

News Release: July 9, 2014

**JATA Tourism EXPO Japan 2014****(Tokyo, September 25 – 28, 2014)****International Tourism Forum (Sep. 26)**

We, the JATA Tourism EXPO Japan, are pleased to confirm that its scheduled line up for the International Tourism Forum, one of the key four programs in this year's JATA Tourism EXPO 2014 that will run from Sep 25 to Sep 28, 2014 at Tokyo Big Sight. Other programs under the JATA Tourism EXPO Japan umbrella are the Travel Showcase, the Business Meeting and the Commendation Awards Ceremony.

**International Tourism Forum**

Following the Sep 26 Opening Ceremony, the International Tourism Forum will kick off with a Keynote Speech presented by Dr. Taleb Rifai, Secretary-General of the UNWTO. Next, there will be a panel discussion that will address "Mega Events and Tourism" in collaboration with UNWTO. In the afternoon session, it will be highlighting the rapidly growing Asian Market, focusing on the its huge potentials as a future center of the world tourism industry.

**Keynote Speech**

<b>Theme</b>	<b>"Tourism and Community Development"</b>
<b>Organizer</b>	Japan Travel and Tourism Association Japan Association of Travel Agents
<b>Cooperation</b>	World Tourism Organization (UNWTO)
<b>Speaker</b>	Dr. Taleb Rifai (Secretary-General, UNWTO)

**Keynote Symposium Panel Discussion in Collaboration with UNWTO**

<b>Theme</b>	<b>"Mega Events and Tourism"</b> Explore in depth the most efficient and effective ways to optimize the benefits of hosting mega events such as Olympic Games from the viewpoint of tourism.
<b>Organizer</b>	Japan Travel and Tourism Association, Japan Association of Travel Agents
<b>Cooperation</b>	World Tourism Organization (UNWTO)
<b>Moderator</b>	Prof. Yoshiaki Hongo (Professor, Tokyo Metropolitan University, Special Advisor to Japan Tourism Agency)
<b>Panel Discussion Panelists</b>	Dr. Taleb Rifai (Secretary-General, UNWTO) Mr. Christopher Rodrigues (Chairman, Visit Britain) Mr. John O'Sullivan (Managing Director, Tourism Australia) Mr. Ryoichi Matsuyama (President, JNTO)

### Asia Travel Market Analysis 2014 Session - Panel Discussion in collaboration with PATA

<b>Theme</b>	<b>“Rapidly Growing Asian Market and Significance for Tourism Industry”</b> Focus on the rapidly expanding and flashing Asian travel market, update the latest market trends highlighting Malaysia, Thailand and Japan. Discuss and explore to reaffirm its sustainable growth together with the significance for tourism industry in the Asian countries.
<b>Organizer</b>	Japan Association of Travel Agents (JATA)
<b>Cooperation</b>	Pacific Asia Travel Association (PATA)
<b>Key Note Speech</b>	Mr. Martin Craigs (Chief Executive Officer, PATA)
<b>Moderator</b>	Ms. Ivy Chee (Regional Director – East Asia, PATA)
<b>Panel Discussion Panelists</b>	Mr. Martin Craigs (Chief Executive Officer, PATA) Ms. Narierut Pantong (GM & Owner, Nisco Travel) Mr. Dato Ngiam Foon (Chief Executive Officer, Asia Experience Tours Sdn Bhd and PST Travel Services Sdn Bhd) Ms. Alicia Seah (Marketing Communications Director, Dynasty Travel International)

### Overseas Travel Session — Panel Discussion

<b>Theme</b>	<b>“Vitalization of travel demand in local communities challenging twenty million Japanese travelers ~ The 50th anniversary of Japan’s liberalization of overseas travel~”</b> In order to achieve 20 million outbound tourists from Japan, it is vital to increase departure rates in local areas. Discuss possibility of the travel market around the local areas/airports and the way how to vitalize travel demand in local communities based on the local government’s strategies.
<b>Organizer</b>	Japan Association of Travel Agents (JATA)
<b>Moderator</b>	Mr. Atsushi Kawano (Head of JATA Charter Working Group/General Manager, Overseas Travel Department, KNT-CT Holdings Co., Ltd.)
<b>Key Note Speech</b>	Ms. Harumi Takahashi (Governor of Hokkaido)
<b>Panel Discussion Panelists</b>	Mr. Kan Kosaka (Deputy Director General, Tourism and International Affairs Strategy Bureau, Aomori Prefectural Government) Mr. Wei Wang (Chief Representative, Spring Group Japan Office) Mr. Minoru Honda (Senior Vice President, Director, Marketing Sales Headquarter, AIRDO, Co.,Ltd.) Mr. Atsushi Eguchi (President, TOUR WAVE CO., LTD)

### Domestic Travel Session — Panel Discussion

<b>Theme</b>	<b>“Creation of domestic travel demand by local tours”</b> The role that tourism serves in local activation is big. Discuss how to develop and promote region-based optional tours as well as plans for activation and creation of domestic travel demand under cooperation between local communities and travel agencies.
<b>Organizer</b>	Japan Travel and Tourism Association Japan Association of Travel Agents (JATA)
<b>Keynote Speech</b>	Mr. Akira Chouno (Executive Director, Japan Travel and Tourism Association)
<b>Moderator</b>	Mr. Makoto Kato (Head of JATA local tours Working Group/General Manager, Tourism Strategy Team, Travel Marketing & Strategy Department, JTB Corp.)
<b>Panel Discussion Panelists</b>	Mr. Akira Chouno (Executive Director, Japan Travel and Tourism Association) Mr. Kenya Katayama (Mayor, Niseko Town) Mr. Keita Arakaki (Regional Development Department, Japan Tourism Agency) Ms. Kiku Esaki (Representative Director, Kaitou-yumin club)

### Inbound Travel to Japan Session — Panel Discussion

<b>Theme</b>	<b>“Joint efforts of all Japan toward twenty million foreign visitors”</b> Aiming at 20 million foreign visitors to Japan, not only an action responding to inbound tourists for meals, shopping and cultural attractions but also an action to increase their visits to local areas and in off-season will be required. Discuss how to respond to inbound tourists’ various demands, while introducing successful promotion examples conducted by local governments and private sectors under their collaboration in the VISIT JAPAN PROJECT.
<b>Organizer</b>	Japan National Tourism Organization (JNTO) Japan Association of Travel Agents (JATA)
<b>Moderator</b>	Mr. Mamoru Kobori, (Executive Director, JNTO)
<b>Panel Discussion Panelists</b>	Ms. Nahoko Furuta (Advisor, Gifu Prefecture) Mr. Ryozo Yonehara (President, Institute for Japanese Culture Experience and Education(IJCEE)) Mr. Yoshiaki Nakamura (President, Japan Inbound Solutions Co., Ltd.) Mr. Hisao Yoshimura (Head of JATA Inbound Travel Promotion Working Group/JTB Global Marketing & Travel Inc.)

- ✧ Admission Fees: 12,000 JPY /person (JATA Tourism EXPO Japan exhibitors are given free admission for one person for every 2-booth rent.)

The next News Letter featuring “Business Meeting” will be issued mid July.

For further information

JATA Tourism EXPO Japan Promotion Office

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

HP: <http://t-expo.jp/en/> Email: [event@t-expo.jp](mailto:event@t-expo.jp) PIC: Fukushima, Ishii