

### 50th Anniversary of Deregulation of Overseas Travel---Part 6

#### Proclaiming the Presence of the Japanese Travel Industry to the World —From JATA World Tourism Congress to JATA Tourism Expo Japan—



The 3rd JATA World Tourism Congress

37 years have passed since the 1st JATA World Tourism Congress held in 1977. In the annals of proclaiming the presence of the Japanese travel

industry to the world, a new page is being turned with the holding of the JATA Tourism Expo Japan this year. The expo is expected to play a particularly large role in invigorating the outbound travel market, which was the original purpose of the JATA World Tourism Congress.

#### Aiming to Boost Japan's Voice Internationally in the Travel Industry

The 1st JATA Tourism Expo Japan will be held for four days from September 25 - 28, and the International Tourism Forum is one of its main functions. The starting point of the International Tourism Forum can be traced to the 1st JATA World Tourism Congress (JATA Congress) held in November 1977 at the Tokyo Prince Hotel.

The theme of the 1st JATA Congress was "Dialogue '77," and it attracted around 1,000 participants from 56 foreign countries and regions. It was literally the first international conference to offer a genuine dialogue between Japan's travel industry and the global tourism industry.

At the opening ceremony, following a performance of Japan's national anthem by the NHK Tokyo Children's Chorus and a commemorative speech by Shizuo Asada, president of Japan Airlines, speakers such as James Miller, chairman of the American Society of Travel Agents (ASTA), and Marvin Plake, past chairman of the Pacific Area Travel Association (PATA), ascended the podium and provided overviews of the global tourism business in 1978 and Japan's tourism business in the Pacific region.

Following the deregulation of overseas travel from Japan in 1964, the number of overseas travelers from Japan rapidly increased, but globally speaking, Japan was only one country in a corner of the Far East sending travelers overseas. The presence of Japan's travel industry in the international travel market was still faint. Through his activities as an executive in PATA and UFTAA (United Federation of Travel Agents' Associations), then-JATA chairman Manabu Kanematsu keenly felt the need to boost Japan's voice internationally in the travel industry, and he began efforts to prepare a venue where Japan could voice its opinions to the global tourism and travel industry.

According to the JATA NEWS LETTER (May 1, 1977 edition), work began on basic preparations for the JATA

Congress with the organization of a steering committee and ten sub-committees in November 1976 as one of the first steps, and at the same time, the JATA Congress Secretariat was set up in the JATA Secretariat. In March 1977, it was formally decided to hold the event, and with the cooperation of industry-related bodies, JATA members joined forces to work on staging the 1st JATA Congress.

Simultaneously with the 1st JATA Congress which was held at the Tokyo Prince Hotel, the Travel Trade Show was held in the Sunflower Room on the 27th floor of the same hotel. At the trade show, pamphlets were distributed and information was shared, and it became the prototype for subsequent large-scale exhibitions.

#### Invigoration of the Outbound Market Also Anticipated



Peter Blumenstengel

Peter Blumenstengel took up his post as the German National Tourist Board's representative in Japan in 1990, and he worked in Japan for 24 years until this year. He recalled the JATA Congress, saying, "It was an unmatched precious opportunity to present a demonstration of Japan's outbound travel market to the world."

The JATA Congress which started in 1977 was subsequently held once every two years. In 1991, the year after Blumenstengel arrived as Germany's Japan representative, the 8th JATA Congress and Travel Trade Show was held, and the number of participant countries and regions had expanded to 85.

"At the time, I remember feeling that there was special significance in the fact that Japan's travel industry had the know-how to smoothly conduct an international conference and that an international conference which attracted people from around the world was being held in Japan and a variety of themes were being discussed there. At the beginning of the 1990s in the Asian region, Japan was the top country when it came to outbound travelers, by far surpassing the number from other countries. The deregulation of outbound travel in South Korea occurred two years before I arrived at my post in Japan, and China was nowhere near making its presence felt in the international travel market," remarked Blumenstengel.

The year 1990 was when the number of outbound travelers from Japan surpassed 10 million. Japan, in the midst of an economic bubble, was a highly attractive market that attracted attention from around the world, and not only for its outbound travel market.

Blumenstengel commented, "People had glowing expectations for the Japanese market, and it appeared that its growth would be endless. In the 1990s, both Japan's travel industry and its suppliers believed that it was only a matter of time before the number of outbound Japanese travelers reached 20 million, but here we are 20 years later and we still haven't achieved 20 million. I think that the role to be played by the 1st JATA Tourism Expo in reinvigorating Japan's outbound market is extremely large, and the fact that the outbound travel markets of China and South Korea are steadily expanding make this expo even more important."

## The Power of Travel JATA Tourism EXPO Japan prosper communities International Tourism Forum

JATA Tourism EXPO Japan, integrating two of Japanese leading tourism events JATA "TABIHAKU" Travel Showcase and Tabi Fair Japan, will have International Tourism Forum on Sept. 26(Fri.).

To begin with the Forum, Dr. Taleb Rifai, Secretary-General, UNWTO will make a Keynote Speech followed by Keynote Symposium in collaboration with UNWTO.

In the afternoon sessions, tourism industry members and local communities will discuss their strategies for further promotion of outbound, inbound, and domestic travel, and our country's appeal as a tourism nation.

### Outline

- Time and Date : 10:30-18:00, Friday, September 26, 2014  
 Venue : Tokyo Big Sight, Conference Tower (7F) International Conference Room  
 Registration : JATA Tourism EXPO Japan Official Home Page(<http://t-expo.jp/en>)  
 Registration Fee : Japan Travel and Tourism Association or Japan Association of Travel Agents (JATA) Member=10,000 JPY/person (includes tax) Non-member=12,000 JPY/person (includes tax)

### Keynote Speech

(10:30-11:00/International Conference Room)[Japanese/English]

Theme : **Tourism and Community Development**

Speker : Dr. Taleb Rifai(Secretary-General, UNWTO)



Dr. Taleb Rifai

### Keynote Symposium

Panel Discussion in Collaboration with UNWTO(11:00-12:30/International Conference Room)[Japanese/English]

Theme : **Mega Events and Tourism-Creating a novel image of Japan on the global tourist market**

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.

Moderator : Prof. Yoshiaki Hongo (Professor, Tokyo Metropolitan University, Special Advisor to Japan Tourism Agency)

Panel Discussion Panelists : Dr. Taleb Rifai/Mr. Christopher Rodrigues(Chairman, Visit Britain)/Mr. John O'Sullivan(Managing Director, Tourism Australia)/Mr. Ryoichi Matsuyama (President, JNTO)



Prof. Yoshiaki Hongo



Mr. Christopher Rodrigues



Mr. John O'Sullivan



Mr. Ryoichi Matsuyama

### Symposium

Asia Travel Market Analysis 2014 Session

Panel Discussion in collaboration with PATA(14:00-16:00/International Conference Room)[Japanese/English]

Theme : **Rapidly Growing Asian Market and Significance for Tourism Industry**

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.

Key Note Speech : Mr. Martin Craigs(Chief Executive Officer, PATA)

Moderator : Ms. Ivy Chee (Regional Director ? East Asia, PATA)

Panel Discussion Panelists : 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)



Mr. Martin Craigs



Ms. Ivy Chee

### Overseas Travel Session

Keynote Speech + Panel Discussion(16:15-18:00/International Conference Room)[Japanese/English]

Theme : **Vitalization of travel demand in local communities challenging twenty million Japanese travelers - The 50th anniversary of Japan's liberalization of overseas travel**

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.

Key Note Speech : Ms. Harumi Takahashi (Governor of Hokkaido)

Moderator : Mr. Jun Kawano (Head of JATA Charter Working Group/General Manager, Overseas Travel Department, KNT-CT Holdings Co., Ltd.)

Panel Discussion Panelists : 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)



Ms. Harumi Takahashi



Mr. Jun Kawano

### Domestic Travel Session

Keynote Speech+ Panel Discussion(14:00-16:00/Conference Room 605 and 606)[Japanese only]

Theme : **Creation of domestic travel demand by local tours**

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.

Key Note Speech : Mr. Akira Chouno(Executive Director, Japan Travel and Tourism Association)

Moderator : Mr. Makoto Kato (Head of JATA local tours Working Group/General Manager, Tourism Strategy Team, Travel Marketing & Strategy Department, JTB Corp.)

Panel Discussion Panelists : Mr. Akira Chouno/Mr. Kenya Katayama (Mayor of Niseko)/Mr. Satoshi Nagasaki (Regional Development Department, Japan Tourism Agency)/Ms. Kiku Esaki (Representative Director, Kaitou-yumin club)

### Inbound Travel to Japan Session

(16:15-18:00/Conference Room 605 and 606)[Japanese only]

Theme : **Joint efforts of all Japan toward twenty million foreign visitors**

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.

Moderator : Mr. Mamoru Kobori, (Executive Director, JNTO)

Panel Discussion Panelists : Ms. Nahoko Furuta (Executive Adviser, Tourism Exchange Promotion Office, Gifu Prefectural Government)/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.)

# Messages for JATA Tourism EXPO 2014

## Cornerstone for a Vision of Tourism's Future:

### A Gathering from 150 Countries and Regions Worldwide and 47 Prefectures in Japan



**Hiromi Tawaga**  
Chairman, Japan  
Association of Travel  
Agents(JATA)

Soon, JATA Tourism Expo Japan 2014, a merging of the Japan Travel and Tourism Association's Tabi Fair and JATA Tabihaku which were held until last year, will take place during four days from September 25 through 28.

Simultaneously, Visit Japan Travel Mart 2014 and Visit Japan Mice Mart 2014 will be held under the auspices of the Japan Tourism Agency and Japan National Tourism Organization (JNTO). Given the synchronicity of events, the Japan Tourism Agency decided to designate the week of September 24 to 30 as Japan Travel Week to boost the recognition, domestically and overseas, of all the events.

In addition, Fuji TV, located near the expo's venue, Tokyo Big Sight in the Odaiba area of Tokyo, will be holding related events, and so the entire Odaiba area will be filled with excitement and activity during these "tourism days."

At this first JATA Tourism Expo Japan, there will be exhibits from 47 prefectures across Japan as well as over 150 countries and regions worldwide, and the booths will feature a variety of elaborate attractions such as food tastings and sale of local products.

I look forward to everyone at travel industry companies, from planning to sales, coming to the expo and actively deepening their contacts with the exhibitors from countries and regions around the world and from prefectures across Japan.

In our modern age, we live in a world where we can access all sorts of information through the Internet. JATA Tourism Expo Japan 2014, however, is a real event, not just a virtual one, and so by actually coming to the expo and seeing and touching, I am certain that you will experience new encounters and make new discoveries.

As an additional benefit of the JATA Tourism Expo Japan, I hope that everyone will tell their customers about their experiences and interactions at the expo. In order to create such a real flow of communication with customers, I encourage you to avail yourselves of the opportunities provided by the expo to the maximum.

At JATA Tourism Expo Japan, which showcases the three facets of tourism, i.e., outbound, domestic, and inbound, I urge you to use your five senses to seize the essence of the events which embrace the theme of "A New Journey Begins."

As we approach 2020, the year of the Tokyo Olympics and Paralympics, tourism in Japan is likely to change significantly as people seek "new journeys," and the travel industry also must strive for a "new travel industry."

At the International Tourism Forum to be held at the expo, the theme will be "Tourism and Community Development," and the aim is to share and communicate the role that Japan plays in global tourism as well as the merits of tourism, whether it be outbound, domestic, or inbound, for which

Japan should work together as a whole to take a leading role in Asia.

The people who will create a new vision for the travel industry that spans the six years up to 2020 and beyond, decades into the future, are likely to be you yourselves who are part of the industry, particularly those of you in the younger generation, who come to JATA Tourism Expo Japan.

This first expo is being held to provide a basis for visualizing a "2030 vision" or a "2040 vision." It is my ardent hope that you will take time to completely appreciate the significance of this and will make the fullest possible use of this event for this purpose.

I am sincerely looking forward to seeing all of you in the travel industry at the JATA Tourism Expo Japan.

## The Power of Travel:

### Tourism is a powerful driver of socioeconomic growth, prosperity and community development



**Taleb Rifai**  
Secretary-General,  
World Tourism  
Organization  
(UNWTO)

On behalf of the World Tourism Organization, the United Nations Specialized Agency for Tourism, I am pleased to greet all the participants of the JATA Tourism Expo 2014.

The JATA Tourism Expo brings together tourism professionals and enterprises all across the world, making it one of the largest and most comprehensive tourism events in Asia and a landmark in Japan's projection in the international tourism stage.

The growing scope of the JATA Tourism Expo mirrors international tourism's own expansion and dynamism, with Asia and the Pacific as a star performer. Last year, Asia posted the highest relative growth in the world in terms of both international tourist arrivals (+6%) and international tourism receipts (+8%). Hand in hand with this growth, Japan stood out in the region, posting an exceptional 28% increase in international tourist arrivals in 2013. UNWTO has long promoted travel facilitation as a means to spur tourism development and I trust that recent initiatives, such as the improvement of the visa policies geared toward the emerging source markets of South-East Asia, will be pivotal to further enhance Japan's tourism competitiveness and contribute to the continued expansion of international tourism to the country.

It is very fitting that the theme of this year's Expo is "The Power of Travel" as it highlights the significant role of tourism as a powerful driver of socioeconomic growth, prosperity and community development. On September 27, we celebrate World Tourism Day. This year, this global observance day is dedicated to Tourism and Community Development and I would like to take this opportunity to invite all participants in the JATA Tourism Expo 2014 to join UNWTO in promoting the positive impacts that tourism can have on communities worldwide.

I hope that UNWTO's cooperation with JATA, a valued UNWTO Affiliate Member, will contribute to the success of this important event and wish all participants a very successful JATA Tourism Expo 2014.