



## JATA TABIHAKU 2013 Report

### Record Crowd Visits 4-day Event! Preliminary Figure: 131,058 Visitors



Sept. 18, 2013

JATA TABIHAKU Promotion Office

JATA “TABIHAKU” Travel Showcase concluded its four-day run from Sept. 12 to 15, attracting 131,058 visitors to Tokyo BigSight, topping the previous record of 125,989 set in 2012. It also set a new high of 1,353 booths representing 730 businesses and organizations (new record) from 154 countries and regions.

“TABIHAKU NIGHT 2013,” a pre-opening event (Sept. 12) to JATA “TABIHAKU” Travel Showcase, co-organized by the Japan Tourism Agency, was introduced to help promote Japan as a “tourism nation” as set forth in a national strategy involving the public and private sectors. Some 1,000 people attended the event including tourism ministers from overseas, ambassadors, embassy officials from various countries and government officials as well exhibitors from overseas and domestically to experience Japan’s “omotenashi” hospitality, food and culture.

The opening ceremony – including the ribbon-cutting ceremony -- on Sept. 13 was attended by 750 people, including ambassadors and embassy officials. It was followed by the first day of the International Tourism Forum, which drew 700 attendees, with the second day on Sept. 14 accommodating 750 attendees.

JATA TABIHAKU 2014 is set for Sept. 25 (Thurs.)~Sept. 28 (Sun.) at Tokyo BigSight.

#### ■ JATA TABIHAKU 2013 Visitor Total

Dates		2013	2012
Sept. 13 (Fri.)	Trade, media	40,136	39,043
Sept. 14 (Sat.)	Consumer	49,429	47,120
Sept. 15 (Sun.)	Consumer	41,493	39,826
TOTAL		131,058	125,989

#### ■ JATA TABIHAKU 2013 Exhibitor Total

Category	2013	2012
Country/regions	154	156
Exhibitors	730	708
Exhibition booths	1,353	1,093

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## ■International Business Meeting Participants

Category	Companies (2013)	Attendees (2013)	Companies (2012)	Attendees (2012)
Inbound sellers	191	298	128	239
Inbound buyers	105	108	64	66
Outbound sellers	285	344	248	380
Outbound buyers	65	184	76	216
Media meeting	70	104	59	131
TOTAL	716	1,038	575	1,032

## Overview

- Name JATA “TABIHAKU” Travel Showcase 2013
- Theme ~Japan – Treasure Islands of Tourism and Opportunity ~
- Venue Tokyo International Exhibition Center (Tokyo BigSight) East Hall 1・2・3・6
- Dates Sept. 12 (Thurs.) International Business Meeting, Media Meeting  
Sept. 13 (Fri.) International Business Meeting (Outbound・Inbound), International Tourism Forum (Today’s Current in Asia), Exhibition fair (trade, media only)  
Sept. 14 (Sat.) International Tourism Forum (Symposiums), Exhibition fair (consumers), TABIHAKU Ichiba or Marketplace (East Hall 6)  
Sept. 15 (Sun) Exhibition fair (consumers), TABIHAKU Ichiba or Marketplace (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 of Japan, Tokyo Metropolitan Government
- Special Sponsor JCB International Co., Ltd
- Sponsors Malaysia Tourism Promotion Board, Narita International Airport Corporation  
Hawaii Tourism Authority, Tokio Marine & Nichido Fire Insurance Co., Ltd.



Official photos can be downloaded at TABIHAKU site: <http://www.b.tabihaku.jp/mediaPh/>. Please credit JATA when using the photos.

## Commendation Awards

### ■ JATA Tourism Awards 2013

Prizes	Recipients
Grand Prize	Mezamashi TV "TOP OF THE WORLD" program (Fuji Television Network Inc.)
Best Tourism Office, Embassy Award	Hawaii Tourism Authority
	Guam Visitors Bureau
	Malaysia Tourism Promotion Board
	Sri Lanka Tourism Bureau
Transportation Award	Princess Cruises
Domestic, Inbound Tourism Award	Okinawa Convention & Visitors Bureau
	Tohoku Tourism Promotion Organization
Publicity Award	Mezamashi TV "TOP OF THE WORLD" program (Fuji Television Network Inc.)

### ■ Tour Grand Prix Awards

#### Overseas Travel Awards・Minister Award・Japan Tourism Agency Commissioner and Grand Prix Awards

##### ・Minister Award/U.S.-Japan Tourism Exchange Year Award

15-day Continental U.S. Travel by Bus and Rail (Southern route),  
by HANKYU TRAVEL INTERNATIONAL CO.,LTD.

##### ・Japan Tourism Agency Commissioner Award/Package Travel Grand Prix

ANA Wonder Earth, by ANA Sales Co.,Ltd.

##### ・Contribution to Market Growth Grand Prix

: Family Celebration Through Benesse's "Pirates and English Night" Event, by JTB World Vacations, Inc.

##### ・Destination Development Grand Prix

: 6-day Laos Travel via Charter Flight, by Jumbo Tours

##### ・SIT Grand Prix

Tunisia -- Journey Through the Desert by Camel and on Foot, by The Travelers Guardian Inc.

#### Overseas Travel・Special Jury Prizes

##### ・Special Jury Prize

9- and 12-day Through the Gates of Hell and Land of Miracles, by SAIYU TRAVEL CO.,LTD.

LOOK JTB "Flowers of the World," by JTB World Vacations, Inc., West Japan Sales Division

#### Domestic Travel・Grand Prix

・3-day Travel to the History of the Ryukyu Kingdom, From Turbulence to Romance,  
by Isetan Mitsukoshi Ltd.

#### Domestic・Inbound Travel Japan Tourism Agency Commissioner Award

##### ・Japan Tourism Agency Commissioner Award

Assistance Toward Recovery Efforts from Minami Kyushu Foot-mouth Disease・Shinmoe Dake, by Yomiuri  
Travel Service Co.,Ltd. Kyushu Sales Department

#### Domestic・Inbound Travel Special Jury Award

##### ・Special Jury Prize

8 Days, 6 Nights Fly & Drive Hokkaido Shiretoko Course, by ANA Sales Co.,Ltd.

## Commendation Awards

### ■ Overseas Travel Graduation Travel Planning Contest Awards

As part of its Visit the World initiative, JATA has introduced the Overseas Travel Graduation Travel Planning Contest to generate unique ideas to encourage graduates to head overseas. Through the cooperative efforts of JATA-appointed travel agencies, including meetings and discussions, selections of plans that showed the most potential that could be sold as products at travel agencies were completed. The winners shown below were selected from 74 entries, three times more than a year ago.

Award	School Name	Travel Plan Title
Grand Prix	Meiji University International Studies	Targeting Ladies & Gentlemen! Steps to Becoming Adults in France
Excellence Award	Dokkyo University Dept. of Culture, Foreign Languages	Lovin' New Thailand ~Making the Most at a Green Resort, 6-day Trip
Excellence Award	Mukogawa Women's University, Dept. of Informatics and Mediology, School of Human Environmental Sciences	7-day Step Toward Realizing Your Dreams as a Woman
Special Jury Award	SUNDAI Travel & Hotel College, Evening Travel Department	Palau-Japan Friendship and History Exchange