



JATA TABIHAKU 2013 -Travel Showcase- Get an 8 % Early Bird discount by February 15, 2013.

We are pleased to announce that JATA TABIHAKU 2013 will be held from 12 to 15 September at the Tokyo Big Sight.

It is one of the largest B2B2C tourism events in Asia consisting of the Tourism Forum, Business Meeting, Travel Showcase and Awards Commendation.

In 2013, the name of our event has been changed from JATA Tourism Forum & Travel Showcase to JATA TABIHAKU. It is shorter and much more memorable!

For easier access and save your time, the place of the Business Meeting has been changed to the East Exhibition Hall which is the same building with the Travel Showcase. Closer place will allow you to join more attractive programs without long walk!

In the Tourism Forum, a Market Analysis for Asian Tourism will be implemented from this year. It will provide effective analysis and carry out an in-depth discussion.

In 2013, we will look into Korea, Taiwan, Hong Kong, etc and those countries' representatives will be invited.

Official Programs

Programs including the Opening Ceremony, Today's Current in Asia, and Reception will be held to expand industry information and further communication.

Awards Commendation [JATA Tourism Award 2013/Tour Grand Prix 2013]

JATA Tourism Award 2013

Those organizations, corporations, or individuals who have contributed to the development of travel destinations or stimulated the demand for tourism will be rewarded for their achievements.

Tour Grand Prix 2013

The tour product with significant marketing powers, inbound, outbound, or domestic travel, with goals to increase tourist demands will be awarded.

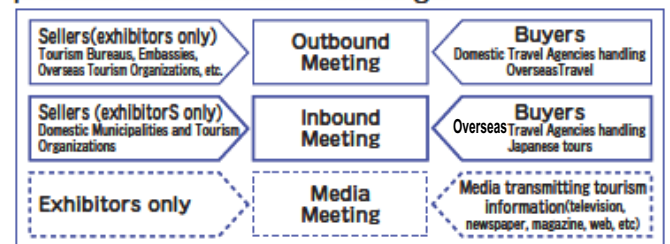
Tourism Forum

Practical marketing strategies for challenges in various countries will be discussed through cases in Japan.

Symposiums will be held discussing improvements and solutions of the travel industry through different perspectives and marketing research. Specialists will set themes of outbound, inbound, and airline to discuss the problems and challenges the industry will face.

Business Meeting

Since last year, the Business Meetings have set stronger emphasis on international affairs by including inbound sessions as well as outbound. The Business Meetings, comprised of outbound, inbound, and media meetings, will expand the industry by further contributing to the development of new products and information exchange.



Travel Showcase

The Travel Showcase is an exhibition where over 150 different countries and regions, domestic tourism organizations and travel industry professionals exhibit to introduce latest tourism information and travel products directly to the visitors. In 2012, nearly 130,000 people visited the Travel Showcase that was the highest number ever.

At the Travel Showcase, visitors experience the joy of traveling through the world of exhibitions laid out in sections of different themes to motivate them to go traveling.

For more information please visit our website.
 We look forward to your visit to JATA
 TABIHAKU 2013!
<http://www.tabihaku.jp/2013/en/>

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“Let’s Go to Tohoku!” Product Planning Contest

The Chairperson’s Award Goes to the Trip Plan Called “Enjoy soul food & a B-level gourmet experience! Compact and full one night/two days in Miyako, Iwate”

-The Domestic Travel Promotion Committee Chairperson’s Award is Presented to “Travel with an expert to Yamadera and Jakushoji Temples.”



Sanriku Railway

At its meeting on January 24, the Japan Association of Travel Agents (JATA)’s Domestic Travel Promotion Committee decided on the winners of the “Let’s Go to Tohoku!” Product Planning Contest, which is part of JATA’s Northeastern Japan Reconstruction Support Project. The Chairperson’s Award was presented to NOE Corporation for its trip plan called “Enjoy soul food & a B-level gourmet experience! Compact and full one night/two days in Miyako, Iwate.” The Domestic Travel Promotion Committee Chairperson’s Award was presented to Jalpak’s “Travel with an expert to Takahata, Naragejuku and Yamadera and Jakushoji Temples for the once-in-50-years exhibition of the statue” (in Yamagata Prefecture).

In December last year, a year and a half after the disaster, tourism in northeastern Japan was on the path to recovery, but recovery was slow in some regions due to direct damage from the disaster or the impact of rumors. In response, JATA undertook a project in which 1,000 staff personnel from member companies visited six prefectures in northeastern Japan to conduct fieldwork and exchange ideas. Entries in the product planning contest were accepted from members companies that participated in the project. The Selection Committee chose two trip plans from each of the six prefectures to be winners or runners-up of the Awards for Excellence, making a total of 12 travel plans that were chosen. The six prefectures are Akita, Aomori, Iwate, Yamagata, Miyagi, and Fukushima.

At the January 24 meeting of the Domestic Travel Promotion Committee, the recipients of the Chairperson’s Award and the Domestic Travel Promotion Committee Chairperson’s Award were chosen from among the 12 travel plans.

In the plan that captured the Chairperson’s Award, “Enjoy soul food & a B-level gourmet experience! Compact and full one night/two days in Miyako, Iwate,” all of the stores and restaurants are places that would

make anyone think, “I always wanted to come here!” and it also offers a compact selection of sights to see along the Miyagi coast, including Miyako Fish Market and Fresh Foods Market, and a pleasure boat ride. In addition to the places which offer splendid photogenic scenery unique to Iwate, the tour incorporates rides on Japan Railway’s Yamada Line and the Sanriku Railway. The planning staff explains, “In addition to weaving in travel through the disaster area so that travelers can glimpse the current condition of the area, we chose markets where they can also purchase souvenirs at reasonable prices. The cost of meals is not included, so we are able to offer this tour to the northeast at a price that is more within reach.”

The plan that received the Domestic Travel Promotion Committee Chairperson’s Award, “Travel with an expert to Takahata, Naragejuku and Yamadera and Jakushoji Temples for the once-in-50-years exhibition of the statue” features as its main sales point a tour to Risshakuji Temple, generally known as Yamadera, to see the statue which is shown to the public only once every 50 years. The plan takes care to allot more time than the regular tour for an explanation and tour by an expert. At Jakushoji, a temple which is said to bring good luck in romance, the tour includes shaking hands with a priest to bring good fortune, and also included is a walk with a charming local senior guide through the attractive old post-town of Naragejuku. In this way, the tour arranges for close contact with local people. The tour staff highlighted the attractions, saying, “Travelers are able to enjoy the flavors of Yamagata, including lunch featuring a variety of dishes made from healthy *konnyaku*, which is a major product of Yamagata, as well as Yamagata beef, simmered potatoes, buckwheat noodles, and the delicious *haenuki* variety of rice, and in addition, on the second night travelers stay in a private inn that is over 300 years old and have the opportunity to participate in an optional hands-on farming experience.”



Naragejuku

18.49 Million Outbound Japanese Travelers in 2012 -First New Record in 12 Years Since 2000

According to the estimate of outbound Japanese travel released on January 25 by the Japan National Tourist Organization (JNTO), the number of outbound Japanese travelers in December was 1.43 million, a decline of 2.2% year on year. This was the fourth month of continuous decline since September 2012 on a year on year basis.

However, the total outbound Japanese travelers for January through December 2012 reached 18.49 million, an increase of 8.8% year on year. This marks the first time that the annual total of outbound Japanese travelers surpassed the threshold of 18 million.

The number of outbound travelers during January through June 2012 was 8,964,605, an increase of 17.5% year on year. This high growth rate in the upper teens was partly due to a rebound after temporary sluggishness in overseas travel following the Great East Japan Earthquake. In the second half of the year from July through December, the actual number of travelers, at 9,525,000, exceeded the figure in the first half of the year, but the growth was in the low single digits, at 1.7% year on year.

Overseas travel was deregulated in 1964, and the number of outbound Japanese travelers surpassed one million for the first time in 1972, with 1,392,000 travelers. It has continued to increase steadily ever since, with 2,289,000 travelers in 1973, 3,151,000 in 1977, and 4,038,000 in 1979. In the late 1980s, growth stagnated for a period, but as the yen strengthened following the Plaza Accord in September 1985, the number of travelers leapt to 5,516,000 in 1986 and 6,829,000 in 1987, and then surpassed 7 million in 1988, with 8,427,000 travelers. The annual double-digit growth continued, with 9,663,000 travelers in 1989. In 1990, the ten-million mark was easily passed, with 10,997,000 travelers.

Entering the 1990s, growth continued with 11,791,000 travelers in 1992, 13,579,000 in 1994, and 16,695,000 in 1996. In the year 2000, a new record of 17,818,000 travelers was set, and surpassing the 20 million mark for annual outbound travelers was seen as only “a matter of time.”

However, as a result of the September 2001 terrorist attacks in the US, the number of outbound travelers in 2001 dropped to 16,216,000 persons. In 2003 when the travel industry suffered the double punch of the Iraq War and SARS, the figure declined to 13,296,000, dragging the scale of Japan’s overseas travel market back 10 years at one stroke.

Subsequently, a variety of events that were negative

factors for overseas travel occurred almost annually, including avian influenza and terrorist attacks, and the days when one could expect automatic increases in the number of outbound Japanese travelers became a thing of the past. However, in 2012, the figure at last surpassed the previous record of 17,810,000 from the year 2000, reaching 18,490,000, and surpassed the 18 million mark for the first time in history.

Meanwhile, according to JNTO, the number of foreigners visiting Japan in December 2012 was 689,700, an increase of 20.6% year on year, and the annual total for 2012 was 8,368,100 travelers, a 34.6% increase year on year.

However, compared to the number of foreign travelers visiting Japan in 2010 prior to the Great East Japan Earthquake and the nuclear meltdown at Tokyo Electric’s Fukushima Daiichi Nuclear Plant, the figure for 2012 remains negative, down 2.8% from 2010.

JNTO stated that it will “continue to work in 2013 on plans to attract visitors to Japan on a Japan-wide basis” to boost travel to Japan quantitatively and qualitatively by working for the early recovery of the China market and further expanding the southeast Asian travel market.

Japanese Overseas Travelers (Unit: Persons)			
Month	2011	2012	Change
1 Jan.	1,282,348	1,331,144	3.8
2 Feb.	1,391,193	1,572,587	13.0
3 Mar.	1,420,584	1,737,033	22.3
4 Apr.	1,114,906	1,410,963	26.6
5 May.	1,152,339	1,431,204	24.2
6 Jun.	1,267,227	1,481,674	16.9
1~6 Jan.-Jun.	7,628,597	8,964,605	17.5
7 Jul.	1,465,379	1,598,016	9.1
8 Aug.	1,786,412	1,964,041	9.9
9 Sep.	1,637,158	1,622,996	-0.9
10 Oct.	1,517,525	1,470,289	-3.1
11 Nov.	1,497,704	1,440,000	-3.9
12 Dec.	1,461,425	1,430,000	-2.2
7~12 Jul.-Dec.	9,365,603	9,525,000	1.7
1~12 Jan.-Dec.	16,994,200	18,490,000	8.8

JAPAN NATIONAL TOURISM ORGANIZATION