



November 28, 2013
Japan Travel and Tourism Association
Japan Association of Travel Agents

Newly Integrated - World Leading Travel Event in Asia “JATA Tourism EXPO Japan”

The Japan Travel and Tourism Association (JTTA; Minato-ku, Tokyo; Chairman: Norio Yamaguchi) and the Japan Association of Travel Agents (JATA; Chiyoda-ku, Tokyo; Chairman: Jungo Kikuma) agreed to integrate Tabi Fair Japan, a domestic tourism exhibition hosted by JTTA, and JATA “TABIHAKU” Travel Showcase, an international travel exhibition hosted by JATA, to hold annually “**JATA Tourism Expo Japan**” from 2014 expanding its scale and chasing higher quality.

This year marked the 18th Tabi Fair Japan. It is one of the largest domestic travel exhibitions in the country, with corporate and organization-related exhibitors from 120 regions in Japan.

The JATA “TABIHAKU” Travel Showcase is one of the largest comprehensive travel events in Asia. It was started in 1977 with the aim of stimulating demand for outbound travel. This time, which marked its 24th year, it was composed of an international travel forum, international business talks, exhibitions, awards, and a pre-opening reception. A total of 730 organizations and companies from 154 countries participated in 2013.

By integrating these two events, the organizers will be better able to present Japan as a tourism nation to attendees from Japan and overseas. The combined event will build on the strengths of both events to promote outbound, inbound, and domestic travel. It will become the largest comprehensive travel event in Asia, and it will concentrate the strengths not just of the tourism industry but of all industries and regions.

Following ITB Berlin and WTM London, the world’s leading travel shows, the new **JATA Tourism EXPO Japan** has been recognized by the UN’s World Tourism Organization (UNWTO). It is the first travel show in Asia to be recognized by the UNWTO. This is a result of the high rating given to initiatives of the JATA “TABIHAKU” Travel Showcase such as two-way tourism.

The expo will be managed by the **JATA Tourism Expo Japan** Organizing Committee. For the Executive Committee to be placed under the Organizing Committee, the chairperson will be JATA’s Chairman Jungo Kikuma, and the vice chairs will be JATA’s Vice Chairman Hiromi Tagawa and JTTA’s Director Yoichi Minami, with Vice Chairman Tagawa as the acting chairperson. As the central office of the expo, the Tourism Expo Japan Promotion Office will be located within JATA. (Members of the Organizing Committee are listed separately.)

The outline of the **2014 JATA Tourism Expo Japan** is shown on the following page.

Outline of JATA Tourism Expo Japan 2014

- Name **JATA Tourism Expo Japan 2014**
- Organizer Japan Travel and Tourism Association and Japan Association of Travel Agents
- Supporters Ministry of Land, Infrastructure, Transport, and Tourism (MLIT),
(planned) MLIT's Tourism Agency, Ministry of Internal Affairs and Communications,
Ministry of Foreign Affairs, Tokyo Metropolitan Government,
Japan National Tourism Organization (JNTO), and Japan External Trade Organization (JETRO)
- Venue Tokyo Big Sight (East Exhibition Hall and Conference Tower)
- Dates Thursday, September 25 – Sunday, 28, 2014 (Four Days)
Industry Days: 25th and 26th; General Public Days: 27th and 28th
- Program 1. Tourism Forum, 2. International Business Meeting, 3. Travel Exhibition,
4. Awards Commendation, 5. Pre-opening Reception
- New Logo The symbol mark's motif is "J," the first letter of "Japan." The five colors represent the five continents, and the spiral expresses the connection among them. The lettering layout is simple gothic typeface.



Japanese Logo



English Logo

Fact sheet of Tabi Fair Japan and JATA "TABIHAKU" Travel Showcase

Name	Tabi Fair Japan	JATA "TABIHAKU" Travel Showcase
Organizer	Japan Travel and Tourism Association	Japan Association of Travel Agents
Dates of 2013	November 8 (Fri) – 10 (Sun)	September 12 (Thu)~15 (Sun)
Venue	Sunshine City Bunka Kaikan Building (main venue)	Tokyo Big Sight (East Exhibition Hall)
Number of Exhibitors	Corporations/organization from 123 regions 272 booths	154 countries and regions 730 corporations/organizations 1,353 booths
Number of Visitors	81,287 persons	131,058 persons

Japan Travel and Tourism Association (JTTA): The aim of JTTA is to establish Japan as a tourism nation, develop regional economies and the tourism industry, improve people's lives and cultural level, and promote goodwill through its activities to comprehensively promote Japanese tourism. The membership is composed of approximately 650 tourism-related entities across Japan.

Japan Association of Travel Agents (JATA): JATA is an industry group founded in 1959 with a membership composed of over 2,000 licensed travel agents and international travel related companies/organizations. Its purpose is to plan for the sound development of the travel industry and to contribute to the promotion of travel and the development of the tourism business.

Direct inquiries to:

JATA Tourism EXPO Japan Promotion Office
event@t-expo.jp

+81-(0)3-5510-2004 (TEL)
+81-(0)3-5510-2012(FAX)