

Make 2016 the Year for a “Jump” as the Culmination of the Three Years Aim at a Further Leap Forward, Looking Ahead to the Tokyo 2020 Olympic Games



The Setouchi Triennale Organizing Committee won the Grand Prize at the first Japan Tourism Awards

This year, JATA Tourism EXPO Japan marks its third year following the first and the second expos in 2014 and 2015. The event is an integration of two former events, JATA Tabihaku Travel Showcase organized by the Japan Association of Travel Agents (JATA) and Tabi Fair Japan organized by the Japan Travel and Tourism Association (JTTA). JATA Tourism EXPO Japan 2016, the third expo, will take a further leap forward, aiming to become the world’s largest, most comprehensive tourism event and looking ahead to the Tokyo 2020 Olympic and Paralympic Games.

To Impress Japan’s Attitudes on the World

Mr. Hiromi Tagawa, chairman of JATA, who also serves as the chairman of the JATA Tourism EXPO Japan Organizing Committee, made a comment on JATA Tourism EXPO Japan 2016 during a New Year’s interview on January 7. He has positioned 2016 as the year for a “jump,” following the year for a “hop” in 2014 and the year for a “step” in 2015. He expressed his vision, saying “I intend to put the finishing touches on each event, including exhibitions, international tourism forums, and Japan Tourism Awards. I would like to establish them as JATA’s core projects.”

Last year, Japan became a member of the United Nations’ World Tourism Organization (UNWTO) Council. This increased expectations for Japan’s leadership in international tourism. Mr. Tagawa said, “JATA will support the UNWTO’s activities from the private sector’s standpoint,” and stressed the importance of JATA Tourism EXPO Japan as the place to impress Japan’s attitudes on the world.

At JATA Tourism EXPO Japan 2015 held in the year for a “step,” the first Asia Tourism Leaders Forum was co-organized by JATA and the Japan-ASEAN Center under the theme “How will tourism change with the establishment of the ASEAN Economic Community?” In the forum, presentations and open discussions involving tourism industry personnel from ASEAN countries took place regarding the marketability of



Outbound and domestic business meetings were held in the same venue

outbound tours in the ASEAN travel market and the direction of tourism services. The forum attracted people’s attention as an opportunity to present tourism trends in Asia to the world.

In addition, the first

Japan Tourism Awards were presented. The “local regeneration initiative through the Setouchi Triennale” of the Setouchi Triennale Organizing Committee won the Grand Prize, and other domestic and overseas initiatives were also recognized

Well-Received Overseas/Domestic Business Meetings

At JATA Tourism EXPO Japan 2015 held in September 2015, 1,161 enterprises/organizations from 141 countries/regions displayed their exhibits. The total number of visitors reached 173,602, exceeding the 157,589 in 2014.

During the expo, an urban MICE event, Japan Night 2015, was held on Gyoko-dori Street in front of Tokyo Station in the Marunouchi area. At an international tourism forum on the theme of “Tourism and Culture,” a heated discussion took place around Japan’s role in global tourism

In addition, outbound business meetings and domestic business meetings were held between Japanese travel agencies and domestic/overseas sellers over the course of two days, with participation by a total of 633 companies/923 persons. Sellers appreciated the convenience of being able to learn about the Japanese market by visiting buyers’ desks (outbound business meetings) and the meaningful opportunity to make the attractiveness of local destinations known (at domestic business meetings).

JATA Tourism EXPO Japan 2016 will be held in the year for a “jump” as the culmination of three years of efforts. Japan will begin to attract the attention of the world for the Tokyo 2020 Olympic and Paralympic Games immediately after the Rio 2016 Olympic Games in Brazil. JATA Tourism EXPO Japan 2016 is increasingly attracting domestic and international expectations as a great tourism event incorporating inbound, outbound, and domestic travel.

JATA Tourism EXPO Japan 2016 Exhibitors Invited!

Exhibitors are invited to JATA Tourism EXPO Japan 2016, to be held at Tokyo Big Sight in Ariake, Tokyo, from September 22 to 25 this year.

Eligible exhibitors are (1) enterprises and organizations related to domestic/overseas travel and tourism, (2) municipalities, (3) enterprises and organizations which are working on or considering local revitalization or a partnership with the travel industry, and (4) enterprises, NGOs, etc., which hope to develop new business opportunities.

The advantages of presenting exhibits at JATA Tourism EXPO Japan 2016 include (1) the opportunity to make a direct appeal of the attractiveness of the exhibitor because approximately 80% of visitors are domestic repeat travelers, (2) the opportunity to transmit information through the media that report the event, (3) the possibility of sending off more tourists through the sale of new products by participating in the business meetings that boast an 85% satisfaction rate and potential contract signing over 70%.

You can submit an exhibit application on the official website at <http://t-expo.jp/biz/>.

[For application and inquiries]

Zen-Nittsu Kasumigaseki Bldg. 4F, 3-3 Kasumigaseki 3-chome, Chiyoda-ku, Tokyo, 100-0013, Japan

TEL: 03-5510-2004 / FAX: 03-5510-2012 / E-mail: event@t-expo.jp