

For Immediate Release

JATA Tourism EXPO Japan Promotion Office

**Week of September 24-30 officially named
 “JAPAN TRAVEL WEEK”**
The world-leading international tourism events held during this period

Tokyo, Japan (July 23, 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 tourism 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, two exhibitions hosted by the Japan Tourism Agency – VISIT JAPAN Travel Mart (VJTM) 2014, the inbound travel business meeting in Japan, and VISIT JAPAN MICE Mart 2014, a MICE convention focusing on incentive trips – will be taking place concurrently at the same venue.

In order to help raise awareness of these events and boost the effectiveness of their integration, the week in which they are taking place has been named “JAPAN TRAVEL WEEK”.

1. Event schedule

| Date | 9/24 (We) | 9/25 (Th) | 9/26 (Fr) | 9/27 (Sa) | 9/28 (Su) | 9/29 (Mo) | 9/30 (Tu) |
|----------------------------|--------------------------|--------------------|-----------|--|-----------|-----------|-----------|
| Event | JAPAN TRAVEL WEEK | | | | | | |
| VISIT JAPAN Travel Mart | | Inbound meetings | | Familiarization trips (inspection tours) | | | |
| VISIT JAPAN MICE Mart | | MICE convention | | Familiarization trips (inspection tours) | | | |
| JATA Tourism EXPO Japan | | Trade & press days | | General public days | | | |
| JAPAN NIGHT (social event) | | | | | | | |



2. Main planned events

◎ “JAPAN NIGHT” joint gathering event

- Ceremony to celebrate start of “JAPAN TRAVEL WEEK”

◎JATA Tourism EXPO Japan

- “Travel Showcase” featuring exhibitors from across Japan and over 150 countries and regions worldwide
- “International Tourism Forum”, providing the latest industry information, held in collaboration with World Tourism Organization (UNWTO) and featuring Keynote Speech by UNWTO Secretary-General, Dr. Taleb Rifai.
- Business meetings connecting outbound and domestic travel companies with suppliers and media
- Awards ceremony recognizing organizations and individuals in the industry that have contributed to boosting travel demand

◎ VISIT JAPAN Travel Mart and VISIT JAPAN MICE Mart

- Largest participation of overseas buyers to date (350 companies)
- VISIT JAPAN MICE Mart, established this year, hosts business meetings focused on incentive travel
- For domestic sellers, exhibitors of JATA Tourism EXPO Japan participate in inbound meetings. Overseas buyers are also free to tour the EXPO exhibits and arrange meetings for purpose of inbound product creation.

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