



★TABIHAKU Special Lectures Set Mt. Everest Alpinist/Astronaut to Speak (Marketplace) ★'TABIHAKU ICHIBA' to Debut



Online Consumer Ticket Sales Begin July 26, 2013

July 3, 2013

JATA Promotion Office

The Secretariat of the Japan Association of Travel Agents (JATA) has added more offerings for consumers to this year's JATA TABIHAKU Travel Showcase that will run from Sept. 12 to Sept. 15, 2013 at Tokyo Big Sight (East Halls 1, 2, 3, 6). The event complements the four travel-industry components: JATA Tourism Forum, the exhibition show Travel Showcase, the International Business Meetings and the Commendation Awards.

●Bigger Scale, New Events on Sept. 14, 15, 2013 for Consumers

①TABIHAKU Guest Talk

With travel as the buzzword, two unique Japanese pioneers of travel will speak at lectures on different days: Yuichiro Miura, who early in 2013 climbed to the summit of Mt. Everest at age 80; and Mamoru Mohri, a veteran astronaut who completed two NASA space shuttle missions.



Talk 1
Sept., 14, 2013, Saturday, 13:30~14:30
"Challenging Yourself as a Senior"
Speaker: Mr. Yuichiro Miura
(Professional skier, Principal of CLARK Memorial International High School)



Talk 2
Sept. 15, 2013, Sunday 13:30~14:30
"View of Travel from Space"
Speaker: Mr. Mamoru Mohri
(Astronaut)

※East Hall, 6 stage

②'TABIHAKU ICHIBA' (Marketplace)

To boost the excitement factor, the event will be expanded into East Hall, 6, where the 'TABIHAKU ICHIBA' (Marketplace) will be held. In the same area, food booths serving cuisine from around the world, along with specialty products will be on hand. A special corner for travel goods and tour packages sold by travel agencies will be made available, marking a first at JATA TABIHAKU. It will complement the process for consumers who want to book their travel after obtaining information and advice in the exhibition hall.



③JATA TOHOKU Recovery Support Zone

In continuing its efforts from 2012 to help quicken the recovery of the Tohoku Region from the devastation caused by the earthquake and tsunami in March 2011, JATA will expand this special Zone, where it will feature local products, specialties and souvenirs from the Tohoku Region. Also, a charity auction of donations from exhibitors and industry businesses will be held, for which proceeds will go toward the recovery.



Charity Auction in 2012

●JATA International Forum Update

JATA International Forum Speakers, Panelists Named

David Scowsill, president and CEO of the World Travel & Tourism Council (WTTC), will join Taleb Rifai, Secretary General of the United Nations World Tourism Organization (UNWTO) as featured speakers during the JATA International Forum (Sept. 13 and 14, 2013), under the four-day JATA TABIHAKU Tourism Showcase. The forum will also include panel discussions. Mr. Scowsill and Mr. Rifai both will address the first panel on April 13 on the theme "Analyzing the Asian Market. A panel discussion will follow -- with experts from Japan, South Korea and Taiwan, including Mr. John Koldowski of the Pacific Asia Travel Association -- to will address the challenges and the future of the market.

On Sept. 14, a special symposium and panel discussion will tackle the issue of improving the quality certification system of tour products in the Japanese market.

Today's Current in East Asia

September 13 (Fri) 13:00~17:00 East Exhibition Hall 6 – Forum Stage ※Contents subject to changes.

■Keynote Panel Discussion 「The Rapidly Growing Asian Market and Japan's Tourism Industry」	
Guest	Mr. Taleb RIFAI (World Tourism Organization UNWTO) Mr. David SCOWSILL (World Travel & Tourism Council WTTC)
Organizer Representative	Mr. Hiromi TAGAWA (Japan Association of Travel Agents JATA , JTB Corp.)
Moderator	Mr. Yoshiaki HONPO (Faculty & Graduate School of Urban Environmental Sciences , Tokyo Metropolitan University / First Commissioner of Japan Tourism Agency)
Master of Ceremony	Mr. Hiroshi KUROSU (Japan Travel Bureau Foundation)
■Panel Discussion 「Compare and Contrast the Three Markets in East Asia : Japan, South Korea, and Taiwan」	
Panelist	Mr. John KOLDOWSKI (Pacific Asia Travel Association PATA) Mr. Moo-Seung YANG (Korea Association of Travel Agents KATA) Mr. Jason WANG (LION GROUP)
Moderator	Mr. Hiroshi KUROSU (Japan Travel Bureau Foundation)

September 14 (Sat) East Exhibition Hall 6 – Forum Stage

■Special Symposium 10:30~12:00 「Tour Quality Assurance」		※Experts from nationwide will be invited
Panelist	Hiroyuki KOBAYASHI (Chubu Region Institute for Social and Economic Research) Tomohiro IGUCHI (Snow Country Tourist Area Association) Mr. Kazuaki MARUO (Japan Association of Travel Agents JATA , Nippon Travel Agency Co., Ltd.)	
Moderator	Hiroyasu SATO (Matsumoto University , School of Comprehensive Management)	
■Symposiums 12:00~17:30 East Exhibition Hall 6 – Special Seminar Room		
12:00-13:30		● How to Promote MICE Exploring new possibilities to expand MICE promotions in Japan.
14:00-15:30	● Media for Tourism Promotion Focusing on how media, travel industry can work effectively to promote a destination.	● How Travel Agencies Can Secure Tour Safety A discussion of initiatives and measures to prevent accidents involving travelers.
16:00-17:30	● Recovering From Disasters and Terrorism How can destinations affected by disasters, terrorism turnaround and attract visitors?	● Examining Cross Border Destination Promotion Finding the right Master Plan for promotions between the travel industry and targeted markets.

◆Admission Two-day pass: JATA members 10,000yen / Non-JATA member 12,000 yen
One-day pass: JATA member 5,000yen / Non-JATA member 6,000yen ※Admission per person (Tax included)

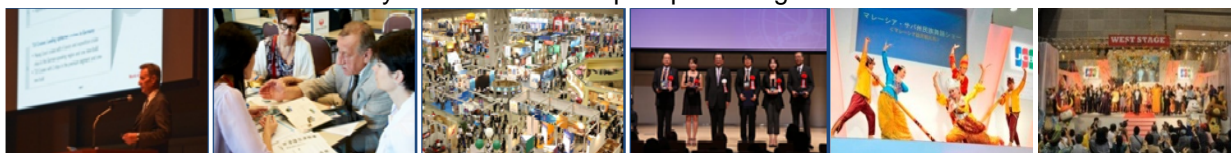
◆For details, registration: <http://www.tabihaku.jp> Deadline: (Friday,) Aug. 23, 2013

『JATA TABIHAKU Travel Showcase 2013』 General Information

- 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
 - Sept. 12 Organizer's Pre-Opening Matsuri Reception
International Business Meetings, 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, Press only), East Hall, 1-3
 - Sept. 14 International Tourism Forum (Symposiums)
TABIHAKU Travel Showcase (Travel Industry, Consumers), East Hall, 1-3
TABIHAKU Market, East Hall 6
 - Sept. 15 TABIHAKU Travel Showcase (Consumers), East Hall, 1-3,
TABIHAKU Market, East Hall 6
- Organizer: Japan Association of Travel Agents (JATA)
- Support: Ministry of Land, Infrastructure, Transport and Tourism,
Japan Tourism Agency, Ministry of Foreign Affairs,
Government of Tokyo
- Official Sponsor: JCB International Co., Ltd.
- Sponsor: Malaysia Tourism Promotion Board
Tokyo Marine & Nichido Fire Insurance Co., Ltd.
- Entrance Fee :
 - Trade and Media- Free on Trade and Press Day
(registration or exhibitor reference required) *JATA Tourism Forum is a paid program
 - General Public- Adult: 1,200 JPY, Students: 600 JPY

[Presale- Adult: 1,000 JPY, Students: 500 JPY]
*Free entrance for children under 18 years.
Children 12 years and under require parental guardian.

TABIHAKU 2012 (Exhibition floor)



JATA TABIHAKU 2013 Ticket Sales Begin July 26, 2013

For details: <http://www.tabihaku.jp>

※Complimentary invitation tickets will be given to 10 readers.

Please contact the JATA TABIHAKU Promotion Office for details.

For more information contact the **JATA TABIHAKU Promotion Office** (Hatanaka or Takeuchi)

TEL:03-6858-3616 FAX:03-5510-2012 E-mail:tabihaku@jata-net.or.jp

Address: 〒100-0013 Tokyo, Chiyoda-ku, 3-3-3 Kasumigaseki, 4F

Official website: <http://www.tabihaku.jp>

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