

News Release: June 20, 2014

## **JATA Tourism EXPO Japan 2014**

**Tokyo, September 25 – 28, 2014**

### **Visit Tokyo in September**

We are pleased to announce that the world's leading tourism event, JATA Tourism EXPO Japan will be held in Tokyo (Tokyo Big Sight) from September 25th to 28th, 2014. The integration of Tabi Fair Japan with JATA "TABIHAKU" Travel Showcase will enhance each event's strengths providing further business opportunities to the world's travel professionals. With the addition of VISIT JAPAN Travel Mart (VJTM), an inbound tourism business meeting (hosted by the Japan Tourism Agency), it will be a fully comprehensive event promoting outbound, domestic and inbound travel at one venue. As Asia and Japan continue to experience the greatest growth in the history of travel and tourism, JATA Tourism EXPO Japan will produce synergistic effects to attendees of over 150 countries and regions who will gather in Tokyo over the four days. It will be the perfect time for those who wish to promote themselves within the Asian tourism market. Please join us, JATA Tourism EXPO Japan 2014 this September.

### **The Travel Showcase**

JATA Tourism EXPO Japan will consist of four programs: "Travel Showcase", "International Tourism Forum", "Business Meeting" and "Awards Ceremony". Today's feature, the "Travel Showcase", is expected to attract as many as 150,000 visitors over the four days. In addition, all of Japan's municipalities and over 150 countries and regions from different parts of the world will be exhibiting with over 1,500 booths, highlighting their fascinating locations and offering local products for sale. In addition to all the varied exhibits, there will be other exciting attractions and stage performances. JATA Tourism EXPO Japan will be the exclusive tourism event that truly entails BtoBtoC opportunities. We look forward to welcoming you in Tokyo this September.

The next News Letter featuring "International Tourism Forum" will be issued in the beginning of July.

#### **For further information**

JATA Tourism EXPO Japan Promotion Office

TEL: +81 3-5510-2004 / FAX: +81 3-5510-2012

HP: [www.t-expo.jp](http://www.t-expo.jp) Email: [event@t-expo.jp](mailto:event@t-expo.jp) Reps: Fukushima, Ishii