

One of Asia's Largest Travel Show Expands in Size and Scope, Covering All Travel Sectors

JATA 'TABIHAKU' Travel Showcase 2013 Set for September

Sept. 12-15, 2013 at Tokyo Big Sight, East Halls, 1, 2, 3, 6

~Japan - Treasure Islands of Tourism and Opportunity~

March 18, 2013

JATATABIHAKU Press Room

Japan's largest travel fair, the JATA "TABIHAKU" Travel Showcase 2013 will run from Sept. 12 to Sept. 15 at the Tokyo Big Sight with the biggest total floor space ever, an increase of 33.75%

The event -- focusing not only on promoting outbound travel but also in encompassing inbound and domestic travel -- is designed to further boost overall tourism. Under this major umbrella, the event will consist of the following four functions: (1) the Travel Showcase; (2) International Tourism Forum, where industry experts will discuss the development of the tourism industry; (3) International Business Meetings for inbound and outbound sellers and buyers from all over the world and Japan to network and generate new business; and (4) Commendation Awards, given to companies, organizations and individuals with outstanding contributions, promotions and achievements in the travel industry in Japan.

In 2012, the JATA "TABIHAKU" welcomed some 708 companies and organizations from some 156 countries and regions, generating a total of 125,989 visitors, an all-time high record. With the event expanding from three to four halls and growing from 25,690 sq. meters in 2012 to a total of 34,360 sq. meters of floor space -- the largest ever in its history -- JATA anticipates the numbers of exhibitors and buyers as well as visitors to surpass those of the previous year.

JATA 'TABIHAKU' Travel Showcase 2013 Topics

★Major Expansion to Four Halls in the East Hall

In a departure from previous years, where events were in different areas of Big Sight, this year all programs -- from formal events, opening ceremonies, the International Business Meetings and Tourism Forum to the Travel Showcase -- will be centralized under one roof in the exhibition hall for enhanced cohesiveness.

Application Deadline

April 30, 2013 !

★Asian Market Analysis to Become Main Agenda of Tourism Forum

An Asian Market Analysis, which will look at the tourism markets as well as the political environment in key Asian countries, will be introduced as a fixture of JATA International Tourism Forum from this year and in the years to come. Tourism leaders from various East Asian markets will be invited to this event.

★Stepped-up Promotions to Grow Inbound Travel and Build Overall Tourism

This year more than ever before "TABIHAKU" will expand business opportunities as well as offer more exhibitor booths for inbound tourism. With stepped-up promotions of Face-to-Face meetings with inbound businesses, participants will be able to gain more benefits. This will further build the three sectors of the travel industry: outbound, inbound and domestic.

★2013 Featured Attraction: Travel Bazaar Where Travel Will be Sold to Consumers

A special area known as Travel Bazaar will be featured this year where travel products by travel companies will be available for sale on Sept. 14 and 15 in East Hall 6.

JATA 'TABIHAKU' Travel Showcase 2013 Outline

- **Theme:** Japan - Treasure Islands of Tourism and Opportunity
- **Venue:** Tokyo BigSight, East Halls 1, 2, 3, 6 (34,360㎡)
- **Dates:** Sept. 12 (Thu)~Sept. 15, 2013
 - Sept. 12 Organizer's Reception Meeting
International Business Sessions, Day 1 (Outbound-Inbound/Media)
 - Sept. 13 Opening Ceremony
International Tourism Forum (Asian Market Analysis/Symposium)
International Business Meetings, Day 2 (Outbound-Inbound)
"Tabihaku" Travel Showcase (Travel Industry and Press Only), East Hall, 1-3
 - Sept. 14 International Tourism Forum (Symposium)
"Tabihaku" Travel Showcase (Travel Industry and Consumers), East Hall, 1-3
Travel Bazaar (East Hall, 6)
 - Sept. 15 "Tabihaku" Travel Showcase (Consumers), East Hall, 1-3
Travel Bazaar (East Hall, 6)
- **Organizer:** Japan Association of Travel Agents (JATA)
- **Support:** Ministry of Land, Infrastructure, Transport and Tourism (MLITT), Japan Tourism Agency,
Ministry of Foreign Affairs, Government of Tokyo (tentative)

About JATA 'TABIHAKU' Travel Showcase

Starting in 1977, JATA "TABIHAKU" Showcase this year will mark the 24th running of one of the biggest travel industry events in Asia. The event creates a social and economic venue for consumers and businesses can consult and meet the travel industry face to face, in a move to stimulate growth for outbound, inbound and domestic travel in Japan.

Domestic logo



Overseas logo



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