

For Immediate Release

JATA Tourism EXPO Japan Promotion Office

## **JATA Tourism EXPO Japan 2014**

*“The Power of Travel” ~ prospers communities ~*

Over 150 countries and regions participating with 150,000 visitors

**Date: Thursday, September 25 – Sunday, September 28, 2014**

**Venue: Tokyo Big Sight (East Exhibition Halls and Conference Tower)**

**Tokyo, Japan (May 21, 2014)** – The Japan Travel and Tourism Association (JTTA) and the Japan Association of Travel Agents (JATA) are collaborating to hold the **JATA Tourism EXPO Japan 2014**. The event is an integration of Tabi Fair Japan, a domestic tourism exhibition hosted by JTTA, and JATA “TABIHAKU” Travel Showcase, an international travel exhibition hosted by JATA. Taking place at Tokyo Big Sight from Thursday, September 25 to Sunday September 28, it will make use of the strengths of each organization’s established exhibition to create one of the biggest events of its kind in the world.

Further adding to the grand scale, VISIT JAPAN Travel Mart (VJTM) 2014, an inbound business meeting hosted by the Japan Tourism Agency to promote inbound tourism to Japan, will be taking place concurrently at the same venue. By combining these three aspects of domestic, outbound and inbound travel under one roof, the organizers will be better able to present Japan as a main tourism destination to attendees from home and abroad.

JATA Tourism EXPO Japan, with its theme of “The Power of Travel”, will gather together tourist information from throughout Japan as well as over 150 countries worldwide. The event will consist of four sections – the “Travel Showcase” exhibition, taking up all 6 East Exhibition Halls in the venue, an “International Tourism Forum”, held in the Conference Tower, for industry experts to discuss the latest travel trends, a “Business Meeting” part, where suppliers and travel companies from Japan and overseas can meet together, and an “Awards Ceremony” to recognize the excellence of companies, groups, individuals and products in the industry.

We look forward to continuing to strengthen the global reputation of JATA Tourism EXPO Japan, as a world-leading travel event.

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### **“Travel Showcase” featuring exhibitors from around Japan and over 150 other countries**

The ideal stage for showcasing destinations, with exhibitors representing all major regions of Japan, as well as those from over 150 countries (planned) across Europe, Asia, North and South America. Exhibitors will include travel agencies, embassies, airlines, tour operators, hotels and theme parks among others.

In addition to various booths offering tours and local products for sale, there will be various attractions including stage performances. There will also be a wide range of food stalls selling specialties from around Japan and beyond.

### **“International Tourism Forum” providing the latest industry information**

Held in collaboration with the UN World Tourism Organization (UNWTO), the International Tourism Forum will feature a Keynote Speech by the UNWTO Secretary-General, Dr. Taleb Rifai. There will also be a panel discussion on “Mega Events and Tourism”, exploring effective ways to optimize the benefits of hosting large scale events by looking at successful examples in the UK, Australia and elsewhere, as well as other symposiums focused on themes such as the growing tourism market in Asia.

### **“Business Meeting” connecting many suppliers and travel companies**

Attended by numerous domestic and overseas suppliers and travel companies, meetings can be arranged for both outbound and domestic purposes on September 25-26. The first day is for appointments and the second day is for open sessions, providing a great networking opportunity. In addition, meetings can be arranged with media companies.

### **“Awards Ceremony” recognizing contributions of organizations and individuals**

Three ceremonies will be held – the JATA Tourism Awards 2014, presented to corporations, organizations and individuals that have contributed to boosting travel demand, the Tour Grand Prix 2014, recognizing the best planned tours of the year, and The 62nd Poster Competition for Tourism of Japan, for the best PR posters.

### **Collaboration with VISIT JAPAN Travel Mart 2014**

VISIT JAPAN Travel Mart 2014, an inbound business meeting hosted by the Japan Tourism Agency to promote inbound tourism to Japan, will take place concurrently with JATA Tourism EXPO Japan. Domestic and overseas buyers attending these events will be able to interact with each other and deepen their connections.

### **“JAPAN NIGHT” social event to promote Japan as tourism nation**

JAPAN NIGHT will be held on September 25 as a joint event between JATA Tourism EXPO Japan and VISIT JAPAN Travel Mart. It will take place in the Tokyo National Museum, with invitees from Japan and overseas getting the chance to experience true Japanese hospitality and traditional culture.

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## Event Overview

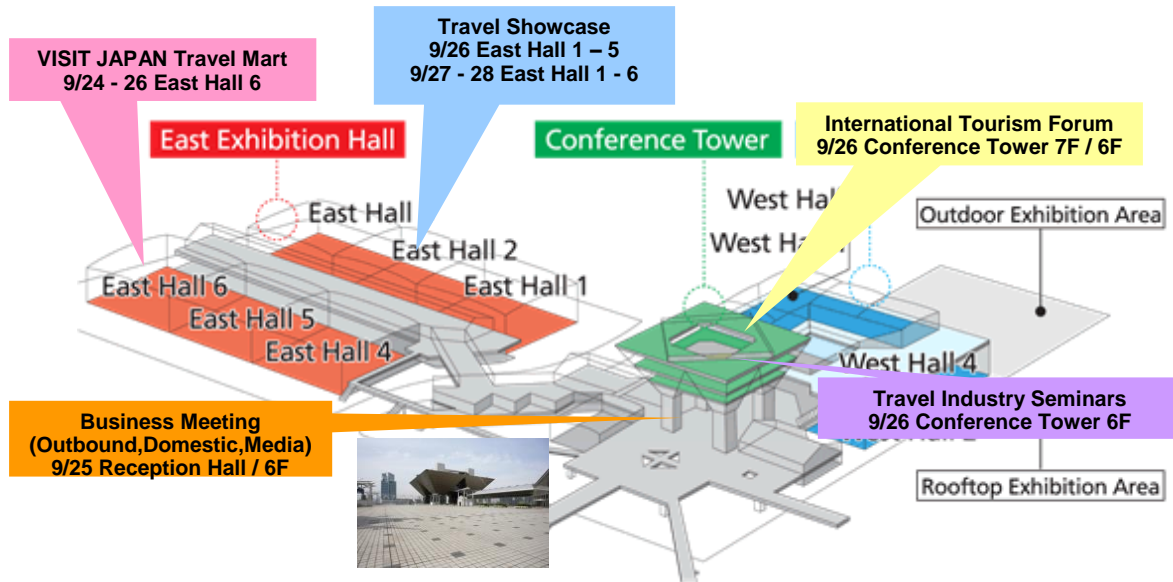
<b>Title</b>	JATA Tourism EXPO Japan 2014
<b>Date</b>	Thursday, September 25 – Sunday, September 28, 2014 (Trade/press days: 25-26, General public days: 27-28)
<b>Venue</b>	Tokyo Big Sight (East Exhibition Halls and Conference Tower) (135-0063 Tokyo, Koto-ku, Ariake 3-11-1)
<b>Organizers</b>	Japan Travel and Tourism Association (JTTA) Japan Association of Travel Agents (JATA)
<b>Support (TBC)</b>	Ministry of Land, Infrastructure, Transport and Tourism (MLIT); Japan Tourism Agency; Ministry of Internal Affairs and Communication; Ministry of Foreign Affairs; Ministry of Education, Culture, Sports, Science and Technology; Ministry of Agriculture, Forestry and Fisheries; Ministry of Environment; Tokyo Metropolitan Government; JNTO; JETRO
<b>Program (TBC)</b>	<u>Thursday, September 25</u> Business Meeting: 9:00-18:00 JAPAN NIGHT: 18:30-21:00 <u>Friday, September 26</u> Opening Ceremony, Awards Ceremonies: 09:30-10:20 Business Meeting: 11:00-18:00 International Tourism Forum: Keynote Speech and Keynote Symposium: 10:30-12:30 Various other symposiums: 14:00-17:45 Travel Showcase (Trade & Press): 11:00-20:00 <u>Saturday, September 27</u> Travel Showcase (General Public): 10:00-18:00 <u>Sunday, September 28</u> Travel Showcase (General Public): 10:00-17:00 Grand Finale: 16:30-17:00
<b>Admission</b>	Day ticket: Adults 1,300 yen, Students 700 yen Advance ticket: Adults 1,100 yen, Students 600 yen *Admission is free for junior and senior high school students, and elementary school children and younger accompanied by an adult
<b>Homepage</b>	<a href="http://t-expo.jp/en">http://t-expo.jp/en</a>
<b>Expected Visitors</b>	150,000 visitors

● **Event schedule**

Time	Sep 24 (Wed)	Sep 25 (Thu)		Sep 26 (Fri)				Sep 27 (Sat)	Sep 28 (Sun)	
	VISIT JAPAN Travel Mart Tokyo Big Sight East Hall 6	VISIT JAPAN Travel Mart Tokyo Big Sight East Hall 6	Business Meeting Tokyo Big Sight Conference Tower Reception Hall	JAPAN NIGHT TOKYO NATIONAL MUSEUM	International Tourism Forum / Symposium Tokyo Big Sight, Conference Tower				VISIT JAPAN Travel Mart Tokyo Big Sight East Hall 1 - 5	Business Meeting / Travel Showcase Tokyo Big Sight East Hall 1 - 6
				Reception Hall	International Conference Room	605 + 606	607 + 608			
9:00		Inbound Meeting 9:00~18:00	Outbound Meeting Domestic Meeting Media Meeting 9:00~18:00		Opening Ceremony Commendation Ceremony 09:30~10:20	Market Update Seminar 08:00~09:00		Free Session for the Outbound and Domestic Meeting		
10:00					Keynote Speech Keynote Symposium 10:30~12:30					
11:00										
12:00										
13:00										
14:00		Appointment Session	Appointment Session							
15:00						Today's Current in Asia 2014 14:00~16:00	Symposium for Domestic 14:00~16:00			
16:00	Inbound Meeting 16:00~16:20					Symposium for Outbound 16:15~17:45	Symposium for Inbound 16:15~17:45			
17:00	Opening Ceremony 16:00~16:20									
18:00	Appointment Session 16:20~16:30									
19:00										
20:00				JAPAN NIGHT 18:30~21:00						
21:00										

● **Venue layout**

\*From Weds, Sept. 24 to Friday, Sept. 26, Japan Tourism Agency's VISIT JAPAN Travel Mart will be held concurrently in East Hall 6.



- Theme

“The Power of Travel” ～prosper communities～

- Brand Logo

Logo uses the motif of “J” for JAPAN, incorporating 5 different colors to represent the 5 continents in a spiral shape.

(Japanese logo)



(English logo)



- Poster

Design concept

The poster uses the motif of Japanese *ukiyo-e* art, which is famous around the world, with various scenes representing the three aspects of domestic, outbound and inbound travel. The use of *ukiyo-e* promotes unique Japanese creativity overseas, and the centerpiece of poster, based on famous work by Hiroshige of Nihombashi Bridge, symbolizes departing on a journey.

Appeal points

- ① Able to immediately recognize the world-leading scale of event
- ② Sense of expectation and progress for a newly launched event
- ③ Encourages people to want to come and join in event
- ④ Possibility to continue to reflect design concept in other areas



## Reference

### Tabi Fair Japan

Tabi Fair Japan was established in 1995, and has grown to become one of the largest domestic travel exhibitions in the country, with corporate and organization-related exhibitors from 120 regions in Japan. Its concept is to provide visitors with the experience of a kind of “travel-themed amusement park”.

### JATA “TABIHAKU” Travel Showcase

This event, which marked its 24th year in 2013, is one of the largest of its kind in Asia, boasting the involvement of over 700 organizations and companies from around 150 countries. Its aim is to stimulate demand for outbound travel, with a range of lively performances, such as traditional dance, in addition to exhibitor booths and trade-oriented presentations and awards.



### 2013 figures for Tabi Fair Japan and JATA “TABIHAKU” Travel Showcase

Event	Tabi Fair Japan	JATA “TABIHAKU” Travel Showcase
Organizer	Japan Travel & Tourism Assoc.	Japan Assoc.of Travel Agents
Dates	Friday, Nov. 8 – Sunday, Nov. 10	Thursday, Sep. 12- Sunday, Sep.15
Venue	Sunshine City Culture Hall	Tokyo Big Sight, East Exhibition Hall
Scale	272 booths representing 123 regions/ companies/ organizations	1353 booths representing 730 companies/organizations from 154 countries/regions
Visitors	81,287	131,058

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