiro Yamanishi, Chairman & CEO,  
Japan Travel and Tourism Association

Hiroshi Tabata, Commissioner,  
Japan Tourism Agency

Zurab Pololikashvili,  
Secretary-General, The United Nations  
World Tourism Organization (UNWTO)

## TEJ Opening Ceremony Underscores Osaka's Global Posture in Future

Attracting global tourism leaders from far and wide at the opening ceremony, Tourism Expo Japan 2019 Osaka-Kansai began with Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO), congratulating the city of Osaka for its efforts in hosting the event.

He cited how Osaka helped introduced new ideas on rural tourism and ecotours through the winners recognized at the Japan Tourism Awards Commendation Ceremony during the opening ceremony. Kenichiro Yamanishi, chairman of the Japan Travel and Tourism Association, said in his message that “Osaka is the most vigorous city where the G20 summit and the World Expo 2025 will be held. He recognized how various industries such as architecture

and stationery manufacturers are also participating,” underscoring opportunities to create new business through the power of travel.

Hiroshi Tabata, Commissioner of the Japan Tourism Agency; and Hiromi Tagawa, Chairperson of the Japan Association of Travel Agents, both expressed their congratulations to Osaka for hosting the event.

**Guests:** Hiroshi Tabata, Commissioner, Japan Tourism Agency; Zurab Pololikashvili, Secretary-General, The United Nations World Tourism Organization (UNWTO); Shinichi Fukushima, Chairman, Osaka Convention & Tourism Bureau

**Organizers:** Kenichiro Yamanishi, Chairman & CEO, Japan Travel and Tourism Association (JTTA); Hiromi Tagawa, Chairperson, Japan Association of Travel Agents (JATA); Satoshi Seino, President, Japan National Tourism Organization (JNTO)

# Keynote Speech

Oct. 24 (Thu) 13:30-14:25  
HYATT REGENCY OSAKA 3F, Regency Ballroom BCD

## Theme An Unforgettable Journey

Osaka-born and world-renown architect Tadao Ando, in his keynote address, said that the vitality of people, especially those recently retired, can be enhanced by experiencing the world outside of their room and not remaining indoors. He pointed how senior women tend to be more energetic than their spouses, traveling and visiting museums, going to concerts. At 78, Ando said he still has the energy to move forward, despite having had bouts with cancer.

Travel, he emphasized, plays a key role in helping to rejuvenate and move people. “You need a strong desire for life, it creates a spillover to others.”

An example of this is of how Naoshima, a remote island in the Seto Island Sea, has become a magnet for visitors, especially art enthusiasts of the Benesse Art Site Naoshima, despite the inaccessibility of the destination. Naoshima can also serve as a catalyst to further draw visitors to Osaka when it plays host to the 2025 World Expo under the theme of “Beautiful Osaka.”

Osaka continues to develop from being called an “ugly city” three decades ago, he said, due to the high level of public “spirit” of its ancestors. He recognized the “Sakura no Kai/Heisei Passage,” established in 2004, as an example, in which some 3,000 cherry trees were planted in Nakanoshima. Among the first to plant a tree

**Keynote speaker**  
Tadao Ando, Architect

in the area was former Prime Minister Junichiro Koizumi. The area is now referred to as the “greening wall” to enrich the scenery along the river.

Another area called Nakanoshima has been touted by Ando for its efforts to create a library for children. Pointing to how recently young children -- not only in Osaka but nationwide -- have lower capabilities to think, the architect said that the idea of creating a facility where children can enjoy “reading in a paradise wherever they want, even on the steps” is ideal. The project has gained traction with the approval of the mayor of Osaka.

Such attractions inspire people, he said, noting to how community involvement globally has spurred the developments in cities such as Paris and New York.



Photo by Kinji Kanno





## The 3rd TEJ Ministerial Round Table

Oct. 24 (Thu), 15:45-17:45  
HYATT REGENCY OSAKA 3F, Regency Ballroom A

### Theme **Community Vitalization: People and Culture**

#### 24 Leaders From 19 Countries, Four Organizations Set Record-High Participation Sharing Cases of Regional Revitalization

The 3rd TEJ Ministerial Round Table was held for the third straight year with tourism ministers and leaders from 19 countries and five executives from four international tourism organizations, including the World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), the Pacific Asia Travel Association (PATA) and the Adventure Travel Trade Association (ATTA).

The number of participating countries grew to a record-setting 19 from 13 set a year ago. Hiroshi Tabata, the commissioner of Japan Tourism Agency addressed the participants. Mendiratta served as moderator while project examples of each country under this year's theme were introduced. Manzo CEO, of WTTC said although the tourism industry generated some 10% of global GDP, it is necessary for the public and private sectors to work in tandem for the future, while Pololikashvili, Secretary General of UNWTO concluded the round table, saying that "UNWTO intends to strengthen the promotion of rural and eco-tourism to speed up regional tourism from next year."

In collaboration with

Collaboration:



### Moderator's Eye



#### Sharing Tourism's Diverse Power

Founder & President, Anita Mendiratta & Associates;  
**Anita Mendiratta**

The Ministerial Round Table has always been held when disasters around the world struck: the great earthquake in Mexico at the first event, a major hurricane in the Caribbean Sea at the second one and Japanese typhoons this year. Under such circumstances, all nations and players from the public and private sectors are required to accelerate collaborative efforts together. With the theme on how we can revitalize communities centering on "People and Culture" at this time, this year's round table became a good opportunity to share respective experiences among the participating countries even in troubled times, not just when things are good.

### UNWTO World Tourism Ethics Charter Signing Ceremony Newly signed six companies and organizations

The World Tourism Organization (UNWTO) and government offices collaborated in holding the signing ceremony of the private sector commitments for the Global Code of Ethics for Tourism.

The charter was newly signed by the Japan Ryokan & Hotel Association, Nishimuraya, Picchio, Takinoyu Hotel, Tsuruga Group and Yumotokan. The total number of signed parties in Japan are five organizations and fifteen companies.



### Paris Notre Dame Relief Campaign Presentation Ceremony Presented to the French Embassy in Japan

On Oct. 24 (Thu), the Japan Association of Travel Agents (JATA) donated 2,034,500 yen collected between April and September from a campaign conducted by the industry to support the reconstruction of the World Heritage Paris Notre Dame Cathedral, which was damaged by fire in April 2019.

Caroline Leboucher, Director General, Atout France and Eric Jeunemaitre, President of the Paris Region Tourism Board, renewed their appreciation "for the Japanese people's strong interest in French heritage."





Thematic Symposia

Oct. 25 (Fri) 10:00-18:00 INTEX OSAKA Center Bldg. 2F International Conference Hall

Digital Marketing Symposium

10:00 - 12:00

**Theme** Future Perspective of Tourism Industry Utilizing Digital Marketing

From AI Chatbot to Super Apps – Looking to the Future from Cases in Tourism

Under the theme of “Travel x Digital,” four panelists at the front lines shared their respective findings. Kanazawa of USJ said, in the social media marketing, one should know well about consumers first and define the type of delivery to whom. Shibata of Venture Republic, who has a thorough knowledge of digital updates in the world, advised not only to watch out for OTA but for the newest trends in Google & super apps like WeChat.

Tsunagawa of Bespoke, which develops multi-lingual services using AI-based chatbot, said unexpected new ways of usage are extending such as collection of survey results and analyses of disaster control, unveiling the great possibilities of chatbot. Kameyama of Japan National Tourism Organization (JNTO) expressed that advertising -- created based on data collected through SNS, and targeting individual consumers who are interested in Japan -- may enhance potential of actual purchases.



Koji Tsurumoto



Ryo Kanazawa



Kei Shibata



Akemi Tsunagawa



Shuichi Kameyama

**Moderator:** Koji Tsurumoto, CEO and President, Travel Voice Japan Ltd.

**Panelists :** Ryo Kanazawa, Vice President, Sales & Alliance Marketing Department, USJ LLC  
Kei Shibata, Co-founder & CEO, Venture Republic Inc.

**Akemi Tsunagawa,** Founder & CEO, Bespoke Inc.

**Shuichi Kameyama,** Executive Senior Vice President, Japan National Tourism Organization (JNTO)

Overseas Travel Symposium

13:00 - 14:30

**Theme** The Outlook for the Outbound Travel Market in the Age of 40 Million Inbound Travelers – New Business Opportunities by Leveraging the Advantage of Kansai Airport Area Network in Kansai Airport to Boost Two-way Demand

In Japanese tourism, inbound and outbound travel progress together. The overseas travel market reached an all-time high in 2018 and the industry is about to witness its long-awaited 20-million mark in 2019. Yamaya of Kansai Airports in his keynote address said, while it has been recognized as an airport in the Kansai area connecting the world since its opening, it has to deal with the typhoon damage afflicted in 2018. “It is our primary responsibility to welcome customers at home and abroad by securing safety and building a network with regional communities although the airport has been developed as a hub of international transportation network in Japan,” he said.

While Japan seeks to pump-up outbound travel, other neighboring countries are also activating their tourism business. Inoue, director and general manager of Kansai Economic Federation, said appropriate responses to a wide range of customers, including Muslims, will be a key to further growing bilateral tourism. Also, Nagahara, general manager Japan, Finnair, assessed Japan’s home-court advantage and highly functional air routes, saying that he would like to enhance the relationships in the global network including Asia.

As for the development of overseas travel in Japan, it is important to exploit a variety of areas not just major destinations. Endo, JTB’s executive officer, said there remains room to challenge unexplored fields even in Europe. Although some blame online tools for the shift from using travel agencies, responses with customers pertain significantly to interpersonal communication, a vital edge for travel companies to survive, he added. Kurosu of JTB Tourism Research and Consulting, touched on Japan’s overseas travel in the future. He concluded his remarks, pointing out that with weight-attaching to Asian businesses, he seeks ways to pass the baton to the next generation.



Yoshiyuki Yamaya



Hiroshi Kurosu



Shuichi Endo



Hiroaki Nagahara



Takeshi Inoue

**Keynote Speech**

**Yoshiyuki Yamaya,** Representative Director and CEO, Kansai Airports

**Panel Discussion**

**Moderator:** Hiroshi Kurosu, Consulting Department, JTB Tourism Research & Consulting Co.

**Panelists :** Shuichi Endo, Executive Officer Leisure Business Department, Head of Overseas Purchasing & Products Management, JTB Corp.

**Hiroaki Nagahara,** General Manager Japan, Finnair

**Takeshi Inoue,** Director, General Manager, International Affairs Department, Kansai Economic Federation



## Theme **Community Vitalization Through Entertainment!**

### Views with Sustainable Efforts and Living in Harmony with Local Residents

Professor Emeritus Sato of Matsumoto University kicked off the discussion citing the Rugby World Cup and saying “contact with Japanese people electrified foreign visitors to Japan.” He also said that entertainment by the local people could be a key element of regional vitalization.

Four panelists explained respective examples. Ogawa, president of Takarazuka Revue Company, said it has been valued by the citizens of Takarazuka City as it is a charm and fortune of the community. Mayor Okamoto of Iga, Mie prefecture, covered promotion activities featuring ninja (professional spies in feudal Japan highly trained in stealth and secrecy) in the city of Iga, the holy site for ninja, citing the motto of the city to retain the legacy that their forerunners handed down as a coffer for the future.

In closing of the discussions, panelists suggested tips on how to take advantage of entertainment for local revitalization. Okutani, vice president of Yoshimoto Kogyo, shared his pet idea that regional differences will be diminished in terms of learning opportunities once the 5G age becomes a reality, suggesting particularly to bet on local talent. Joung, Korea Tourism Organization Tokyo Office, said implementation of multiple projects such as the combination of annual events and entertainment could bear fruit in regional vitalization.



Prof. Hiroyasu Sato



Tomotsugu Ogawa

**Moderator:** Prof. Hiroyasu Sato, Professor Emeritus, Matsumoto University

**Panelists :** Tomotsugu Ogawa, President, Takarazuka Revue Company

Tatsuo Okutani, Vice President, Yoshimoto Kogyo Co., Ltd.

Joung Jin-Su, Executive Director, Korea Tourism Organization Tokyo Office

Sakae Okamoto, Mayor of Iga City



Tatsuo Okutani



Joung Jin-Su



Sakae Okamoto

Oct. 25 (Fri) 16:00 - 18:00 INTEX OSAKA Hall 6 5F Hall G

## Reiwa 1/2019 (the 19th) Japan Industrial Tourism Forum

**Organizers:** Japan Industrial Tourism Promotion Council / Japan Travel and Tourism Association  
**Support:** Ministry of Economy, Trade and Industry (METI) / Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism (MLIT)

## Theme **Business Model for Industrial Tourism**

### Keynote Speech and Grand Prize Commendation Ceremony of the 13th Industrial Tourism Community Renovation Awards

In the beginning, Chairman Suda of the National Industrial Tourism Promotion Council, shared the council’s policy and the importance of education and tourism working together in the industrial tourism field.

Prof. Fujimoto, of the University of Tokyo Graduate School, who has served as vice-chairman of the National Industrial Tourism Promotion Council since 2019, gave his keynote address “Industry and Tourism to Create a Flow of Good Design.”

Presenters Noguchi of METI and Murata of Japan Tourism Agency opened the 13th Industrial Tourism Community Planning Awards commendation ceremony. The gold prize was given to Hirota Bay Fishery Association (Iwate prefecture) for its unique full-flavored “underwater ocean-aged sake.” Other winners include Nousaku (Toyama prefecture); Shima City (Mie prefecture); Wood Egg Okonomiyaki-kan, Otafuku Sauce (Hiroshima prefecture); and Musashino City/Musashino City Urban Tourism Corp. (Tokyo Metropolitan Government). Award winners Kajikawa, Kitayama, Takeuchi, Niimoto and Seki introduced respective projects at the panel discussion. Mochizuki, curator of Koso Museum, closed the event with his humorous review.

### Keynote Speech

Prof. Takahiro Fujimoto, University of Tokyo Graduate School

The 13th Industrial Tourism Community Planning of Economics Awards Commendation Ceremony

**The Gold Prize:** Hirota Bay Fishery Association (Iwate prefecture)

**Minister of Economy, Trade and Industry Award:**

Nousaku (Toyama prefecture)

**Japan Tourism Agency Secretary Award:**

Shima City (Mie prefecture)

**Silver Award:**

Wood Egg Okonomiyaki-kan, Otafuku Sauce (Hiroshima prefecture)

**Incentive Award:**

Musashino City / Musashino City Urban Tourism Corp.

(Tokyo Metropolitan Government)

**Jury Comment:** Teruhiko Mochizuki, Curator of Koso Museum



Prof. Takahiro Fujimoto



Hiroshi Suda



Naohiro Kajikawa



Takuji Kitayama



Chihiro Takeuchi



Kenzou Niimoto



Ayana Seki



Teruhiko Mochizuki



Oct. 24 (Thu) 15:00 - 17:00 INTEX OSAKA Hall 6 5F Hall G

## The 3rd Regional Revitalization Networking Forum~Tourism Demand Exists Everywhere~

Organizer: Federation of Chief Executives to Promote Vitalization of Regional Economies by Taking Advantage of the 2020 Tokyo Olympic and Paralympic Games

### Introducing Local Special Projects for 2020

The forum in collaboration with Federation of Chief Executives to Promote Vitalization of Regional Economies by leveraging the effect of the 2020 Tokyo Olympic and Paralympic Games was held again this year.

At the beginning of the forum, Sakaguchi, vice-chairman of the federation, said it is important to share charms of regional resources that exist throughout Japan and link them with community revitalization by leveraging the effect of the Tokyo Olympic/Paralympic Games 2020 and the Osaka/Kansai EXPO 2025.

Representatives from four communities introduced their respective revitalization projects currently being implemented. Hayashi of Minakami Town introduced a case example of Tanigawadake, the iconic brand of the community, while Yamashita of Maizuru City, talked about promotion activities for MICE and educational travel along with the sustainable development goals (SDGs). Adachi of Asago City presented efforts with case examples and action assignments such as infrastructure and management system improvement in relation to conservation and tourism promotion of Takeda Castle for filming. Sebe of Kamiita Town, introduced projects in workshops and markets using after-school activities at Necchu Elementary School focused on revitalization of kominka (old folk houses), promotion of indigo production and building a stronghold for the tourism industry.

After the presentation, participants exchanged information with each panelist.



**Speakers:** **Shinroku Sakaguchi**, Vice-president, Federation of Chief Executives to Promote Vitalization of Regional Economies by Taking Advantage of the 2020 Tokyo Olympic and Paralympic Games / Mayor of Takaishi City, Osaka Prefecture

**Yuichirou Hayashi**, Minakami Town, Gunma Prefecture

**Miharu Yamashita**, Maizuru City, Kyoto Prefecture

**Tomoyoshi Adachi**, Asago City, Hyogo Prefecture

**Masahide Sebe**, Kamiita Town, Tokushima Prefecture

Oct. 25 (Fri) 16:30-18:00 INTEX OSAKA INTEX Plaza Stage A

## Travel Industry Study Seminar

Organizer: Japan Association of Travel Agents (JATA) Kansai Chapter

### Introducing Comments from Students Aspiring to Work in the Travel Industry

The Travel Industry Study Seminar was held for students seeking a career in the travel industry. Students from some 60 universities and specialty schools participated in the event. At the start of the seminar, Nishimura, chairperson of general affairs committee, JATA Kansai Chapter, asked them to listen to comments from travel industry veterans and to take to heart their messages.

JATA Chairperson Hiromi Tagawa based his speech on "the Future of the Travel Industry". Looking at a career in the travel industry, "It is an industry which could change the lifestyles of customers and requires humanity that AI technology cannot achieve even in a digital society," he said. Citing data that some 1.8 billion people will be working in the world by 2030, "Tourism is a sunrise industry and international exchanges will create growth of the Japanese economy to come."

Leading young employees with two to nine year of experience in the travel industry in the Kansai area participated in the panel discussion. From educational travel, general group tours, MICE and inbound travel, to regional promotions, over-the-counter marketing and recruit-type planning travel products – they introduced opinions based on their respective on-the-job experiences, rewarding or bitter, from a variety of departments. Their fervent comments included: "I was rescued from the hard work by the response of the customer 'It was truly the best travel ever'; learning opportunities are never the same; how to develop, propose and receive orders for travel products suitable to customers, not just price cutting, while every day is a battle experience; and, I'm proud of this job as it could help revitalize a slugging country town."



Hideya Nishimura



Hiromi Tagawa

**Speech** **Hiromi Tagawa**, Chairperson, Japan Association of Travel Agents (JATA)

#### Panel Discussion

**Coordinator:** **Atsunori Tsuru**, Executive Director, Public Relations Office, Japan Association of Travel Agents (JATA) Kansai Chapter

**Speakers:** **Yuta Hirohata**, Educational Travel Osaka Branch, JTB Corp.

**Koichiro Sato**, Kansai Regional Promotion Department, Kinki Nippon Tourist Kansai Co., Ltd.

**Yukiyo Shimono**, TIS Osaka Branch, NIPPON TRAVEL AGENCY CO., LTD.

**Yuki Furui**, KANSAI REGIONAL SALES OFFICE, TOBU TOP TOURS CO., LTD.

**Mie Nishizawa**, Inbound Sales & Marketing Div., NANKAI TRAVEL INTERNATIONAL CO., INC.

**Shoji Morimitsu**, Hyogo Branch, NOKYO TOURIST CORPORATION

**Hiroshi Shibata**, SALES HEADQUARTERS, WESTERN JAPAN REGION, HANKYU TRAVEL INTERNATIONAL CO., LTD.



# WELCOME RECEPTION

Oct. 24 (Thu) 18:30-20:00 INTEX OSAKA INTEX Plaza, Sky Plaza



**Guests:** Hirofumi Kado, Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism / Hiroshi Tabata, Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism / Hirofumi Yoshimura, Governor, Osaka Prefecture / Shinichi Fukushima, Chairman, Osaka Convention & Tourism Bureau

**Ministers of Tourism:** Sonam Toppay, Secretary, Ministry of Home & Cultural Affairs, Kingdom of Bhutan / Dr. Thong Khon, Minister of Tourism, Kingdom of Cambodia / Dr. Rania Al-Mashat, Minister of Tourism, Arab Republic of Egypt / Caroline Leboucher, Director General, Atout France, French Republic / Giorgio Palmucci, President, ENIT – Italian State Tourist Board, Italian Republic / Edmund Bartlett, Minister of Tourism, Jamaica / Dalius Morkvenas, Managing Director, National Tourism Development Agency "Lithuania Travel", Republic of Lithuania / Asad Riza, Deputy Minister of Tourism, Republic of Maldives / Tserenbat Namsrai, Minister of Nature Environment and Tourism, Mongolia / U Ohn Maung, Union Minister, Ministry of Hotels and Tourism, Republic of the Union of Myanmar / Bernadette Romulo-Puyat, Secretary of Department of Tourism, Republic of the Philippines / Mmamoloko Tryphosa Kubayi-Ngubane, Minister of Tourism, Republic of South Africa / Eric Jakob, State Secretary, Head of the Promotion Activities Directorate, Federal Department of Economic Affairs, Education and Research EAER, State Secretariat for Economic Affairs SECO, Swiss Confederation / Isabel Hill, Director, National Travel and Tourism Office, United States Department of Commerce, United States of America / Ulugbek Azamov, Deputy Chairman, State Committee of the Republic of Uzbekistan for Tourism Development, Republic of Uzbekistan / Le Quang Tung, Deputy Minister of Culture, Sports and Tourism, Socialist Republic of Viet Nam

**Tourism Organizations:** Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO) / Zhu Shanzhong, Executive Director, World Tourism Organization (UNWTO) / Wong Soon-Hwa, Vice Chairman, Pacific Asia Travel Association (PATA) / Shannon Stowell, CEO, Adventure Travel Trade Association (ATA) / Gloria Guevara Manzo, President & CEO, World Travel & Tourism Council (WTTC) / Anita Mendiratta, Founder and President, ANITA MENDIRATTA & Associates

**Sponsors:** Koremitsu Sannomiya, Board Member, Senior Executive Officer, JCB Co., Ltd. / Yoshiyuki Yamaya, Representative Director and CEO, Kansai Airports / Robert Hofmann, Board Member and Cultural and Heritage Committee Vice Chairman., Guam / Yoshiharu Ueki, Representative Director, Chairman, Japan Airlines Co., Ltd. / Takashi Shiki, Chairman of Brand Strategy Committee, ANA HOLDINGS INC. / Tatsuo Kijima, President, Representative Director, and Executive Officer, West Japan Railway Company / Kazuo Sumi, Chairman and Representative Director, Group CEO, Hankyu Hanshin Holdings, Inc. / Akira Minamura, Officer, Kintetsu Group Holdings Co., Ltd.

**Organizers:** Kenichiro Yamanishi, Chairman & CEO, Japan Travel and Tourism Association / Hiromi Tagawa, Chairperson, Japan Association of Travel Agents / Satoshi Seino, President, Japan National Tourism Organization

## Japan Poised as Leading Tourism Nation to Interact With Global Players

At the Welcome Reception where players and VJTM buyers participating in TEJ2019 gathered under one roof -- the first TEJ to be held in Osaka/Kansai -- a large dancing circle was formed with the Kawachi-ondo song and the Danjiri festival displays supported by Osaka prefecture. A significant time was shared among participants with active exchanges of information.

At the beginning of the reception, JNTO President Satoshi Seino expressed appreciation for support extended from all around the world following the recent disasters caused by heavy rains this year, adding that the G20 Summit and Osaka Expo 2025 will raise the profile of Osaka at home and abroad. He also extended his gratitude to the people who made efforts to realize the first TEJ event in Osaka.

Hirofumi Kado, Parliamentary Vice-Minister for MLIT, as a guest speaker, said he is committed to making Japan a Leading Tourism Nation as the number of inbound visitors to Japan has continued to grow steadily into 2019. Osaka Gov. Hirofumi Yoshimura said we want more people to continue to visit Osaka as the city is currently riding on a prosperous wind, with expectations to grow



Satoshi Seino, President, Japan National Tourism Organization



Hirofumi Kado, Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism

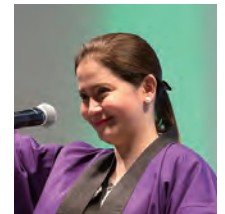


Hirofumi Yoshimura, Governor, Osaka Prefecture



the number of visitors as a result of TEJ2019.

Yoshihide Suga, Chief Cabinet Secretary, sent his message to the guests: "Tourism is a pillar of community development as we position tourism as a main pillar of our growth strategy." Bernadette Romulo-Puyat, Tourism Secretary, Republic of the Philippines, proposed a toast and talked about the result of the Philippine government's rehabilitation project on Boracay Island, adding that all and everyone are partners in tourism rather than competitors.



Bernadette Romulo-Puyat, Secretary of Department of Tourism Republic of the Philippines



ITO EN, LTD



okonomiyaki CHIBO



Suntory Beer Ltd.



Kikusumaru Kawachiya (The troupe of Kikusumaru)



takoyaki KUKURU



Danjiri (Uchida Town)





JAPAN  
TOURISM  
AWARDS

# The 5th JAPAN TOURISM AWARDS

Collaboration:  



Oct. 24 (Thu) 12:45-13:30  
HYATT REGENCY OSAKA 3F, Regency Ballroom BCD

**Organizers**  
Japan Travel and Tourism Association (JTТА)  
Japan Association of Travel Agents (JATA)  
Japan National Tourism Organization (JNTO)  
**Prize Sponsor** JCB Co., Ltd.



Hyakusenrenma Inc.

**First MLIT Award Presented to Regional Invigoration Service to Connect Farm Stays with the World” by Hyakusenrenma. Chief judge Prof. Yoshiaki Hompo summed up the awards, saying that “DMO and digital usage will be the key to future success.”**

For the first time in its five-year history, the “Minister of Land, Infrastructure, Transport and Tourism’s Award” and the “Japan Tourism Agency Commissioner’s Awards” were newly established this year. The chief judge Hompo summarized that “The commendation has become a new milestone. Looking at the awards given for the past five years, efforts for inbound tourism and sustainable tourism have become a major trend. DMO and digital usage will now play a key role in Japan’s tourism industry in the future.”

Hyakusenrenma won the “MLIT Award” for its entry Regional Invigoration Service to connect Farm Stays with the World. Its offer of new accommodation style targeting travelers visiting Japan was valued as a trump card to attract visitors to suburban areas. Yasuhiro Kamiyama, President and CEO of the company said that “It is the essence of this business to shed light on ‘off-line’ rural areas online by attracting customers through our website.” “Japan Tourism Agency Commissioner’s Awards” were given to

Saga Ureshino Barrier Free Tour Center for its “Toward Phase 5 in Making the Ureshino Hot Springs Barrier Free: Coordinating with Private Ambulance Services,” and two other domestic / inbound groups and one international group from abroad.

This year, the “Japan Tourism Award elected by students” was also newly established, with H.I.S. Co. Ltd. elected by 19 student judges for its effort to “Expand the Potential for Children’s Future Extracurricular Classes for Cambodian Primary School Students! Travel that Encourages Mutual Education with Local Children”

Although the number of applications was below that of the previous year, there were 209 outstanding applications (174 of domestic & inbound, and 35 of overseas travel fields of initiatives) both from Japan and abroad. In addition to inbound, outstanding activities included new trends such as infrastructure tourism, night entertainment and digital use for multilingual support.



**Minister of Land, Infrastructure, Transport and Tourism’s Award**

**Field of Domestic and Inbound Travel / Business Category**

- Hyakusenrenma Inc.  
Regional Invigoration Service to Unite “Farm Stays” with “the World”



**Special Awards for Digital Utilization**

**Field of Domestic & Inbound Travel / Business Category**

- UM.Succeed, Inc.  
“Shiro Okoshi Project” Using a GPS-Based Castle Touring App (DT)
- SoundUD Consortium  
Efforts to Realize a Society of Sound Universal Design (UT) (DT)
- SoftBank Corp.  
Activities and Dynamic Analysis by “Japan 2 Go!”—an Event-Coordinated Multilingual Sightseeing Cloud Service (DT)



**Japan Tourism Agency Commissioner’s Awards**

**Field of Domestic & Inbound Travel / Regional Category**

- Saga Ureshino Barrier Free Tour Center  
(\*This initiative has been also awarded the Special Awards for DMO Promotion.)  
Toward Phase 5 in Making the Ureshino Hot Springs Barrier-Free: Coordinating with Private Ambulance Services (UT)
- Tanabe City Kumano Tourism Bureau  
(\*This initiative has been also awarded The Japan Tourism Awards for Responsible Tourism in collaboration with UNWTO.)  
An Attempt at a Modern Sightseeing Model in the Hallowed Grounds of Kumano

**Field of Outbound Travel / Regional Category**

- Palau Tourism Board  
Creating the Palau Pledge: The World’s First Environmental Protection Pledge (ET)



**Awards for Excellent Partner**

**Field of Outbound Travel / Regional Category**

- Philippines Department of Tourism  
Toward a Sustainable Development of Tourism and Revival of the Island of Boracay



**Japan Tourism Awards Elected by Students**

**Field of Outbound Travel / Business Category**

- H.I.S. Co., Ltd.  
Let’s Expand the Potential of Children’s Future!



**Special Awards for DMO Promotion**

**Field of Domestic & Inbound Travel / Regional Category**

- Taisetsu Kamui Mintara DMO  
A New Type of Winter Resort: Using the Resources of Nature and the City for “Urban Snow Resort” Efforts
- Tanabe City Kumano Tourism Bureau  
An Attempt at a Modern Sightseeing Model in the Hallowed Grounds of Kumano



**The Japan Tourism Awards for Responsible Tourism in Collaboration with UNWTO**

**Field of Domestic & Inbound Travel / Regional Category**

- Saga Ureshino Barrier Free Tour Center  
Toward Phase 5 in Making the Ureshino Hot Springs Barrier-Free: Coordinating with Private Ambulance Services (UT)

**Field of Domestic & Inbound Travel / Business Category**

- Yakushima Nature Activity Center Inc.  
Promoting Ecotourism in Yakushima (ET)





Saga Ureshino Barrier Free Tour Center



Tanabe City Kumano Tourism Bureau



Palau Tourism Board



Philippines Department of Tourism



H.I.S. Co., Ltd.



Yakushima Nature Activity Center Inc.



## Category Awards

### Field of Domestic & Inbound Travel

#### Business Category (19 groups)

##### Alpine Tour Service Co., Ltd.

Tohoku High School Students Climb Mt. Fuji

##### Tetto Me Care Attendance Co., Ltd.

A Special Day on the Southern Islands to Allow the Dreams of the Differently Able to Come True (UT)

##### Robot Restaurant Co., Ltd.

Regional Inigation by Strengthening International Tourism Appeal (NE)

##### H.I.S. Co., Ltd.

Rehabilitation Travel to Okinawa! 4 Days! (UT)

##### JTB Communication Design, Inc.

Mangekyo: Revolutionary New Drumming Entertainment in Tokyo (NE)

##### ANA Sales Co., Ltd.

Fureai Walk: A 2-Way Tourism Promotion Project

##### Kansai One Pass Consortium

Sale of a Unified Kansai Travel Pass, the Kansai One Pass, for Overseas Visitors to Japan

##### Tobu Railway Co., Ltd.

Various Efforts to Attract and Accept Muslim Visitors

##### Samurai Produce, Inc.

Tokachi Night River Cruising

##### Roots Sports Japan

Tour de Nippon: An All-Japan Cycling Tourism Project

##### Japan Airlines

Healthcare Charter Tours

##### Anime Tourism Association

Selecting 88 "Anime Pilgrimage Sites" Around Japan and Promoting Anime Tourism

##### Tourism Forecast Platform Promotion Council

Tourism Forecast Platform Support for Marketing Aimed at Those Involved in Regional Tourism (DT)

##### Jiyujin Co., Ltd.

Satoyama Jujo: A Media Hotel to Create Regional Branding

##### Mitsui Fudosan Co., Ltd.

Promoting the Charm of Traditional Japanese Performing Arts at Suigian (NE)

##### West Japan Railway Company

Connecting Twilight Express Mizukaze with Regions along the Train Line (Case

Study of Unnan, Shimane)

### Hiroshima Prefecture Council for Creation of Nighttime Attractions

An Evening of Kagura: Traditional Shinto Ritual Dancing Performance for Overseas Visitors (NE)

### JTB Corp.

Kotekote-go: A Comedy Bus to Truly Appreciate Osakan Culture!

### Fujico Co., Ltd.

Mishima Skywalk: The Longest Pedestrian Suspension Bridge in Japan (IT)

### Field of Domestic & Inbound Travel

#### Regional Category (17 groups)

##### Gero City Ecotourism Promotion Council

E-DMO: Combining Ecotourism and DMO (ET)

##### Yuda Dam Vision Promotion Council

Regional Inigation Using Yuda Dam (Kinshu Lake) (IT)

##### Ninohe, Iwate

Based on the treasure prized in the region, they are developing the activities of the "Ninohe Terror Project" to connect to the next generation. The project is part of the "Producing Regions Sightseeing Promotion Town-Building Initiative" to promote the creation of a "Ninohe brand."

##### Saga Prefecture Film Commission

Saga Prefecture's endeavors in the Philippines: Encouraging overseas film producers to shoot on location in Saga to promote awareness of Saga Prefecture and encourage international exchange

##### Ehime Prefecture

A Revolution in Digital Promotion in Ehime, Centered Around Attracting Foreign Tourists (DT)

##### Honshu-Shikoku Bridge Expressway Co., Ltd.

Using the World's Longest Suspension Bridge as a Sightseeing Resource (IT)

##### Shinshu University / ata Alliance

Striking out into the great outdoors, where barrier-free was always difficult! Government, business, and academia are all working together to allow those in wheelchairs, as well as their friends and families, to enjoy outdoor tourism (UT)

##### Fuji-Hakone Guest House

Mobilizing the whole Local Area to Promote the Welcoming of Visitors to Japan with a Real "Spirit of Hospitality"

##### Yamagata Barrier Free Tour Center

Aiming to be the Global No. 1 for freedom to enjoy the skies: Let's soar on Eagle's Wings! (UT)

##### Star Village Achi Visitor Attraction Promotion Council

Star Village Achi: The No. 1 Place in Japan to appreciate the Night Sky

### Okinawa Convention & Visitors Bureau (OCVB)

Tourism-Focused Crisis Management System Operation Drill Training

### Osatsu Ama Culture Council / Kaito Yumin Club (Oz Group)

Ecotourism and Meeting with Ama Divers: Creating Sustainable Regions with the Power of Women (ET)

### Setouchi Tourism Authority

Setouchi Destination Marketing (DT)

### Metropolitan Outer Area Underground Discharge Channel Utilization Council Tobu Top Tours Co., Ltd.

Public and Private Sectors Cooperate to organize study tours of the Metropolitan Outer Area Underground Discharge Channel (IT)

### Kanto Regional Development Bureau, MLIT Yanba Dam Construction Office

Yanba Tours: "The Best Infratour in Japan" (IT)

### Matsurism

An effort to revitalize people and communities through the power of festivals

### Lake Biwa Canal Promotion Council

Efforts to revive the Canal Boats and create appeal for the canals of Lake Biwa

### Field of Outbound Travel

#### Business Category (4 groups)

##### JTB Corp.

Inviting KIX-GUM regular flights by Jeju Air

##### Eurasia Travel Co., Ltd.

Bulgaria Rose Festival

##### Sakura Star Travel

Uluru and Sydney: Six days down under with a cane and a wheelchair (UT)

##### Valise Inc.

Tabi MUSE: An overseas travel online magazine collaboratively developed by 300 Millennial Women who are real travel connoisseurs

### Field of Outbound Travel

#### Regional Category (1 group)

##### Hong Kong Tourism Board

#hkshingart: Creating tourism resources through Street Art

ET: ECO Tourism

UT: Universal Tourism

IT: Infrastructure Tourism

NE: Night Entertainment

DT: Digital Utilization

## Jury Members



### Director of Jury

Prof. Yoshiaki Hompo Chief, Regional Support Office for Asia and the Pacific, UNWTO

### Jury Members

#### Adam Fulford

CEO, Fulford Enterprises, Ltd.

#### Yoshiro Ishihara

Director Editor-in-Chief, WING Aviation Press Co., LTD.

#### Yoshiyuki Oshita

Director, Independent Administrative Institution National Museum of Art

#### Susumu Kato

Deputy Director General, Japan Tourism Agency, Minister of Land, Infra-structure, Transport and Tourism

#### Shigeto Kubo

President, Japan Travel and Tourism Association

#### Satoshi Seino

President, Japan National Tourism Organization

#### Waichi Sekiguchi

President, MM Research Institute, Ltd.

#### Hiromi Tagawa

Chairperson, Japan Association of Travel Agents (JATA)

#### Naoyoshi Noguchi

Executive Vice President, Japan External Trade Organization (JETRO)

#### Miyako Hamano

Special Adviser Cool Japan Strategy, Secretariat of Intellectual Property Strategy Headquarters Cabinet Office

#### Masami Morishita

Professor, Department of International Tourism Management Faculty of International Tourism Management, Toyo University

#### Kensuke Yabata

General Manager, Regional Planning Department, Development Bank of Japan Inc.

#### Masayuki Wakui

Professor, Landscape Architect (J.R.L.A.), Faculty of Environmental Studies, Tokyo City University

## Japan Tourism Awards Elected by Students / Cooperating Universities as the Jury

Atomi University

Otemon Gakuin University

J. F. Oberlin University

Osaka University of Tourism

Osaka International University

Kyoto University

Shukutoku University

Tokyo Metropolitan University

Tsukuba Gakuin University

Toyo University

Nihon University

Hannan University

Hitotsubashi University

Yamagata University

Rikkyo University

University of the Ryukyus

Ryutsu Keizai University

Wakayama University

Waseda University





# Inbound Tourism Business EXPO 2019

Oct. 24 (Thu)-Oct. 25 (Fri)  
INTEX OSAKA Hall 1

Organizers: Tourism Expo Japan, Nikkei Inc.

## Participation by Numerous Community-based Companies and Those with Cutting-edge Technologies

A B-to-B exhibition “Inbound Tourism Business EXPO 2019” jointly organized by Tourism EXPO Japan and the Nihon Keizai Shimbun was held for two days on Oct. 24 (Thu) and 25 (Fri).

The event was held for the third time with 63 companies and organizations participating, including those with technologies such as multilingual-capabilities related to inbound tourism business in Japan. Others including those with ICT solutions, marketing, video/web contents, related equipment and infrastructure support, product sales, and experience planning.

Amid the exhibitions of multilingual services, translation tools, ICT solutions, etc., the event this year saw services making full use of cutting-edge technologies such as virtual

reality (VR) and augmented reality (AR). The event generated more exhibitions and community-based companies appealing to promote a wide swath of tourism throughout the Kansai region extending to Hiroshima, Fukui, Tottori, and Tokushima -- beyond Kyoto and Osaka which tend to attract more attention in the region.

The seminar was held twice in total including “New Trends Based on the Latest Inbound Cases – Thinking about Inbound Strategies in Osaka and Kansai” on Oct. 24 (Thu) and “Latest Trends of Inbound Business - Trends and Countermeasures for post-2020” on Oct. 25 (Fri). Many other seminars by exhibitors were also conducted.

### New Trends Seen From The Latest Inbound Cases - Inbound Strategies in Osaka and Kansai-



**Speaker**  
Keisuke Murayama, Chief Executive Officer  
Yamatogokoro, Inc.

On the first day of the event on Oct. 24 (Thu), Keisuke Murayama, Chief Executive Officer Yamatogokoro, inc. led a seminar “Thinking About Inbound Strategies in Osaka and Kansai” as part of the Inbound Tourism Business EXPO 2019.

While valuing the inbound tourism in Kansai by saying “it is showing excitement with focus on sports such as the Rugby World Cup and the World Master Games 2021 Kansai,” Murayama pointed out that the area faces issues including “the garbage problem arising at the event venues, the complex transportation systems and early closure of restaurants, etc.” He suggested that it is essential to accept diversity in the future, citing some key words such as “stay-type / circular-type tourism”, “diversity including measures against tattoos” and “tourism risk measures”.

Murayama commented by saying, “It is necessary for Osaka and the Kansai region to offer the next destination and companies that can offer the services, as well as travel that encourages visitors to communicate with local people at popular restaurants, traditional craftsmen etc.” He also suggested the necessity of “reading the market environment and changes in trends,” “developing new inbound, destinations and markets”, “nourishing repeat customers”, and “selling wider areas without focusing on one area only”.

Finally, he concluded the seminar by recognizing the high potential of the Kansai area, saying “inbound tends to be more active in western Japan with enthusiastic companies in the Kansai region. Kansai is the best place to start new initiatives.



# IR GAMING EXPO 2019

Oct. 24 (Thu)-Oct. 27 (Sun)  
INTEX OSAKA Exhibition Hall 1

Organizer: IR Gaming EXPO  
Executive Committee

## IR-themed Exhibition Debuts in Japan Offered Authentic Atmosphere, Experiences

IR GAMING EXPO 2019 was held from Oct. 24 (Thu) to Oct. 27 (Sun) making its debut in Japan to strengthen the relationship between IR and the tourism industry and to introduce to Japan the realization of “an internationally competitive and attractive stay-type tourism.”

The event had its grand opening with the opening ceremony on the first day of TEJ. IR operators and suppliers who organize IR business in the U.S. and Asia, as well as local governments and organizations actively pursuing to have an IR exhibited at the venue. On the first two days when the venue was open only for the press and industry stakeholders, professionals interested in IR visited each booth and actively exchanged information, and TV cameras went around booths for interviews. On the

final two days when the venue was opened to the public, visitors enjoyed authentic magic shows and mini live performances, and many experienced the casino atmosphere with blackjack and roulette simulation games.

On Oct. 24 (Thu), Shinya Hashizume, Osaka Prefecture and Osaka City Special Advisor, gave a lecture on the theme of “Japan, a Tourism Country Unfolded by IR.” The non-profit organization Council for Addiction Behavior Studies also conducted a symposium titled “Japanese IR and Gambling Dependence Measures” to suggest ideal countermeasures against the dependence on gambling, introducing examples and the latest knowledge from other countries to consider various aspects of coping with gambling addiction in Japan.

### Lecture

### “Japan, a Tourism Country Opened by IR”



**Speaker**  
Shinya Hashizume, Special Advisor for Osaka Prefecture and Osaka City

On the stage of the first IR GAMING EXPO 2019, Shinya Hashizume, Special Advisor for Osaka Prefecture and Osaka City that aims to host an IR development, gave a lecture under the theme of “Japan, a Tourism Country Unfolded by IR.”

Hashizume first introduced the history of Osaka developing from a source market for international tourism in the 1990s into an international tourist destination. He also explained that the word “Integrated Resort” was not well-recognized when the IR concept was first launched in Osaka in 2009 and that the city received numerous opinions opposing attracting IR. He went on to explain the efforts he and his colleagues made to actively promote IR to start a new initiative “which has no precedence,

”described the initiatives of the City to launch IR which realizes three themes of “Japan Entertainment,” “Business Model Showcase” and “Active Life Creation” under the concept of “smart resort city.”

Hashizume also discussed the 2025 Osaka-Kansai Expo, which he was involved in bringing to Osaka. He explained that the Expo had set the theme of “Designing a Future Society for Better Lives” to promote the SDGs, and that the concept also matches the concept of the Osaka IR smart resort. He stressed the long-term benefits of using the EXPO site to construct IR, then concluding the lecture by emphasizing that “regenerating social values is the legacy of the Expo and IR.”



## BUSINESS MEETINGS

Oct. 24 (Thu) 12:00 – 18:00, Oct. 25 (Fri) 10:00 – 18:00, each exhibition booth at INTEX OSAKA Hall 1-6, Zone A, B

### In-booth business meetings facilitated by the matching system The number of business meetings increased 12% with the new “Speed Networking”

The in-booth business meetings were held on Oct. 24 (Thu) and Oct. 25 (Fri) to boost business talks among Japanese travel agencies and sellers from Japan and abroad and to promote the creation of travel products and information exchange. The number of business talks reached 8,392.

This year again, the event was held in Messe style allowing sellers and buyers to hold meetings in the exhibition booths. Exhibitors welcomed buyers by making various arrangements to facilitate comfortable meeting space by preparing tables, etc.

At the overseas travel booths, representatives from local suppliers who came to participate in TEJ exchanged information with representatives of Japanese travel agencies. At domestic travel

booths, many exhibitors introduced little known tourist materials through tablet devices, pamphlets, exhibits in the booth, and many discussed specific ways to embed the materials in actual travel products and ways to support international visitors.

Appointments were set by the TEJ matching system to provide an environment for efficient business meetings. In addition to providing contact points for business meetings at the venue, other focused support given included distribution of maps for buyers and having staff go around the venue to receive questions. On Oct. 24 (Thu), “Speed Networking” was also held for the first time as an opportunity to connect participants who could not be matched at the business meetings.



### Scale of Business Meetings

**No. of sellers: 978**

Tourism EXPO Japan 2019 exhibitors/Inbound Tourism Business EXPO2019 exhibitors/IR GAMING EXPO 2019 exhibitors

**No. of buyers: 645**

Travel agencies (Member companies of organizing bodies)/ Media/Tourism EXPO Japan 2019 exhibitors/Inbound Tourism Business EXPO 2019 exhibitors/IR GAMING EXPO 2019 exhibitors (who act as buyers)

**No. of business meetings: 8,392**

### Features of Business Meetings 2019

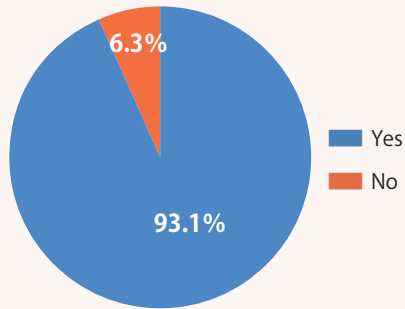
- ① Two-day pre-appointment-based business meetings at the exhibition booths
- ② Improved matching system with functions to support communication pre- and post-meetings
- ③ A system environment allowing exhibitors to set appointment-based business meetings
- ④ Pre-appointment system at Media business negotiations, Inbound Tourism Business EXPO, IR GAMING EXPO
- ⑤ “Speed Networking” networking sessions with no prior appointments
- ⑥ Network expansion by participating in WELCOME RECEPTION



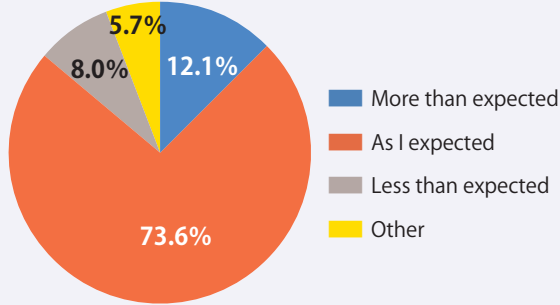
## Survey on Business Meetings Participants

### Sellers (Exhibitors)

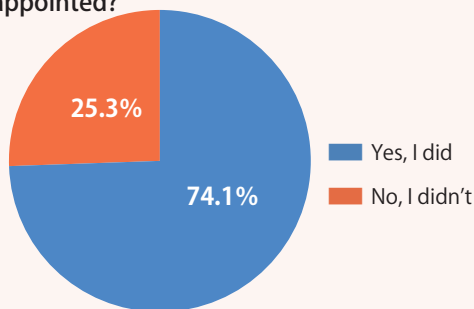
(1) Are the business meetings beneficial?



(2) Were the contents of the meetings as expected?

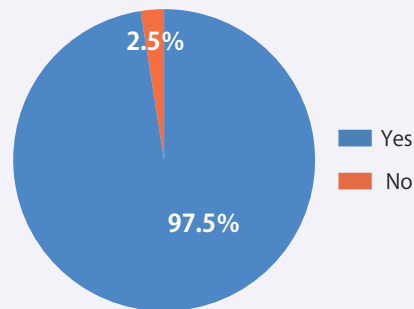


(3) Did you have any meetings other than those pre-appointed?

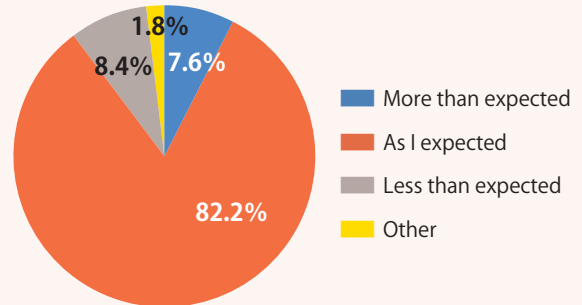


### Buyers (Travel Companies)

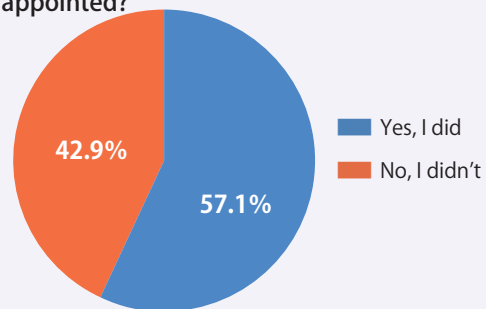
(1) Are the business meetings beneficial?



(2) Were the contents of the meetings as expected?



(3) Did you have any meetings other than those pre-appointed?



### Sellers' Comments

#### About Business Meetings

#### ● Good Points

It was useful to have new contacts and to exchange opinions from the Kansai region with western Japan's perspective.  
-Felt the significance of holding the event in Osaka on a regular basis.

#### ● Challenges

- The business meetings should be held in a more quiet environment. Performances with loud music such as drums and dances should be held on the public days only.

### Buyers' Comments

#### About Business Meetings

#### ● Good Points

- The buyer map was very helpful. I was able to move around without wasting time.  
- There are not many business meetings of this scale. I would like the event to continue.

#### ● Challenges

- It would be nice to have Wi-Fi environment provided.  
- The venue opened only at 10 a.m. even though my appointment for the business meetings were at 10:05 a.m. on the second day. The venue should be opened earlier.

## VJTM 2019 collaboration program — Seminar for VJTM buyers, Exhibition Tour

### Buyers grouped by 10 themes took a tour of the exhibition. Seminars were also held.

Buyers and media from abroad who participated in "Visit Japan Travel & MICE Mart (VJTM) 2019" toured the exhibition halls of Tourism EXPO Japan on Oct. 25 (Fri). The tours were divided into 10 groups by themes and areas, and buyers and media participated in groups by interest, collecting information and exchanging business cards at Building No. 3 which had a concentration of booths from the Kansai region.

In addition to the tour, three programs - "The Attraction of Adventure Travel in Japan," "Retaining the Japan Experience Through Food and Sake" and "Kansai--the Destination with a Variety of Attractions"- were held as seminars focused on tourism materials and themes. The seminars received meaningful, specific questions from participating buyers.





# Travel Showcase

## Bringing Forward New Forms of Travel Under the Theme of “Take Your Travel Up a Notch”

Highlighting the theme “Take Your Travel Up a Notch,” the first TEJ in Osaka / Kansai, this year’s event, was widened in terms of thematic travel: industrial tourism, food culture, sake tourism, university / academy and the Osaka / Kansai area.

The Osaka event further strengthened hands-on events such as around-the-world through fun and walking in addition to seeking measures and policies to revitalize the tourism industry from a variety of perspectives.

### Events Planned by Organizers

#### Resort Wedding



#### Sports Adventure Tourism



#### Cruises



#### Adventure Tourism



#### Food Culture / Sake Brewery Tourism



#### Ministry of Foreign Affairs, Consular Affairs Bureau



#### Industrial Tourism



#### Tabi Square



#### University Academy Area



#### Overseas Hotels Corner





## Events Planned by Organizers

**“Cheer Up Japan” through the Power of Travel!**



**The 5th JAPAN TOURISM AWARDS**



**Meet the World**



**Filmed Location Map Fair 2019  
Japan Film Commission**



**Strolling the Sites to Learn the Charms of Destinations**

# Fun-Walk around the World



Visitors were invited to scan each QR code placed in the participating booths equipped with logo marks on the event site to receive a digital stamp. With the “Fun-Walk Around the World” program, which opened for the first time during consumer days, participants who receive a certain number of digital stamps were qualified to win a JCB gift coupon and other goods provided at participating booths.

Since visitors can stroll from booth to both, domestic or overseas, holding a smartphone in one hand and visiting the travel destinations served as a fun format. Many visitors in the event were seen participating in this activity.



## Osaka / Kansai Area

As part of Tourism EXPO Japan event in Osaka/Kansai for the first time, exhibit booths for participants from the Kansai area were spotlighted this year. Upholding the concept of “Sports, Food, Wellness and Laughter,” exhibitors representing a wide variety of industries -- from local governments including Osaka, tourist associations, tourist facilities, chambers of commerce and industry, to manufacturers, traffic, IT, food/restaurants and universities -- assembled for the event.

As the World Masters Games 2021 and Osaka/Kansai EXPO 2025 are scheduled, all booths were busy with visitors, reflecting the momentum generated by Osaka/Kansai.





# Travel Showcase (Hall 1, 2, and 5/INTEX Plaza/Sky Plaza)



## Booth Grand Prix

The Booth Grand Prix is a commendation program that selects booths that enlivened the exhibition the most by visitors, stakeholders and exhibitors' votes. Two new divisions were newly established: "Booth Grand Prix selected by travel professionals" by votes from the press on media days, and "Booth Grand Prix selected by Travel Lovers" by votes on consumer days.

### "Booth Grand Prix Selected by Travel Professionals"

Grand Prix Winner



WONDERFUL SETOUCHI  
DISCOVER WEST Association

Second Grand Prix Winner



HOKKAIDO TOURISM ORGANIZATION  
Hokkaido Railway Company

Special Award Winner



Ministry of Tourism of Cuba

Executive Committee Chairperson Award



Korea Tourism Organization

### "Booth Grand Prix Selected by Travel Lovers"

Grand Prix Winner



HOKKAIDO TOURISM ORGANIZATION  
Hokkaido Railway Company

Second Grand Prix Winner



WONDERFUL SETOUCHI  
DISCOVER WEST Association

Second Grand Prix Winner



TAIWAN VISITORS ASSOCIATION

Special Award Winner



UGANDA TOURISM BOARD

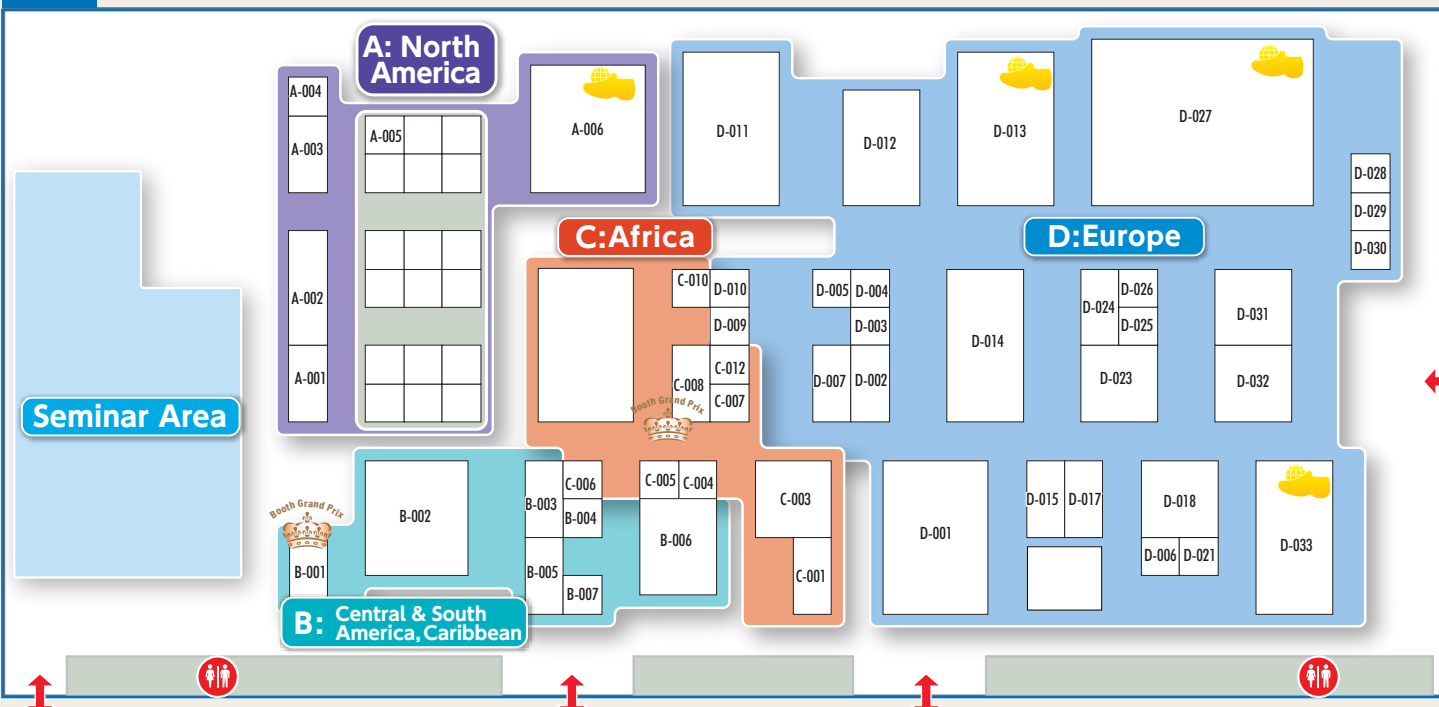
West Gate



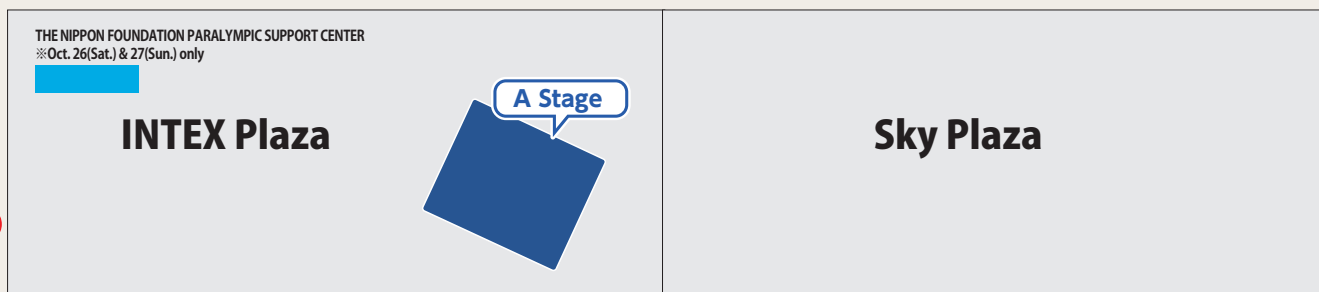
Hall 1: Inbound Tourism Business EXPO 2019/IR GAMING EXPO 2019  
 Hall 2: JAPAN (Hokkaido/Tohoku/Kanto/Chubu)  
 Hall 5: North America/Central & South America, Caribbean/Africa/Europe



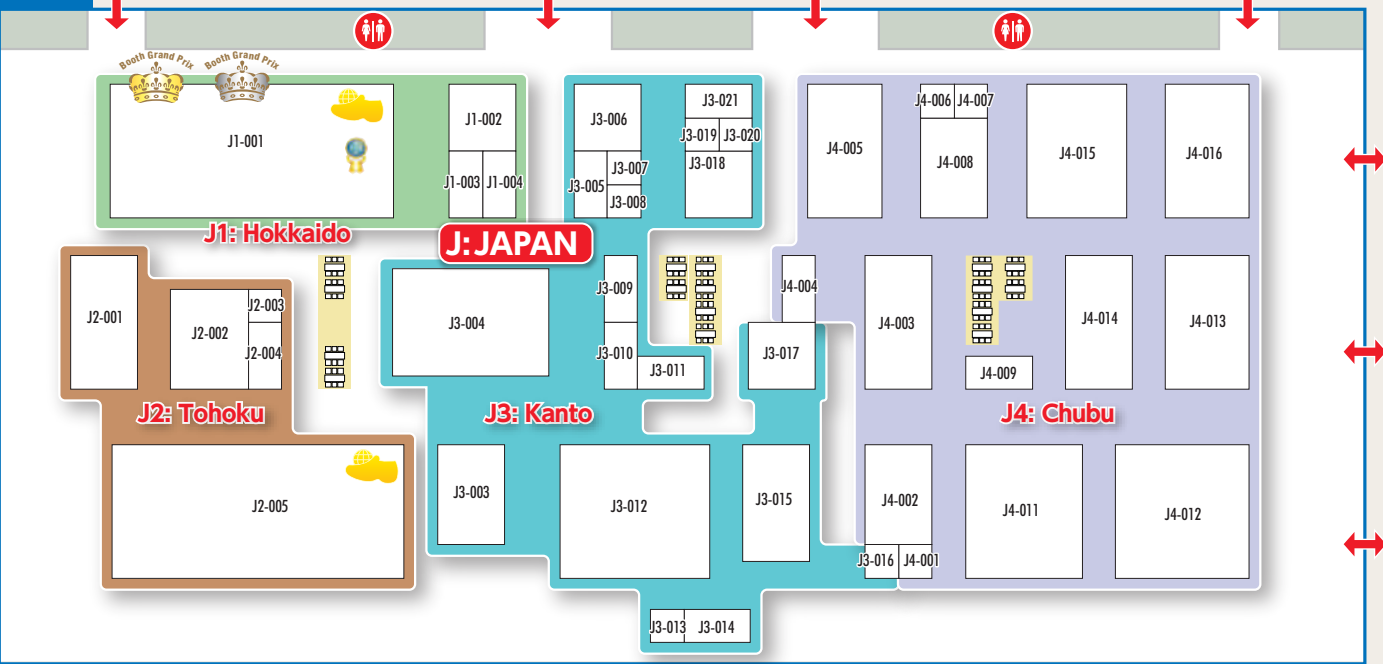
Hall 5



Hall 4



Hall 2

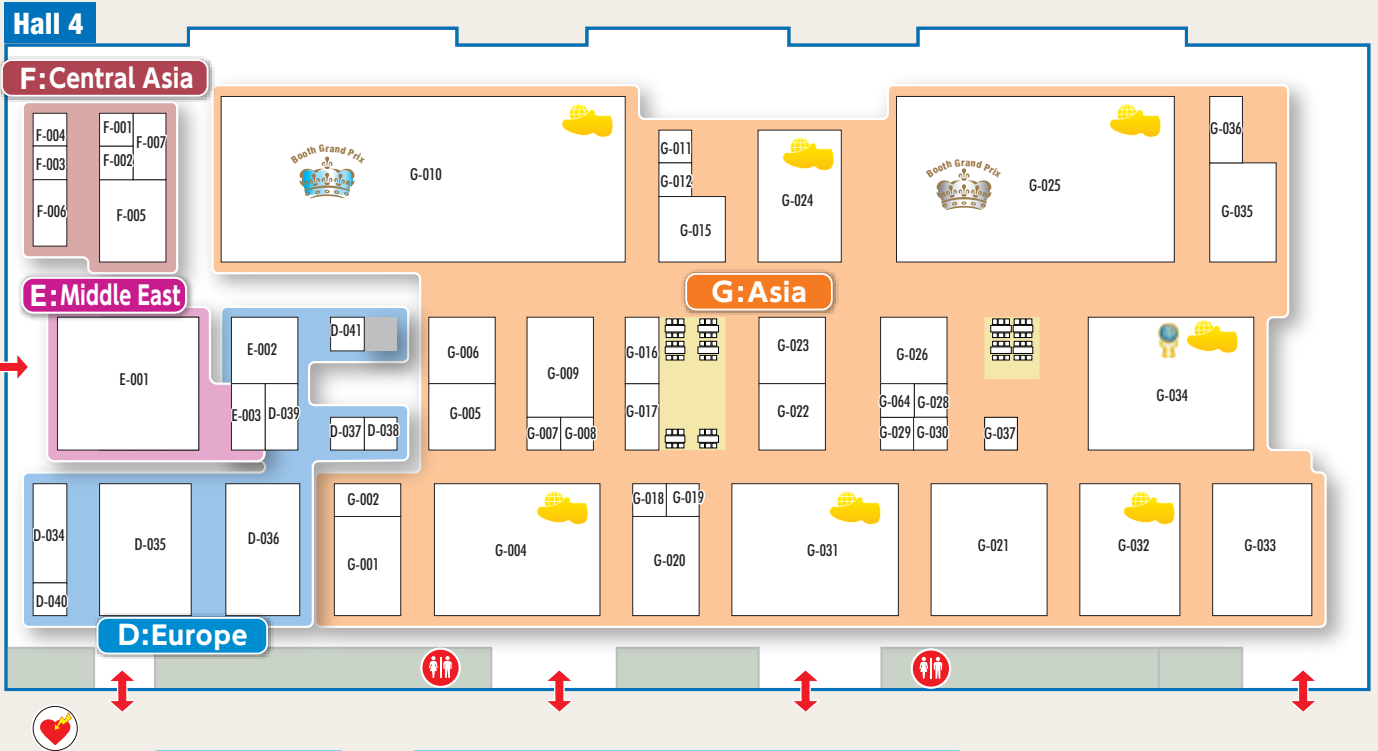


Hall 3



# Travel Showcase (Hall 3, 4, 6A and 6B)

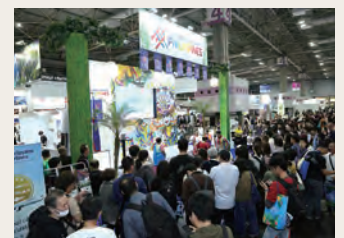
- JAPAN TOURISM AWARDS
- Around the World Fun Walk Rally
- Information
- Food and Beverage corner
- Lavatory
- AED (Automated External Defibrillator)
- Family Recess Corner



**Meet the World**      **"Cheer Up Japan" through the Power of Travel!**



JCB Co., Ltd



PHILIPPINES



Kansai Airports

Hall 3: JAPAN (Kansai/Chugoku)

Hall 4: Europe/Middle East/Central Asia/Asia

Hall 6A: JAPAN (Shikoku/Kyushu/Okinawa) /Related Companies, Organizations/Organizers

Hall 6B: Asia/Pacific / Travel Agencies / Airlines, Transportation / ICT/TRAVEL IT / Hotels / Sponsor / Related companies, organizations



Guam Visitors Bureau



Japan Airlines Co., Ltd.



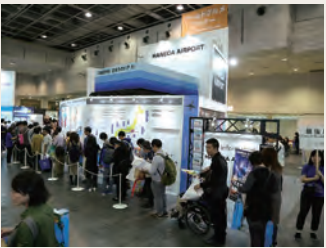
All Nippon Airways CO.,LTD.



Railways KANSAI



NARITA INTERNATIONAL AIRPORT CORPORATION



Japan Airport Terminal Co.,Ltd. / Tokyo International Air Terminal Corporation / TOKYO MONORAIL,CO,LTD / Keikyu Group



## Official Visits



H.E. Ibrahim Mohamed Solih  
President, Republic of Maldives



Naokazu Takemoto  
Minister of State for "Cool Japan" Strategy, the Intellectual Property Strategy, Science and Technology Policy, and Space Policy



Hirofumi Kado  
Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism



Hiroshi Tabata  
Commissioner, Japan Tourism Agency Ministry of Land, Infrastructure, Transport and Tourism



Shunsuke Takei  
House of Representatives Member



Isao Matsuda  
House of Representatives Member



Kozo Yamamoto  
House of Representatives Member



Masashi Adachi  
House of Councilors Member



Hisatake Sugi  
House of Councilors Member



Toru Azuma  
House of Councilors Member



Shogo Arai  
Governor of Nara Prefecture



Masachika Murai  
Director General Rural Policy Department, Rural Development Bureau, Ministry of Agriculture, Forestry and Fisheries

## Courtesy Calls



H.E. Le Quang Tung  
Deputy Minister of Culture, Sports and Tourism  
Socialist Republic of Viet Nam



Caroline Leboucher  
Director General, Atout France  
French Republic



H.E. Bernadette Romulo-Puyat  
Secretary of Department of Tourism  
Republic of the Philippines



Wang Xiaofeng  
Member, Leading Party Members  
Group, Ministry of Culture and  
Tourism, People's Republic of China



Pilar Laguana  
President & CEO  
Guam Visitors Bureau



Oh Chang Hee  
Chairman, KATA



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



H.E. Dr. Rania Al-Mashat  
Minister of Tourism  
Arab Republic of Egypt



H.E. Ulugbek Azamov  
Deputy Chairman, State Committee of  
the Republic of Uzbekistan for Tourism  
Development, Republic of Uzbekistan



H.E. Sonam Topgay  
Secretary, Ministry of Home &  
Cultural Affairs, Kingdom of Bhutan



H.E. Dr. Thong Khon  
Minister of Tourism  
Kingdom of Cambodia



H.E. Lex Delles  
Minister of Tourism and Minister for  
Small and Medium-Sized Enterprises,  
Grand Duchy of Luxembourg



Dalius Morkvėnas  
Managing Director, National Tourism  
Development Agency "Lithuania  
Travel", Republic of Lithuania



Ooi Chok Yan  
CEO of Penang Global Tourism  
Malaysia



Khung Wen Ying  
Marketing Manager, Sabah Tourism  
Malaysia



Becky Ip  
Deputy Executive Director  
Hong Kong Tourism Board



H.E. Edmund Bartlett  
Minister of Tourism  
Jamaica



Sofia Prizant-Pinkas  
Director, Asia Marketing  
Department, Israel Ministry of  
Tourism



H.E. Tserenbat Namsrai  
Minister of Nature Environment and  
Tourism, Mongolia



H.E. Debbie M. Remengesau  
First Lady of Palau and Chairperson  
of Palau Legacy Project



H.E. Ephraim Kamuntu  
Minister of Tourism, Wildlife and  
Antiquities, Republic of Uganda



Masayoshi Matsumoto  
Chairman, Kansai Economic  
Federation



Ichiro Hamakawa  
Chairman & CEO, JCB Co., Ltd.

## Programs for Tourism Industry Players to Enhance Career Tourism Professional Seminars

The seminars and professional enhancement programs were created by the travel industry and peripheral industry participants to further add depth and substance to conventional empirical values, which were designed as introductory gateways for foremost professionals. Putting together must-see and must-hear contents, this year's event in Osaka/Kansai was developed with a variety of different industry insights.

Industry participants got together in seminar rooms to seek useful business information and listened intently to professional lecturers from home and abroad, leading to the success of the Osaka/Kansai event.



### Tourism Professional Seminar Timetable


Oct. 24 (Thu) Seminar Rooms								
Venue	Seminar Room 0 Hall 5 Zone B	Seminar Room 1 Hall 5 Zone B	Seminar Room 2 Hall 5 Zone B	Seminar Room 3 Hall 5 Zone B	Seminar Room 4 Hall 5 Zone B	Seminar Room 5 Center Building 2F	Seminar Room 6 Hall 6 5F	Venue
10:00							10:00 - 13:00	10:00
11:00		11:00 - 12:00 [Buyers only] For Osaka / Kansai EXPO 2025 ~ Design for the Life-shining Future Society ~					[TEJ participants only] World Natural Heritage •Travel product business meetings •Destination seminar	11:00
12:00		12:30 - 14:00	12:30 - 14:00	12:30 - 14:00	12:30 - 14:00	12:30 - 13:30		12:00
13:00	13:00 - 13:45 Travel to Bhutan, mystic yet nostalgic Buddhist Kingdom	Otemon Gakuin University [Regional Creation and Tourism Community Development] Osaka University of Tourism ["Tourism Producer Education Program" Digest]	Becoming a Advanced Tourism Nation by Combining "Nature, Culture and Sports ~ Building a mechanism to attract customers to regional communities ~	NINJA Meta & route tourism potential using AR technology in Society and Entertainment 5.0	Sustainable Tourism Index ~ Benefits and assignments of introduction in tourism ~	Tourist attractions of F.C. Real Zaragoza affiliated with Athlete Shinji Kagawa and Aragon Province (Spain)		13:00
14:00	14:30 - 16:00	14:30 - 16:00	14:30 - 16:00	14:30 - 16:00	14:30 - 16:00	14:30 - 16:00		14:00
15:00	Use of digital marketing methods in inbound tourism promotions	Yoshimoto Kogyo's Regional Revitalization with the "Power of Laughter" ~ to social business	Regional invitation promotions by inbound travel Project "Kisoji: Magome & Tsumagome" ~ local case examples	"Food Culture & Sake Tourism as Regional Tourism Resources" Food culture/Sake tourism to revitalize communities ~ Sake Tourism as regional contents ~	Japan's outbound travel seen via data	Synergy of Animation x SNS! Effective animation promotions for tourism		15:00
16:00						16:30 - 17:30		16:00
17:00						Seminar for 5 countries in Central Asia		17:00


Oct. 25 (Fri) Seminar Rooms							Oct. 25 (Fri)		
Venue	Seminar Room 0 Hall 5 Zone B	Seminar Room 1 Hall 5 Zone B	Seminar Room 2 Hall 5 Zone B	Seminar Room 3 Hall 5 Zone B	Seminar Room 4 Hall 5 Zone B	Seminar Room 5 Center Building 2F	Seminar Room 10 ATC Convention Hall ①	Stage A INTEX Plaza	Venue
10:00	10:00 - 12:00	10:00 - 11:30	10:00 - 12:00	10:00 - 12:00	10:00 - 12:00			10:00 - 12:00	10:00
11:00	Sustainable Growth Strategy of a Rural Village ~ History and present situation of Albergo Diffuso ~	Efforts to attract and trends in Asia-departure Japan-bound incentive travel market	Hosted by Environment Ministry "National parks are growing, now!! ~ Park- matching efforts by company cooperation ~	Commendation ceremony of the 3rd Tourism Forecast Platform Use Contest and Tourism Forecast Platform Seminar	Tourism seen via aviation- related data ~ Future Inbound travel demand and measures based on predictions ~			① Commendation ceremony of Tour Conductor of the Year 2019 ② "Veteran Conductor Talks! ~ to create better travel" (panel discussion)	11:00
12:00	12:30 - 14:00	12:30 - 14:00	12:30 - 14:00	12:30 - 14:00	12:30 - 16:00			12:30 - 14:00	12:00
13:00	How to train personnel supporting the future of tourism nation	Legal Seminar on Practical Travel Business	"On Inbound Educational Travel" Concrete plans to enhance Japan-bound educational trips	The DMO Internet Usage Seminar	Regional inbound tourism promotions by Japan's 13 tourist areas striving to be a world-class DMO! (provisional title) Efforts of promote inbound travel in Europe/U.S./Australia to transmit regional charms "Undiscovered Japan"	13:45 - 14:15 What is Monozukuri Tourism?	13:00 - 16:30	Graduation Overseas Travel Planning Contest 2019	13:00
14:00	14:30 - 16:00	14:30 - 16:00	14:30 - 16:00	14:30 - 16:00		15:00 - 16:00		14:30 - 16:00	14:00
15:00	From Kansai airport to Middle-east, Europe and beyond, by taking advantage of the revival of Turkish Airlines and Qatar Airways	Seminar on Complaints Handled in Tourism	Seminar on charter-bus rate and charges system	Wakayama University [What human resources development and regional alliances Wakayama University's Tourism Department is working on] Hannan University [Invitation to collaborative activities with Hannan University's International Tourism Department]		Reasons why cruise specialists specialize in marketing luxury cruising		Tourism promotion symposium by using e-sports	15:00
16:00	16:30 - 18:00	16:30 - 18:00	16:30 - 18:00	16:30 - 18:00	16:30 - 18:00			Results announcement of the university student tourism community development contest 2019	16:00
17:00	Undiscovered charms of Israel ~ for direct flights to Tel Aviv	Trade to discuss bottom- line is it feasible to reduce overtime work in the travel industry? ~ Feasibility of changes by management ~	Information Update Seminar by Tourism Malaysia	Osaka International University [Learning programs through international/regional activities Rikkyo University [New developments in regional revitalization plans using student internships]	"Implementation of MaaS" in regional communities ~Securement of regional public transit and secondary tourism transit~				17:00





## Stage Programs


Unique performances and events from around the world!

 Watch

 For Families

 Feel

 Learn

 Ceremony

10/26 sat.	Place Time	A stage INTEX Plaza		B stage 6B	
		Time	Program	Time	Program
	10:15-10:30		<b>Opening event</b> [Special guest] Osaka tourism symbol character: Shingo Murakami and Tadayoshi Okura from Kanjani ∞ Osaka Tourism Bureau x Tourism Expo Japan	10:15-10:45	<b>Amami's traditional performing arts</b> Kansai Amamikiki / Amami archipelago Tourism and Products Association
	10:45-11:15	A3-2	<b>AKI HIROSHIMA BUSHO-TAI Samurai Performance</b> AKI HIROSHIMA BUSHO-TAI / Railways KANSAI	10:45-11:15	<b>The Birthplace of Karate, OKINAWA</b> Karate Promotion Division of Culture, Tourism and Sports, OKINAWA Prefecture Government / The Birthplace of Karate, OKINAWA
	11:30-12:00	A3-3	<b>Philippines Cultural &amp; Entertainer Show</b> PHILIPPINES	11:15-11:45	<b>Vietjet's Dance performance</b> Vietjet's Dancers and Mascot Amy / Vietjet Air
	12:15-12:45	A3-4	<b>Hattori Hanzo and the Ninjas Performance</b> Hattori Hanzo and the Ninjas/Yuka Nakamura Aichi Prefecture	12:00-12:30	<b>Hokuriku Tourism Promotion</b> Hokuriku Tourism Promotion Association Hokuriku Tourism Promotion Association & West Japan Railway Company
	13:00-13:30	A3-5	<b>Pristine Paradise Palau</b> Palau Dancers / Palau Visitors Authority	12:30-13:00	<b>Tokyo Metro CO., Ltd</b>
	13:30-14:00	A3-6	<b>Uzbek Dance</b> GULISTON / UZBEKISTAN	13:15-13:45	<b>SHIMANAMI KAIDO QUIZ</b> SHIMANAMI JAPAN
	14:15-14:45	A3-7	<b>Meet KYUSHU's local mascot! (Yuru-chara event)</b> KYUSHU [KYU-chan] [FUKUOKA] [ECOTON] [SAGA] [TSUBOZAMURAI] [NAGASAKI] [GANBANUKU] [KUMAMOTO] [KUMAMON] [OTA/meiiron] [MIYAZAKI] [Miyazaki kenjirou] [KAGOSHIMA] [GREBOD] / [OSAKURA] Miyoshi [Fukuoka] Soga [Nagasaki] Komatsu [Oita] Miyazaki Kagoshima [Kyushu]	13:45-14:15	<b>About the charms of Ryukyu Awamori and local connection</b> Okinawa Distillers Association Okinawa Awamori Distillers Association
	14:45-15:15	A3-8	<b>Visit Malaysia 2020 Malaysia Cultural Dance Show</b> Tourism Malaysia Cultural Dance Group / Malaysia Tourism Promotion Board	14:15-14:45	<b>Introduction to BUNRAKU &amp; GAMBA OSAKA Cheerleader</b> Artist/BUNRAKU KYOKAI, GAMBA OSAKA Cheerleader / Osaka Convention & Tourism Bureau
	15:30-16:00	A3-9	<b>Iwami Kagura "Orochi" "(The Giant, Eight-headed Serpent)"</b> DISCOVER WEST Association	15:00-15:30	<b>Department of Tourism, Culture, Radio, Television and Sports of Hainan Province</b> ①MASCOT:BOBOYE ②TAKANO HIROSHI ③OSAKA LION-DANCING GROUP
	16:15-16:45	A3-10	<b>Traditional drumdance from Okinawa</b> Okinawacity minamitouraruseinukai / Okinawa Convention & Visitors Bureau	15:45-16:15	<b>B-1 Grand Prix in Akashi PR Stage</b> Akashi Tourism Association
	17:00-17:30	A3-11	<b>NINJA SHOW by Japan Ninja Council x Avex Inc.</b> NINJA PROJECT / Shogo Nakamae Creative Director of Avex Inc. / JAPAN NINJA COUNCIL	16:15-16:45	<b>Let's go to Shikoku</b> SHIKOKU
	17:30-18:00	A3-12	<b>UGANDA ! MUSIC &amp; CULTURE</b> WANDA MANDA UGANDA TOURISM BOARD	17:00-17:30	<b>Japanese Style Entertainment Show</b> SAKURU Entertainment Production

10/27 sun.	Place Time	A stage INTEX Plaza		B stage 6B	
		Time	Program	Time	Program
	10:00-10:30	A4-1	<b>MAISHIMA PROJECT(OSAKA EVESSA×ORIX BUFFALOES×CEREZO OSAKA) Special Stage</b> MAISHIMA PROJECT(OSAKA EVESSA×ORIX BUFFALOES×CEREZO OSAKA) Council for Promotion of Maishima Sports (MAISHIMA PROJECT)	10:15-10:45	<b>Sounds of Indigenous People From Taiwan</b> Taiwan Visitor Association-Choir of Ching Yeh elementary school. / TAIWAN VISITORS ASSOCIATION
	10:45-11:15	A4-2	<b>Performances of traditional Ainu dance &amp; traditional Ainu musical instrument</b> The Foundation for Ainu Culture UPOPYO dancingteam / HOKKAIDO TOURISM ORGANIZATION	10:45-11:15	<b>What is Food Tourism</b> Japan Food Tourism Association
	11:15-11:45	A4-3	<b>shaolinkungfu</b> Shaolin Temple Wushu Training Center / China National Tourist Office, Osaka	11:15-11:45	<b>Wine Seminar by Wine Prefecture, Yamanashi</b> Hiromichi Nakada General manager/Yamanashi Prefecture - Hishimaru Takeda (mascot) / Yamanashi Tourism Organization / Yamanashi Tourism Organization
	12:00-12:30	A4-4	<b>TANOURA SHOW - EGYPTIAN FOLKLORE SHOW</b> EGYPTIAN TOURISM PROMOTION BOARD	12:00-12:30	<b>Amazing Gifu City</b> Gifu Prefecture / Gifu Convention and Visitors Bureau
	12:30-13:00	A4-5	<b>Michi no Kitakan PR showdown!</b> North Kanto three Prefectures wide area tourism promotion meeting (Tochigi Prefecture/Ibaraki Prefecture/Gunma Prefecture Government)	12:30-13:00	<b>Visit Shiga! Historical sacred place Shiga Biwako</b> Sumie Artist OKAZU / Biwako Visitors Bureau
	13:15-13:45	A4-6	<b>"momoko's recommended Korea" talk show</b> highheel momoko / Korea Tourism Organization	13:15-13:45	<b>Wakayama Tourism Promotion</b> Saki Honjani (MC) Ruka Yamamoto (AKB48 Team8), Undecided (Kinokuni Friends), Wakapan (Wakayama Tourism Promotion Mascot) / Wakayama Tourism Federation / Wakayama Tourism Federation
	14:00-14:30	A4-7	<b>Indonesia Traditional Performance</b> Wonderful Indonesia Team / Wonderful Indonesia	13:45-14:15	<b>Cruise Writer Ueda Sumiko's Cruise Talk Show!</b> Ueda Sumiko Cruise Writer / Celebrity Cruises
	14:30-15:00	A4-8	<b>Recognized as a Japan heritage KIRIN JISHI DANCE</b> Association of INABA KIRIN JISHI Dancers KANITURI Prefecture (Tottori Prefecture)	14:15-14:45	<b>Miki Murai's talk show [Japan's Meiji Industrial Revolution]</b> Miki Murai (actress) / The World Heritage Council for the "Sites of Japan's Meiji Industrial Revolution"
	15:15-15:45	A4-9	<b>Let's enjoy space travel!</b> SORA Tourism Promotion Council	14:45-15:15	<b>Presentation Of Sakhalin</b> Romanov Oleg / Sakhalin Tourist Information Centre
	15:45-16:15	A4-10	<b>Let's experience! Introduction of New Tourism services in Osaka</b> Osaka-city	15:30-16:00	<b>"Let's go to a fascinated place in Taitung!"</b> Taitung, Taiwan
	16:30-17:00	A4-11	<b>Grand Finale</b>	16:00-16:30	<b>The local "Donburi" Grand Prix</b> TOKYO DOME CORPORATION
				16:30-17:00	<b>Songs &amp; Dance of Guam</b> Guam Chamorro Dance Academy Guam Visitors Bureau

Seminar Rooms	Date	Seminar Details		
		Place of Venue	Time	Organization Name
Oct. 26 (Sat)	Hall 5 Zone B 1F Seminar Room 1	11:00 - 17:00	Yomiuri Travel Service Co., Ltd.	Travel seminar & talk show by Yomiuri Travel Service
	Hall 5 Zone B 1F Seminar Room 2	14:00 - 16:00	Tourism Malaysia	Malaysia Tourism Year 2020! Malaysian updates to know
	Hall 6 5F Hall G Seminar Room 6	10:00 - 16:00	World Air-Sea Service Co., Ltd.	World Air-Sea Service tour explanatory meeting
	Center Building 2F International Conference Hall	14:30 - 16:30	Local government federation on development of furusato/hometown tax payment	The 3rd Symposium to discuss future of furusato tax payment ~interchange population in the wake of hometown tax payment
Oct. 27 (Sun)	Hall 5 Zone B 1F Seminar Room 1	11:00 - 17:00	Yomiuri Travel Service Co., Ltd.	Travel seminar & talk show by Yomiuri Travel Service
	Hall 6 5F Hall G Seminar Room 9	11:00 - 12:30	Nippon Travel Agency Co., Ltd. (Sora Tourism Promotion Council)	New ways to enjoy stars in the skies





## 全国ど当地どんぶり選手権

The Local "Donburi" Grand Prix In Tourism Expo Japan 2019

Tourism Expo Japan again this year featured the qualifying competition for the Local "Donburi" Grand Prix (to be held in Jan. 2020). Regions from throughout Japan gathered to boast entries of their popular donburi (simple Japanese bowl dishes) delicacies, which were voted by hungry fans who dished out 500 yen per half-sized bowl. Out of 16 bowl entries, 11 were selected for the finals.

Representatives who won tickets to the finals said: "We won the ticket at the second attempt this year, we say, 'Let's Go,'" "We are delighted to know that Saitama's donburi entry was well received in Osaka/Kansai" and "We want to beat the drum for Hiroshima oysters and Setouchi octopus at the finals," showing their enthusiasm for the finals in Tokyo Dome.



## 関西うまいものコーナー

Kansai "Umaimono" Corner

This year's Tourism Expo Japan for the first time opened the Kansai Umaimono (delicious food/goodies) Corner in which seven ramen (noodle) shops, takoyaki (octopus dumplings) okonomiyaki (flat pancakes) and other popular Osaka / Kansai foods were featured. Visitors formed long lines and licked their lips over delicacies of the Kansai area.



## ワールドグルメコーナー

World Gourmet Corner

Exhibitors this year included Roti Canai of Malaysia, Myanmar traditional dishes, Vienna sausages and German beers. Large crowds of visitors enjoyed the delicious food from around the world.



## Closing Ceremony / Grand Finale

Oct. 27 (Sun) 16:30-17:00  
INTEX OSAKA INTEX Plaza Stage A

### The First Osaka Tourism Expo Ended with 151,099 Visitors Okinawa Resort Show and Tokyo Business Meetings to be Held in 2020!

At the closing ceremony, Planning Committee Chairman Hiromi Tagawa said he was overwhelmed by the enthusiasm of the visitors from Osaka/Kansai area during the four days and fully satisfied with the charms of "Gateway Osaka / Kansai," emphasizing the success of the Osaka event. Ichiro Hamakawa, Chairman and CEO of JCB said, "I would like to show my respect for the event contents progressing from year to year and continuing to contribute to the development of TEJ and global tourism."

The Booth Grand Prix commendation ceremony was also held at the opening session. This year's election had two divisions: "The Booth Grand Prix Chosen by Travel Professionals" and "The Booth Grand Prix Chosen by Travel Enthusiasts" were selected by voting on trade days and general public days, respectively. The Grand Prize, Runner-up, Special Prize and Planning Committee Chairman awards were given to a total of six organizations. Commemorative award certificates, shields and Exhibit booths for 2020 as special prizes were given to the winners.

Local mascots throughout Japan gathered around to cheer the event at the end. The lavish grand finale was conducted, with participants promising to see everyone again in Okinawa in 2020.



### Closing Ceremony

**Ichiro Hamakawa**, Chairman and Chief Executive Officer and President, JCB Co., Ltd.

**Hiromi Tagawa**, Chairperson, Japan Association of Travel Agents (JATA)  
**Shigeto Kubo**, President and COO, Japan Travel and Tourism Association (JTTA)  
Grand Prix Award Winners

### Grand Finale

Exhibitors (Local mascots / characters throughout the country)

\*Refer to the photos on the page 18 for winners.

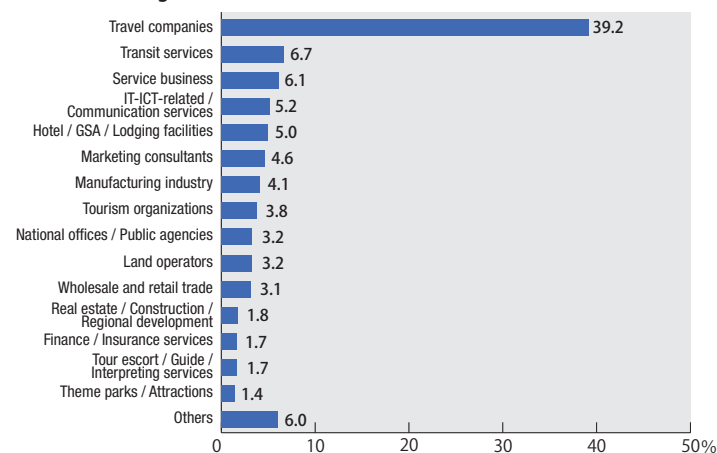


## Survey of Trade Visitors

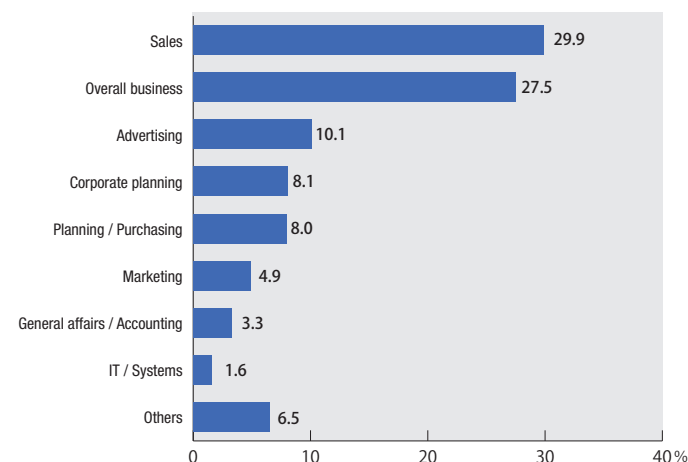
The largest business category of trade visitors was “travel companies” constituting nearly 40%, followed by “transit service,” “service business,” “IT-related / communication service” and “hotel / GSA / lodging facilities,” revealing a widening of business categories even in comparison with TEJ2018 data. According to satisfaction ratings by purpose of visit, more than 90% of respondents marked “very satisfied” or “satisfied,” particularly “broadening network within the industry” (up 8.7% from a year ago), “expanding business into new areas and arenas,” (up 8.3%) and “widening network outside the industry,” underscoring improved visibility and satisfaction rating as a business event beyond industry borders.

### Visitor registrant counting (n=6,946)

#### Business Categories

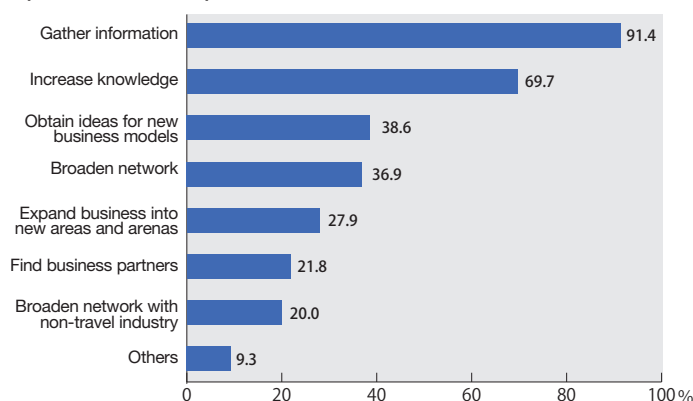


#### Occupation

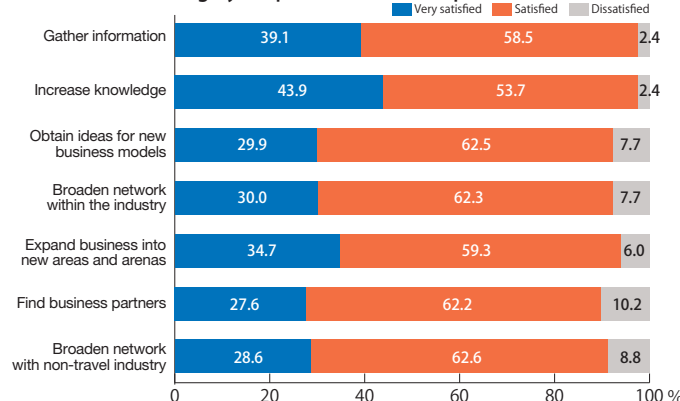


### Survey of Visitors (n = 1,340)

#### Purpose of Visit (multiple choice)



#### Satisfaction Rating by Purpose of Visit (multiple choice)

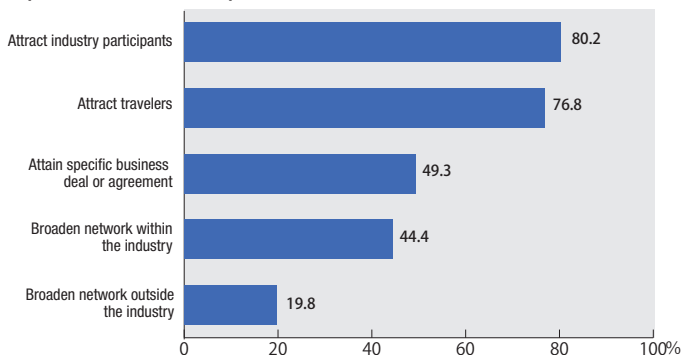


## Survey of Exhibitors

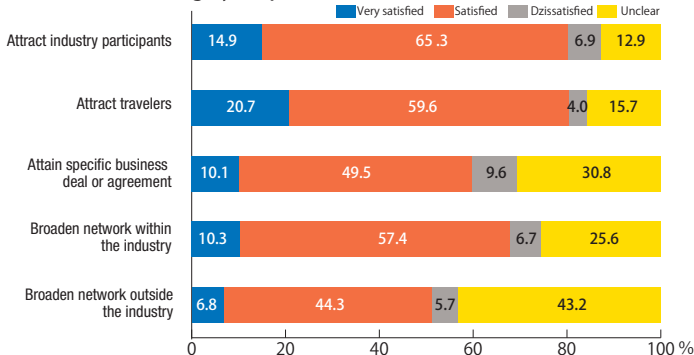
(n=207)

By purposes, nearly 80% of respondents selected “attract industry participants” and “attract travelers.” In comparison with TEJ2018, those selected “attain specific business deal or agreements” jumped some 68.3%, reflecting heightening of expectations for the business meetings. As for satisfaction rating by purposes of exhibit, “attract industry participants” and “attract travelers” were also marked about 80% each, showing a good balance of purposes and satisfaction.

#### Purpose of Exhibit (multiple choice)



#### Satisfaction Rating by Purpose of Exhibit



### Results Obtained by the Exhibition

- It was effective as a specific business opportunity.
- We were able to broadly deliver our messages to customers in Osaka/Kansai.
- We were able to exchange information with travel agencies in the area with no previous business contact.
- We were able to increase name recognition in both B-to-B and B-to-C, and achieve specific deals during the business meetings.
- Thanks to many visitors to our booths, with fully occupied hands-on attractions, our brochures were completely welcomed. It appears that visibility of the event has been improving further.
- Although quality of visitors was unpredictable as it was the first event and venue in Osaka, we were able to be satisfied with the overall event's magnitude. It was significant as the opportunities to deal with industry participants in the Osaka/Kansai area have been somewhat limited. We were able to conduct significant promotions.

- We were able to develop new businesses as new potential partners showed interests.
- We have participated in a free exhibition but visitors were mostly keen to receive giveaways. Since this is a paid event, we recognized that most visitors were really interested in travel.
- Tourism EXPO Japan this year was held outside Tokyo for the first time but we were surprised by its high visibility and many participants and visitors from the Tokyo/Kanto area. Also, we were able to generate popularity at the event in the Osaka/Kansai area through survey.
- We want the organizers to continue conducting the event in Tokyo/Kanto or Osaka/Kansai using large-scale facilities. It's better to have the event in the areas which attract many visitors.
- We are delighted to have opportunities to meet with travel company employees whom we usually are unable to talk with.

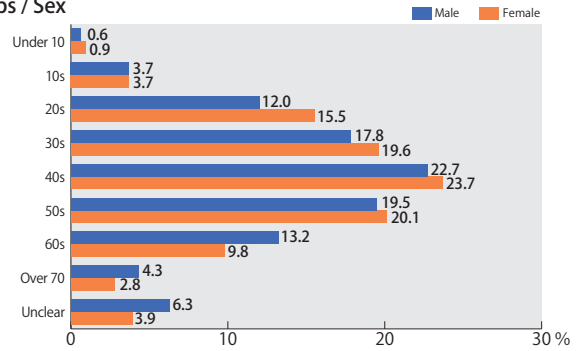
# Survey of General Visitors

(n=1,107)

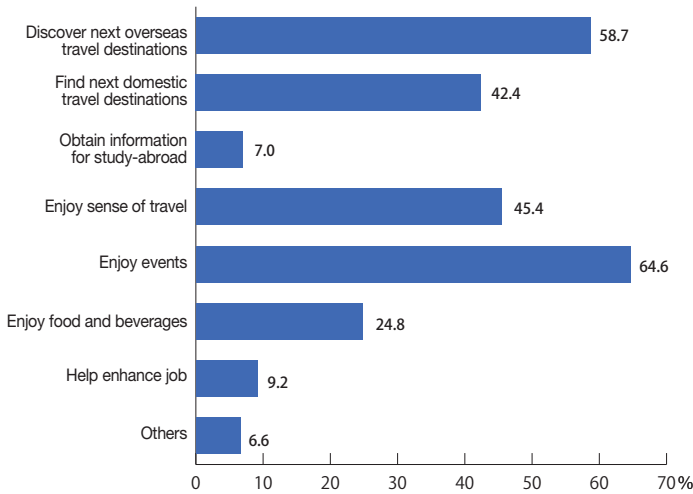
Although females occupied 52.3%, the share of male visitors increased this year from TEJ2018 a year ago when females dominated with more than 60%. The largest age group was in the 40s, followed by 50s, 30s and 20s. Respondents expressed high expectations for various events with the largest segment marked to “enjoy events,” followed by “discover next overseas travel destination,” “enjoy sense of travel” and “find next domestic travel destination.”

Thanks to unique hands-on events for general public and tasting of local delicacies added this year, TEJ2019, the first event in Osaka/Kansai, has been recognized as the “Festival of Travel” by general visitors in the Kansai area.

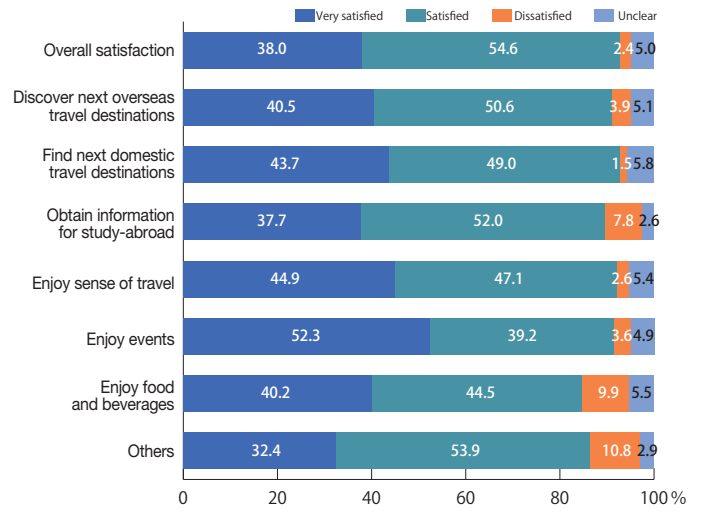
## Age Groups / Sex



## Purpose of Visit (multiple choice)



## Satisfaction Rating by Purpose of Visit



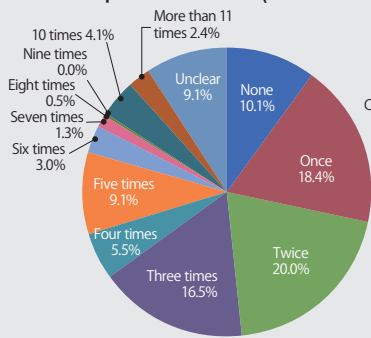
## Travel Trends of General Visitors

With an extremely strong desire to travel in general, more than 80% of visitors enjoyed domestic over-night travel once a year or more, while nearly 60% of those enjoyed overseas travel at least once in the past five years.

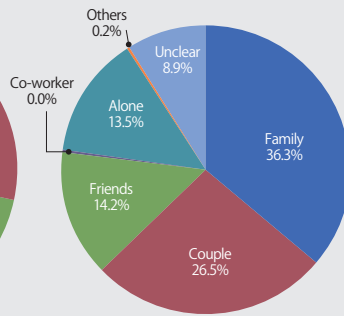
As for travel companion, it is interesting to know the segment of “solo travelers” is increasing even though the volume is limited. In the travel type segment, more than 60% of respondents selected “individual arrangements” in domestic travel, while “package tours at overseas destinations” occupied more than 40% in overseas travel. Regarding travel arrangements, although booking through a website constituted a large proportion in overseas as well as domestic travel, arrangements via travel companies also showed its presence with over 40%.

### Domestic Travel

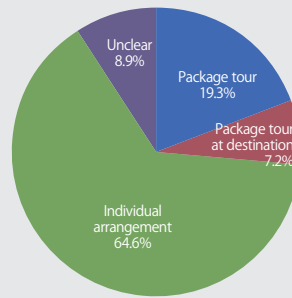
#### Travel Experience within 1 Year (Accommodation Travel)



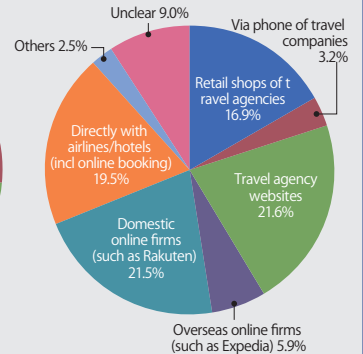
#### Travel Companion



#### Travel Style

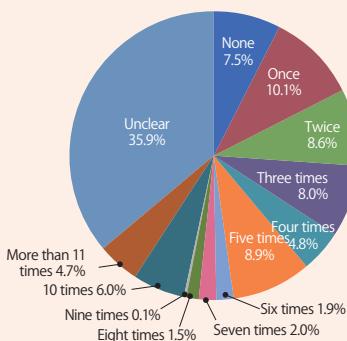


#### Travel Arrangement

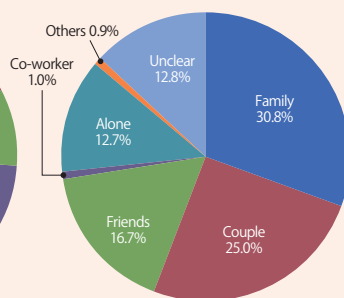


### Overseas Travel

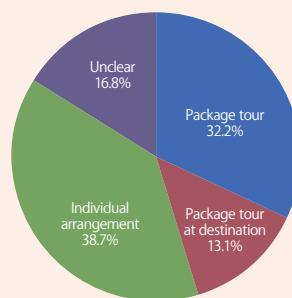
#### Travel Experience within 5 Years (Accommodation Travel)



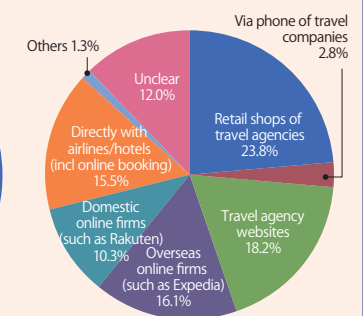
#### Travel Companion



#### Travel Style



#### Travel Arrangement





## Theme Copy, Key Visuals

In the context of the brand value as “One of the World’s Largest Travel Fairs” being conducted during the first and second stages, 2014-2016 and 2017-2018, respectively, the B2C platform has been further progressed and strengthened. “The Travel Event and Festival” was appealed to the users in Osaka/Kansai, who meet the event for the first time.

**Take your travel up a notch  
Travel changes. You change.**

### Creative Concept

The concept was created to express an image of being passionately motivated by something; accentuated by elegantly eye-catching expressions. In addition, it was designed to stimulate an attitude of travel, enabling people to dream and picture their “own next travel” amid the scenes of Japan and the five continents of the world in the background, with people dressed up in travel fashion at each destination. This would evoke “a sense of hope and feeling” in awaiting their next trip, bringing about an “Uplifting feelings” moving ahead.



## PR Activities

Beginning with the press briefing announcing the general outline of the event, a series of PR activities was developed, including issuance of nine press releases, publicity for gift tickets and additional press announcements, all of which helped generate sending of information and widened exposure. Also, consolidation of information from exhibitors/organizations and strengthening of preliminary approaches centering on TV stations led to increased major publicity, including long programs and live broadcasting during the event, which helped achieve significant results.

### ◆Results of PR Activities

**Report of media counts: 318**

**Exposure volume: 1,889 Media TV: 15**

At the popular live-coverage corner of information programs such as 10-minute live broadcasting on the highly visible “Kansai Joho Net ten” program by Yomiuri TV, “Mint!” of Mainichi Broadcasting System and “Hodo Runner” of Kansai Television, fairly extensive exposure was

### Official WEB



■Posting period: Mar. 1 - Oct. 31

- Page view counts: 4,048,124 PV
- Session counts: 701,875
- User counts: 413,911

### Followers

Facebook 27,421

Twitter 4,757

Instagram 1,972

(as of Oct. 31, 2019)

### Official SNS

generated on trade days with announcements to attract general visitors. Centering on the IR Gaming EXPO and travel simulation experience contents using the latest technology, NHK and local television stations also featured them in respective news programs, aiding in reaching a new high in the level of exposure.



“Kansai Joho Net ten” (Yomiuri TV)  
Oct. 24 (Thu)



“Mint!” (Mainichi Broadcasting System)  
Oct. 25 (Fri)



“Hodo Runner” (Kansai Television)  
Oct. 25 (Fri)



“Yasashii News” (TV Osaka)  
Oct. 25 (Fri)

## Newspapers / Magazines: 228 Media

All major newspapers, including Asahi, Yomiuri, Sankei, Mainichi and Nihon Keizai Shimbun, featured the event.

In addition, trade, local and sports newspapers also featured major events such as Ministerial Round Table, the IR Gaming EXPO and the opening ceremony from a variety of perspectives.

Nihon Keizai Shimbun (Evening, Osaka)  
Oct. 24 (Thu)



Mainichi Shimbun (Osaka)  
Oct. 26 (Sat)

Osaka Nichinichi Shimbun  
Oct. 25 (Fri)

## WEB: 1,646 Media

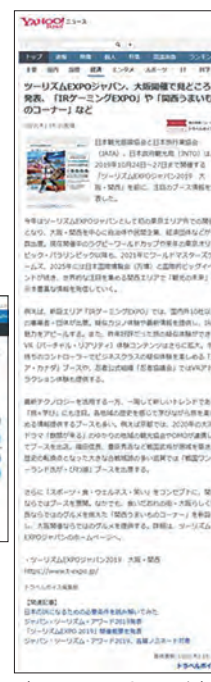
In addition to highly influential mass-media-based websites, Yahoo! and LINE news with massive PV counts continued to feature and reprint the event with comprehensive coverage. Even in digital media, articles of announcements featured by Fashion Press with massive followers and TRILL and Tripping, with a strong female following, contributed to reaching more visitors.



Nihon Keizai Shimbun  
July 9 (Tue)



Travel Watch WEB  
live broadcast  
Oct. 24 (Thu)



Yahoo! News Oct. 24 (Thu)



# Advertising activities

## ◆ Advertising Visuals (Example)



## ◆ Ad Supporting Organizations (Excerpts)

Business Category	Organization / Company Name	Area of Ad Support
Railway Companies	Osaka Metro	Announcement ads using transit advertising (station posters, train hanging posters, digital signage), information magazines and websites
	Kintetsu Group Holdings	
	Keihan Holdings	
	Nankai Electric Railway Corp.	
	West Japan Railway Company	
Travel / Airline-related Companies	Hankyu Hanshin Holdings	Showing of ad visuals in shops/facilities; distribution of mail magazines; and advertising in information/inflight magazines and on websites
	H.I.S.	
	Kansai Airports	
	Kinki Nippon Tourist Kansai	
	JTB Corp.	
	All Nippon Airways Co., Ltd.	
	Japan Airlines Co., Ltd.	
Nippon Travel Agency		
Public Administrations	Meitetsu World Travel	Display of advertising visuals in facilities and announcement ads in magazines/journals and on websites
	Osaka Convention and Tourism Bureau	
	Osaka International Convention Center Corp.	
	Osaka International Business Promotion Center	
	Osaka City	
	The Osaka Chamber of Commerce and Industry	
	Osaka Prefecture	
	Kansai Tourism Bureau	
Union of Kansai Governments		
Ministry of Land, Infrastructure, Transport and Tourism		



## ◆ Others, TV / Newspaper / Magazine / Outdoor Ads



- Tabi Channel (30-sec CF)
- Cartoon Network (30-sec CF)
- Kanko Keizai Shimibun (3-column)
- Asahi Shimbun (Osaka evening edition)
- Yomiuri Shimbun (Osaka morning edition)

- GNBC (center full-page) and other tourism magazines
- Tsutaya Ebisubashi Hit Vision (15-sec CF)
- WING TRAVEL WEEKLY (Special edition)



## ◆ Advance Announcement Tools

- Event announcement posters (B3 size) 700 sheets [Suppliers] Exhibitors, etc.
- Leaflets for general visitors (A4 size) 63,000 sheets [Suppliers] board-member companies of Japan Association of Travel Agents (JATA), etc.
- Leaflets for trade visitors (A4 size) 29,000 sheets [Suppliers] board-member companies of Japan Association of Travel Agents (JATA), etc.

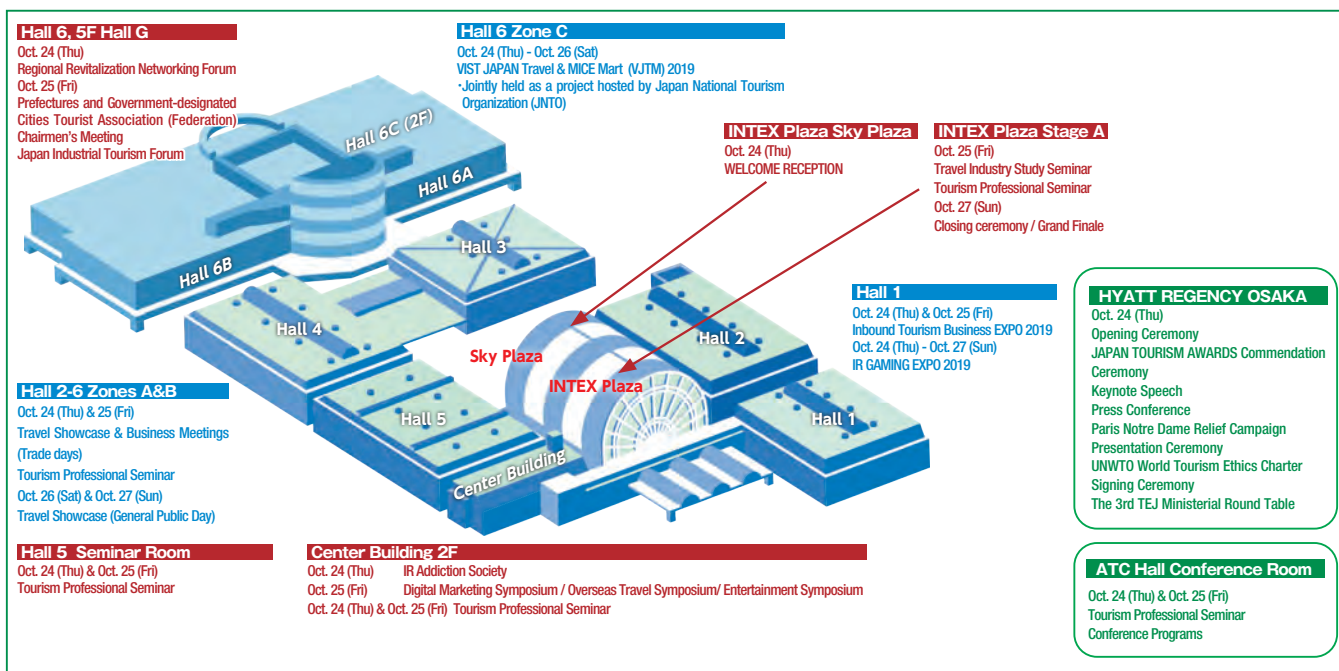




## Schedule of Tourism Expo Japan 2019 Osaka / Kansai

Date	Venue	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	
Thursday, Oct. 24	HYATT REGENCY OSAKA 3F, Regency Ballroom BCD				Opening Ceremony 12:30 - 12:45	Keynote Speech 13:30 - 14:25			Paris Notre Dame Relief Campaign Presentation Ceremony 15:10 - 15:20							
	HYATT REGENCY OSAKA 3F, Regency Ballroom A				JAPAN TOURISM AWARDS Commendation Ceremony 12:45 - 13:30		Press Conference 14:40 - 15:10		The 3rd TEJ Ministerial Round Table 15:45 - 17:45							
	INTEX OSAKA INTEX Plaza / Sky Plaza							UNWTO World Tourism Ethics Charter Signing Ceremony 15:30 - 15:45				WELCOME RECEPTION 18:30 - 20:00				
	INTEX OSAKA Exhibition Space Halls 1-6															
	INTEX OSAKA Hall 6 5F, Hall G								Regional Revitalization Networking Forum 15:00 - 17:00							
INTEX OSAKA Hall 5 Seminar Room								Tourism Professional Seminar 12:30 - 18:00								
Friday, Oct. 25	INTEX OSAKA International Conference Hall		Digital Marketing Symposium 10:00 - 12:00			Overseas Travel Symposium 13:00 - 14:30			Entertainment Symposium 16:00 - 18:00							
	INTEX OSAKA Hall 6 5F, Hall G					Prefectures and Government-designated Cities Tourist Association (Federation) Chairmen's Meeting 13:00 - 15:00			Japan Industrial Tourism Forum 16:00 - 18:00							
	INTEX OSAKA INTEX Plaza, A Stage								Travel Industry Study Seminar 16:30 - 18:00							
	INTEX OSAKA Exhibition Space Halls 1-6															
INTEX OSAKA Hall 5 Seminar Room								Tourism Professional Seminar 10:30 - 18:00								
Saturday, Oct. 26	INTEX OSAKA Exhibition Space Halls 1-6															
Sunday, Oct. 27	INTEX OSAKA Exhibition Space Halls 1-6															

## Tourism Expo Japan 2019 Osaka / Kansai Venue



# List of Tourism Expo Japan 2019 Osaka / Kansai Sponsors, Supporting Organizations

**Organizers:** JAPAN TRAVEL AND TOURISM ASSOCIATION (JTAA) / Japan Association of Travel Agents (JATA) / Japan National Tourism Organization (JNTO)

## Organizing Committee

<b>&lt;Chairman&gt;</b> Kenichiro Yamanishi	Chairman & CEO, JAPAN TRAVEL AND TOURISM ASSOCIATION
<b>&lt;Vice Chairmen&gt;</b> Hiromi Tagawa Satoshi Seino	Chairperson, Japan Association of Travel Agents (JATA) President, Japan National Tourism Organization (JNTO)
<b>&lt;Members&gt;</b> San-e Ichii Shinichiro Ito Yoshiharu Ueki Toru Obata Katsuhiko Kawazoe  Jungo Kikumura Shigeki Kitahara Takashi Kobayashi Takashi Goto  Masanobu Komoda Koji Kondo  Nobuaki Sakamaki Mikiko Sakamoto Koremitsu Sannomiyama Yoshiro Shimoji Daichi Suzuki Kazuo Sumi  Toru Takahashi  Hiroyuki Takahashi Hiroschi Tabata Tetsuro Tomita Toshio Torii  Takeo Hirata  Shinichi Fukushima Toshimitsu Fujiki  Frederic Mazenq Akihiro Horisaka Ryohei Miyata Akinori Muramatsu  Michiyo Wadabayashi	Managing Director & Secretary General, Visual Industry Promotion Organization Chairman of the Board, ANA HOLDINGS INC. Representative Director, Chairman, Japan Airlines Co., Ltd. President and Chief Executive Officer, East Nippon Expressway Co., Ltd. Vice Chairman, Council for Global Communication Development and Promotion Senior Vice President, NIPPON TELEGRAPH AND TELEPHONE CORPORATION CHAIRMAN & C.E.O., World Air-Sea Service Co., Ltd. Chairman, JAPAN RYOKAN & HOTEL ASSOCIATION President, Japan Hotel Association President and Representative Director, President and Chief Executive Officer, SEIBU HOLDINGS INC. Chair, Committee on Tourism, Keidanren (Japan Business Federation) Vice President, ALL NIPPON TRAVEL AGENTS ASSOCIATION President and Chief Executive Officer, Mitsui Fudosan Co., Ltd. President, TOBU Top Tours Co., Ltd. Senior Executive Officer, EAST JAPAN RAILWAY COMPANY Board Member, Senior Executive Officer, JCB CO., LTD. Chairman, Okinawa Convention & Visitors Bureau Commissioner, Japan Sports Agency Vice Chairman, Kansai Economic Federation Chairman, Hankyu Corporation Chairman, Board of Airline Representatives in Japan (BOAR) Managing Director, Japan and Micronesia Sales, United Airlines, Inc. President & CEO, JTB Corp. Commissioner, Japan Tourism Agency Chairman, EAST JAPAN RAILWAY COMPANY Director-General, Nature Conservation Bureau, Ministry of the Environment, Government of Japan Secretary General of the headquarters for the Tokyo 2020 Olympic and Paralympic Games and Special Adviser to the Cabinet Chairman, Osaka Convention & Tourism Bureau Director-General for Commerce and Service Industry Policy, Ministry of Economy, Trade and Industry Director of Japan, France Tourism Development Agency (Atout France) PRESIDENT, CHIEF EXECUTIVE OFFICER, Nippon Travel Agency Co., Ltd. Commissioner for Cultural Affairs Director General, Bureau of Industrial and Labor Affairs, TOKYO METROPOLITAN GOVERNMENT Chairman, Japan Private Railway Association Chairman of the Board, Kintetsu Railway Co., Ltd.
<b>&lt;Auditors&gt;</b> Masato Tanaka Masaaki Hiraoka	Officer, Tanaka Masato Tax Accountant Office Senior Director, Internal Audit, ANA HOLDINGS INC.
<b>Executive Committee</b>	
<b>&lt;Chairman&gt;</b> Hiromi Tagawa	Chairperson, Japan Association of Travel Agents (JATA)
<b>&lt;Vice Chairman&gt;</b> Shigeto Kubo Tutomu Shimura	PRESIDENT & COO, JAPAN TRAVEL AND TOURISM ASSOCIATION Executive Vice President, Japan National Tourism Organization (JNTO)
<b>&lt;Special Advisor&gt;</b> Yoshiaki Hompo	Chief, UNWTO Regional Support Office for Asia and the Pacific
<b>&lt;Members&gt;</b> Katsuya Igarashi  Kenya Inada Norihiko Imaizumi  Takehiko Utawaga Shuichi Endo  Atsushi Otsuki  Yoriyuki Kashiwagi Katsushi Kato Susumu Kato Jun Kawano Yutaka Kidawara  Minoru Kubota Hideaki Kuroda Yasuhiro Kobayashi Fukuei Saito Tadashi Shimura Hirosisa Tsuruta  Tetsunori Dambara Naoko Nakajima  Toshifumi Makita  Akiko Matsumoto  Takayuki Mori Michinori Yamasaki Yasuhiro Watanabe Takashi Yoshida	Regional Promotion Division GM, THE JAPAN CHAMBER OF COMMERCE & INDUSTRY Executive Vice President, Marketing, ALL NIPPON AIRWAYS CO., LTD. Chair, Sub-Committee on Planning, Committee on Tourism, Keidanren (Japan Business Federation) Deputy President, DAI-ICHI LIFE RESEARCH INSTITUTE INC. Executive Officer, JTB Corp. Executive Officer, Leisure Business Department, Head of Overseas Purchasing & Products Management, JTB Corp. Executive Director and Senior Executive Officer, Individual Travel Sales Headquarters Head, General Manager, NIPPON TRAVEL AGENCY CO., LTD. Executive Officer, Japan Airlines Co., Ltd. Director of General Affairs, JAPAN TRAVEL AND TOURISM ASSOCIATION Deputy Director-General, Japan Tourism Agency General Manager, Overseas Travel Department, KNT-CT Holdings Co., Ltd. Representative of Secretariat, Council for Global Communication Development and Promotion VICE-PRESIDENT, JAPAN TRAVEL AND TOURISM ASSOCIATION GENERAL MANAGER, Tourism Strategy Office, EAST JAPAN RAILWAY COMPANY Secretary General, Kansai Branch, JAPAN TRAVEL AND TOURISM ASSOCIATION Deputy Director-General, Japan Sports Agency President, Japan Association of Travel Agents (JATA) Director General for Planning and Promotion of the headquarters for the Tokyo 2020 Olympic and Paralympic Games and Special Adviser to the Cabinet Managing Director, MIKI TOURIST Director, Visitor Use Promotion Office, National Park Division, Nature Conservation Bureau, Ministry of the Environment GOVERNMENT OF JAPAN Deputy Secretary General, Director / Film & Video Dept., Visual Industry Promotion Organization Senior Director, Tourism Division, Bureau of Industrial and Labor Affairs, TOKYO METROPOLITAN GOVERNMENT Director General, Agency for Cultural Affairs Executive Vice President, Japan National Tourism Organization (JNTO) Professor, Faculty of Business Management, J.F.Oberlin University Senior Executive Director, Osaka Convention & Tourism Bureau
<b>&lt;Observer&gt;</b> Norihiko Meijima	Secretary General, Okinawa Convention & Visitors Bureau

## Tourism Expo Japan Osaka / Kansai Council

<b>&lt;Chairman&gt;</b> Shinichi Fukushima	Chairman, Osaka Convention & Tourism Bureau
<b>&lt;Vice Chairman&gt;</b> Ryoichi Nakano	Director, General Manager of Regional Development Division, Osaka Chamber of Commerce and Industry
<b>&lt;Members&gt;</b> Yoshitaka Ejima  Kenichi Eto Junichi Otsuka  Kenji Kondo  Kiyotaka Tanaka Yoshitaka Toi Kazuo Nakamura Yukinori Nishizawa  Manabu Nojima  Shigeo Hirose  Munehisa Masuda Shunsuke Mizuno  Ryo Miyata  Hiroschi Muro  Hirokazu Yamamoto	Director General, Osaka Promotion Bureau, Department of Civic and Cultural Affairs, Osaka Prefectural Government Director, Corporate Strategy Division, Kintetsu Group Holdings Co., Ltd. EXECUTIVE OFFICER, Hankyu Hanshin Holdings, Inc. Senior Managing Director, Corporate Planning-Public Relations-Personnel-General Affairs Dept. Hankyu Corporation Director, Union of Kansai Governments, Region-Wide-area Tourism, Culture and Sports Promotion Office Executive Officer, Deputy Chief Commercial Officer (Aeronautical), Kansai Airports Representative Director, KANSAI Tourism Bureau President, Osaka International Business Promotion Center Department Manager, Corporate Management Office, Business Promotion Group, Co-creation of Sightseeing Opportunities, Keihan Group Sales Promotion Center for Tourism, KEIHAN HOLDINGS CO., LTD. DIRECTOR, GENERAL MANAGER, INDUSTRIAL AFFAIRS DEPARTMENT, KANSAI ECONOMIC FEDERATION (KANKEIREN) Managing Director, Secretary General, Kansai Keizai Doyukai (Kansai Association of Corporate Executives) Railway Business Unit, General Manager of Sales Division, Osaka Metro Co., Ltd. Chief Manager, Inbound and World Expo IR Promotion Division, Inbound Business Department, Nankai Electric Railway Co., Ltd. Director, Tourism Department KANSAI DISTRICT TRANSPORT BUREAU, Ministry of Land, Infrastructure, Transport and Tourism Executive Officer, Senior General Manager of Marketing Department, WEST JAPAN RAILWAY COMPANY Director General for Tourism, Culture and Sports Economic Strategy Bureau, Osaka City Government

**Special Cooperation** All Nippon Travel Agents Association (ANTA)

**Special Support** Osaka Convention & Tourism Bureau

**Regional Support** Tourism Expo Japan Osaka/Kansai Council

**Support** Ministry of Land, Infrastructure, Transport and Tourism / 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 / Japan External Trade Organization / Japan Business Federation / Kansai Economic Federation / Kansai Association of Corporate Executives / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / The Osaka Chamber of Commerce and Industry / KANSAI Tourism Bureau

**Planning / Operation** Tourism Expo Japan Promotion Office

**Official Sponsor** JCB Co., Ltd.

## Sponsors

### ● Travel Showcase

Gold Sponsors: Philippine Department of Tourism / Kansai Airports  
Silver Sponsors: Guam Visitors Bureau / Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / WEST JAPAN RAILWAY COMPANY / Hankyu Hanshin Holdings, Inc. / Kintetsu Group Holdings Co., Ltd. / NARITA INTERNATIONAL AIRPORT CORPORATION  
Bronze Sponsors: Oriental Land Co., Ltd. / Japan Airport Terminal Co., Ltd. / Tokyo International Air Terminal Corporation / Tokio Marine & Nichido Fire Insurance Co., Ltd. / Otsuka Pharmaceutical Co., Ltd.  
Allied Sponsors: East Japan Railway Company / Central Japan Railway Company / Hokkaido Railway Company / Shikoku Railway Company / Kyushu Railway Company

### ● Tourism EXPO Japan Forum

VIP Visitor Pass Sponsor: Tourism Authority of Thailand  
Tourism Expo Japan Bag Sponsor: Travel Marketing & Assistance Inc.

### ● WELCOME RECEPTION

Silver Sponsors: Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD.  
Bronze Sponsor: ITO EN, LTD. / Suntory Holdings Limited  
Operational Cooperation: Osaka Prefecture Government  
Support: okonomiyaki CHIBO / takoyaki KUKURU / Maxpart Corporation / Japan Council for Promotion of Sake Brewery Tourism

### ● Business Meetings

Pre-arranged Appointment Business Meetings Sponsor: OAG Aviation Worldwide Limited

## Advertising Sponsors

### ● Off-site Advertising

Entrance Gate Advertisement: JCB Co., Ltd. / Philippine Department of Tourism / Kansai Airports / Malaysia Tourism Promotion Board / Ministry of Tourism of Indonesia / Tourist Office of Spain  
INTEX Plaza Pillar Advertisement: JCB Co., Ltd. / Guam Visitors Bureau / Italian State Tourism Board – ENIT  
Pillar Advertisement: EGYPTIAN TOURISM PROMOTION BOARD

### ● On-site Advertising

Hanging Banner Advertisement: JCB Co., Ltd. / Guam Visitors Bureau / Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / WEST JAPAN RAILWAY COMPANY / Hankyu Hanshin Holdings, Inc. / Kintetsu Group Holdings Co., Ltd. / NARITA INTERNATIONAL AIRPORT CORPORATION / Ministry of Tourism of Indonesia / JTB Corp.  
Hall Pillar Advertisement: Kyushu Tourism Promotion Organization / Okinawa Convention & Visitors Bureau  
Passageway Floor Sheet Advertisement: NARITA INTERNATIONAL AIRPORT CORPORATION  
Sky Plaza Poster Board Advertisement: Tokio Marine & Nichido Fire Insurance Co., Ltd.

### ● On-site Promotion

Travel Showcase Official Guide Advertisement: JCB Co., Ltd. / Philippine Department of Tourism / Kansai Airports / Guam Visitors Bureau / Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / WEST JAPAN RAILWAY COMPANY / Hankyu Hanshin Holdings, Inc. / Kintetsu Group Holdings Co., Ltd. / NARITA INTERNATIONAL AIRPORT CORPORATION / Ministry of Tourism of Indonesia / Macao Government Tourism Office / EGYPTIAN TOURISM PROMOTION BOARD / Suntory Beer Ltd. / JTB Media Retailing Corp.  
DAILY NEWS Advertisement: EGYPTIAN TOURISM PROMOTION BOARD / Malaysia Tourism Promotion Board  
Brochure Distribution: Kansai Airports / Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / NARITA INTERNATIONAL AIRPORT CORPORATION / Try and E CO., LTD.

### ● Web Promotion

Web Banner Advertisement: NARITA INTERNATIONAL AIRPORT CORPORATION / Ministry of Tourism of Indonesia

Pass Holder Advertisement: Tourism Authority of Thailand

(\* random order)  
(as of Sept. 30, 2019)



# Tourism Expo Japan 2020 Okinawa Resort Forum & Exhibition

Tourism Expo Japan 2020 Okinawa offers the most valuable business occasion for tourism industry professionals with a variety of focused themes such as ocean and nature resorts.

- [ **DATES** ] Oct. 29 (Thu.) - Nov. 1 (Sun.), 2020
- [ **VENUE** ] Okinawa Convention Center and Surrounding Facilities
- [ **VISITORS** ] 36,000 Visitors (Trade/Press : 1,000, General Public : 35,000)
- [ **ORGANIZER** ] Japan Travel and Tourism Association (JTТА), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)
- [ **SIMULTANEOUSLY HELD** ] ResorTech Okinawa, Okinawa International IT Trade Fair
- [ **JOINTLY HELD** ] VISIT JAPAN Travel Mart (VJTM) 2020 -EAST ASIA- (Tentative)

- Hold appointment-based business meetings with 200 workers in charge of planning in travel companies (domestic/overseas) throughout Japan
- Set speed networking with buyers who are in charge of planning
- Conduct a sneak preview with 70 travel agency employees in charge of inbound travel planning (VJTM buyers)
- Take advantage of growing the traveling population and visitors, opportunities to appeal to Okinawans with positive buying
- Conduct the 4th TEJ Ministerial Round Table under the theme of Maritime Resorts, and deliver messages to media.

**Now accepting applications for exhibition !**

**Tokyo Exhibition Offers Rich Business Results!!**

## TEJ Tokyo Business Meeting

This is an enriched and productive occasion to meet with about 300 of the tourism industry professionals and buyers to develop and plan tour products.

- [ **DATES** ] Sept. 10 (Thu.) - 12 (Sat.), 2020
- [ **VENUE** ] Hall A & B, Aomi Exhibition Halls, Tokyo Big Sight

● Number of buyers in Business Meeting: 300 (Outbound buyers: 200 / Domestic & inbound buyers: 100)

<https://t-expo.jp/en/biz>

Contact: Tourism EXPO Japan Promotion Office

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

### TOPIC

#### Tourism Expo Japan 2019 → 2020 Handover Ceremony & Reception was Held

"Handover Ceremony" was held to hand over the TEJ flag from the 2019 "Osaka-Kansai" to 2020 host "Okinawa" on Friday, October 25, in the Okinawa Convention & Visitors Bureau booth. About 150 people including TEJ2019 (Osaka) management officials, exhibitors and buyers participated. In addition to the ceremony, Okinawa Karate Performance, Eisa Dance, a Kachashi dance, etc. were held, successfully passing on the baton from Osaka-Kansai to Okinawa.

From left: Miki Fukuzato, MISS OKINAWA Clean Green Gracious, Shinichi Fukushima, Chairman, Tourism Expo Japan 2019 Osaka / Kansai Council, Hiromi Tagawa, Chairman, Tourism Expo Japan Executive Committee, Yoshiro Shimoji, Chairman, Tourism Expo Japan 2020 Okinawa Council, Moritake Tomikawa, Leader, Tourism Expo Japan 2020 Okinawa holding cheering team.

