

## Highlights of JATA Tabihaku Travel Showcase



The JATA Tabihaku Travel Showcase is held to stimulate the travel market overall, not only outbound trips but also inbound and domestic trips. Compared to last year, this year the plan is to increase extensively the number of booths of Japanese companies, and it is expected to be the largest showcase in the event's 24-year history. Please come and experience the power of Japanese tourism at the JATA Tabihaku Travel Showcase.

### —Domestic Travel— Introducing Several Featured Exhibitors

#### A-01

##### Hato Bus Co., Ltd.

###### Full Array of Courses Planned by Tokyo Professionals

We offer a full array of courses planned by Tokyo professionals, from Asakusa and Tokyo Tower to the much-talked-about Tokyo Skytree, gourmet courses, nighttime lights, and popular spots.

Why not create memorable experiences with Hato Bus?

#### A-09

##### Tokyo Skytree®

###### Tokyo Skytree® 1st Anniversary

The Tokyo Skytree, which opened on May 22, 2012, is the world's tallest tower, at 634 meters. A huge panorama unfolds before one's eyes when standing on the Observation Deck at a height of 350 meters. There is also a restaurant where you can enjoy the beautiful view overlooking Tokyo, a café where you can drop in for refreshments, and an official shop. In the Observations Corridor at the height of 450 meters, you can savor a magnificent view across the Kanto region. Please come and visit Tokyo Skytree, a new fixture lighting up the sky of Tokyo.

#### A-15

##### Hida-Takayama (Takayama City)

###### Hida-Takayama: Home of the Heart

Takayama City, the city with the largest land area in Japan of 2,177 square kilometers, is close to Tokyo in size. History and traditional culture are still alive here in the old streets where scenes from the Edo Period still exist and in the dazzling parade floats at the Takayama Festival. Moreover, on the outskirts of the city area lie majestic natural areas graced by the northern Japan Alps (Hida Mountains) and outdoor hot springs full of rustic beauty with one of the greatest outputs of hot water in Japan at places like Oku-Hida Spa, a gem of a resort. This area can be enjoyed year-round.

#### A-37

##### KANAGAWA PREFECTURE

###### Rediscover the Charms of Kanagawa!

In Kanagawa Prefecture, of course there are the cities of Yokohama, Kamakura, and Hakone which attract international tourists as well as areas to enjoy greenery and nature such as Mt. Oyama and Jogashima Island. However, there are also relatively unknown places, such as the town of Oiso where the top health resort in Japan is being rebuilt. Areas with latent potential are also aiming to become new tourist towns. Moreover, from the Hakone area, you can enjoy a view of Mt. Fuji, a World Cultural Heritage Site. Please rediscover the overflowing charms of Kanagawa Prefecture.

#### A-41

##### Okinawa Convention & Visitors Bureau

###### Come Upon the Scent of the Best. Come in Touch with the Freshest Air.

###### Okinawa×Island Tour Okinawa: Fresh Scents and Breezes Year-Round

Summertime, with its image of “blue ocean, blue sky,” is not Okinawa's only high season. In the autumn, Okinawa is also full of attractions!

At our booth, you will be able to more fully experience the charms of Okinawa, including the Islands Tourism Corner featuring the popular Miyakojima Island, Kumejima Island, and Yaeyama Islands. The booth will be presented in association with the popular tourism spot Okinawa Churaumi Aquarium.

#### A-42

##### Fukushima Prefecture

###### Huge Assortment of Deliciousness and Fun from Fukushima!

Fukushima is the home of Yae Nijjima, the heroine in Yae no Sakura, a popular NHK TV drama. In our booth this year, together with selected foods, we feature a tasting of the delicious local sake which won a Gold Prize as one of the best sakes in Japan at the Annual Japan Sake Awards. There are also popular, cute folk handicrafts, and visitors will have the opportunity to hand paint tumbler dolls themselves. The Fukushima Yae-tai, which was formed following the popularity of the TV drama, will appear on stage to present a fabulous show. Please stop by the Fukushima booth, Fukushima's first booth at the JATA Tabihaku Travel Showcase!

### —The Noteworthy “JATA Tohoku Recovery Support Zone” in the “Tabihaku Market”—

This year we will set up the “JATA Tohoku Recovery Support Zone” in the “Tabihaku Market” as a project to support the Tohoku region, in continuation from JATA's other recovery activities since the disaster.

In addition to the Tohoku Gift Shop Corner which will bring together famous local products and special products from northeastern Japan and offer them for sale, the JATA Support for the Reconstruction of Tohoku Charity Auction will be held again this year as a project of the JATA Social Contribution Committee. Currently, we are requesting companies and bodies in the travel industry, including exhibitors, to donate products for the auction.

## Team Europe News

In the Europe Zone of JATA Tabihaku Travel Showcase, Europe Square is open!! There will be exhibit panels that introduce cosponsors of Team Europe, including government tourism agencies, airline companies, tour operators, railways, hotels, outlet shopping, and general insurers (a total of 37 organizations and companies). In addition, on Industry Day on September 13 (Friday), a seminar for industry-related persons will be held by around 20 tourism agencies focusing on destinations and materials, and at 7 pm in Europe Square, presentations will be given.

Please register in advance for Team Europe’s seminar for industry-related persons on September 13 (Friday).



## Tabihaku Night 2013 (Sponsors’ Reception)

### Held at Zojoji Temple, where the old and the new meet

Tabihaku Night 2013 is a reception for the event sponsors which will be held on September 12 (Thursday) at Zojoji Temple (Shiba-koen, Minato-ku, Tokyo). The venue truly symbolizes modern Japan, with a skyline as a backdrop that brings to mind the new ultramodern capital city of Tokyo as well as ancient Edo culture.

The concept of the event is to develop the theme of “Tabihaku Alley” reminiscent of the charming alleyways of old Edo while praying for the success of the event and for world peace to the main image of Amida Buddha at the temple. We will recreate “alley culture” handed down since the Edo Period at Zojoji, an Edo Period temple that truly is exceedingly opulent. The event is scheduled to feature a combination of contents, including promotion of inbound Japan trips, introduction of unique venues for MICE, and suggestions for theme parties.

By providing the opportunity to experience the traditions and culture of Japan in an entertaining way together with a Japanese-style dinner, “Destination Japan” will make a favorable impression on the participants from Japan and from other countries, which will include invited representatives of each country and exhibitor.



© Zojo-ji Temple

## 1,003,000 Foreigners Visit Japan in July, up 18.4%

### —Reach the 1 Million Mark for The First Time—

The number of foreigners who visited Japan in July this year reached 1,003,000, up 18.4% year-on-year.

The number of inbound foreigners decreased by 1.9% year-on-year in January this year but maintained a two-digit increase for six months, with an increase of 33.5% year-on-year in February, 26.7% in March, 18.4% in April, 31.2% in May, and 31.9% in June.

The number in July this year exceeded the July 2012 figure of 847,000 by 156,000, marking a record high and this is the first time the number of foreigners who visited Japan in July was over 1 million.

By country/region, the number of inbound foreigners from the following countries/regions set new records: Taiwan, Hong Kong, Thailand, Malaysia, Vietnam and India.

A total of 5.958 million foreigners visited Japan in the first seven month of this year, setting a new record and exceeding the 2012 figure of 4.882 million by 1,076,000.

In JNTO’s assessment, significant growth occurred in July for the ASEAN countries where the visa requirement were eased to visit Japan. Especially, the number of visitors to Japan from Thailand and Malaysia expanded significantly with an increase of 84.7% and 25.2%.

Countries-Areas set new records for Jul.			
Country/Area	2012 Jul.	2013 Jul.	Change (%)
Taiwan	160,344	238,500	48.7
Hong Kong	51,482	85,300	65.7
Thailand	16,347	30,200	84.7
Malaysia	7,905	9,900	25.2
Vietnam	4,580	7,300	59.4
India	5,643	6,200	9.9

Visitor Arrivals (Unit: Persons)			
Month	2012	2013	Change (%)
1 Jan.	681,786	668,610	-1.9
2 Feb.	546,451	729,460	33.5
3 Mar.	676,662	857,024	26.7
4 Apr.	779,481	923,017	18.4
5 May.	667,046	875,408	31.2
6 Jun.	682,932	901,100	31.9
7 Jul.	847,194	1,003,100	18.4
8 Aug.	774,239		
9 Sep.	658,239		
10 Oct.	705,848		
11 Nov.	648,548		
12 Dec.	689,679		
1~7 Jan.-Jul.	4,881,552	5,957,700	22.0
1~12 Jan.-Dec.	8,358,105		

Japan National Tourism Organization (JNTO)

## Intense Discussion at the International Tourism Forum

### Points to Note on September 13 (Friday)

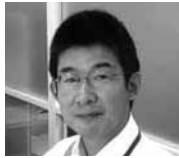
#### ■A Must-Listen for Industry-related Persons! —Keynote Panel Discussion—

Globally-recognized specialists in the tourism and travel industry will speak. Using the latest market data from Japan and Asia, they will analyze each country’s characteristics and SWOT and hold an intense discussion on the future expansion and sound growth of the Asian travel market.

#### ◆“Analysis of the Asian Travel Market”

September 13 (Friday) 13:00 – 17:00, East Exhibition Hall 6, Forum Stage

—Master of Ceremonies and Moderator:  
Hiroshi Kurosu, Senior Researcher, Japan Travel Bureau Foundation



Hiroshi Kurosu

#### ◆Keynote Panel Discussion “The Rapidly Growing Asian Travel Market and Japan’s Travel Industry” (with simultaneous translation in Japanese and English)



Dr. Taleb Rifai

David Scowsill

Yoshiaki Honpo



Hiromi Tagawa

Panel Guest: Dr. Taleb Rifai, Secretary-General of UNWTO

Panel Guest: David Scowsill, CEO, World Travel and Tourism Council (WTTC)

Moderator: Yoshiaki Honpo, Professor, Urban Environmental Sciences, Tokyo Metropolitan University; First Commissioner of Japan Tourism Agency

Sponsor Representative: Hiromi Tagawa, Vice Chairman of JATA; President and CEO of JTB

## Focusing on the Travel Markets in Japan, South Korea, and Taiwan



John Koldowski

Moo-Seung Yang

Jason Wang

#### ◆Panel Discussion “From Growth to Maturity: Questioning the True Value of the Japanese Outbound Travel Market ~ Creating the Path to Tomorrow with a Thorough Comparison of the Three Markets of Japan, South Korea, Taiwan”

Industry experts active in South Korea and Taiwan are invited to the panel discussion. On the theme of “From Growth to Maturity: Questioning the True Value of the

Japanese Outbound Travel Market ~ Creating the Path to Tomorrow with a Thorough Comparison of the Three Markets of Japan, South Korea, Taiwan,” the panel will highlight the features and strengths of the Japanese market and the industry through a comparison of the outbound travel markets of South Korea and Taiwan and a comparison of those markets with Japan.

Panelist: John Koldowski, CEO, Pacific Asia Travel Association

Panelist: Moo-Seung Yang, Chairman, Korea Association of Travel Agents (KATA)

Panelist: Jason Wang, Chairman, Taiwan Lion Group

## Various Symposiums to Be Held on September 14 (Saturday)

A special symposium will be held to discuss the Quality Assurance System for Tour Operators established by JATA. A total of five symposiums will be held to examine the problems and issues in the industry.

#### ■East Exhibition Hall 6, Special Seminar Rooms, Various Symposiums 12:00 – 17:30

##### ●MICE Marketing

12:00 – 13:30 Special Seminar Room 2

Moderator: Yoshiro Ishihara, Editor of Chief, Wing Aviation Press Co., Ltd.

##### ●The Media and Tourism Promotion

14:00 – 15:30 Special Seminar Room 1

Moderator: Naohiro Fukawa, Director, Marketing Planning Division, Mile Post Consultants, Inc.

##### ●How to Ensure the Safety and Security of Tours Sponsored by Travel Agencies

14:00 – 15:30 Special Seminar Room 2

Moderator: Takashi Kanno, General Manager, Overseas Department, Kinki Nippon Tourists Co., Ltd.

##### ●Recovery from the Drop in Tourists Due to Disaster and Terrorism

16:00 – 17:30 Special Seminar Room 1

Moderator: Masato Takamatsu, Managing Director & Chief Research Officer, Japan Tourism Marketing Company

##### ●Considering Promotion of Area-wide Destinations

16:00 – 17:30 Special Seminar Room 2

Moderator: Shigeyoshi Noto, Managing Director, Finnish Tourist Board



Yoshiro Ishihara



Naohiro Fukawa



Takashi Kanno



Masato Takamatsu



Shigeyoshi Noto