

September 29, 2014

Press Release

JATA Tourism EXPO Japan Promotion Office

**JATA Tourism EXPO Japan was successfully concluded**  
**with 157,589 visitors.**

We are pleased to announce that the JATA Tourism EXPO Japan 2014, which is one of the largest and most comprehensive tourism events in the world, was successfully carried out from September 25 to 28, 2014 at Tokyo Big Sight. This mega event was jointly organized by Japan Travel and Tourism Association (JTTA) and Japan Association of Travel Agents (JATA).

Two leading tourism events, "Tabi Fair Japan" organized by JTTA and "JATA TABIHAKU" organized by JATA were integrated to form the annual "JATA Tourism EXPO Japan". The first JATA Tourism EXPO Japan was conducted under the theme of "The Power of Travel" with the attendance of 1,129 tourism organizations/companies from 151 countries/regions and 47 prefectures in Japan exhibiting 1,817 booths. The record visitors number 157,589 surpassed our expectations.

Japan Tourism Agency designated the 4<sup>th</sup> week of September as "Japan Travel Week". In addition to the JATA Tourism EXPO Japan, Visit Japan Travel Mart and Visit Japan MICE Mart were conducted by Japan Tourism Agency and Japan National Tourism Organization during the Japan Travel Week. An opening event of the JATA Tourism EXPO Japan, "JAPAN NIGHT", showcased with Japanese traditional hospitality and friendship at Tokyo National Museum with 1,100 VIPs including overseas tourism ministers, foreign ambassadors based in Japan, Japanese government officials and tourism industry executives.

To our great honor and pleasure, the opening ceremony was carried out featuring a congratulatory message by His Imperial Highness Prince Akishino. Also, Dr. Taleb Rifai, UNWTO Secretary-General made a keynote speech at the International Tourism Forum of the JATA Tourism EXPO Japan.

The JATA Tourism EXPO Japan 2015 is scheduled for September 24 to 27, 2015 at Tokyo Big Sight.

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