

“JAPAN NIGHT 2015” at Tokyo’s Marunouchi “TOKYO” & “JAPAN” Conveying their appeal to the world



Traditional performing arts and popular Japanese dishes in JAPAN NIGHT 2014

JAPAN NIGHT 2015 will take place in Tokyo’s Marunouchi area on September 25th, a day before the opening of the second Tourism EXPO Japan.

JAPAN NIGHT 2015 will unfold on Gyoko Dori, Marunouchi Naka Dori and the JP Tower. The event, which is staged in the model-for-the-future downtown area, will introduce “city-type MICE” in Tokyo, the 2020 Olympic and Paralympics host. The JAPAN NIGHT will also present Tokyo as an international city to the participants from Japan and all over the world.

Gyoko Dori, which connects Tokyo Station with the Imperial Palace will be the “Welcome Plaza” and Marunouchi Naka Dori will be the “Experience Avenue.” The guests and buyers from Japan and overseas will experience Japanese culture, enjoy traditional performing arts, a Japanese festival and popular Japanese dishes.

Part of the program will be open to the general public ensuring direct exchange between local people and overseas guests. Designed as an international exchange event, JAPAN NIGHT will present our guests with opportunities not only to observe but to actively interact with the local residents and thus expand their experience of Japan.

This year, as a result of a tie-up with Aomori Prefecture, the famous Aomori Nebuta floats will add authenticity and excitement to the JAPAN NIGHT. As the large lanterns and the accompanying dancers parade through the Marunouchi Area.

Outline of “JAPAN NIGHT 2015”

- Date & time: Friday, September 25, 2015; 19:30 – 21:30
- Venue: Marunouchi Area (Gyoko Dory, Marunouchi Naka Dori, JP Tower)
- Organizers (tentative): Ministry of Land, Infrastructure, Transport and Tourism; Japan National Tourism Organization; Japan Travel and Tourism Association; Japan Association of Travel Agents (JATA)
- Number of invited guests: 1,700 (preliminary number)
- Guests: State officials; foreign ministers of tourism; ambassadors; Tourism EXPO Japan organizers and exhibitors; overseas buyers and sellers taking part in the Japan Travel Mart and Visit Japan MICE Mart; media

Enhancing the Global Perspective by Establishing a New Commendation Enterprise incollaboration with UNWTO

The new commendation enterprise will be initiated as one of the main projects of Tourism EXPO Japan. It will encompass domestic, overseas and inbound travel business and by doing so, become representative of the Japanese travel industry. By adding the UNWTO award categories, Tourism EXPO Japan will strengthen its relations with UNWTO and expand the range of its global functions.

In order to ensure participation in the new commendation program, we will include categories which are already part of ongoing award programs run by travel business organizations.

Cultural and business exchange is expected to increase with establishing travel and tourism as the strategic driving force for economic growth in Japan. The travel and tourism industry is expected to play a major role in the economic development of the country by encouraging domestic, inbound and overseas travel.

The new awards will commend remarkable development and exceptional results achieved by organizations, businesses and individuals in each field of the travel and tourism industry. They are intended to deepen Japanese people’s understanding of “the power of travel” and to help establish Japan as a major tourism power.



JATA TOURISM AWARDS in 2014

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