



Over 150 Countries/Regions to Attend One of Asia's Largest Travel Shows

JATA TABIHAKU 2013 Media Guide

Thurs., Sept. 12~Sun., Sept. 15, Tokyo BigSight

Press Day: Sept. 14 ※JATA Press Conference Consumer Days: Sept. 14, 15

JATA TABIHAKU Travel Showcase 2013 will run from Sept. 12~15, 2013 at Tokyo BigSight's East Hall 1, 2, 3, 6. One of the biggest travel shows in Asia, JATA TABIHAKU will feature four components under one roof: the Exhibition Show, the International Tourism Forum, International Business Meetings and Commendation Awards. In efforts to further stimulate Japan's entire tourism and travel industry, the event includes not only outbound tourism but also inbound and domestic travel, including a special Japan zone.

With leaders throughout the travel industry gathered here, this event will offer opportunities for the media to discover new information and trends happening in the Japanese market.

■4-day Program Outline ※Details on pages 2, 3

Media Registration: East Hall, 6 Entrance

Sept. 12 (Thu.)	9:00-18:00 Media registration, 8:30~
Venue: East Hall, 6	
9:00-17:40	International Business Meeting (Outbound, Inbound, Media) ※「Media Meeting」Please contact us to join.
Sept. 13 (Fri.)	8:30-20:00 Media registration: 8:15~
Venue: East Hall, 6	
08:30-09:45	Market Up-date seminar ※Conducted in English only
10:00-11:00	Opening Ceremony (Signing of JATA-UNWTO Comprehensive Partnership Agreement)
11:10-11:40	JATA press conference, followed by JATA-UNWTO joint press conference
13:00-17:00	International Tourism Forum (Symposium on Today's Current in East Asia)
Venue: East Hall, 1, 2, 3	
11:00-18:00	TABIHAKU (Exhibition Show) ※Press and Trade only
18:00-20:00	Exhibitors' in-booth receptions ※Depends on each exhibitor, with food, performances
Sept. 14 (Sat.)	10:00-18:00 Media Registration: 9:30~
Venue: East Hall, 1, 2, 3, 6	
10:00-18:00	TABIHAKU (Exhibition Show) ※Consumers and Trade
15:00-15:30	Tour Grand Prix 2013 Awards Ceremony at Exhibition Stage
10:30-17:30	International Tourism Forum (Symposium) East Hall, 6
Sept. 15 (Sun.)	10:00-17:00 Media Registration: 9:30~
Venue: East Hall, 1, 2, 3, 6	
10:00-17:00	TABIHAKU (Exhibition Show) ※Consumers and Trade

JATA TABIHAKU 2013 Outline Official Site: <http://www.tabihaku.jp>

- Dates: Sept. 12 (Thurs.) ~ Sept. 15 (Sun.)
- Organizer: Japan Association of Travel Agents
- Special Sponsor: JCB International
- Sponsors: Tourism Malaysia, Narita Int'l Airport Corp., Hawaii Tourism Authority, Tokio Marine & Nichido Fire Insurance Co., Ltd.
- Venue: Tokyo BigSight, East Hall, 1・2・3・6
- Support: Ministry of Land, Infrastructure, Transport and Tourism, Japan Tourism Agency, Japan Ministry of Foreign Affairs, Tokyo Metropolitan Government

■ Press Conferences With JATA, UNWTO

Sept. 13 (Fri.) 11:10–11:40 East Hall, 6, Organizer's Office Press Room

- <Part 1> JATA TABIHAKU 2013 and JATA TABIHAKU 2014
■ Attendees: Jungo Kikuma, JATA Chairman; Tatsuro Nakamura, JATA President
- <Part 2> JATA–UNWTO Comprehensive Partnership Agreement
■ Attendees: Jungo Kikuma, JATA chairman; Taleb Rifai, UNWTO Secretary General

1) Official Events

Opening Ceremony Sept. 13 (Fri.) 10:00–11:00, East Hall, 6, Forum Stage

Attendance will include Ministers, Representatives from various countries
The ceremony will include the signing of the JATA/UNWTO Comprehensive Partnership Agreement. Based in Madrid, Spain, UNWTO will be represented by Taleb Rifai, UNWTO Secretary General. UNWTO's membership includes 162 countries and over 400 affiliate members including those from tourism associations and authorities.
※For details on the JATA/UNWTO Agreement, please contact the JATA PR Office at +81-3-3592-1244.

Grand Finale Sept. 15 (Sun.) 16:30–17:00, East Hall, 6, Forum Stage

TABIHAKU Grand Finale
Visitors and exhibitors join as one on stage to mark the event's conclusion.



2) Commendation Awards For details: <http://www.b.tabihaku.jp/cmd.php>

JATA Tourism Awards 2013 Sept. 13 (Fri.) 10:00–11:00, East Hall, 6, Forum Stage ※Opening Ceremony

Recognizes organizations, corporations and individuals for their outstanding contributions toward the development of travel destinations or growth of the tourism industry by offering hit-products in the market.

Tour Grand Prix 2013 Sept. 14 (Sat.) 15:00~16:00, East Hall, 3, East Stage

The Tour Grand Prix is awarded to the tour plan (application and order type) that most contributed to building Japan as a "Tourism Nation" through outstanding planning and marketing.

3) International Tourism Forum ※For details: <http://www.b.tabihaku.jp/forum.php>

- Market Up-date Seminar Sept. 13 (Fri.) 08:30–09:45, East Hall, 6, Special Seminar Room
- Today's Current in Asia Sept. 13 (Fri.) 13:00–17:00, East Hall, 6, Forum Stage
- Special Symposium Sept. 14 (Sat.) 10:30–12:00, East Hall, 6, Forum Stage
- Various Symposiums Sept. 14 (Sat.) 12:00–17:30, East Hall, 6, Special Seminar Rooms, K, J

The symposiums, through analyzing market research data, market trends and the exchange of perspectives in panel discussions by experts, allow the travel industry to better understand how to address problems and situations faced today or later in the future. In particular, David Scowsill, CEO, World Travel & Tourism Council; and Taleb Rifai, Secretary General, World Tourism Organization, both will serve as panelists in the "Today's Current in East Asia" symposium.

4) International Business Meeting ※For details: <http://www.b.tabihaku.jp/bms.php>

Sept. 12 (Thur.) 9:00–17:40, East Hall, 6 **Sept. 13 (Fri.) 9:00–17:40, East Hall, 6**
With attendance from more than 150 countries/regions represented by organizations and companies involving outbound and inbound tourism, the International Business Meeting will allow travel professionals to discuss business and to widen their network with each other. On Sept. 12, exhibitors will visit travel agents at assigned desks while on Sept. 13 travel agents will visit exhibitors at their booths.

JATA TABIHAKU 2013(Exhibition)

※For details of Exhibitors: http://www.tabihaku.jp/exhibitors_staging/

Sept. 13 (Fri.) 11:00–20:00 Trade and Media Day
Sept. 14 (Sat.) 10:00–18:00 Trade and Consumer Day
Sept. 15 (Sun.) 10:00–17:00 Consumer Day

Exhibitors from over 150 countries including Japan to be represented.
Opportunity for visitors to obtain the latest information directly from exhibitors.



※Bird's-eye view, 2012

Exhibitors

East Hall, 1, 2, 3

Overseas Zone

In the Overseas Zone, visitors all day can “travel” the world and see what’s trending: sports tourism is the buzz this year for South America, especially with the World Cup to be held in Brazil. This year marks the 400th anniversary of diplomatic relations between Japan and Spain. Myanmar is growing more popular as a tourism choice. Bhutan will be represented, thanks to the popularity of the Bhutanese King during a visit to Japan. Also, look for color and beauty as there will be exhibitors in national ethnic costumes as well a bevy of beauty queens including those from Hawaii and Guam. UNESCO World Heritage Sites will be the focus at the Italian booths. Race car enthusiasts will see first hand the F3 machine (once driven by Daniel Juncadella of Spain) as the Macau booth will commemorate the 60th anniversary of Macau F3 Grand Prix Formula 3.

Japan Zone

The rise of inbound tourism has fueled the growth of participants in the Japan Zone. The designation of Mt. Fuji as a World Heritage Site has brought Shizuoka to the fore while the Tohoku Region is emphasized by the formation in May of the Sanriku Restoration National Park. Meanwhile, the shrine boom can be seen in the booth for the Ise Jingu Grand Shrine in Mie Prefecture as 2013 marks the transfer of gods from an old shrine to the new. Other booths will allow visitors to taste specialties from tea, shrimp products to sake.



Stages for Performances

East Hall, 1•2•3 (WEST•EAST•Japan)

Various stages will be filled with performances from different countries, adding to the excitement of JATA TABIHAKU. Expect to see Egyptian belly dancing, Hawaiian hula dancers and tango dancers from Argentina as well as anime mascot characters taking the stage.

TABIHAKU ICHIBA

East Hall, 6



New to this year’s festivities is a marketplace called TABIHAKU ICHIBA, where visitors can purchase or book tours directly from travel agents. There, visitors will find food booths selling a wide range of global cuisines ranging from peanut butter curry from Senegal, Biryani rice from Bangladesh to Japanese dishes. Also, locally available-only products and travel goods will be available in TABIHAKU ICHIBA.

Within the marketplace, a “Tohoku Recovery City” will be set up to sell tours to the Tohoku region, Tohoku souvenirs and products to further promote the region, which was affected by the March 11, 2011 disasters. Also, the Tohoku Charity Auction (silent auction) for which proceeds will benefit the recovery of the Tohoku region will be held as part of efforts by the Social Contribution Committee of JATA. Exhibitors, organizations and companies have donated a wide range of items including luxury goods.

FAX: 03-5575-3222 E-mail: tabihaku@w-az.co.jp

JATA TABIHAKU 2013 PR Office (Within AZ.WORLDCOM Japan) Contacts: Ogawa, Mizutani

JATA TABIHAKU 2013 Media Registration Form
Sept. 12 (Thur.)~Sept. 15 (Sun.) at Tokyo BigSight

【Media registration times differ depending on day】

Media interested in conducting interviews please submit form below by fax or email by Sept. 11 (Wed.)

Schedule	Please Check Programs Requested
Sept. 12 (Thur.) <9:00-18:00>	<input type="checkbox"/> International Business Meeting <9:00-17:40>
Sept. 13 (Fri.) <8:30-20:00>	<input type="checkbox"/> Opening Ceremony <10:00-11:00> <input type="checkbox"/> International Tourism Forum <13:00-17:00> <input type="checkbox"/> Press Conference <11:10-11:40> <input type="checkbox"/> TABIHAKU (Exhibition) <11:00-18:00> <input type="checkbox"/> Int'l Business Meeting <9:00-17:40> <input type="checkbox"/> In-booth receptions<18:00-20:00>
Sept. 14 (Sat.) <10:00-18:00>	<input type="checkbox"/> TABIHAKU (Exhibition) <10:00-18:00> <input type="checkbox"/> Tour Grand Prix <15:00-15:30> <input type="checkbox"/> Int'l Tourism Forum <10:30-17:30>
Sept. 15 (Sun.) <10:00-17:00>	<input type="checkbox"/> TABIHAKU (Exhibition) <10:00-17:00>

■ Request to interview Speakers, Exhibitors, Performers, Organizers

Day and Time: _____ Interviewee's Name _____

※There are cases in which interview requests may be denied ※Press room is available to media

Company name/Media name	
Division Name	
Title•Name	
No. of Participants	Total Name(s)
Camera Type	Still (Total) • Video (Total) • None
Request for parking	<input type="checkbox"/> Yes (Type•Total:) <input type="checkbox"/> No
Contact	TEL: FAX:
	E-mail:
Address	T

JATA TABIHAKU 2013 PR Office (AZ.WORLDCOM Japan) Contact Persons : Ogawa, Mizutani
 TEL : 03-5575-3221 FAX: 03-5575-3222 E-mail : tabihaku@w-az.co.jp
 Event-day Direct Line : Ogawa (090-2039-3004) Mizutani (090-9311-7641)