



JATA TABIHAKU 2013 -Travel Showcase- Get an 8 % Early Bird discount by February 15, 2013.

We are pleased to announce that JATA TABIHAKU 2013 will be held from 12 to 15 September at the Tokyo Big Sight.

It is one of the largest B2B2C tourism events in Asia consisting of the Tourism Forum, Business Meeting, Travel Showcase and Awards Commendation.

In 2013, the name of our event has been changed from JATA Tourism Forum & Travel Showcase to JATA TABIHAKU. It is shorter and much more memorable!

For easier access and save your time, the place of the Business Meeting has been changed to the East Exhibition Hall which is the same building with the Travel Showcase. Closer place will allow you to join more attractive programs without long walk!

In the Tourism Forum, a Market Analysis for Asian Tourism will be implemented from this year. It will provide effective analysis and carry out an in-depth discussion.

In 2013, we will look into Korea, Taiwan, Hong Kong, etc and those countries' representatives will be invited.

Official Programs

Programs including the Opening Ceremony, Today's Current in Asia, and Reception will be held to expand industry information and further communication.

Awards Commendation [JATA Tourism Award 2013/Tour Grand Prix 2013]

JATA Tourism Award 2013

For more information please visit our website.
We look forward to your visit to JATA TABIHAKU 2013!
<http://www.tabihaku.jp/2013/en/>

JATA Travel Showcase Promotion Office
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Those organizations, corporations, or individuals who have contributed to the development of travel destinations or stimulated the demand for tourism will be rewarded for their achievements.

Tour Grand Prix 2013

The tour product with significant marketing powers, inbound, outbound, or domestic travel, with goals to increase tourist demands will be awarded.

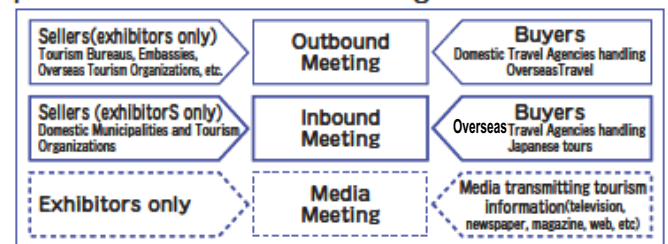
Tourism Forum

Practical marketing strategies for challenges in various countries will be discussed through cases in Japan.

Symposiums will be held discussing improvements and solutions of the travel industry through different perspectives and marketing research. Specialists will set themes of outbound, inbound, and airline to discuss the problems and challenges the industry will face.

Business Meeting

Since last year, the Business Meetings have set stronger emphasis on international affairs by including inbound sessions as well as outbound. The Business Meetings, comprised of outbound, inbound, and media meetings, will expand the industry by further contributing to the development of new products and information exchange.



Travel Showcase

The Travel Showcase is an exhibition where over 150 different countries and regions, domestic tourism organizations and travel industry professionals exhibit to introduce latest tourism information and travel products directly to the visitors. In 2012, nearly 130,000 people visited the Travel Showcase that was the highest number ever.

At the Travel Showcase, visitors experience the joy of traveling through the world of exhibitions laid out in sections of different themes to motivate them to go traveling.