

For Immediate Release

JATA Tourism EXPO Japan Promotion Office

JATA Tourism EXPO Japan 2014

“The Power of Travel” ~ prospers communities ~

Exhibitors and Performance Details Fixed

Exhibitions by 970 companies from 47 prefectures throughout Japan and over 150 countries and regions worldwide

Experience the appeal of travel through a rich variety of stage performances that offer authentic gourmet foods from Japan and the worldwide!

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

***September 25-26 are for the trade and press only**

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

Tokyo, Japan (September 04, 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 through 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.

With its theme of “The Power of Travel”, the event will consist of four programs – the “Travel Showcase” exhibition, taking up all 6 East Exhibition Halls in the venue, an “International Tourism Forum”, 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 all excellent of companies, organizations, individuals and products in the industry.

Over 970 organizations and companies from the 47 prefectures throughout Japan as well as over 150 countries and regions worldwide holding exhibitions, the latest tourism information will be gathered together. And with three gourmet zones that enable guests to enjoy cuisine from Japan and places all over the world, as well as over 60 stage performances, the venue will be an appealing mixture of international foods, culture, and travel.

This release describes the details of JATA Tourism EXPO Japan 2014.

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JATA Tourism EXPO Japan 2014 “Travel Showcase” - Outline

■ Travel Showcase

~ A world-class array of travel showcases provide visitors with tourism information from all over Japan and the worldwide ~

The Travel Showcase features an array of over 1,500 booths from the 47 prefectures of Japan as well as over 150 countries and regions in Europe, North America, Asia, South America, and the rest. The latest tourism information is presented at this confab of diverse companies and organizations that include government offices, prefectures, tourism associations, airlines, railways, travel agencies, hotels, theme parks, and leisure facilities. Tour products and goods will be sold and hands-on attractions will be offered at each booth.



A look at the exhibition booths at JATA Tabihaku 2013

(*Information about exhibitors can be seen at website: <http://t-expo.jp/en/index.html>)

◆Travel Showcase PICK UP!◆

<Showcases by Organizers>

Japan Travel and Tourism Association (JTТА)

~ Take a deep breath during “A Week Vacation”!

Trip that gives power to travelers and Japan “DISCOVacation” ~

JTТА is making an approach toward the promotion of taking long-term continuous vacation and the stimulation of demands for domestic travels by presenting “DISCOVacation”. This is a concept for plans of taking a bit long and relaxed “A Week Vacation” and “Visiting and staying to enjoy the trip in Japan” proposed by regions collaborating with companies. At the booth, a talk show related to “A Week Vacation” will be held under the theme of “Take more trip during the vacation, and give power to the regions and also travelers!” A quiz tournament will be held with some special prize given to the winner, and “DISCOVacation” goods will also be introduced.



Japan Association of Travel Agents (JATA)

~ The 50th anniversary of Japan’s liberalization of overseas travel -

A new page for the future that overseas travel offers ~

50 years have passed since Japanese overseas travel was liberalized in 1964, now the Japanese travelers to overseas have increased up to approx. 18 million people a year. Since foreigners traveling to Japan has also increased and reached to 10 million within last year for the first time, now is the time the interactive visitors attempting to reach 30 million. At the booth, photo panel and display of newspaper articles and travel goods will be offered to bring back the memories of 50 years since the liberalization, and for the visitors to rediscover a “new trip” towards expansion of a true international exchange.

出会い・発見・感動世界へ



<Japan Zone>

East Japan Railway Company / West Japan Railway Company

~ Get a preview of the luxurious seats on Gran Class Hokuriku Shinkansen! ~
In the spring of 2015, the Hokuriku Shinkansen that connects Tokyo and Kanazawa opens up for service. In order to make it possible for people to experience the appeal of the new E7 and W7 series for use in the Hokuriku Shinkansen, JR East and JR West will be displaying actual size E7 and W7 series seats from Gran Class. Visitors will get to experience the luxurious seats on the Gran Class Hokuriku Shinkansen by actually sitting on the seats.



Inside of Gran Class Shinkansen

Okinawa Prefecture

~ Experience the beauty of the Okinawa beach at the largest booth among local governments ~
17 groups, including Shuri Castle, Okinawa Churaumi Aquarium, and isolated islands such as Miyako and Yae-Yama, will be participating in Okinawa prefecture booth. Visitors can see all of the appeal that Okinawa offers. The booth will be modeled on an old Japanese-style house and enable visitors to not only experience the nature, food, and culture of Okinawa, but also see up close the beauty of Okinawa in the aquarium of the Okinawa Churaumi Aquarium, a major feature of the booth.

"Shoryudo" Promotion Project

~ Shoryudo introduces the appeal of a diversity of tourist sports! ~

Chubu and Hokuriku regions at the center of Japan are consisted of 9 prefectures (Aichi, Gifu, Mie, Shizuoka, Nagano, Ishikawa, Toyama, Fukui and Shiga), and its shape resembles a rising dragon, with the Noto Peninsula forming its head and Mie prefecture its tail, and its rising body covering every part of the nine Chubu and Hokuriku prefectures, giving this sightseeing destination its nickname of "Shoryudo" – the "Dragon-rise Region". This region features much to delight visitors, including many hot-spring baths, locations of scenic natural beauty, areas of history and culture relating to such personages as Tokugawa Ieyasu, Japan's first shogun, as well as beef, fresh seafood, and other delicious fare. You can surely feel the attractions of Shoryudo.

<Overseas Zone>

Bolivia

~ Experience the appeal of Bolivia, popular in Japan for "Salar de Uyuni" ~
Amid increasing attention to destinations in Latin America, Bolivia will have an exhibit out. There will be information about the "Salar de Uyuni" that is garnering popularity in Japan and other appealing aspects of tourism. Folk dance performers donning ethnic garb are scheduled to perform.



Salar de Uyuni

Airbus

Airbus, an aircraft manufacturer that designs and builds aircraft with its latest technology, will be in the sponsors' booth. The booth will encourage visitors to travel overseas by simulating the experience of boarding a double-deck A380 jumbo plane that seats over 500 passengers.

<Travel Related Exhibit Zone>

Mitsui Fudosan Group

~ Nihonbashi makes an appearance in the JATA Tourism EXPO Japan poster! ~

The Mitsui Fudosan Group is forging ahead with town building that draws people from all over Japan, including its initiatives in redeveloping Nihonbashi. The Group's booth will be a collaboration that features an advertising visual for JATA Tourism EXPO Japan. Making use of the view of Nihonbashi in Hiroshige's "The Fifty-three Stations of the Tokaido" as a base, Nihonbashi will make an appearance in the event poster that incorporates the appeal of domestic, overseas, and inbound travel.

Traditional Craft Experience

~ Up close and personal with craftsmanship! Experience creating traditional crafts from all over Japan ~

Visitors will be able to view the craftsmanship and beauty of Japanese tradition, as traditional crafts from all over Japan will be assembled at the traditional crafts corner. This includes a traditional handcraft "Kaga-Yuzen" from Kanazawa prefecture, a pottery "Mashiko yaki" from Tochigi prefecture, a traditional nesting doll "Yajiro kokeshi" from Miyagi prefecture. And not only can visitors see craftsmen creating on the spot, but it is also a valuable experience in that it provides the opportunity to actually create similar artifacts.

Camping Vehicle Fair by Kuruma Tabi

~ About 120 vehicles will be assembled at the venue ~

Featuring a new approach to travel that is attracting attention, the "Kuruma Tabi Camping Vehicle Fair in JATA Tourism EXPO Japan" will be held at East Hall 6 on September 27 and 28. About 120 vehicles will be assembled on the day. make it possible for people to tailor travel to their own lifestyle. Visitors will be presented with a new approach to travel at JATA Tourism EXPO Japan through the exhibition of camping vehicles that combine the two functions of transportation and accommodation, making it possible for people to tailor travel to their own lifestyle.



■ Stage performances

~ A wide variety of 60 stage performances that offer a taste of folk culture throughout Japan and the worldwide ~

There will be over 60 performances by exhibitors from Japan and the worldwide at the stage set up at the exhibition venue. The scheduled performers include local characters such as Kumamon and Hikonyan, as well as Tokushima prefecture Awaodori, Iwate prefecture Sansa Odori, and even a performance with the theme of space travel. The world performances include dancers and singers from Guam, India, Mexico, and elsewhere donning their national costumes. The organizers will also be holding an auction to raise relief funds for Tohoku.

◇Stage Content PICK UP!◇

Hiroshima Prefecture

~ Governor Hidehiko Yuzaki and popular author Ryu Wada talk about the appeal of the Seto Inland Sea, designated a national park 80 years ago! ~

A popular author, Ryo Wada (hails from Hiroshima city in Hiroshima) known for the novels such as “The Floating Castle” and “Daughter of the Murakami Pirates” will be making an appearance. He and Hidehiko Yuzaki, a governor of Hiroshima prefecture, will talk about the appeal of the Seto Inland Sea, which this year celebrates 80 years since being designated Japan’s first ever national park.

Chiba Prefecture

~ Chiba prefectural governor Kensaku Morita, and Chiba Aqua-Line Marathon PR ambassador Risa Yoshiki! ~

Chiba prefectural governor Kensaku Morita and Chiba Aqua-Line Marathon PR ambassador Risa Yoshiki will appear to introduce the Chiba Aqua-Line Marathon 2014 and the appeal of tourism in Chiba.

EUROPE SQUARE

~ Breath-taking views! All kinds of information on the latest in European travel ~

European government tourist offices and Japanese travel companies will introduce travel plans that offer the appeal of each area of Europe, including railway travel in Switzerland with breath-taking views and enjoyment of the northern lights in Norway.

Korea

~ A Mini-live performance and talk show by K-Pop idols! ~

A live performance and talk show by K-Pop idols are scheduled.

■ Gourmet zones

~ Three gourmet zones where visitors can enjoy the foods of Japan and countries from all over the world ~

There are three gourmet zones: the World Food Court that serves various gourmet delights from all over the world, the Japan Food Court that provides in abundance the appeal of Japanese cuisine, and the National Local Domburi Grand Prix that has local domburi from throughout Japan.

<World Food Court>

A Trip around the World with Bento Box!

Visitors can enjoy authentic, premium *bento* box meals from around the world, as crafted by the skilled chefs of restaurants that are popular and famous. The items on the menu are an array of box meals that condense into a single *bento* the exacting standards of the participating chefs: Irreel chef Tetstuya Shimada's Foie Gras Bento (limited volume), Hashed Beef Bento, Ginza Mardi Gras chef Toru Wachi's Brazilian Meat Bento, as well as dishes from Greece, Taiwan, Thailand, Italy, and Spain – a total of seven countries in all – that can only be enjoyed here.

Ginza Mardi Gras chef
Toru Wachi



An image of Brazilian Meat Bento

A Trip around the World with Popcorn and Juice!

Tabearuking, a group of popular foodie bloggers that is an official supporter of JATA Tourism EXPO Japan 2014, will make available especially for this event the gourmet popcorns and juices that have been garnering attention of late. Visitors will be able to enjoy eight different flavors from all over the world: Spiced Roe & Butter Rice Flavor (Japan), Café Mocha Flavor (Ethiopia), Marinara Flavor (Italy), and Indian Curry Flavor (India). They will also be providing four kinds of juice made with healthy, exacting ingredients, including Fruit *Amazake* and Drinkable Salad.

(Assistance by Popcorn Factory and Organic Works)



An image of popcorn



A group of foodie influencers (gourmet bloggers) with a capacity for disseminating information to an extent unrivaled in Japan, the group came together with the mission of enlivening Japan through the power of food. A total of 29 bloggers, each with his or her own field of specialty, works on collaborative projects based on hot food topics, always from the perspective of the public at large. The group has assumed the position of official supporter of JATA Tourism EXPO Japan 2014.

World Gourmet Liquor Expo

Visitors can enjoy a total of 16 keg beers from Germany, Belgium, Czech Republic, the UK, USA, and other parts of the world. There will also be local foods of the world available that go well with beer.

<Japan Food Court>

~ Visitors can enjoy the Halal-Japanese box meals people have been talking, about as well as bento from popular restaurants ~

Visitors will be served tasty food that is made with the leading Japanese ingredients garnering attention the world over of late. The Halal-Japanese food that has been a hot topic will be provided in the form of the Halal Makunouchi (assortment) Bento, the Halal Tempura Takikomi Bento, and the Halal Style Mixed Bento. In addition, Akasaka Chibisuke, which has been a popular attraction at food festivals nationwide, will make a bento style contribution to the event. Imahan, an old and established sukiyaki restaurant that was established in 1895, will make available a bento made with carefully selected Japanese black beef. And among the sweets available will be shaved ice that features the rich taste of milk sent in from the Saga Mirun Ranch. Visitors are urged to enjoy this new texture sensation that instantly melts into a mouthful combination of sweet aroma and rich flavor.



An image of Halal Style Mixed Bento

<The National Local Domburi Grand Prix in JATA Tourism EXPO Japan>

~ Compare 16 specially chosen local domburi from throughout Japan ~

Visitors can enjoy delicious local domburi that have been specially selected from various prefectures nationwide, including Salmon Roe Domburi from Hokkaido, Kuroshio Bonito Domburi from Kochi, and Nagoya Cochin Chicken & Egg Domburi. The best domburi selected by visitors' vote will enter "6th National Domburi Competition" to be held on January, 2015 (Friday, January 9, 2015 - Sunday January 18).



Nagoya Cochin Chicken & Egg Domburi

<Satellite event>

JATA Tourism EXPO Japan 2014 on Fuji TV

Date: Saturday, September 27 (10:00-18:00) / Sunday, September 28 (10:00-17:00)

Venue: Fuji TV headquarter (Fuji TV 1st floor plaza, Theater Mall, etc.)

JATA Tourism EXPO Japan 2014 will be offering a satellite event in collaboration with Fuji TV. There will be a food court serving foods from around the world, a theater that makes it possible to experience local sounds and music and a 360-degree giant screen that shows vast scenery and towns in Japan and around world, as well as an exhibition of panels depicting photos of high-profile travelers and stuffed animals amid travel scenery.

JATA Tourism EXPO Japan 2014 at KITTE Tokyo City i

Date: Wednesday, September 24 through Friday, September 26

Venue: JP Tower KITTE, ground floor Tokyo City i

A JATA Tourism EXPO Japan 2014 satellite event will be held at KITTE in Marunouchi (Tokyo). There will be a live quiz and sampling offered in order to acquaint more people with the appeal of JATA Tourism EXPO Japan 2014.