

An Even More Powered-up Comprehensive Travel Event JATA Tourism EXPO Japan Continues from Last Year



In continuation from last year, the JATA Tourism EXPO Japan will be held for four days, during September 24 to 27, at Tokyo Big Sight. The first Tourism EXPO Japan held

last year was a great success with 157,589 visitors in attendance, making it one of the largest travel events in the world. The EXPO displayed the power and potential of the travel industry in both B to B and B to C transactions. In its second year this year, while calling the attention of everyone in Japan and abroad to the fact that “Japan = Travel Destination,” it will bring together not only the power of the travel industry but also the power of all industries and regions as it evolves into an even more powered-up, comprehensive travel event.

Buyers and Sellers Both Satisfied with Response

In creating the JATA Tourism EXPO Japan 2014, not only did we merge the Japan Travel and Tourism Association’s Tabi Fair and JATA Tabihaku, but at the same time, we also held the VISIT JAPAN Travel Mart (VJTM) 2014 organized by the Japan Tourism Agency and the Japan National Tourism Organization (JNTO) as well as the VISIT JAPAN MICE Mart (VJMM) 2014. This brought together, at a single venue, business meetings on domestic travel, outbound travel, and inbound travel, creating a genuine three-in-one event.

At the Outbound Business Meetings and Domestic Business Meetings held by Japanese travel agencies and suppliers from Japan and around the world, the participants included 403 outbound sellers from 268 companies, 186 outbound buyers from 146 companies, 135 domestic sellers from 87 companies, and 67 domestic buyers from 42 companies.

In the participant questionnaire, both buyers and sellers commented on their satisfaction with the responses they received, such as outbound sellers who said, “all companies made diligent efforts at the appointments,” “we had many business meetings with promising potential,” and “we met potential buyers,” domestic trip sellers who said, “we received positive responses and were able to determine our future direction,” and “we realized that our regular PR is inadequate,” outbound buyers who said, “because it is only once a year, it is a very good opportunity to have contact with the industry,” and “it was a very valuable opportunity to collect information on completely new destinations,” and domestic trip buyers who said, “it broadened our vision and will be useful for creating products” and “we acquired fresh information directly from destinations.”

Over 30% of Attendees Have Information Collection as a Goal

In the questionnaire for attendees in the industry, regarding their purpose in visiting the EXPO, over 30% responded with answers such as “to collect broad information on overseas travel” (38.9%) and “to collect information on individual-type trips” (35.7%). Over 10% responded with answers such as “to build a sales network for the future” (11.9%), “to gather proposals for creating overseas travel products” (11.1%), and “as part of our company’s PR activities” (11.1%). In response to the question on the benefits of attending, more than half commented, “our knowledge was extended” (55.6%), and others said, “we acquired information we wanted” (38.9%), “we got hints for a new business model” (12.7%), and “we broadened our network in the industry” (11.1%).

Attendees in the travel industry mentioned the following impressions: “There are events even late in the day on trade day, so we were able to take our time looking around” and “some booths included gourmet food, etc., in their presentation of tourist cities, and it was helpful to be able to experience the culture of the region.” Others offered their assessments, saying, “It was good to be able to feel affinity with the sellers through face-to-face conversations at each booth” (local municipal organization personnel) and “I felt the enthusiasm for inbound travel” (marketing personnel).

Please bring your positive energy to your exhibit so that everyone can collect the latest information and create networks, together with working to expand sales channels at this event where knowledgeable travel industry professionals gather together in one location.

Event Outline of JATA Tourism EXPO Japan 2015

Name: JATA Tourism EXPO Japan 2015

Dates: September 24 (Thursday) through September 27 (Sunday), 2015

Main Program: International Tourism Forum, Travel showcase, Business Meetings, Awards, and Official Events

Venue: Tokyo Big Sight (East Hall, Conference Tower), a unique venue in Tokyo

Organizers: Japan Travel and Tourism Association, Japan Association of Travel Agents

---Early-Bird Exhibitor Discount---

Exhibitors who apply by February 27 (Friday) will receive an 8% discount on the fee. Please direct applications and inquiries to the JATA Tourism EXPO Japan Promotion Office (Tel: 03-5510-2004; Fax: 03-5510-2012; email: event@t-expo.jp).