



The Power of Travel

REPORT

# Tourism Expo Japan 2018

September 20 (Thu) – 23 (Sun), 2018

Tokyo Big Sight

Tokyo Conference Center Ariake

A journey beyond anything you could imagine.



No. of Exhibitors **136** countries / regions  
Japan's **47** prefectures  
**1,441** companies and  
organizations

No. of Visitors **A total of 207,352**

Sept. 20 (Trade / Press Day) **25,928**

Sept. 21 (Trade / Press Day) **40,345**

Sept. 22 (General Public Day) **74,021**

Sept. 23 (General Public Day) **67,058**

Organizers: Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)



# Tourism EXPO Japan 2018

## Draws 207,352 Visitors, Topping Record

Tourism EXPO Japan (TEJ) 2018, which ran from Thursday, Sept. 20 to Sunday, Sept. 23 at Tokyo Big Sight, drew a record-breaking 207,352 visitors. Organized by the Japan Travel and Tourism Association, the Japan Association of Travel Agents (JATA) and the Japan National Tourism Organization (JNTO), the event drew 1,441 corporations and organizations from 136 countries and regions, including 47 Japanese prefectures, new setting record highs.

Sept. 20 and Sept. 21 (trade/press days) were highlighted by keynote speeches and the 2nd TEJ Ministerial Round Table where tourism ministers and government leaders from 13 countries and representatives of the four tourism organizations including the United Nations World Tourism Organization (UNWTO) gathered. They also included a WELCOME RECEPTION, the JAPAN TOURISM AWARDS ceremony and Thematic Symposia. The event served to transmit a global vision under the theme “Managing Sustainable Tourism for Community Development.” Also, the travel showcase was extended to four days and business meetings on a pre-arranged appointment basis were conducted for two days. The number of business meetings during the event reached 7,450, up 8% from 2017, reflecting an increase in the effective level.

“A journey beyond anything you could imagine.” served as the theme for both trade and public visitors. In line with diversifying styles of travel in recent years, new areas were created under themes as industrial tourism, sakagura (Japanese

sake breweries) tourism, resort wedding and adventures. Futuristic hands-on contents including virtual-reality experiences among a wide range of 4DX attractions attracted many visitors.

Tourism EXPO Japan 2019 will be held in Osaka (INTEX OSAKA) for the first time from Thursday, Oct. 24 through Sunday, Oct. 27 2019. With the Kansai Region attracting more world-class major events, organizers are continuing to place joint efforts to further expand demand for tourism businesses.



From left: Shigeto Kubo, President & COO, Japan Travel and Tourism Association; Hiromi Tagawa, Chairman, Japan Association of Travel Agents; Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO); Satoshi Seino, President, Japan National Tourism Organization (JNTO)

### Results of Tourism EXPO Japan

	2014	2015	2016	2017
No. of Exhibitors	151 countries / regions Japan's 47 prefectures 1,129 companies and organizations	141 countries / regions Japan's 47 prefectures 1,161 companies and organizations	140 countries / regions Japan's 47 prefectures 1,181 companies and organizations	130 countries / regions Japan's 47 prefectures 1,310 companies and organizations
No. of Visitors	Sept. 26 (Trade / Press Day) 41,063 Sept. 27 (General Public Day) 61,649 Sept. 28 (General Public Day) 54,877 A total of 157,589	Sept. 24 (Trade / Press Day) 5,860 Sept. 25 (Trade / Press Day) 40,622 Sept. 26 (General Public Day) 64,959 Sept. 27 (General Public Day) 62,161 A total of 173,602	Sept. 22 (Trade / Press Day) 7,011 Sept. 23 (Trade / Press Day) 42,023 Sept. 24 (General Public Day) 70,012 Sept. 25 (General Public Day) 66,798 A total of 185,844	Sept. 21 (Trade / Press Day) 8,671 Sept. 22 (Trade / Press Day) 42,057 Sept. 23 (General Public Day) 74,040 Sept. 24 (General Public Day) 66,809 A total of 191,577

\*Visitors of JAPAN NIGHTS' street events at Nihonbashi Area : 15,200



## Tourism EXPO Japan 2018's **4** Events

World's tourism leaders gather

Keynote speeches and the Ministerial Round Table coupled with the World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

### **1 Tourism EXPO Japan 2018 Forum & Seminars**

Two-day exhibition business meetings provided business opportunities among exhibitors, buyers and cross-industry companies held while themed tourism areas – domestic, inbound and outbound – could be strengthened in the travel showcase

### **2 Exhibition Business Meetings**

**7,450 business meetings during the event (up 8% from 2017)/2,257 exhibition booths**

Number of applicants grew (261 in 2018, up 9% from 2017)! New awards created; enlightening the “Power of Tourism” at home and abroad while aiming for the realization of a “Tourism Nation”

### **3 JAPAN TOURISM AWARDS**

It created business chances for TEJ exhibitors, sellers/buyers, VJTM buyers and tourism industry VIPs; and strengthened networking

### **4 WELCOME RECEPTION**

Technologies and services to support tourism

**Inbound Tourism Business EXPO (co-organized by Nikkei Inc.)**

#### **PICK UP!**

#### **Joint Appeal to Expand Japan-Korea Tourism Exchanges**

The three organizations – the Japan National Tourism Organization (JNTO), the Japan Association of Travel Agents (JATA) and the Korea Association of Travel Agents (KATA) – on Sept. 20 jointly announced an appeal to expand tourism exchanges between the two countries amid the natural disasters that hit the summer and fall season, affecting two-way tourism.

With the aim of achieving the bilateral tourism target of 10 million in 2018, joint advertising activities with JNTO, Korean carriers and travel agencies together were stepped up after September 2018. In addition to upping efforts to stimulate travel demand among consumers, they strengthened their cooperative framework of gathering and providing information among tourism industry players between the two countries.



From left: Satoshi Seino, President, Japan National Tourism Organization (JNTO); Yang, Moo Seung, Chairman, Korea Association of Travel Agents (KATA); Hiromi Tagawa, Chairman, Japan Association of Travel Agents (JATA); Hiroshi Tabata, Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism

#### **Announcement Ceremony Japan-Hong Kong Tourism Year 2019**

The Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism, Japan National Tourism Organization (JNTO) and Hong Kong Tourism Board joined forces to create the “Japan-Hong Kong Tourism Year 2019” to further expand tourism between Japan and Hong Kong. It kicked off with an announcement ceremony on Sept. 21. Focusing on boosting exchanges, particularly between Hong Kong and regional towns and cities in Japan. The participants plan to maintain and extend air routes by stimulating a balanced two-way demand and conducting joint activities.



Members of the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism; Japan National Tourism Organization (JNTO); Hong Kong Tourism Board; and people related to tourism

Sept 20 (Thu) 9:30 – 9:45  
Tokyo Big Sight, West Exhibition Hall 3

## Opening Ceremony



Hiromi Tagawa, Chairman,  
Japan Association of Travel Agents

Keiichi Ishii, Minister, Ministry of Land,  
Infrastructure, Transport and Tourism



## Biggest-Ever Tourism EXPO Japan Opens Global Tourism Leaders Meet Under Theme of “Managing Sustainable Tourism for Community Development!”

At the opening ceremony on the first day, Hiromi Tagawa, Chairman, Tourism EXPO Japan (TEJ) Planning Committee, said that, “Despite various negative factors such as terrorism and refugee issues faced by international tourism, more than 1.32 billion people interacted with one another and made an impact on the economy and society in 2017. Tourism plays an important role in job creation, peace and recovery from disasters. TEJ is a comprehensive tourism event that represents Japan and the world, underscoring the “Power of Travel”. Amid the goals set to achieve 40 million inbound and 20 million Japanese outbound visitors by 2020, Japan would like to play a key role in global tourism.”

Keiichi Ishii, Minister of Land, Infrastructure, Transport and Tourism, in his remarks to attendees, referred to the progress of steady recovery efforts in Osaka and Hokkaido, both hard hit by natural disasters this summer. “It is important for the government to convey accurate information to prevent the rise of misinformation. We would like to work on a rebound in tourism demand.”

**Guests:** Keiichi Ishii, Minister, Ministry of Land, Infrastructure, Transport and Tourism / Kazuo Yana, Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism / Hiroshi Tabata, Commissioner, Japan Tourism Agency Ministry of Land, Infrastructure, Transport and Tourism

**Organizers:** Shigeto Kubo, President & COO, Japan Travel and Tourism Association / Hiromi Tagawa, Chairman, Japan Association of Travel Agents / Satoshi Seino, President, Japan National Tourism Organization

## Keynote Speech

Tokyo Big Sight, West Exhibition Hall 3  
Sept 20 (Thu), 10:25 - 11:05

### Theme Managing Sustainable Tourism for Community Development

In their keynote speeches, UNWTO and WTTC leaders stressed the importance of achieving sustainable tourism by industry players and called on the need for innovations, partnerships and long-term strategic planning.

UNWTO’s Secretary-General Zurab Pololikashvili said that, “the number of international travelers worldwide exceeded 1.3 billion and tourism now generates some 10% of the world’s GDP and employment but it is also necessary to see growth in quality not just quantity. Pointing to WTO’s efforts -- including innovation promotions, support for mid-to-small business operators supporting such innovations and education to strengthen industrial infrastructures based on achieving the 2030 Sustainable Development Goals (SDG) set by the United Nations -- he also said that it is necessary for all players to beef up partnerships between the central and regional governments/communities and also between travelers and local residents at destinations.

WTTC’s President & CEO Gloria Manzo, in discussing how the growth in tourism outpaced that of the global economy for the seventh straight year, gave special recognition to the Japanese industry for its remarkable progress. Meanwhile, she expressed concern about various global issues coming to a head, already with over-tourism cited at tourist destinations worldwide as the number of world travelers is expected to reach 1.8 billion in 2030. “We now face chances and challenges at the same time and it is necessary for us to be ready for the future,” Manzo said. Referring to the results of research that WTTC conducted, she also pointed to the need for

In collaboration with  
Collaboration:  



Zurab Pololikashvili



Gloria Guevara Manzo

### Keynote speaker

#### Zurab Pololikashvili

Secretary-General, World Tourism Organization (UNWTO)

#### Gloria Guevara Manzo

President & CEO, World Travel & Tourism Council (WTTC)

the formation of long-term strategic planning; continual updating of fact base; and enhancing ties with regional communities.

Beginning this year, WTTC participated in a co-sponsorship. The WTTC Networking Reception was conducted on the same day from 5 p.m. at Tokyo Conference Center Ariake.



## The 2nd TEJ Ministerial Round Table

Tokyo Conference Center Ariake 4F, Hall B  
Sept 20 (Thu), 14:30 - 16:30

**Theme** Managing Sustainable Tourism for Community Development

Collaboration:  

### 19 VIPs, 13 Ministers, Four Tourism Organizations Share Cases of Regional Sustainable Development

For the second straight year, the Ministerial Round Table was conducted again with this year welcoming tourism ministers representing 13 countries from Asia, Europe, Africa and Central/South America, five officials from four international tourism organizations, including the United Nations World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), the Pacific Asia Tourism Association (PATA) and first-timer Adventure Travel Trade Association (ATTA) who gathered under one roof. Led by moderator Anita Mendiratta, the 19 leaders were joined by Yuriko Koike, Governor of Tokyo; and Hiroshi Tabata, Commissioner of Japan Tourism Agency.

In his opening remarks, UNWTO's Secretary-General Zurab Pololikashvili said that TEJ is invaluable as a venue where such important players can gather with hopes of sharing innovative ideas. Speeches touched on current examples in each country, including sustainable community development, and particularly the case of popular Boracay Island in the Philippines, which was temporarily closed to protect the environment.



### Moderator's Perspective



#### Sharing Tourism's Diverse Power

Anita Mendiratta  
Founder and President of CACHET Consulting

We live at a time when the world is struggling to come together.

There is nothing more precious than seeing people say, "I see you," and "I respect you" to each other. Through travel and tourism, people in the world are opening their minds and hearts to the concept of difference. For tourism to grow sustainably and to bring the world closer together, the collective force needs to be used to consider how to work together as a community. In the face of diverse difficulties, we celebrate and grieve together as one world.

### Two Private Sectors Signed the Commitment to the UNWTO Global Code of Ethics for Tourism

Asahi Travel International Chairman Nobuhisa Fukuda and Tobu Top Tours President Nobuaki Sakamaki signed the commitment. Japan Tourism Agency Commissioner Hiroshi Tabata, UNWTO Headquarters Secretary-General Zurab Pololikashvili and UNWTO Regional Support Office for Asia & Pacific Chief and a member of World Committee on Tourism Ethics Yoshiaki Hongo participated in the signing ceremony. The commitment has been officially signed by 553 companies and organizations in 73 countries and five regions on the globe.



## The 2nd TEJ Ministerial Round Table

### Balance Between Growth & Preservation

**H.E. Bernadette Romulo-Puyat**

Secretary of Tourism, Republic of the Philippines



Tourism in the Philippines is booming, yet our country faces the paradox of growing tourism versus putting our natural and cultural resources in danger. By setting the test case of the government banning tourists' entry to Boracay island for six months, the country is now exploring various initiatives to preserve its rich tourism resources.

### Support Entrepreneurs as Key to Growth

**H.E. Eriks Eglitis**

Vice Minister and State Secretary  
Ministry of Economics, Republic of Latvia



Latvia has stipulated a guideline for the tourism industry to make the country more competitive in the global market. It includes supporting entrepreneurs in tourism to deal with high season variations and environmental issues and to create more export-oriented high-quality tourism products. Investments in good environmental practices are also encouraged, as we believe that the protection of environmental resources will lead to a long-term growth in the tourism sector.

### 'High Value, Low Volume'

**H.E. Chhimmy Pem**

Director, Tourism Council of Bhutan  
Kingdom of Bhutan



Our tourism development policy is rooted in our overall development philosophy of Gross National Happiness (GNH). The GNH is composed of the four sustainable pillars: 1) socio-economic development, 2) environmental protection, 3) traditional culture promotions, and 4) good governance of capacity. I would like to emphasize that tourism in Bhutan maintains the harmony between tradition and modernity, between man and nature, and the Bhutanese way of life in the age of globalization.

### Pioneer in Developing Homestay Program

**H.E. Mohamaddin bin Ketapi**

Minister of Tourism, Arts and Culture, Malaysia



In search of a balance between economic return vs. social return, the Malaysian government began an initiative of a "Homestay" program to encourage international tourists to stay in the rural areas of Malaysia to appreciate the expansive nature of the country. The sense of ownership among the local community is the key to lifting and developing the community itself.

### Amazing Thailand: Open to the New Shades

**H.E. Weerasak Kowsurat**

Minister of Tourism and Sports  
Kingdom of Thailand



Diversification of visitors' activities includes the diversification of activities in Thailand, overall tourism promotion in Thailand (Gastronomy / Open to the New Shades Experiences). It will focus more on the economic value of inbound visitor arrivals, while addressing the challenges of sociocultural and environmental impacts. These will include Foodie tourism, Brand value, Tackling waste. Meanwhile travel routes will help attract more travelers in the Millennial segment (17-36 years). The branding theme will continue unchanged with the "Amazing Thailand: Open to the New Shades" campaign by presenting "The Millions of Hidden Shades."

### Meet the Friendly Locals

**H.E. Ranjith Aluwihare**

State Minister of Tourism Development & Christian Religious Affairs  
Democratic Socialist Republic of Sri Lanka



Sri Lanka's efforts toward growing its tourism sector are centered around diversity, competitiveness and sustainability. Tourism is one of Sri Lanka's main industries, accounting for more than 10% of our country's GDP. We hope that many of you will come to our country and have local experiences with smiling people.

### Protect Natural, Cultural Environment

**H.E. Dr. Graham Abd El-Gadir Damin**

Undersecretary, Ministry of Tourism, Antiquities and Wildlife, Republic of the Sudan



Sustainable and appropriate development should meet the needs of the local people and safeguard their natural and cultural environments. Thus, a grass-roots development strategy is essential, especially in disadvantaged areas and countries. Advancement of tourism in a developing destination depends primarily on natural beauty and man-made infrastructure. Tourism is one major contributor in the economy of the destinations based on infrastructural acceleration and service composition.

### Community First Joint-planning

**H.E. Enrique de la Madrid Cordero**

Secretary of Tourism, United Mexican States



More than ever, we have to make sure the local communities can obtain long-term benefits from those activities, and in a sustainable way. To ease the pressure in those destinations that are already suffering from social and physical overcrowding and environmental issues, both of which are two of the greatest challenges for the tourism sector, there is the first idea in Mexico of a trial in planning jointly with local authorities and the private sectors.

### First National-level Tourism Development Initiatives

**H.E. Thordis Kolbrun Reykfyrd Gylfadottir**

Minister of Tourism, Industry and Innovation  
Republic of Iceland



Financing infrastructure is a challenge to a country with a small population such as Iceland. We are now taking the initiatives of regional development and its first national-level initiatives to sustainably develop our country's tourism industry, by measuring economic, social and environmental sustainability, posing a key question of "What we want to be known for?" to our nation.

### Tourism Includes Local, Inbound Visitors

**H.E. Dr. THONG Khon**

Minister of Tourism, Kingdom of Cambodia



Sustainable tourism needs the involvement of local people as well as public and private sectors along with international organizations. In a community in Cambodia that had 80 hunters with small earnings, the idea of tourism was introduced, and now their earnings are several times more by offering homestays to tourists. Tourism embraces both inbound and local visitors at the same time.

### Tradition, Innovation as Resource of Mega City

**Ms. Yuriko Koike**

Governor of Tokyo, Japan



With Rugby World Cup 2019 and Tokyo 2020 Olympic and Paralympic Games approaching, mega city Tokyo is set to achieve sustainable development in terms of economy and tourism, and to further mature as a barrier-free society for the record-high number of international tourists, by tapping into its rich resources and unique culture where old meets new and tradition is mixed with innovation. Through these efforts, I am sure that Tokyo will become the world's preferred city and achieve sustainable growth in the area of tourism and economy as well.

### Community Based Tourism is a Must

**H.E. U Ohn Maung**

Union Minister, Ministry of Hotels and Tourism  
Republic of the Union of Myanmar



I started developing tourism in a responsible and sustainable manner in 2016. I am developing more destinations, people-to-people contacts by establishing community based tourism. Community-based tourism has been introduced to local communities. Some of the projects are being developed in several villages and have been completed successfully. Moreover, the New Myanmar Tourism Law will be enacted soon and with these frameworks, we will do our best for implementing tourism activities to maximize the benefits and to minimize the negative impacts.

### Tourism as a Humanity Business

**H.E. Tserenbat Namsrai**

Minister of Environment and Tourism, Mongolia



Mongolia is one of the last nomadic nations in the world, known as the "blue sky" country. Tourism is a humanity business in the sense that all the money spent in tourism goes to communities in one way or another to create jobs. As a country of vast land and a small population, Mongolia is currently investing in infrastructure to better accommodate more tourists.

### Elaborate Attraction for Longer Stay

**Mr. Hiroshi Tabata**

Commissioner, Japan Tourism Agency Ministry of Land, Infrastructure, Transport and Tourism, Japan



Becoming the Advanced Tourism Nation is a pillar of Japan's growth strategies. Capitalizing on its good culture, nature and food, Japan now has set a goal of receiving 40 million tourists by 2020. On the other hand, revitalization of local regions is another key to sustainable tourism. We need to encourage international tourists to "stay longer" and have various "experiences" in the rural areas, by elaborating the attractions there.

### Make Community as Center

**Ms. Gloria Guevara Manzo**

President & CEO, World Travel & Tourism Council (WTTC)



Although each community is unique, there are some common keys to sustainable tourism, one of which is to put the community in the center and ensure that it benefits from tourism. At the same time, a community needs to have a vision of how many tourists it is expecting and to take into account every aspect that may come with their arrival such as the increase in waste and the consumption of energy and water.

### The Bucket List Phenomena

**Dr. Mario Hardy**

CEO, Pacific Asia Travel Association (PATA)



"The Disproportionate Growth of Tourism," or what I would personally call "The Bucket List Phenomena," is something affecting many countries and regions around the globe. The problem is that it is not sustainable, already with sites like Angkor Wat and others around the globe having too many visitors, more than they can cope with to the point where sites are getting damaged and their future sustainability threatened.

### From 'Right to Travel' to 'Privilege to Travel'

**Mr. Shannon Stowell**

CEO, Adventure Travel Trade Association (ATTA)



Sustainable development, community development and growth are often hard to achieve, as the change of government easily means a shift in its course. Adventure travel is now at a stage of taking a cautious step in preserving local resources and managing good collaboration among government, NGOs and the business community -- a magic triangle. I hope that our initiatives change people's mindset from having the "right to travel" to the "privilege to travel."

### Summary

**Mr. Zhu Shanzhong**

Executive Director, World Tourism Organization (UNWTO)



The sharing of sustainable tourism strategies centered on community development, movement toward sustainability in local and regional tourism operations is an especially important issue. However, "these measures need good management and must always take the concern of local communities into account."

We expect that the Round Table will continue to guide the industry by providing insights and showcasing best practices of governments and industry leaders from around the world.

# Asian Tourism Business Leaders' Forum

Sept 21 (Fri) 10:00 - 12:30  
Tokyo Big Sight, Conference Tower 6F,  
Conference Room 607/608

3-Year Theme

**Sustainable Tourism for Development  
-Asia, Driving Force and Inspiration**

In collaboration with  
Collaboration:    
UNWTO Pacific Asia Travel Association

2018 Theme

**Managing Tourism for the Harmonization of  
Business and Communities**

## Opening Remarks

10:00 - 10:05



Opening Speech

**Dr. Mario Hardy**

CEO, Pacific Asia Travel Association (PATA)

**Toward an Age of  
“Managing” Tourism  
Growth**

Today I want to discuss the many issues tourism faces. I never imagined there would come a time when we would say, “We have to manage tourism growth,” but society is changing rapidly and we are living in uncertain times. The UNWTO predicts that over the next 10 years, tourism in Asia will grow by double digits. We must face this incoming growth and prepare accordingly. In addition to infrastructure such as disposal management, transportation, and roads, various aspects related



to tourism must be planned in advance and managed. I look forward to speaking with attendees from the public and private sectors and engaging in discussions to help sustainably and responsibly move toward the future.

## Keynote Speech Global Trends and Challenges in Sustainable Tourism 10:05 - 10:20



Speaker

**Prof. Graham Miller**

Distinguished University Professor, Wakayama University;  
Deputy Director, Center of Tourism Research; Executive Dean,  
Faculty of Arts and Social Sciences, University of Surrey

**Time to Establish Indexes  
to Measure Tourism  
Sustainability**

Although Japan is experiencing rapid growth in inbound tourism, visitors are concentrating in areas such as Kyoto, leading to conflicts with local residents. This is also an issue in places such as Barcelona and Venice. Overtourism is a problem shared around the world. We must think of tourism not only as a means to acquire revenue, but also in terms of how it can contribute to the development of a sustainable society.

ETIS (European Tourism Index System) was developed as a method to measure tourism's sustainability in response to the question of how to pursue economic profit while lessening the burden on the environment. ETIS consists of indexes for measuring the tourism industry's impact on society, the economy, and the environment. By sharing these correctly with



the public and private sectors, they can help formulate government policies and determine suitable management policies for tourism areas.

We know tourism is growing, but no one can answer whether this is “sustainable tourism.” We must have a concrete vision, but we also must establish indexes to actualize our vision and obtain supporting data. We are tasked with not only focusing on the economic effects of tourism, but also with creating a comprehensive measurement system and establishing indexes for the sustainability of the entire tourism industry.

Examples of the promotion of sustainable tourism put into practice nationwide were presented in the two sessions of the panel discussion. In Session 1, some examples were introduced to illustrate how tourism can help regions by appropriately managing negative impacts such as overtourism. Session 2 was about the contribution of tourism in the sustainable growth of particular regions. In the wrap-up discussion, common global issues unveiled through the two sessions were discussed from diversified perspectives.

## Session 1 10:20 - 11:10

### Theme: Managing Tourism for Sustainability

**Moderator:** Masato Takamatsu, Senior Executive Fellow, JTB Tourism Research & Consulting Co.

**Panelists :** Daisaku Kadokawa, Mayor, City of Kyoto (Japan)

Kentaro Yasuda, General Manager, Bus Transportation Headquarters Marketing Planning Department, Nishi-Nippon Railroad Co., Ltd. (Japan)

Dr. Mario Hardy

#### Accommodation Tax and Tourists Dispersal by Bus Pass – Concrete Measures Shared

Kyoto City has been taking measures to disperse visitors depending on three factors: season, time and location. “The difference between peak and low seasons shrank from 3.6 times in 2003 to 1.5 times in 2017,” said Daisaku Kadokawa. He also stated that an accommodation tax was introduced in Kyoto City in October this year to create funding to solve issues resulting from the rise of tourists. Kentaro Yasuda spoke about the SUNQ Pass, a bus pass offering unlimited bus rides on all highway and local bus routes in Kyushu. In just a year, 49 passenger transport companies gathered to collaborate in creating this service. “We want to promote sustainable growth throughout Kyushu by featuring the continuity of regions rather than concentrating attention on each spot,” said Yasuda. Mario Hardy shared examples of tourism training programs offered by the Pacific Asia Travel Association in Thailand to help each sightseeing spot tell its story effectively to tourists and a tourism campaign called “12 Hidden Gems in Thailand” run by the Tourism Authority of Thailand. “The introduction of hidden attractive locations also contributes to the sustainability and dispersion of demand in tourism,” said Hardy.



Masato Takamatsu



Daisaku Kadokawa



Kentaro Yasuda



Datuk Rashidi Hasbullah



Paras Loomba



Akihiko Sugawara

## Session 2 11:10 - 12:00

### Theme: Tourism Business and Community Wellbeing

**Moderator:** Prof. Graham Miller

**Panelists :** Datuk Rashidi Hasbullah, Secretary General, Ministry of Tourism, Arts and Culture (Malaysia)

Paras Loomba, Founder & CEO, Global Himalayan Expedition (India)

Akihiko Sugawara, Chairman, Kesennuma Chamber of Commerce & Industry (Japan)

#### Examples of Japan and Asian Nations that Enhance Unity Between Tourists and Regional Societies

Datuk Rashidi Hasbullah talked about the Kampong Stay program which offers homestay experiences to tourists to enjoy the life and culture in traditional homes in villages in Malaysia. “It started in 1995 under the government’s initiative, and participating communities increased gradually,” said Hasbullah. In the first half of 2018, the project generated \$3.6 million in income to the participating regions, which is a notable contribution to the economic revitalization of the areas. Paras Loomba discussed a project launched in the villages in Ladakh, India in 2013. Loomba calls this project, “impact tourism” in that tourists participate in the whole process of installing solar power generators and bringing light to the places with no electricity before. “It became an unforgettable experience for tourists while creating various positive impacts on the regions,” he said. The city of Kesennuma in Miyagi Prefecture, has been promoting the collaboration of fishery, the main industry of the area, and tourism to create many tourism packages featuring fishery and the marine industry following the Great East Japan Earthquake. “The efforts have helped nurture pride in the local people and rediscover regional values, leading to the growth of a younger generation and the region as a whole,” Akihiko Sugawara said.

## Wrap-up Session 12:00 - 12:30

### Future for Sustainable Tourism Business

**Moderator:** Masato Takamatsu

**Panelists :** Dr. Mario Hardy

Prof. Graham Miller

#### Finding Key Regional Issues and Illustrating Clear Visions

What all the examples had in common was the clarity of each region’s vision, said Graham Miller, adding that the results of various efforts should be measured based on the guideline set out in line with the vision. He evaluated Kyoto’s case highly for doing exactly that, and expressed expectations that a common guideline to measure the sustainability of tourism like the one in Europe called the European Tourism Indicators System will be established in Japan to help regions compare and learn from each other.

“It is also notable that we learned about many successful collaborations between public and private sectors. Regional visions should also be created through such partnership,” said Hardy. Asked about the priority in the 17 SDGs by an attendee, he replied that the garbage issue and marine pollution due to plastic waste are the top concerns of PATA, which requires various measures to be taken through the partnership of public and private sectors. Masato Takamatsu said that it is important to clarify the key issues of each region in tourism context, concluding that the enhancement of people’s pride through tourism will bring about the harmony between tourism and communities.

## Thematic Symposia

Sept 21 (Fri) 10:00-17:00 Tokyo Big Sight, Conference Tower 6F, Conference Room 605/606

## Digital Marketing Symposium

10:00 - 12:00

**Theme Explore Winning ICT Marketing Strategies for Community Development**
**Concern Raised Over Delayed Innovation Using AI, ICT**

Digital application is a must tool in the world of tourism today. Naoki Tani from NTT DOCOMO in his keynote speech pointed out that today's social problem in Japan includes traffic jams due to increasing numbers of tourists to and from Japan as well as the rise in traffic accidents by elderly people. He suggested that innovations using AI can contribute to revitalizing local communities in Japan.

The panel discussions following Tani's speech focused on a case study of Gero Hot Spring in Gifu Prefecture. Yasuhiro Taki introduced its long-standing marketing efforts of accumulating visitors' data over 50 years and its search for ways to promote Gero's attraction besides the hot springs. Tomoe Makino from Tripadvisor pointed out the different customer base that Gero has in comparison with neighboring Takayama hot spring, underscoring the need to clarify its target customers. Noriyasu Taniguchi from Expedia suggested the use of mobile, AI, voice and chat services as keys to success. Kenji Yoshida from JNTO stressed the importance of maintaining balance between digital and off-line marts.

Moderator Koji Tsurumoto summarized the discussion, saying that local communities need to take on a new challenge combining AI and ICT as visitors' consumption during travel is increasing with the use of social media.

**Keynote Speech: Future Local Traffic to Destination by Utilizing AI**

**Naoki Tani**, Senior Vice President, Managing Director, IoT Business Department Corporate Sales and Marketing Division, NTT DOCOMO, INC.

**Panel Discussion**

**Moderator:** Koji Tsurumoto, President and CEO, Travel Voice Japan Ltd.

**Panelists :** Kenji Yoshida, Global Strategy Headquarters Director, Japan National Tourism Organization (JNTO)  
Noriyasu Taniguchi, Regional Development Chief Officer & Area Manager for Greater Osaka, Expedia Group Lodging Partner Service

Tomoe Makino, Country Manager, Tripadvisor K.K.

Yasuhiro Taki, President, Gero Spa Tourist Association



Naoki Tani



Koji Tsurumoto



Kenji Yoshida



Noriyasu Taniguchi



Tomoe Makino



Yasuhiro Taki

## Luxury Travel Market Symposium

13:00 - 14:30

**Theme Promotion of Luxury Inbound Travel**
**Categorize Wealthy Travelers in Four Types and Spending Behaviors to Provide Attentive Care**

Japan aims to expand consumption by inbound travelers from 3.7 trillion yen in 2016 to 8 trillion yen by 2020 and to 15 trillion yen by 2030. JNTO defines spending of over 1 million yen at destinations during "luxury traveling." Takahisa Kashiwagi, moderator, stressed that luxury travelers, who tend to stay longer and boost consumption at the same time, not only spend more while traveling but also create a new trend. He said there are four types of luxury travelers: "classic luxury" type who seeks high comfort, "modern luxury" type who looks for genuine experiences, "all luxury" type who makes high-spending in all areas and "selective luxury" type who focuses on spending on the areas of interest.

The type of traveling depends on individual travelers and countries of origin. Masaomi Kono from CRIL Privée & Cie emphasized the importance of observing the type of individual travelers, citing examples that those from Arabic countries tend to prefer "all luxury" while MBA holders in Western countries tend to choose "selective luxury." Aiko Imaizumi from the Grand Hyatt says that many travelers are concerned about language barriers and transportation in Japan, suggesting possible areas of improvement for raising satisfaction by inbound travelers. Tomohiro Muraki from Intheory Inc. summarized the discussion saying, "DMO's role is to handle individual needs to build collective initiatives. We need to create momentum to handle more wealthy travelers to encourage the commitment of private companies."

**Keynote Speech**

**Takahisa Kashiwagi**, Executive Vice President, Japan National Tourism Organization (JNTO)

**Panel Discussion**

**Moderator:** Takahisa Kashiwagi

**Panelists :** Masami Kono, Founder & CEO, CRIL Privée & Cie

Tomohiro Muraki, Marketing Adviser, Setouchi Tourism Authority, President & CEO, Intheory, Inc.

Aiko Imaizumi, Chief Concierge, Grand Hyatt Tokyo Vice President, Les Clefs d'Or Japan



Takahisa Kashiwagi



Masami Kono



Tomohiro Muraki



Aiko Imaizumi

## Theme Identifying the Potential of the Japanese Outbound Travel Market in Preparation for 90 Million Exchange Visitors by 2030

### Achieving 30 Million Outbound Travelers Through LCC and Digital Technologies

While visitors to Japan are increasing rapidly, the number of outbound travelers remains relatively unchanged. The tourism industry plays an important role in achieving Japan's new target of 90 million arrivals and departures by 2030. In explaining the imbalance between inbound and outbound travelers, Kenji Inaoka said that the keys to boosting the latter are to "secure the number of seats on aircrafts, use advanced technologies such as AI, effectively market the wealthy sector, and increase the frequency of trips to neighboring countries." In the panel discussion, Tetsunori Dambara suggested that the number of outbound passengers has room for growth. "We need to learn from South Korea and Taiwan, both of which have succeeded in expanding outbound tourism by offering a variety of themed tourism and placing more importance on quality." San Ho Kwon said that the current status of the overseas travel industry in South Korea has been revitalized thanks to the travel packages using low-cost carriers (LCCs). "This is what Japan should also try. Then the outbound tourism market will grow because customers will have a wider range of choices," he suggested.

#### Keynote Speech: Outlook of Japanese Outbound Market

The increase of outbound travel stimulates the growth of inbound travel

**Kenji Inaoka**, Executive Vice President & COO, ANA Strategic Research Institute Co., Ltd.

#### Panel Discussion: Looking for Inventive Ways to Increase the Number of Outbound Travelers

**Moderator: Yoshiro Ishihara**, Director, Editor in Chief, Wing Aviation Press Co., Ltd.

**Panelists : Tetsunori Dambara**, Managing Director, Miki Tourist Co., Ltd.

**San Ho Kwon**, Managing Director / Japan Global Business Div., Hanatour Service Inc.

**Kenji Inaoka**



Kenji Inaoka



Yoshiro Ishihara



Tetsunori Dambara



San Ho Kwon

Sept 21 (Fri) 13:30-16:00 Tokyo Big Sight, Conference Tower 6F, Conference Room 607/608

## The 18th Japan Industrial Tourism Forum 2018

Organized by Japan Industrial Tourism Promotion Council / Japan Travel and Tourism Association

### Focus on Regional Collaboration, Global Market

Industrial tourism is expected to rejuvenate local regions in Japan. Hiroshi Suda from Japan Tourism Association noted its policy of expanding business by focusing on inbound tourists, efficient industrial visits and renewal of relevant events.

At "The 12th Industrial Tourism Community Planning Award," Hyoukichiya from Toba City, Mie Prefecture, received the Gold Award for making the culture of Ama or female pearl divers a tourism resource and for contributing to addressing the shortage of successors in the local business. Awards were also given to Umemori (Nara Pref.), Mashiko Town Tourist Association (Tochigi Pref.), Fuji Yoshida City (Yamanashi Pref.) and Naha City Tourism Association (Okinawa Pref.). Teruhiko Mochizuki from Tama Graduate School of Business commented that all winners had refined Japanese techniques in common and that things that AI cannot create moved the heart of the people.

Following the awards, case examples were introduced by Kuwana City Industrial Tourism Community Planning Association, Avex Inc., Ota Tourism Association and Kitakyushu Industrial Tourism Center. The panel discussion reaffirmed the importance of regional collaboration and expansion into the global market.

**Moderator: Akira Chouno**, Visiting Professor, Faculty of International Tourism Management at Toyo University Graduate School, Executive Director, Japan Travel and Tourism Association

**Panelists : Kenji Ikoma**, Avex Inc.

**Taira Kobayashi**, Ota Tourism Association

**Akihiro Kimoto**, Chairman, Kitakyushu Industrial Tourism Center



Hiroshi Suda



Akira Chouno



Kenji Ikoma



Taira Kobayashi



Akihiro Kimoto

Sept. 21 (Fri) 10:00 – 12:00 Tokyo Big Sight, Conference Tower 7F, Conference Room 703

## Adventure Tourism in Japan – Potential for Regional Economic Growth and Creating Business Opportunities

### Adventure Tourism as a Method to Resolve Overtourism

“Adventure Tourism (AT),” which has grown to a market generating 49 trillion yen mainly in North America and Europe, was introduced for the first time in a seminar focusing on how AT can become sustainable and create an economic ripple effect.

AT is attracting attention as a way to overcome the growing issue of overtourism. Shannon Stowell of ATTA, which has some 1,400 member-organizations worldwide, said that AT refers to travel including at least two of three elements of nature, activities and culture. It is also important to know how travelers can change themselves. The countries of Jordan and Macedonia realized economic vitalization through AT with ATTA, said Jake Finifrock, citing the steady rise in economic benefits.

In the second half of the seminar, Toyo University students belonging to the Morishita Seminar were divided into four groups and presented new ATs in East Hokkaido. Prof. Masami Morishita said that unlike mass tourism, the people and resources in a region are very important in AT, particularly in regions having economic growth issues. She also said AT in Japan, with hard work, can reach the level of the North American and European markets. After listening to the presentation by the students, Stowell and Finifrock said they would like to commercialize the proposals immediately and offered business advice.



Shannon Stowell



Jake Finifrock



Masami Morishita

**Lecturers:** **Shannon Stowell**, CEO, Adventure Travel Trade Association (ATTA)

**Jake Finifrock**, Regional Director, Asia, Adventure Travel Trade Association (ATTA)

Sept. 21 (Fri) 17:00 – 18:15 Tokyo Big Sight, Conference Tower 6F, Conference Room 607/608

## International Conference on UNWTO/UNESCO Tourism and Culture Kyoto Pre-Symposium

Organized by Kyoto City and UNWTO Japan Office

### Rich Culture Contributing to Sustainable Development

Starting the seminar, Secretary-General Pololikashvili said culture tourism is important for the development of society, economics and culture in each country and region. At the fourth conference to be held in Kyoto, a city symbolizing culture tourism, he said, “It will be confirmed that a rich culture significantly contributes to realizing the United Nations ‘2030 Agenda’ and ‘Sustainable Tourism for Development.’”

David Mark Atkinson during the panel discussion expressed the need to increase fees to preserve cultural assets if the overflow of tourists will lead to destroying such assets. Kyoto Mayor Daisaku Kadokawa said foreign travelers appreciate the Japanese heart and culture perpetuated in Kyoto and Japanese share such values with them. We must give serious weight to tourism and culture, their harmony and mutual development, he added. “The number of tourists grows with increasing attractiveness of cultural heritage, leading to the reinvestment in cultural assets and growth of regional vitalization, said Vice Commissioner Jun Takashina. “We want to develop measures to create such a cycle in tandem with the Agency for Cultural Affairs.

Chief Yoshiaki Hongo expressed hope that the 2019 Kyoto Conference will be a good starting point for creating a code conduct and ideal partnership for tourism and culture, contributing to international efforts.



Zurab Pololikashvili



Jun Takashina



Toshiya Naito



David Mark Atkinson



Daisaku Kadokawa



Yoshiaki Hongo

**Greeting:** **Zurab Pololikashvili**, Secretary-General, UNWTO

**Speakers:** **Jun Takashina**, Vice Commissioner, Japan Tourism Agency

**Toshiya Naito**, Director-General, Commissioner's Secretariat, Agency for Cultural Affairs

**David Mark Atkinson**, CEO, Konishi Decoration Arts and Crafts Co., Ltd.

**Daisaku Kadokawa**, Mayor, City of Kyoto

**Moderator:** **Yoshiaki Hongo**, Chief, Regional Support Office for Asia and Pacific, UNWTO

Sept. 22 (Sat) 14:00 – 18:00 Tokyo Big Sight, Conference Tower 6F, Conference Room 605/606

## The 7th Tourism Industry Study Seminar – Senior Staff Members Talk a Lot – Organized by Public Relations Office, Japan Association of Travel Agents (JATA)

### Address College Students on Current Facts on Travel Industry

Most participants attending this four-part seminar providing employment opportunities and update on the travel trade will find a job in the industry. Some 250 students participated in the seminar this year. Toshiro Yajima conducted the first part “Basic Course: What’s Happening in the Travel Industry. Ikuyo Namikata and Yajima took turns in the second part/special talk session “The Travel Industry in the Digital Age Facing Diversified Values,” which prompted interaction about the travel industry’s vision for the future.

In the third part “Senior Staff Members Talk a Lot on ‘What the Travel Industry Is All About,’” Hitoshi Sato served as a coordinator of what developed into a panel discussion among five younger employees with three to seven years of industry experience. In the final part Personnel From Human Resources Talk on ‘People We Want to Hire’” coordinated by Yajima, provided detailed advice about hiring of new graduates.



### Speakers/Coordinators:

**Toshiro Yajima**, General Manager Public Relations Office, Japan Association of Travel Agents

**Ikuyo Namikata**, Corporate Officer & Director for Planning and Research, JTB Tourism Research & Consulting Co.

**Masashi Fujisawa**, General Manager, Marketing & Sales, NAVITIME JAPAN Co., Ltd.

**Hitoshi Sato**, General Manager, Secretariat & Publicity Department, Nippon Travel Agency Co., Ltd.



Toshiro Yajima



Ikuyo Namikata



Masashi Fujisawa



Hitoshi Sato

Sept. 22 (Sat) 13:00 – 15:00 Tokyo Big Sight, Conference Tower 6F, Conference Room 607/608

## The 2nd Regional Revitalization Networking Forum – Tourism Demand Exists Everywhere! Organized by Federation of Chief Executives to Promote Vitalization of Regional Economies by Taking Advantage of the 2020 Tokyo Olympic and Paralympic Games

### Cases Featuring Characteristics of Each Region

The forum working with the Federation of Chief Executives to Promote Vitalization of Regional Economies Using the 2020 Tokyo Olympic and Paralympic Games was held again this year.

Takashi Nunokawa, Secretariat of the federation, in starting the forum, said it aims to promote the charms of various places that goes beyond the prefectural borders. Also, executives representing seven communities introduced efforts being made in each region. Toshiki Chahara said, “We want to market further the Kinki region,” while Tetsuya Ogasawara said, “We want to sell the Tobishima Kaido with many variations.” Masayoshi Yonezawa said that they also promoted winter scenes and water extinguishers as tourism attractions, while Masanori Inuzuka said they were pushing to increase overnight guests. “We’re developing promotions at home and abroad,” said Hideki Ishiguro while Kiyoto Fujiwara cited “We place importance on being recognized as a naval port.” “We’re striving to develop tourist resources centering on the Takeshima Aquarium,” explained Riku Asanuma.

Following the presentation, participants exchanged information with the persons in charge.



Takashi Nunokawa



Toshiki Chahara  
Koya-cho  
Wakayama prefecture



Tetsuya Ogasawara  
Kure City  
Hiroshima Prefecture



Masayoshi Yonezawa  
Nanto City  
Toyama Prefecture



Masanori Inuzuka  
Yanagawa City  
Fukuoka Prefecture



Hideki Ishiguro  
Yugawaramachi  
Kanagawa Prefecture



Kiyoto Fujiwara  
Maizuru City  
Kyoto Prefecture



Riku Asanuma  
Gamagori City  
Aichi Prefecture

**Greeting:** **Takashi Nunokawa**, Secretariat, Federation of Chief Executives to Promote Vitalization of Regional Economies Using the 2020 Tokyo Olympic and Paralympic Games

**Speakers:** **Koya-cho, Wakayama Prefecture / Kure City, Hiroshima Prefecture / Nanto City, Toyama Prefecture / Yanagawa City, Fukuoka Prefecture / Yugawaramachi, Kanagawa Prefecture / Maizuru City, Kyoto Prefecture / Gamagori City, Aichi Prefecture**



# The 4th JAPAN TOURISM AWARDS



Sept 20 (Thu) 9:45-10:25  
Tokyo Big Sight, West Exhibition Hall 3

## Organizers

Japan Travel and Tourism Association (JTTA)  
Japan Association of Travel Agents (JATA)  
Japan National Tourism Organization (JNTO)  
Prize Sponsor JCB Co., Ltd.



## The Snow Country Tourist Area Association won the Grand Prize with the efforts of "Meet the Wisdom Hidden in the White World"

In the fourth year of this event, the number of applicants reached 261, exceeding the 239 in 2017. The Grand Prize was given to the Snow Country Tourist Area Association's efforts to create a new brand by regional alliances/DMO under the tagline "Meet the Wisdom Hidden in the White World." Factors that generated high marks and were highly commended as pioneering efforts of the Japanese DMO included the alliance of seven cities and villages in the branding of the snow-country, creation of new values rooted in their local lifestyle and culture, precise target setting, thorough product development and quality management.

Three companies won Awards for Excellence: Hatagoya & Company developed infrastructure for the car-oriented society and proposed a new travel style by introducing Japan's only motel chain "Family Lodge

Hatagoya" nationwide; Jinya Connect Co., Ltd. took on the challenge to revolutionize ryokan/lodging by using Jinya Connect products; and JTB Corp.'s "Honolulu Festival." Also, Tourism Authority of Thailand was selected as the recipient of the Excellent Partner Award winner for the product named "12 Hidden Gems of Thailand." In 2018, two special awards were newly created: Special Awards for DMO Promotion and Special Awards for ICT Utilization. The special awards were given to 11 organizations including awards for Responsible Tourism in Collaboration with UNWTO.

Director of the Jury Yoshiaki Hongo said that 261 entries this year were all good ones with excellent contents, revealing tourism in Japan is steadily expanding into more regions and into the realms of various industries.



## Grand Prize

### Field of Domestic and Inbound Japan / Regional Category

- Snow Country Tourist Area Association (Snow Country Tourism Zone)  
Creating new brand with the Regional Cooperation DMO, 'Meet the wisdom hidden in the white world'



## The JAPAN TOURISM AWARDS for Responsible Tourism in collaboration with UNWTO

### Field of Domestic and Inbound Travel Regional Category

- Saga Ureshino barrier free tour center  
Project of barrier free tourism to welcome all the people including elderly people, disabled and foreigners etc.

- Roots & Fruits "Fujisan Nature Tours"  
Nature tour to meet the unknown attractions of Mt. Fuji 'Fuji Gezan (Go down from Mt.Fuji)'

- Picchio  
Eco Tourism for Environmental Preservation in Karuizawa

### Business Category

- JTB Corp. / Kumamoto Office  
Conveying an educational program (Kumamoto)
- Club Tourism International Inc.  
The Club Tourism's travel supporter system

### Field of Outbound Travel Business Category

- H.I.S. Co., Ltd. / Universal Tourism Desk  
Trip to go with wheel chairs and sticks  
Challenge yourself together! Barrier-free Honolulu Marathon & 10 km run & walk for 6 days



## Awards for Excellence

### Field of Domestic and Inbound Travel Business Category

- Hatagoya & Company  
Expanding the only & the first MOTEL chain in Japan 'Family lodge Hatagoya' throughout the nation proposes for infrastructure building in the car-oriented society and for the new trip style
- Jinya Connect Co., Ltd.  
Challenge for revolution of Ryokan-inn by using the Jinya Connect

### Field of Outbound Travel / Business Category

- JTB Corp.  
Honolulu Festival



## Awards for Excellent Partner

### Field of Outbound Travel / Regional Category

- Tourism Authority of Thailand  
12 Hidden Gems in Thailand



## Special Awards for DMO Promotion

### Field of Domestic and Inbound Travel Regional Category

- Chichibu Omotenashi Tourism Organization  
Regional Cooperation DMO (Destination Management Organization)
- Yatsugatake Tourism Management  
Developing tourism regions beyond the Japanese ver. DMO (Destination Management Organization)



## Special Awards for ICT Utilization

### Field of Domestic and Inbound Travel Business Category

- Japan Airlines Co., Ltd.  
'Dokokani Mairu-Go somewhere'
- Keikyu Corporation  
Enhancing the hospitality for foreign customers with multi-functional translation app 'Station Concierge'

### Media Category

- Fujisankei Communications Group  
GaijinPot Travel



Hatagoya & Company



Jinya Connect Co., Ltd



JTB Corp.



Tourism Authority of Thailand



Keikyu Corporation



Picchio



## Category Awards

### Field of Domestic and Inbound Travel \*In order of entry

#### Business Category

**HUIS TEN BOSCH Co., Ltd.**

Use of ICT and IoT in the Smart Hotel Project

**Itadakimasu Company**

Picnic in the Farm with a Field Guide

**Art Mix Japan Executive Committee**

Art Mix Japan 2019

**Kumano Tour Plan**

Eco-tourism to connect and expand the Kumano Kodo Iseji Route

**Hyokichiya, Ama Hut Hachimankamado**

Sustainable regional development through the Ama diver hut experience

**Seabird Inc.**

Combination of the IT and cycling event, CYCLOG, as a new way to promote the region

**Fuji Tozan School GORIKI / GORIKI Co., Ltd.**

High value-added eco-tour in small groups at Mt. Fuji

**WAK JAPAN Co.**

Creation of an origami (paper folding) program and the production of origami products to support patients of incurable diseases

**OKINAWA TOURIST SERVICE INCORPORATED**

Okinawa Chinese music bus

**Akita Nairiku Jukan Tetsudo**

Promotion of regional attractions through train rides with surprising Tamatebako (treasure box) Lunch Boxes

**YUKKUREISM HOKKAIDO**

Eco-tour linking regions by tasting, enjoying and feeling

**ICHINOYU Co., Ltd.**

Touristic experience services with combination of Hakone Onsen hot springs, cultural properties, agriculture, etc.

**Travelience Inc.**

TripleLights

**Umemori Honten Co., Ltd.**

Sushi-making experience and promotion of universal design in hospitality

**Gobo Hidaka Expo (Onpaku), Executive Committee**

Gobo Hidaka Expo

**Hato Bus Co., Ltd.**

Multifaceted tourism approach using the double-deck open bus 'O Sola Mio

**Nippon Travel Agency Co., Ltd.**

Red Balloon – Take the Nagamare Strait Train for sightseeing

**East Japan Railway Company**

Train Suite Shiki-shima, "Season of the East Japan" course to enjoy seasonal attractions

### Regional Category

**Hamamatsu Film Commission Location Shooting**

History of the Film Commission Promoting Bureau of the Hamamatsu City Hall that supported double the number of films in 3 years and accepted more than 200 days of filming annually for 3 consecutive years

**Nagomi Visit**

Home visits to enjoy meals with travelers from the world

**OTA OPEN FACTORY, executive committee**

OTA OPEN FACTORY

**Tohoku Tourism Promotion Organization**

Phoenix School

**Oz-group Kaito-yumin Club**

Eco-tourism linking regions and sustainable tourism on remote islands and in fishing villages

**Okinawa Prefecture/Okinawa Convention & Visitors Bureau (OCVB)**

Promotion to enhance the acceptance system of foreign visitors, "Become a Welcome-nchu (welcoming person)"

**Minami Sanriku-cho Regional Tourism Recovery Association**

Recovery and creation of the regional economy using "Minami Sanriku Tenten Map"

**Kosei Yume Furusato Waiwai Club**

Regional development through environmental preservation activities and sightseeing eco-tour to protect the nature of the Lake Biwa and surrounding mountains

**ONSEN & Gastronomy Tourism Association**

Nationwide expansion of ONSEN & Gastronomy Tourism

**Fukushima Tourism & Product Exchange Association**

Learning through "Fukushima Hope Tourism"

**Maimai Kyoto Executive Committee**

Kyoto's mini-tour, Maimai Kyoto, guided by local residents

**Star Village ACHI Tourism Promoting Association**

Star Village ACHI, the best starry village in Japan

**Lake Biwa Canal Promotion Council**

Resuming the boat operation on the Lake Biwa Canal after 67 years and promoting tourism in the areas along the canal

**Osatsu Ama Cultural Management Association**

Creation of the sustainable community based on the ama diver culture

### Media Category

**LIVE JAPAN**

LIVE JAPAN PERFECT GUIDE

**JTB Publishing, Inc.**

"Rurubu Special Edition," a solution project using the brand "Rurubu"

**TBS VISION, Inc.**

Japan Heritage project and a movie creation project to enhance the branding of the Japan Heritage

**Kafuu Resort Fuchaku CONDO, HOTEL**

Creation of a community in which all including LGBTs are comfortable to live and work

**JTB Tourism Research & Consulting Co.**

University Students Tourism Regional Development Competition

**All Nippon Airways Co., Ltd.**

IS JAPAN COOL? DOU

**The Yomiuri Shimbun**

The Yomiuri Shimbun Sunday "Meigen Junrei" (Journey with words of wisdom)

### Field of Outbound Travel \*In order of entry

#### Business Category

**Tour Wave Co., Ltd.**

Departure of chartered flights from regional airports

**H.I.S. Co., Ltd.**

Challenge for an untapped market of the Hajj (major pilgrimage) and Umrah (minor pilgrimage)

### Regional Category

**Brand USA**

Project for creating various tour products to the USA

**Ministry of Tourism, Republic of Indonesia**

Support for the creation of the film "The Man from the Sea" collaborated by Japan and Indonesia and the successive promotion of "Jakarta Marathon"

**JTB Corp. Leisure Business Dept. Overseas Purchasing & Products Management Business Div. USA/Oceania Sec.**

9-year project of tour series inspired by customers, themed "Cultural interaction!" "Good morning," "Welcome" and "Good evening" developed through walking with local advisors

**Miki Tourist Co., Ltd. FIT Planning and Promoting Department**

The Myu Petit Tour: short trips of the minimum of an overnight stay departing from and arriving in Europe to meet the needs of individual travelers

**Embassy of Sweden**

Tourism Project of Sweden Travel and Culture Center

### Media Category

**NHK (Japan Broadcasting Corporation)**

The Second Trip Series: A Deeper Travel Experiences Abroad



### Director of Jury

**Prof. Yoshiaki Hompo** Chief, Regional Support Office for Asia and the Pacific, UNWTO Visiting Professor at Tokyo Metropolitan University

### Jury Members

**Adam Fulford** CEO, Fulford Enterprises, Ltd.

**Yoshiro Ishihara** Director Editor-in-Chief, WING Aviation Press Co., LTD.

**Yoshiyuki Oshita** General Manager, Center for Arts Policy & Management, Mitsubishi UFJ Research and Consulting Co., Ltd.

**Shigeto Kubo** President, Japan Travel and Tourism Association

**Satoshi Seino** President, Japan National Tourism Organization

**Waichi Sekiguchi** Senior Staff Writer, Nikkei Inc.

**Yoshiyuki Takada** General Manager, Regional Planning Department, Development Bank of Japan Inc.

**Hiromi Tagawa** Chairman, Japan Association of Travel Agents

**Miyako Hamano** Special Adviser Cool Japan Strategy, Secretariat of Intellectual Property Strategy Headquarters Cabinet Office

**Shinya Fujii** Director-General, Service Industry Department, Japan External Trade Organization (JETRO)

**Masami Morishita** Professor, Department of International Tourism Management Faculty of International Tourism Management, Toyo University

**Masayuki Wakui** Professor, Landscape Architect (J.R.L.A.), Faculty of Environmental Studies, Tokyo City University

# WELCOME RECEPTION

Sept 20 (Thu) 18:30 – 20:00 Tokyo Big Sight, West Exhibition Hall 3 / Number of Visitors: 3,200



**Guests:** Keiichi Ishii, Minister, MLIT / Tsukasa Akimoto, State Minister, MLIT / Hiroshi Tabata, Commissioner, JTA, MLIT / Toshihiro Nikai, LDP Secretary-General, House of Representatives Member / Motoo Hayashi, LDP Acting Secretary-General, House of Representatives Member / Naomi Tokashiki, State Minister for Environment / H.E. Chhimmy Pem, Director, Tourism Council of Bhutan / H.E. Dr. Thong Khon, Minister of Tourism, Kingdom of Cambodia / Republic of Kosovo / H.E. Tserenbat Namsrai, Minister of Environment and Tourism, Mongolia / H.E. U Ohn Maung, Union Minister, Ministry of Hotels and Tourism, Republic of the Union of Myanmar / H.E. Bernadette Romulo-Puyat, Secretary of Tourism, Republic of the Philippines / H.E. Ranjith Aluwihare, State Minister of Tourism Development & Christian Religious Affairs, Republic of Sri Lanka / H.E. Weerasak Kowsurat, Minister of Tourism and Sports, Kingdom of Thailand / Hirohiko Sugiyama, Director, Brand Marketing, JCB Co., Ltd. / Ryuko Hira, Representative Director, Hotel Management International K.K. / Tadashi Fujita, Representative Director, Executive Vice President, Japan Airlines Co., Ltd. / Takashi Shiki, Senior Executive Vice President, Member of the Board, ALL NIPPON AIRWAYS CO., LTD. / Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO) / Gloria Guevara Manzo, President & CEO, World Travel & Tourism Council / Mario Hardy, CEO, Pacific Asia Travel Association / Shannon Stowell, CEO, Adventure Travel Trade Association

**Organizer:** Hiromi Tagawa, Chairman, Japan Association of Travel Agents / Shigeto Kubo, President and COO, Japan Travel and Tourism Association / Satoshi Seino, President, Japan National Tourism Organization

## Interacting Japanese and Global Players to Head for Being Tourism Powerhouse

At the TEJ 2018 WELCOME RECEPTION attended by stakeholders and VJTM buyers, participants could enjoy experiencing Japanese culture and live entertainment on stage, creating an invaluable time for sharing.

JNTO President Satoshi Seino touched upon the earthquake and severe rainstorms that hit Japan this summer, adding that “We want all international participants to feel the power and charms of regional communities striving to recover and share those efforts to bring back to your country.”

Keiichi Ishii, Minister of Land, Infrastructure, Transport and Tourism, said that International tourism exchanges require not only a vibrant economy in each country and area but also opportunities to rediscover regional attractiveness in the eyes of foreign visitors based on mutual understanding and promotions.

LDP Secretary-General Toshihiro Nikai, chairman of All Nippon Travel Agents Association (ANTA), also said that, “Some 3,000 stakeholders gather around to exchange thoughts that can inspire the progress of tourism. It is important for us to put forces together to move forward.”

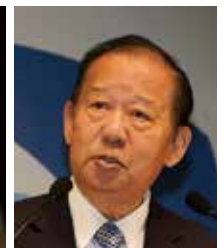
Also, Chief Cabinet Secretary Yoshihide Suga sent his message to the Welcome Reception: Tourism is significant in fostering international exchanges, deepening understanding by foreign visitors and important as “a pillar for regional community development” and “a powerful card for our growth strategy.”



Satoshi Seino  
President, Japan National  
Tourism Organization



Keiichi Ishii  
Minister, Ministry of Land,  
Infrastructure, Transport and  
Tourism



Toshihiro Nikai  
LDP Secretary-General,  
House of Representatives  
Member



H.E. Bernadette  
Romulo-Puyat  
Secretary of Tourism, Republic  
of the Philippines

Tourism Secretary Bernadette Romulo Puyat of the Philippines made a toast, saying that the image that people once had of the tourism industry has changed and now a lot of attention is focused on the power of tourism.



## BUSINESS MEETINGS

Sept 20 (Thu) 12:00 – 18:00 Sept 21 (Fri) 10:00 – 18:00 Tokyo Big Sight, East Exhibition Halls 1-6 / No. of Business Sessions (7,450)

### Two Days of Pre-arranged Appointments at Booths Total Appointments Went Up by 8%

Business meetings between buyers and sellers designed to promote development of travel products and business exchanges were conducted on Sept. 20 and 21. The number of business appointments grew 8% from a year ago to 7,450.

Throughout the entire exhibition area there were many exhibitors promoted attractions and products by using digital devices and printed materials during the business sessions.

Many of the productive business negotiations took place to implement proposals of tour products and plans.

The newly adopted digital platform helped to set ideal business appointments and matchings. It functionally offered online communications between exhibitors and buyers and helped them to arrange the additional meetings and online pre-discussion opportunities.



## Characteristics of Business Meetings in 2018

- ① 2-day pre-arranged appointments in exhibitors' booths
- ② Improved digital matching system accurately meeting business needs and requests with supporting functions of pre-/post-business meeting communications
- ③ The system environment enabled pre-appointment meetings among the exhibitors
- ④ Pre-appointment meetings were also available for media and Inbound Tourism Business EXPO
- ⑤ The buyer's lounges were newly established for business days
- ⑥ The WELCOME RECEPTION offered enhanced networking opportunities



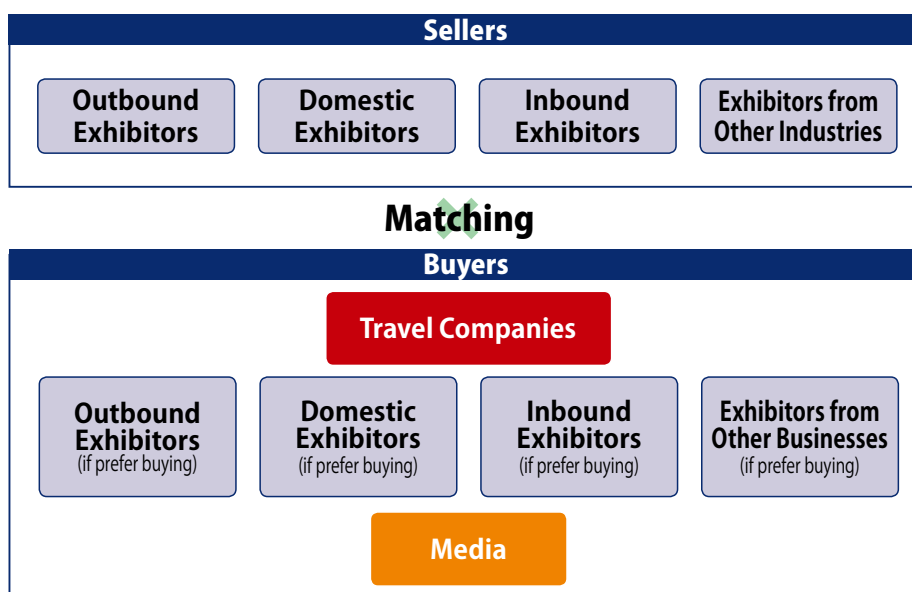
## Sellers and Buyers

### Sellers

- Exhibitors of Tourism EXPO Japan
- Exhibitors of Inbound Tourism Business EXPO

### Buyers

- Travel Companies (Members of JTTA, JATA and JNTO)
- Media (editors and journalists)
- Tourism EXPO Japan 2018 exhibitors (who were willing to act as a buyer)



## VJTM2018 Joint Program — Seminars and EXPO Inspection Tours for VJTM Buyers

### Inspection Tours for Buyers / Seminars Held under 4 Themes

International buyers who participated in the VISIT JAPAN TRAVEL & MICE Mart 2018 visited the Tourism EXPO Japan exhibitions on Sept. 21. Also, in the Japan area, the inspection tours were made in 10 groups, five each in the morning and afternoon, centering on the Inbound Tourism Business EXPO.

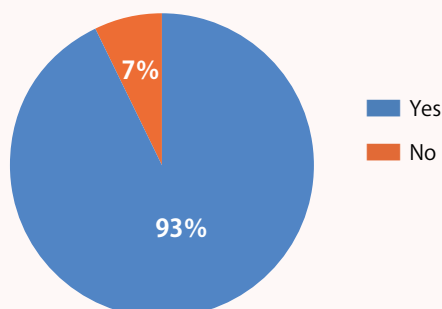
In addition to the inspections, seminars organized by the Japan Travel and Tourism Association were conducted for buyers. The seminars in the morning centered on sakagura tourism and Kumamoto prefecture tourism, while those in the afternoon were about industrial tourism and the Tohoku region. After the seminars, buyers talked with the speakers and gained specific ideas for product development and details about tourist attractions.



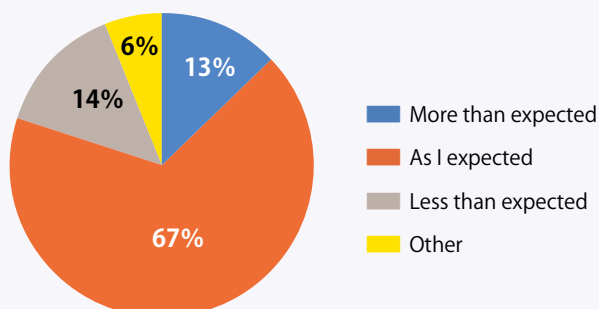
## Survey on Business Meetings Participants

### Sellers (Exhibitors)

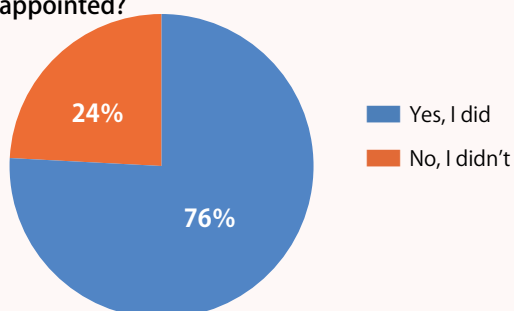
(1) Are the business meetings beneficial?



(2) Were the contents of the meetings as expected?

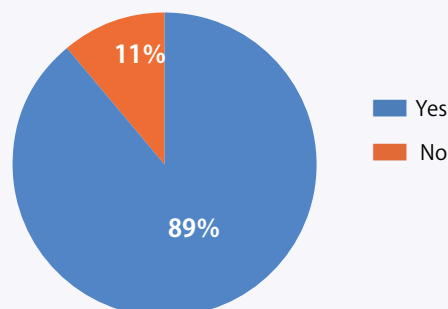


(3) Did you have any meetings other than those pre-appointed?

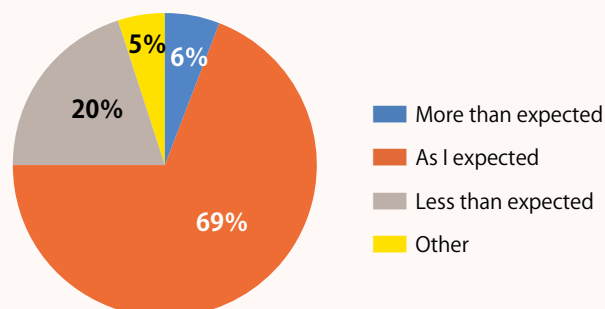


### Buyers (Travel Companies)

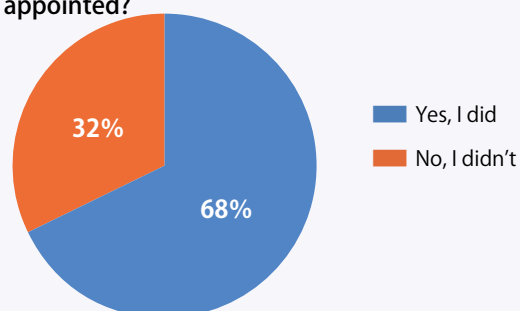
(1) Are the business meetings beneficial?



(2) Were the contents of the meetings as expected?



(3) Did you have any meetings other than those pre-appointed?



### Sellers' Comments

#### About Business Meetings

##### ● Good Points

- As contents of pre-registration were written in detail, it helped understanding and selecting buyers for the business meetings.
- I was able to talk directly with the right persons in charge of planning, serving as a useful reference for the future business.
- It was significant to talk with operators whom I seldom have business meetings with.

##### ● Points to Improve

- Because of the efficient matching system, it was difficult to secure a pre-appointment with those popular local buyers.
- Since some exhibitors conducted stage events with lots of noise, the atmosphere was not appropriate for business meetings.

#### About Business Meetings in Exhibition Site

##### ● Good Points

- As many buyers were collecting materials concentrated by area, we were able to introduce nearby areas, too.
- Thanks to business meetings in the booth, we were able to meaningfully use both space and time.
- Since they visited our booths, it was a good opportunity to understand their strong interest.

##### ● Points to Improve

- It was beneficial to explain things using various tools at our own booths but it was just too noisy for business meetings. It is somewhat difficult to use tools prepared for the business meetings in case of shared booths.

### Buyers' Comments

#### About Business Meetings

##### ● Good Points

- With information about sellers available in advance, meetings went smoothly.
- I could access local information difficult to obtain otherwise and reach many people.

##### ● Points to Improve

- I'm not sure how to take full advantage of the matching system.
- Depending on operators, some mismatching cases were observed.

#### About Business Meetings in Exhibition Site

##### ● Good Points

- We gathered information face to face, I was able to gain selling power.
- Taking advantage of spare time and time between appointments, I was able to exchange cards with booth holders with no appointment.
- I was able to enjoy not only meeting our counterparts but the atmosphere of booths around the area.

##### ● Points to Improve

- It's difficult to engage in discussions with all the noise particularly during the entertainment sessions.
- It's far and hectic to move from booth to booth.

## Travel Showcase

### Promoting “New Forms” of Travel!

This year marked the fifth year of the event where it actively moved toward fortifying the tourism industry by introducing new dimensions, including themed travel, industrial travel, Japan sakagura/sake-brewery tourism and the university/career college academy area, in efforts to promote the event’s theme, “A journey beyond anything you could imagine.”

The travel showcase was further expanded this year with improved interactive contents at each exhibition booth.

#### Events Planned by Organizers

##### Resort Wedding



##### Sports Adventure Tourism



##### Language and Study Abroad



##### Adventure Tourism



##### Cruises



##### Sake Brewery Tourism



##### Industrial Tourism



##### DMO Area



##### Academy Area



## Events Planned by Organizers

**“Cheer Up Japan” through the Power of Travel!**



**Revitalize Japan with the Power of Travel**



**The 4th  
JAPAN TOURISM AWARDS**



**The 66th  
Japan Tourism Poster Contest**



**JATA Tourism Charity 2018**



**Meet the World**



**Japan Film Commission  
Filmed Location Map Display**



**Universal Tourism**



**Ministry of Foreign Affairs,  
Consular Affairs Bureau**



**Tabi Square  
Exhibition by the specialized or themed travel companies**



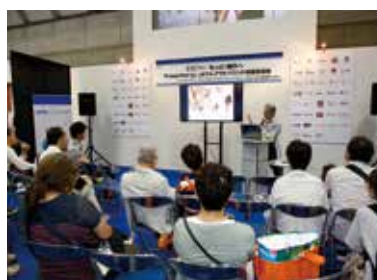
**Overseas Hotel Executive  
Association(OHEA)**



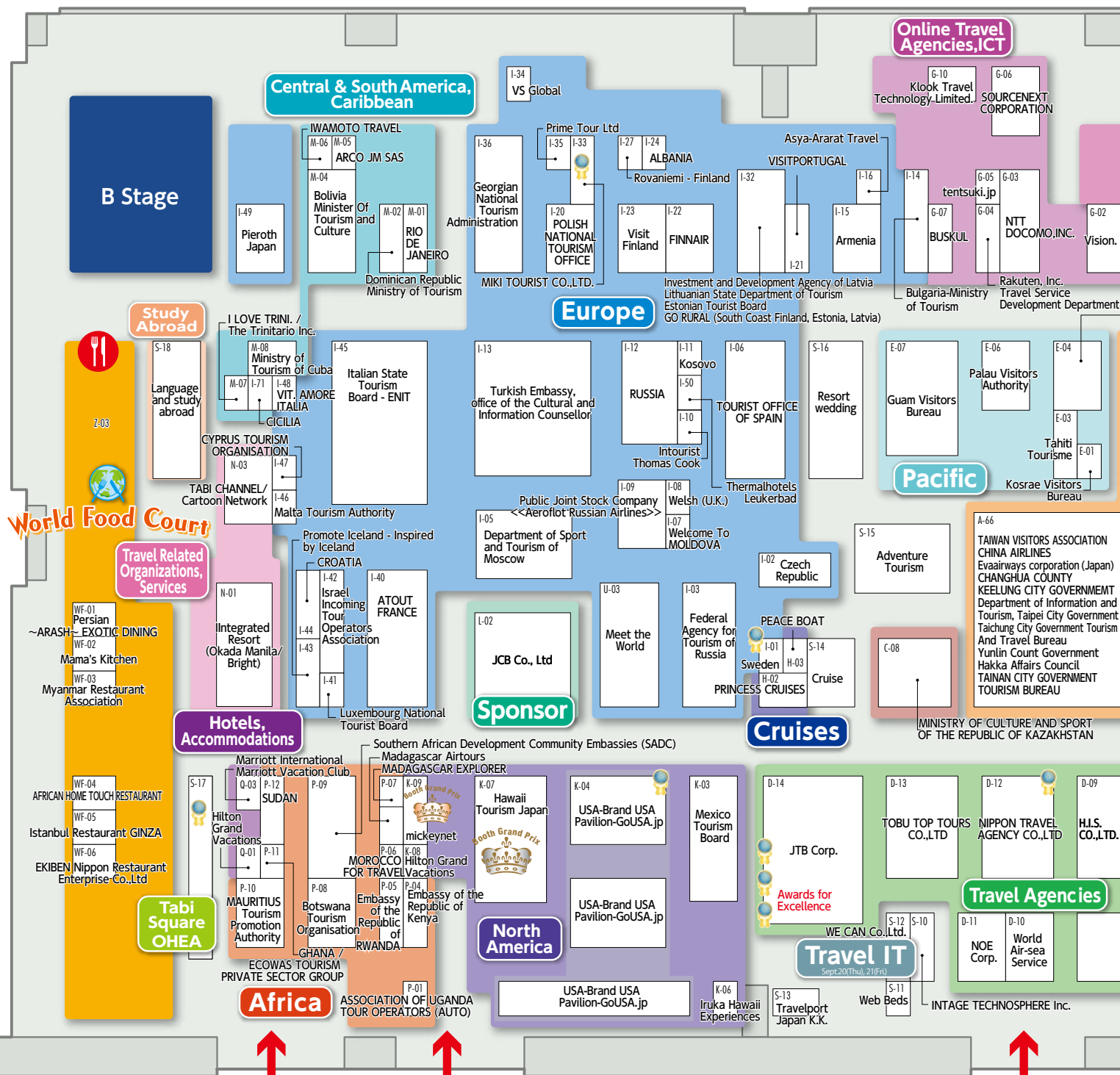
**JATA・Japan Outbound Tourism Council (JOTC)**

JATA・Japan Outbound Tourism Council (JOTC) hosted an “International Education Course” from Sept. 22 to 23 for those interested in learning how to better enjoy traveling overseas. While being introduced to “90 Selections of Beautiful Scenery from Around the World,” featuring Taiwan, the Americas and Europe, attendees learned about the allure of traveling overseas.

There was also an award ceremony for the Third Photography Contest, with the top award given to Nobuko Kuroki of Eurasia Travel Company.



# Travel Showcase (East Hall 1, 2, 3)



East Hall 3

Revitalize Japan with the Power of Travel

East

## Booth Grand Prix

The Booth Grand Prize is an award program to select outstanding booths based on votes by visitors, stakeholders and exhibitors. The evaluation criteria are the identity of the booth's design, quality of the contents, appeal of the production and the customer service of the staff.



Grand Prix Winner



Second Grand Prix Winner



Special Award Winner



Grand Prix Winner



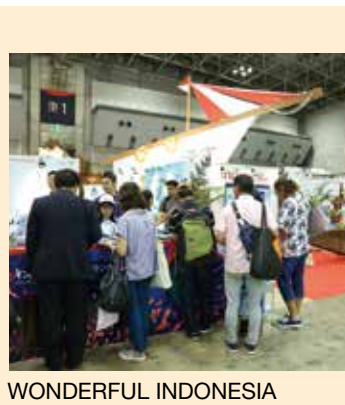
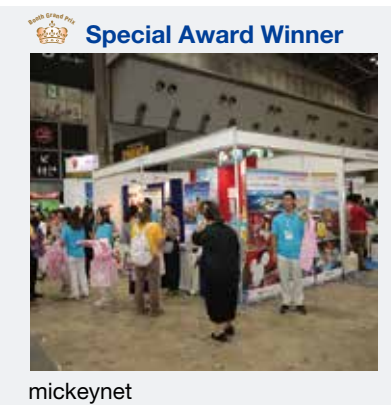
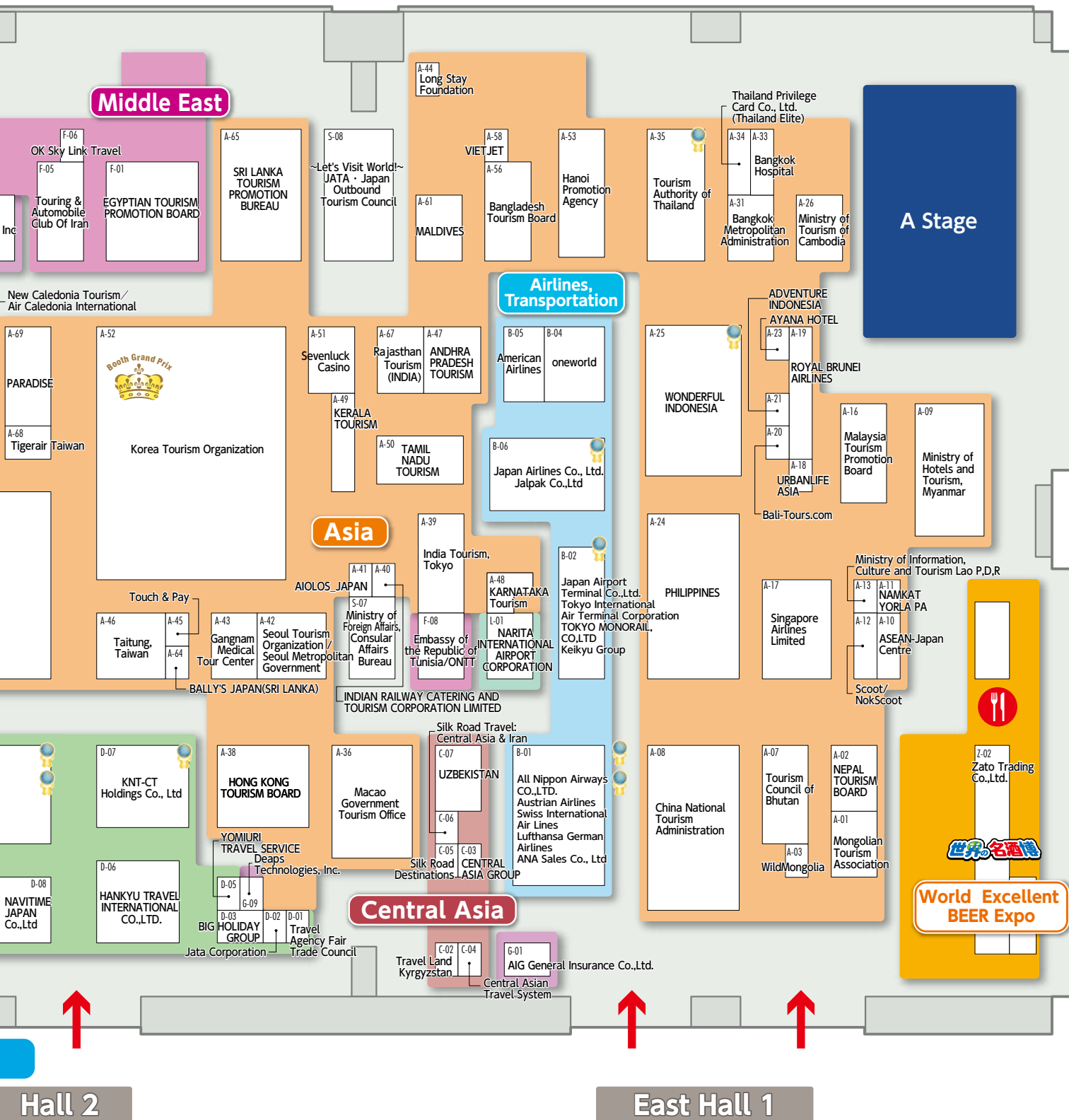
Korea Tourism Organization



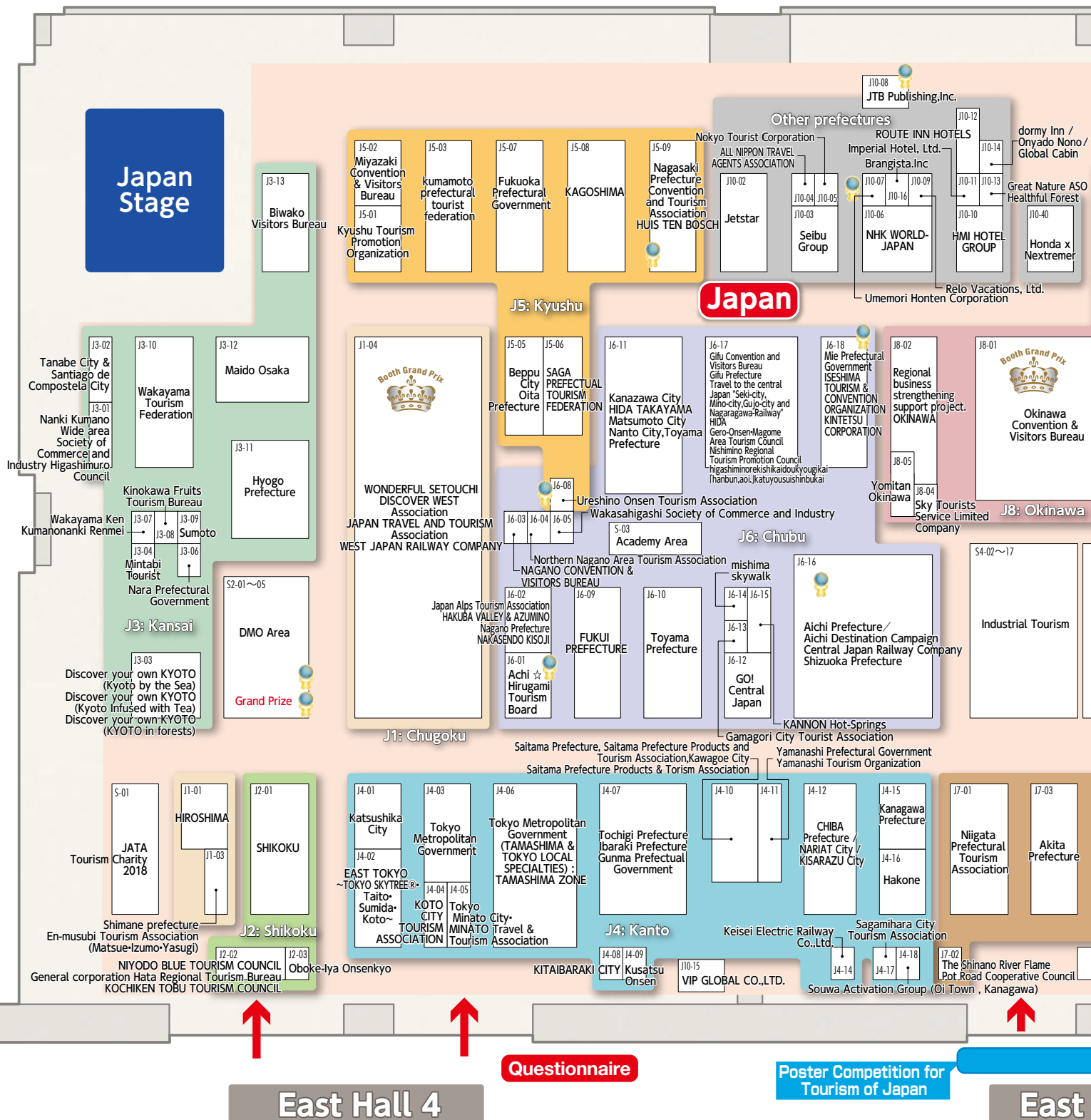
Second Grand Prix Winner



Hawaii Tourism Japan



# Travel Showcase (East Hall 4, 5, 6)



**Second Grand Prix Winner**



WONDERFUL SETOUCHI DISCOVER WEST Association

**Second Grand Prix Winner**



Okinawa Convention & Visitors Bureau



Visitor Use Promotion Office, National Park Division, Nature Conservation Bureau, Ministry of the Environment, Japan

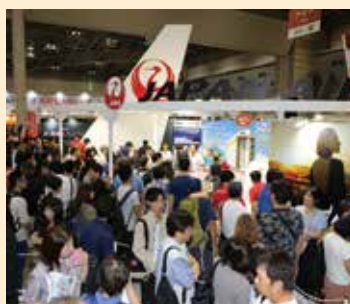


Agency for Cultural Affairs (Japan Heritage)

East Hall	East 3	East 2	East 1
	East 6	East 5	East 4



All Nippon Airways CO.,LTD.



Japan Airlines Co., Ltd.

NARITA INTERNATIONAL  
AIRPORT CORPORATION

East Japan Railway Company



# Inbound Tourism Business EXPO

Sept 20(Thu) - Sept 21 (Fri)  
East 6 Hall, Tokyo Big Sight

Organizers: Tourism EXPO Japan, Nikkei Inc.

Visitors: about 13,500

Sept 20 (Thu) 7,000  
Sept 21 (Fri) 6,500

## Technology, Services Come Together to Support Japan's Tourism Unique Souvenir Creators Appear for First Time

In collaboration with Tourism EXPO Japan and Nikkei Inc. the "Inbound Tourism Business EXPO" was held for two days from Sept. 20 (Thu) to 21 (Fri).

The EXPO was held as part of Tourism EXPO Japan 2018's "Fair in Fair," which made its second run this year. There were booths from 88 companies and organizations supporting tourism in Japan through marketing, multi-language and ICT solutions, video and web content, device support and infrastructure, human resource support, and sales and interactive planning.

Among the many essential services and tools for inbound business, such as multi-language services and translation tools, automatic currency exchange machines, and signage,

what stood out were the souvenirs created for foreign travelers. The sweets and rice, key holders, and masks exuding Japanese qualities made a lasting impression. The creation of souvenirs is critical for inbound and tourism businesses, and on Sept. 21 (Fri) there was a seminar "How to Create Souvenirs for Chinese Visitors."

Continuing from last year, "The Front Lines of Inbound Venture" -- a two-part seminar hosted by the Inbound Venture Association -- as well as other seminars about cashless initiatives, apps and golf tourism were conducted. The next "Inbound Tourism Business EXPO" will be held Oct. 24-25, 2019 for the first time in Osaka.

### PICK UP!

### Toward 2020! Opportunities, Issues From Latest Inbound Trends



**Speaker**  
Keisuke Murayama, Chief Executive Officer  
Yamatogokoro, Inc.

### Opportunities in 2020 to Create Jump in Inbound Momentum

On Sept. 20 (Thu), the first day of the event, Keisuke Murayama, Chief Executive Officer of Yamatogokoro Inc., conducted a seminar "Toward 2020! Opportunities, Issues from the Latest Inbound Trends." Despite being held early the morning, the large number of attendees reflected the high interest in inbound travel, especially with the Tokyo Olympic and Paralympic Games less than two years away. Murayama said that inbound travel, which is currently trending, will continue to grow after 2020. "2020 will present the biggest opportunities. Now's the time to put your business in gear." To accomplish this, businesses need to create a new product. Although overtourism is a problem in some cities, there are many cities and areas that don't have products for sale. Murayama provided a concrete example of releasing a certain item, adding value while raising the unit price, and making promotions during periods and days when it isn't selling. There

is also room for the development of thematic goods related to anime and sports, suggesting that Japan still has high potential.

Raised issues included the task of providing high levels of satisfaction to travelers who aren't particularly fond of Japan, securing human resources from overseas and evaluating them appropriately, and the budgetary allocation of municipalities that tend to be biased in favor of disseminating information. Business owners and residents must also become more open and distance themselves from isolated ways of thinking. In closing, Murayama said that although there are many issues, Japan's inbound business continues to grow and attract the world's attention, and expressed confidence that from 2020 Japan will step into the spotlight as a model country for the rapidly expanding inbound business.

## Official Visits



Kazuo Yana  
Parliamentary Vice-Minister of Land,  
Infrastructure, Transport and Tourism



Teru Fukui  
Minister of State for Special Missions



Manabu Sakai  
State Minister of Internal  
Affairs and Communications



Naomi Tokashiki  
State Minister, Environment



Hiroyoshi Sasagawa  
Parliamentary Vice-Minister of Environment



Ichiro Aisawa  
House of Representatives Member



Shigeyuki Tomita  
House of Representatives Member



Hiromichi Watanabe (Photo left)  
House of Representatives Member



Hirofumi Kado  
House of Representatives Member



Shunsuke Takei  
House of Representatives Member



Kentaro Asahi  
House of Councilors Member



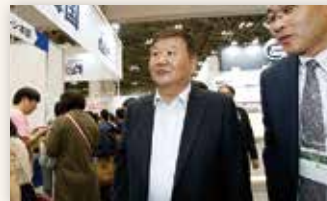
Yasuko Komiya  
House of Representatives Member



Yuriko Koike  
Governor of Tokyo



Hideaki Omura  
Governor of Aichi Prefecture



Roh Tae-gang  
Vice Minister Ministry of Culture,  
Sports and Tourism



Ichiro Hamakawa  
President & CEO, JCB Co., Ltd.

## Courtesy Calls



H.E. Thordis Kolbrun Reykfjardottir  
Minister of Tourism, Industry and Innovation,  
Republic of Iceland



Milton Morinaga  
Chairman of Guam Visitors Bureau



Jim Jones  
Managing Director, North Wales  
Tourism, United Kingdom



H.E. Bernadette Romulo-Puyat  
Secretary of Tourism  
Republic of the Philippines



Angelos Loizou  
Chairman of Cyprus Tourism  
Organization, Cyprus



Santi Chudindra  
Deputy Governor for International  
Marketing (Asia & South Pacific)  
Tourism Authority of Thailand



H.E. Tserenbat Namsrai  
Minister of Environment and  
Tourism, Mongolia



Ahmed Youssef  
Chairman of Egyptian Tourism  
Promotion Board



H.E. Ranjith Aluwihare  
State Minister of Tourism Development  
& Christian Religious Affairs, Democratic  
Socialist Republic of Sri Lanka



Anthony Lau  
Executive Director  
Hong Kong Tourism Board



H.E. Mohamaddin bin Ketapi  
Minister of Tourism, Arts and  
Culture, Malaysia



H.E. Dr. Graham Abd El-Gadir Damin  
Undersecretary, Ministry of  
Tourism, Antiquities and Wildlife,  
Republic of the Sudan



H.E. Eriks Eglitis  
Vice Minister and State  
Secretary, Ministry of Economics  
Republic of Latvia



H.E. Enrique de la Madrid Cordero  
Secretary of Tourism  
United Mexican States



Defne Ozalp, Counsellor, Turkish Embassy, Office of  
The Cultural and Information Counsellor  
Mine Güne KAYA, Tourism Manager,  
Izmir Chamber of Commerce, Turkey



Md Emran  
Additional Secretary, Ministry of Civil  
Aviation and Tourism, Bangladesh



Dologorsurenjin Dagvadorj  
Chairman of the Mongolian Travel  
Association



Zhang Xi Long  
Director, China National Tourism  
Administration



A representative body of CARICOM (Caribbean  
Community), including representatives of 11  
member state of CARICOM



Michele Fiore, Board Member  
Rafael Villanueva, Senior Director  
Las Vegas Convention and Visitors Authority



H.E. Edmund Bartlett  
Minister of Tourism, Jamaica



Rhee Jaesung Rhee  
President & CEO, Seoul Tourism  
Organization, South Korea



TEJ2019  
Osaka Committee Members

# 2018 Travel Showcase



## Program for Tourism Professionals Tourism Professional Seminar

Tourism experts gave a seminar to nurture leading tourism professionals by adding depth and broadness to their career. Many participants who are engaged in the tourism industry gathered to obtain "must-know" business information from various perspectives and listened to lectures of tourism professionals from both Japan and overseas.



### Moderator

**Naonobu Kondo**, Chief Researcher,  
Research Consulting, The Japan  
Research Institute, Limited

### Panelists

**Tsuyoshi Hasegawa**, Corporate Officer  
and Director for Planning Strategy, JTB  
MEDIA CREATION, Inc. (JMC)

**Tomoaki Kojima**, Senior Managing  
Executive Officer, SOURCENEXT  
Corporation

**Hironasa Inoue**, Vice Manager, Window  
Sales, Tokyo Central Post Office, Japan  
Post Co., Ltd.

**Toshiaki Furuya**, COO, Mirai Translate  
Co., Ltd.

**Takuro Yoshida**, President & CEO,  
Logbar Inc.

### Tourism Professional Seminar Timetable

Sep 20 (Thu)							
Time	B stage	Seminar Room 1	Seminar Room 2	Seminar Room 4	Seminar Room 5	Seminar Room 7	Seminar Room 9
11:00						11:00-12:00 Seminar on Educational Travel Domestic & Outbound Travel	
12:00	12:30-14:00	12:30-14:00	12:30-14:00	12:30-14:00	12:30-14:00		12:30-14:00
13:00	World Standard Inbound Marketing by Setouchi DMO	Malaysia Destination Seminar	Tourism Management Seminar Regional tourism rejuvenation and preparations to receive inbound visitors, social big data application to risk management	Rio de Janeiro Destination Seminar	Seminar on Japan Heritage Attractiveness and Utilization	13:00-18:00	JATA Chugoku/Shikoku/Branch Executive Meeting Travel Agency Fair Trade Council Executive Meeting
14:00		14:30-16:00	14:30-16:00	14:30-16:00	14:30-16:00	Seminars by Exhibiting Universities	14:30-16:00
15:00		Drawing from "knowing" to "visiting" using data Destination marketing identified from Setouchi DMO	Seminar on Travel Agency Act	Central Asia Destination Seminar Uzbekistan, Turkmenistan, Tajikistan	Inbound Educational Travel Specific measures to expand inbound educational travel		Digital Marketing Seminar by JNTO
16:00	16:30-18:00	16:30-18:00	16:30-18:00		16:30-18:00		16:30-18:00
17:00	① Tour Conductor of the Year 2018 Award Ceremony ② Talk by Experienced Tour Conductor ~ Tips for better traveling~	Travel Media "Rurubu" Introduction of regional solution cases with brand usage	Inbound Travel from the Perspective of Aviation Data		Seminar on Fare Schemes, etc. of Chartered Bus		Seminar on Regional Inbound Tourism Marketing with Animation Film and Products
18:00							

Sep 21 (Fri)							
Time	B stage	Seminar Room 1	Seminar Room 2	Seminar Room 3	Seminar Room 4	Seminar Room 5	Seminar Room 7
10:30-12:00	Global Communication Symposium 2018 The Evolving Multilingual Communication Technology and its Application for Business	2020 new graduates seminar Travel / Sightseeing industry latest employment / recruiting cases			10:30-12:00 Destination Seminar "Journey into Historic Sites of Three Kingdoms"	10:30-12:00 New Travel Style Introduction of Nohaku	10:30-14:30
12:00	12:30-14:00		12:30-14:00		12:30-14:00	12:30-14:00	Seminars by Exhibiting Universities
13:00	Overseas Graduation Trip Plan Contest 2018		Inbound Travel from the Perspective of Aviation Data		South Korea Destination Seminar	Inbound Tourism Business Seminar to Safety Develop Inbound Business	
14:00	14:30-16:00	14:30-16:00	14:30-18:00	14:30-16:00	14:30-16:00	14:30-16:00	15:00-16:00
15:00	University Students Tourism Community Planning Contest 2018 Presentation	Seminar on Claim-handling	Internal Meeting for Production of Travel TV Program	Indonesia Destination Seminar	Cuba Destination Seminar	Boarder Tourism x ICT Utilization Challenges of Okinawa Yonaguni Traveling World Boarders Starting from Japan Try out at boarder at China	Seminar on 20 Most Beautiful Streets in Europe Attraction of three beautiful streets in Wales, the country of wonder
16:00		16:30-18:00			16:30-18:00	16:30-18:00	16:30-18:00
17:00	17:15-18:00 Japan-Hong Kong Tourism Year Program	"Film Commission Activities and Its Application"			Southern Africa Destination Seminar	Seminar on Consumption Tax Reduced Tax Rate	Seminar on Tourism Site Promotion and Branding in collaboration with companies / municipal governments / citizens / tourist facilities
18:00				18:00-19:00 JATA Kansai branch Internal Meeting			
19:00							



In-booth Receptions



Stage



## Closing Ceremony / Grand Finale

Sept 23 (Sun) 16:30 – 17:00  
Stage A, East Exhibit Hall, Tokyo Big Sight

### EXPO Concludes on a High Note with Record 207,352 Visitors TEJ to be Held in Osaka for the First Time in 2019

Marking its fifth year, TEJ 2018 welcomed booths from 136 countries and regions and 47 prefectures and the number of visitors during the four-day event surpassed the previous high set in 2017. The number of business discussions also exceeded that of 2017, underscoring the success of the event.

Chairman Hiromi Tagawa, head of the TEJ planning committee, said, “We arranged areas that emphasize interactivity, so I trust you all were able to discover a ‘new form of travel.’ Tourism contributes to natural disaster recovery and visiting an affected region is the ultimate form of support.” With the 2019 EXPO set to be held in Osaka, he promised that “next year’s EXPO will capture the spirit of Kansai and serve as an event held in the same year as the Rugby World Cup in leading up to the Olympic and Paralympic Games.”

The closing ceremony included the Booth Grand Prize award ceremony, where one group was selected for the Grand Prize, three as runner ups, and one for the special award. As part of the Booth Grand Prize, from Sept. 21 to 22, all visitors and booth-related personnel voted for their favorite booths. Winners received a commendation plaque, certificate, and, as an extra bonus, a booth spot at the 2019 event.

Highlighting the closing ceremony, all of Japan’s regional characters gathered on stage in a spectacular grand finale, with the promise of meeting again next year in Osaka.



\*Refer to the photos on the pages 22-24 for winners.



Speakers



#### Closing Ceremony

Ichiro Hamakawa, President & CEO, JCB Co., Ltd.  
Hiromi Tagawa, Chairman, Japan Association of Travel Agents (JATA)  
Shigeto Kubo, President & COO, Japan Travel and Tourism Association (JTJA)  
Grand Prix Award winners

#### Grand Finale

Exhibitors (local characters from throughout Japan)

# Stage Programs

Featured of many various performances and events

Watch
 For Families

Feel
 Learn

Ceremony

9/22 sat.	Place	EAST 1 A Stage	EAST 3 B Stage	EAST 4 Japan Stage
	Time			
	10:00			
		10:30 - 11:30 <b>CHUGGINGTON MINI STAGE</b> WONDERFUL SETOUCHI	10:30 - 11:00 <b>Mongolian Folk Concert</b> Ulaanbaatar Ensemble	10:30 - 11:00 <b>Kyushu Tourism Promotion Organization</b> Kyushu Tourism Promotion Organization
	11:00		11:15 - 11:45 <b>Taitung, Taiwan</b>	11:15 - 11:45 <b>SAMURAI Performance</b> OSHIO-OMOTENASHI KACCHUTAI
				11:45 - 12:15 <b>Ueda city Nagano Prefecture PR</b> Shinsyu Ueda Omotenashi Bushotai
	12:00	12:00 - 12:30 <b>Philippine Music Live featuring Maria Theresa Gow</b> Philippine	12:00 - 12:30 <b>The Sounds of Mariachi by Mariachi Agave from Mexico</b> Mariachi Agave	12:30 - 13:00 <b>Sensational Tokyo tour by HATOBUS</b> HATOBUS
	13:00	13:00 - 13:30 <b>orochi (The Giant, Eight-headed Serpent)</b> Gotsu City Iwami Kagura Liaison Council	12:45 - 13:15 <b>Wonderful Indonesia Performance</b> Wonderful Indonesia Team	13:15 - 13:45 <b>Japanese Anceint Capital in Nara : "Asuka" &amp; "Nara Palace Site"</b> Asuka - Nara Palace Site Historical National Government Park
	14:00	14:00 - 14:20 <b>Hawaii Tourism Japan</b>	13:30 - 14:00 <b>Guizhou Province dance</b> China National Tourism Office Tokyo	14:00 - 14:30 <b>En-musubi(is the act of linking fates, binding ties, or in the case of romantic relationships, matchmaking. 'Enishinouta')</b> Shimane Tourism Ambassador Shimanekko Ray Yamada(Singer)
	15:00	15:00 - 15:30 <b>Sky is no longer the limit, let's reach for the stars!</b> SORA Tourism Promotion Council	14:15 - 14:45 <b>Bolivia Minister Of Tourism and Culture</b>	14:45 - 15:15 <b>Live Samurai &amp; Ninja Show</b> Nagoya Omotenashi Busho-Tai Hattori Hanzo and the Ninjas
9/23 sun.	Place	EAST 1 A Stage	EAST 3 B Stage	EAST 4 Japan Stage
	Time			
	10:00			
		10:30 - 11:00 <b>Public relations of Kumamoto Prefecture</b> Kumamon-tai	10:30 - 11:00 <b>Meet colors! Taiwan</b> NARUWAN Dance, Taiwan Indigenous Peoples Cultural Development Center	10:30 - 11:00 <b>Yumomi Dance</b> Kusatsu Onsen
	11:00	11:15 - 11:45 <b>Kagoshima Prefecture PR stage</b> Kagoshima Prefecture	11:15 - 11:45 <b>Egyptian Traditional Dance Show</b> Egyptian Traditional Dancers	11:15 - 11:45 <b>Shiga prefecture tourism promotion by Shiga prefecture mascot characters</b> Biwako Visitors Bureau
	12:00	12:00 - 12:30 <b>Copyright National Theatre Okinawa</b>	12:00 - 12:30 <b>About power spot place Gangnam as a world top level : to change the fate of women</b> Gangnam Tourism Medical Ambassador	12:00 - 12:30 <b>2020 tokyo olympics bicycle road race will come in sagami-hara</b> yusuke hatanaka / kouhei yokotaka (teamUKYO) ayaka tokorotani (sagami-hara tourism goodwill ambassador) miuru (sagami-hara midori-ku character) nobuyuki hirota (a municipal office of sagami-hara city)
	13:00	13:00 - 13:30 <b>Measures to stay safe abroad: a short play</b> Ministry of Foreign Affairs of Japan	12:45 - 13:15 <b>Pristine Paradise Palau</b> Palau Dancers	12:45 - 13:15 <b>Shimane the Land of "Go-En" PR</b> Shimane prefecture
	14:00	14:00 - 14:30 <b>Korea Tourism Organization</b>	13:30 - 14:00 <b>Czech South Moravian Traditional Cimbalom band concert</b> The Strážničan cimbalom band	13:30 - 14:00 <b>Wakayama Tourism Promotion</b> Ruka Yamamoto (AKB48 Team8) Nanako Ogawa Kinokuni Friends) Wakapan (Wakayama Tourism Promotion Macot), Undecided MC / Wakayama Tourism Federation
	15:00	15:00 - 15:30 <b>Traditional instrument and dance performance of Isan, the northeastern part of Thailand</b> Kalasin College of Dramatic Arts	14:30 - 15:00 <b>Philippine Music Live featuring Maria Theresa Gow and Last Call</b> Philippine	14:15 - 14:45 <b>The World Heritage Council for the "Sites of Japan's Meiji Industrial Revolution"</b>
	16:00	16:00 - 16:30 <b>The local "Donburi" Grand Prix</b> TOKYO DOME CORPORATION	15:30 - 16:00 <b>Uzbek Dance</b> GULISTON	15:00 - 15:30 <b>"Kita-Kanto" Original Cocktail Performance by Utsunomiya Cocktail Bartender &amp; Regional Mascot's PR Stage</b> North Kanto (Ibaraki, Tochigi and Gunma Prefectures)
	17:00	16:30 - 17:00 <b>Grand Finale</b>	16:30 - 17:00 <b>Famagu'on Happon ~Songs &amp; Dance of Guam~</b> Guam Chamorro Dance Academy	15:45 - 16:15 <b>Konpeitou Kingdom on Stage</b> Sugar-Love chan , princess Frois Shiori / Konpeitou Kingdom

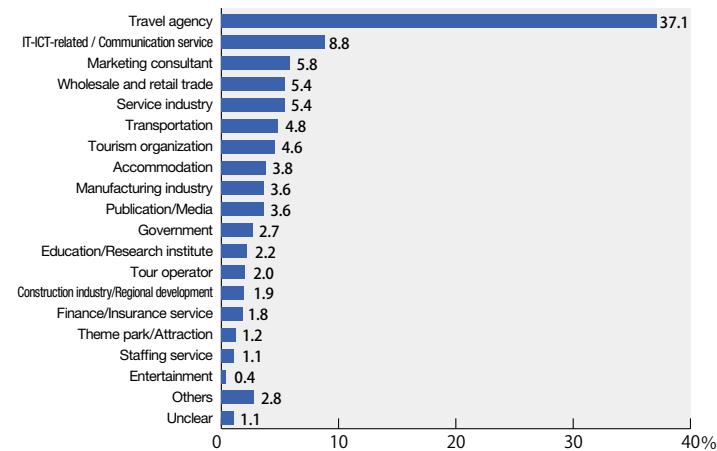
Seminar Schedule	9/22	Place		Time	Organizer
		2F	Seminar Room2		
	East 6	Seminar Room12	14:00 - 15:30	Long Stay Foundation	Longstay Seminar & Individual Consultation
	9/23	2F	Seminar Room2	10:00 - 18:00	Japan Pan-Pacific Institute of Tourism

## Survey of Trade Visitors

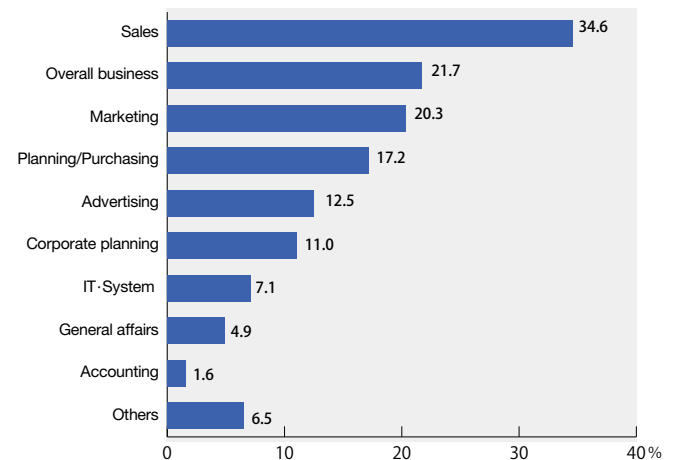
The largest business category among trade visitors was “travel companies” with a 37.1% share, followed by “information and communications/IT-related companies,” “marketing consultants” and “trading companies, wholesale and retailers,” revealing a widening of business categories. According to satisfaction ratings by purpose of visit, more than eight in 10 said they were satisfied in all categories. More than 90% selected to “increase knowledge” and to “gather information” categories, underscoring the increase in visibility and recognition of this important event of the tourism industry.

**Visitor registrant counting** (n = 13,362)

### ■ Business Category

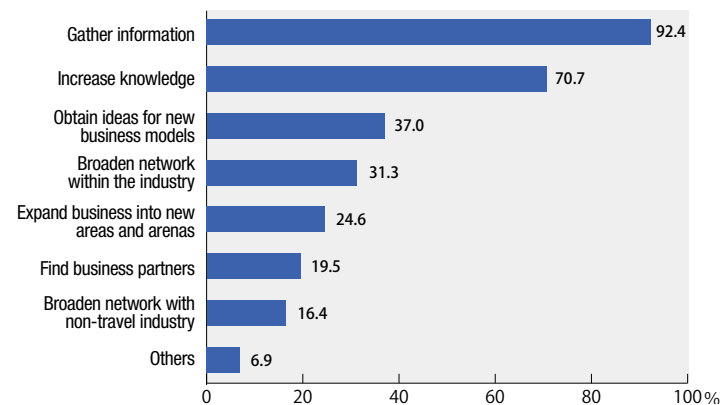


### ■ Occupation

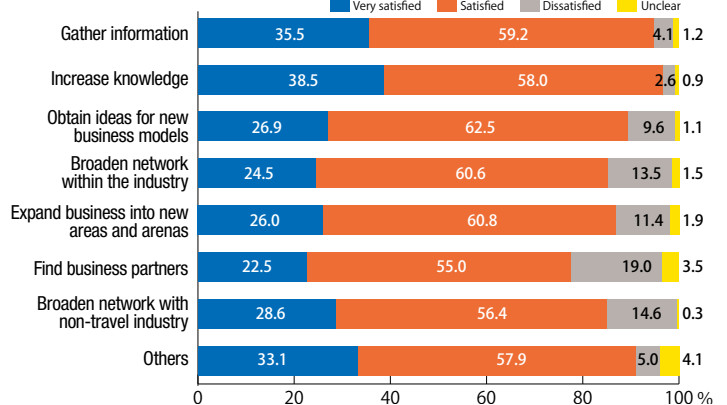


**Survey of Visitors** (n = 5,235)

### ■ Purpose of Visit (multiple choice)



### ■ Satisfaction Rating by Purpose of Visit (multiple choice)

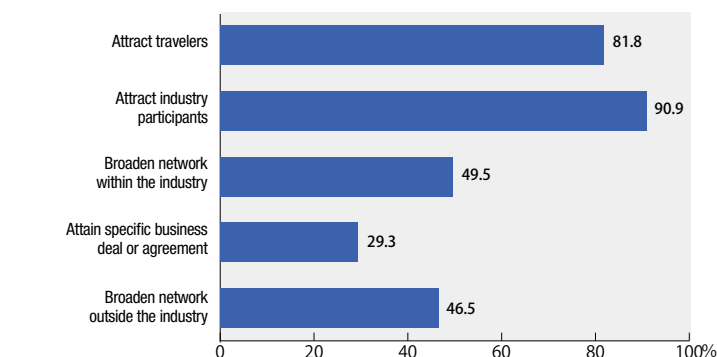


## Survey of Exhibitors

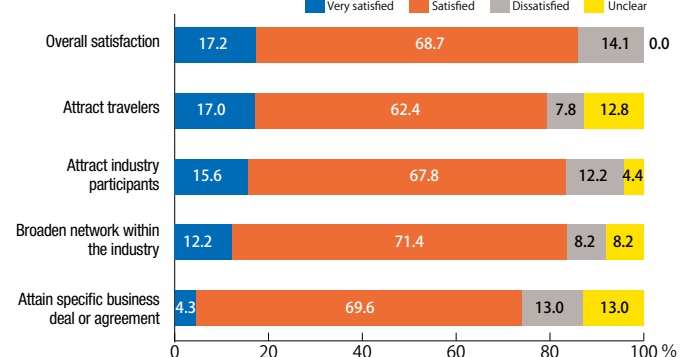
(n=104)

By purpose, nearly 90% of respondents selected “attract industry participants,” followed by “attract travelers” (over 80%). More than 80% of respondents expressed overall satisfaction, reflecting a high evaluation and significance of the travel showcase and business meetings.

### ■ Purpose of Exhibit (multiple choice)



### ■ Satisfaction Rating by Purpose of Exhibit



### Exhibitor's Comments

#### ■ BtoB

- Led to expanded network in tourism and other businesses by meetings with companies in other business categories.
- In addition to business meetings by appointment, conducted meetings frankly with many industry visitors and built business ties for the future.
- Exchanged information and opinions with other people by visiting other booths.
- Built contacts with new travel companies at business meetings, led to producing tours.
- Evaluated high among exhibitors for new business development at the meetings but would like to have improvement the input method of the meeting system.

#### ■ BtoC

- Was able to attract potential markets with high interest, led to expanded potential customers.
- Was able to effectively advertise and send information to many visitors through the seminars.
- Was able to let many travel consumers know that tourism is not just sightseeing but also cultural exchange.
- Will continue participating in the event as an exhibitor since the themed exhibition areas were efficient but the areas would be more attractive if the number of exhibitors increased a little more.

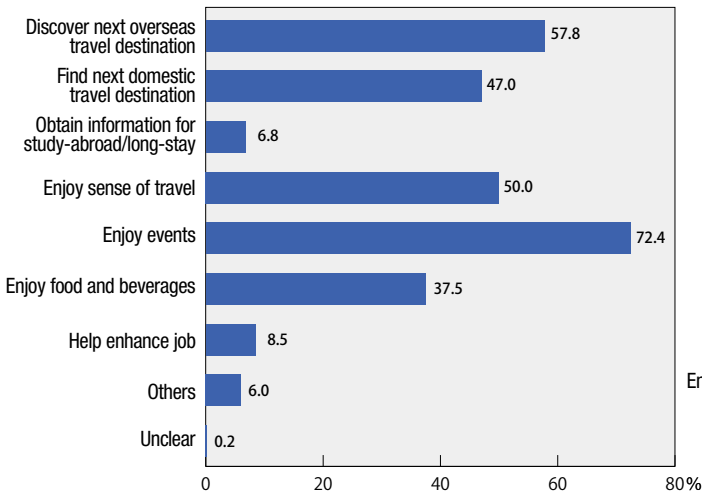
## Survey of General Visitors

(n=998)

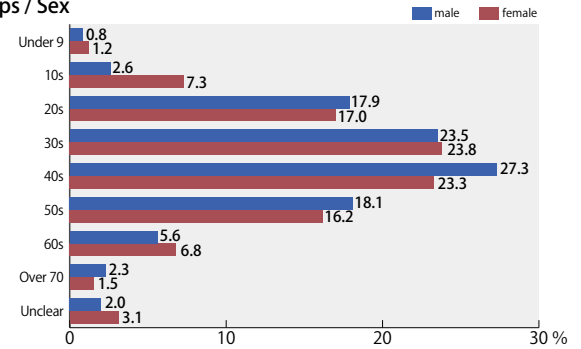
More than six of every 10 consumers were female, with the largest age segments generated from those in their 40s, followed by 30s, 20s and 50s. They expressed high expectations for various events including to “enjoy events,” followed by “discover the next overseas travel destination,” “enjoy sense of travel” and “discover the next domestic travel destination,” indicating a high satisfaction rating by purpose of visit.

In addition to beefing up B2B opportunities, many hands-on events for general visitors were seen in the fifth year of TEJ and awareness of the event as a “travel festival” has been growing widely among general consumers.

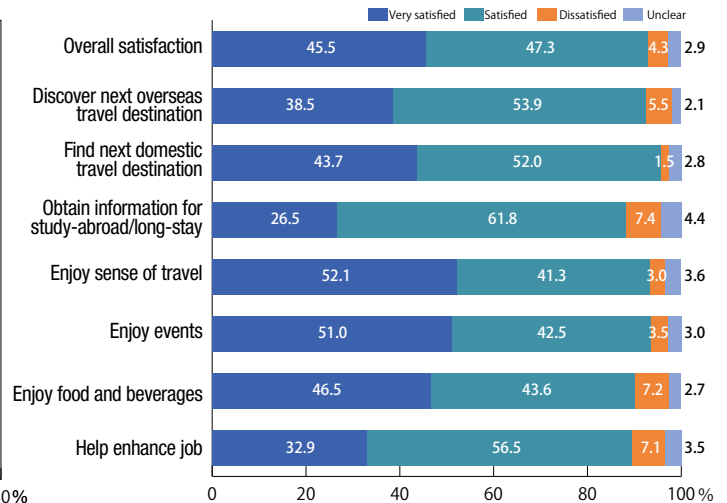
### ■ Purpose of Visit (multiple choice)



### ■ Age Groups / Sex



### ■ Satisfaction Rating by Purpose of Visit

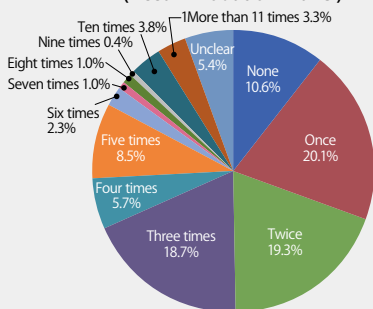


### Travel Trends of General Visitors

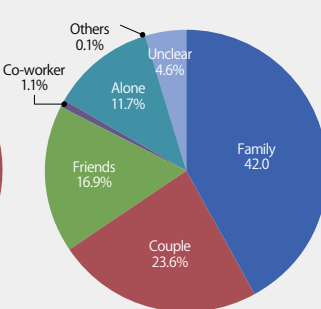
The survey results revealed that consumers overall have high levels of motivation to travel, with some 80% of domestic travelers enjoying one or more overnight-stay travel annually, also reflecting high experience in overseas travel. As for travel style, some 60% of respondents chose “individual arrangement” in domestic travel, while more than 50% of respondents selected “package tour” and “package tour at destination” combined. As for travel arrangement, despite the rise in on-line bookings for both domestic and overseas travel, arrangements through travel companies represent around 50%, underscoring the presence of travel agencies.

#### Domestic Travel

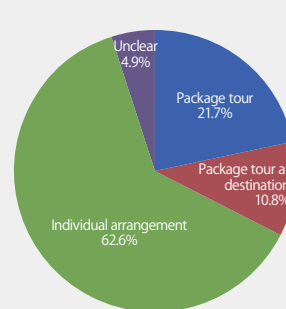
##### ■ Travel Experience within 1 Year (Accommodation Travel)



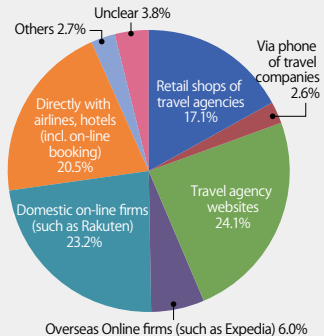
##### ■ Travel Companion



##### ■ Travel Style

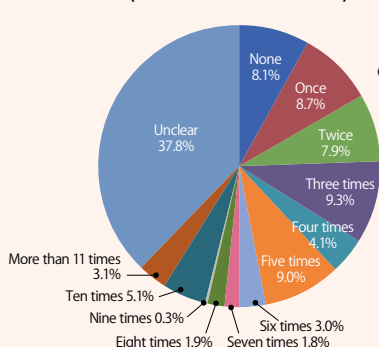


##### ■ Travel Arrangement

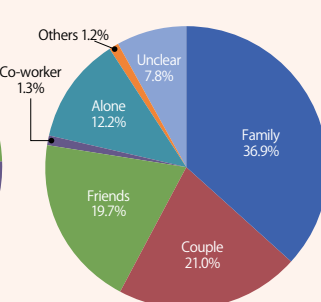


#### Overseas Travel

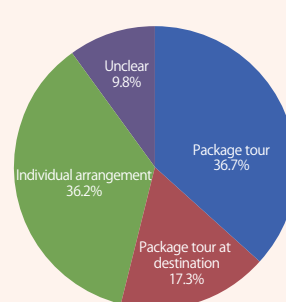
##### ■ Travel Experience within 5 Years (Accommodation Travel)



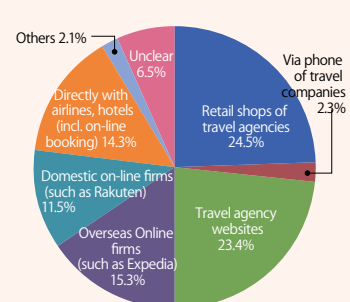
##### ■ Travel Companion



##### ■ Travel Style



##### ■ Travel Arrangement





## 全国で当地どんぶり選手権

The Local "Donburi" Grand Prix  
In Tourism EXPO Japan 2018

The trials for the nationwide Local Donburi Championship (to be held in January 2019), in which local donburi (bowl entrees) from around Japan convene and attendees compare their flavors before judging which is the best, was held once again at this year's TEJ. Half-sized donburi were available at the venue for 500 yen. As in the championships, attendees voted for the tastiest donburi and 10 of 16 participating donburi were selected to advance to the final competition.

Those who advanced to the championship were bursting with joy, exclaiming "I won't sleep until the championship!" "I'll rest up and get ready for the championship!" and "I'm aiming for number one!" enthusiastically reflecting their passion for the championship that will be held at Tokyo Dome.



## Gourmet Zone

## 世界の名酒博

World Gourmet Excellent BEER Expo

On sale was German beer from an authentic Munich Oktoberfest brewery as well as Belgian, Czech, and American beer fresh from the barrel. One by one attendees drank the barrels dry.



## ワールドフードコート

World Food Court

Once again staple cuisine from Africa, South America, Turkey, Myanmar, Persia, and Japan convened at the World Food Court. Visitors smacked their lips while feasting on gourmet from around the world.



## ご当地グルメマーケット

Local Gourmet Market

This year organizers and food trucks from around Japan held a gourmet market open to the public for one day. Its popularity drew long lines for pudding, curry, ice cream and the shopping areas selling souvenirs from overseas and Japan.



## Auto Camp Corner

As a "new form of travel," along with promoting the joys of traveling by car, Scandinavian tent brand Nordisk promoted to consumers its camp scene with many families entering the tents to participate in the fun.



## PR & Advertising Activities

### Theme Copy, Key Visual

#### 1. Theme Copy

The first three years (2014-2016, the first stage) of Tourism EXPO Japan was focused on raising recognition and branding to boost travel demand among consumers.

The second stage (2017-2018) of the event, using the same theme slogan and key visuals for two years, was geared toward establishing exhibition business meetings to increase business efficiency and to raise further recognition and visits by consumers keen on domestic / overseas travel.

**For consumers: A journey beyond anything you could imagine.**

#### 2. Key Visual

An image of entering a door leading to fun, fascinating places that fulfill a traveler's taste and purpose -- as well as "a new style of travel" that can be created infinitely depending on the purpose and place, and way of travel -- is depicted through a motif of a kaleidoscope. Tourism with a depth and diversity of experience is also visualized.



### Digital media



PC-version



Smartphone-version

#### Key features of 2018 version of advertisement

- Visual differentiation of websites for BtoB and BtoC was enhanced, and smooth traffic lead within the website was realized with linkage to global navigation.
- The reach of information was enhanced through side banners.



#### Key features of 2018 version of advertisement operation

##### ■ Development of new customer base

- Arranged tie-ups with media TABIPPO to share personal stories and knowhow on traveling, to expand the recognition of events to the young generation interested in traveling and people who were unaware of the event.
- In addition to tie-ups, a gift campaign created a buzz of the event.

##### ■ Effective web advertisement

- Advertisements using a total of 8 media between Sep. 5 (Wed.) – Sep. 22 (Sat.), checking the operation efficiency of each medium concentrating on effectiveness.
- SNS ads expanded recognition among youth, Google / Yahoo! for volume advertisement, and SmartNews/ Gunosy for new apps toward users keen on getting such information.
- 6 variations of banner ads created a fresh feeling and to validate a winning pattern by distributing multiple types of creative ads.

#### ■ Target for internet Ads

**Targeted area for internet Ad :**  
7 prefectures in the Kanto region and Osaka

#### ■ Website access result

**Page view counts :** 4,122,696PV

**Session counts :** 762,863

**User counts :** 465,615

#### Video Ads



Sep. 19 (Wed) – Sep. 22 (Sat)  
Viewer counts: 337,504

#### Internet site LIVE broadcasting

Sep. 22 (Sat)  
Impress / Travel Watch

**YouTube LIVE**  
**"Travel Watch Channel"**  
Unique viewer counts: 6,259

#### Ads on website media tie-up article

##### SmartNews

Sep. 14 (Fri) – Sep. 22 (Sat)  
5,527,237imp

##### Gunosy

Sep. 12 (Wed) – Sep. 22 (Sat)  
3,545,499imp

##### TABIPPO

Sep. 5 (Wed) – Sep. 23 (Sun)  
**Page view counts :** 18,863PV

**Website media to bring in potential visitor to the article**

Sep. 5 (Wed) – Sep. 22 (Sat)  
Twitter : 1,789,785imp  
Facebook : 116,424imp  
Insrtagram : 210,404imp

**Website media to draw potential visitor to official website (Retargeting)**

Sep. 11 (Tue) – Sep. 22 (Sat)  
Yahoo! 113,995imp  
Google 50,524imp

#### Displayed advertisement / Yahoo! Google



Sep. 5 (Wed) – Sep. 22 (Sat)  
Yahoo! 99,048,831imp, Google 17,330,423imp

**Retargeting ads :** Ads to draw potential visitors to website

**Regional targeting advertisement :** Ads to distribute to audience in a specific region to meet purpose

## Advertising activities

Advertisements including transit, magazines, cable TV, and distribution of advertising catalogue since September.

### ◆ Transit advertisement

#### ● Ad display at stations / B1 size



#### ● Hanging banner ads / B3 size



#### ● Display above windows / channel

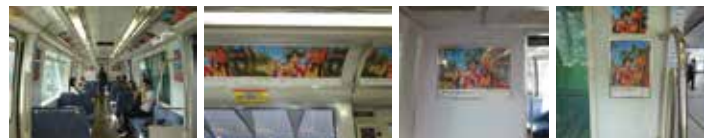


Tokyo Metro Kasumigaseki Station JR East Yamanote Line (Display above window) JR East Yamanote Line (Channel above window)

Company	Line / Station	Duration	Product / Size
Tokyo Metro	Akihabara station and 49 other stations	Sept. 8 (Sat) – Sept. 22 (Sat)	Poster display / B1
Tobu Railway	Main Line	Sept. 3 (Mon) – Sept. 23 (Sun)	Poster display / B1
	Tobu-Tojo Line	Sept. 3 (Mon) – Sept. 23 (Sun)	Poster display / B1
	Tobu Top Tours shops	Sept. 3 (Mon) – Sept. 23 (Sun)	Poster display / B1
JR East	Chuo Line	Sept. 18 (Tue) – Sept. 19 (Wed)	Hanging banner / B3
	Keihin Line	Sept. 19 (Wed) – Sept. 20 (Thu)	Hanging banner / B3
	Yamanote Line	Sept. 19 (Wed) – Sept. 20 (Thu)	Hanging banner / B3
	SSUT Line and others	Sept. 18 (Tue) – Sept. 20 (Thu)	Hanging banner / B3
	Keihin-Tohoku Line, Yamanote Line, Chuo Line (3 Line groups)	Sept. 18 (Tue) – Sept. 24 (Mon)	Above windows / B3
	Yamanote Line E235	Sept. 17 (Mon) – Sept. 23 (Sun)	Above windows channel

Yurikamome AD train / Sept. 11 (Tue) – Sept. 30 (Sun)

#### ● Above windows display (inter size) 140 sheets



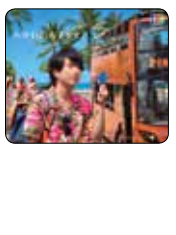
#### ● Frame face ads 25 sheets



#### ● Frame face ads beside doors 30 sheets



#### ● Sticker 30 sheets

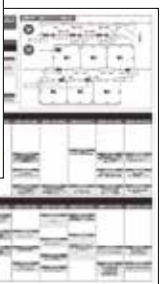


### ◆ Advance Announcement Tool

#### ● Announcement posters (B3 size) total 1,000 sheets



#### ● Leaflets for trade visitors (A3 size) total 1,000 sheets [Provided by] Exhibitors



#### ● Leaflets for general visitors, Japanese (A4 size) total 75,000 sheets [Provided by] Affiliate companies of the board members of Japan Association of Travel Agents

### ◆ Magazine ads / TV ads / outdoor video ads



- Aug. 29 (Wed) – Sept. 22 (Sat) Tourism channel, 75 times
- Sept. 5 (Wed) – Sept. 22 (Sat) Cartoon network, 30 times
- Sept. 1 (Sat) – Sept. 22 (Sat) Haneda Airport domestic flight departure gate monitor image advertisement



- All Nippon Airways in-flight magazine "Tsubasa-no-oukoku" August edition
- JAL in-flight magazine "SKYWARD" September edition
- The Nikkei, advertising article related to "Inbound / Tourism business exhibition"

#### ● The Kanko-keizai newspaper Aug. 19 (Sun), total 3 rows



## Public Relations Activities

### ◆ Policy on public relations activities

#### Staged information distribution

- BtoB: Aimed to increase awareness and motivation for the exhibition by carrying articles at trade journals since January, and to attract visitors by distributing information on the event since June.
- BtoC: Aimed to attract visitors by distributing information at general newspapers and digital media since June, and by distributing information collected from exhibitors before the event.

#### Balanced information distribution with quality and quantity

- Shifted from conventional distribution of information which concentrated right before the event to periodic distribution which contributes to continued raising of awareness and creation of festivities

#### Creation of various opportunities for media exposure

- Targeted not only straight news but also large-scale, high-quality media exposure including special programs and projects.

### ◆ Initiatives taken

#### B to B

- Periodic distribution of HTML mail magazines  
Target: Business professionals who visited the event in 2017 (Approx. 12,700 pax.), registered press members (Approx. 900 pax.)
- Distribution of emails to overseas professionals in the travel business  
Target: Travel journalists, participants of travel exhibition, media subscriber (Approx. 230,000 pax.)

#### B to B / B to C

- Press briefing (conducted on Sept. 6 / 26 participants from 24 media)  
Conducted to generate as much press coverage as possible during the event. Created an environment where exhibitors can directly approach media by providing the latest information and contents of the booth.
- Media Approaches Using the Attraction of Themed Tourism  
Public relations activities were aimed at widening the range to other industry media by showcasing industrial tourism, sake tourism, sports tourism and weddings.

#### Initiatives to raise satisfaction levels of exhibitors

- Issuance of daily news (Sept. 20, 21, 22 / issued 10,000 copies each)  
Covered the Ministerial Round Table, recorded the contents and issued the next day.
- Matching with foreign journalists residing in Japan  
Conducted a program to match exhibitors in Japan with nine foreign journalists residing in Japan for business talks. (28 groups in Japan participated)

### ◆ Achievements of public relations activities

**Media exposure: total 1,270 journalists, exposure volume: total 2,184 articles**

#### TV programs: 6

TX "Yojigoji Days" broadcasted the live event for six minutes, and NHK "News Shibu5ji" and TX "World Business Satellite" not only featured the event as a regular business topic but also included reporters' experience on exhibition booths. In addition, numerous regional TV stations including Chukyo and Okinawa visited and broadcasted the event.



"Yojigoji Days," TV Tokyo  
Sept. 20 (Thu)



"World Business Satellite," TV Tokyo  
Sept. 20 (Thu)



"Yugata Satellite," TV Tokyo  
Sept. 20 (Thu)



"News Shibu 5ji," NHK  
Sept. 28 (Fri)

#### Newspapers and magazines: 179 media

The event was covered by all major nationwide newspapers including the Asahi Shimbun, the Yomiuri Shimbun, the Sankei Shimbun, the Mainichi Shimbun the Nikkei, which carried a wide variety of articles including interview articles on the days of the event, information on free tickets prior to the event, award-related articles and industry-related information such as ministerial round table.

The Yomiuri Shimbun  
Sapporo, Sept. 20 (Thu)

The Asahi Shimbun  
Sept. 22 (Sat), Sept. 23 (Sun)



The Nikkei  
Sept. 20 (Thu)

The Mainichi Shimbun  
Sept. 21 (Fri)



#### Radio program: 1

Get a 9-min live broadcast on Nippon Cultural Broadcast.

#### WEB: 1,998 media

Comprehensive media exposure was generated including at mass-media websites which have the biggest influence in recent years, viralmedia / trend web media which have strong influence to SNS, Yahoo! which continues to have overwhelming PV counts, and various industry media.



Globetrotter  
Sept. 22 (Sat)



he Nikkei's electronic edition  
Sept. 20 (Thu)

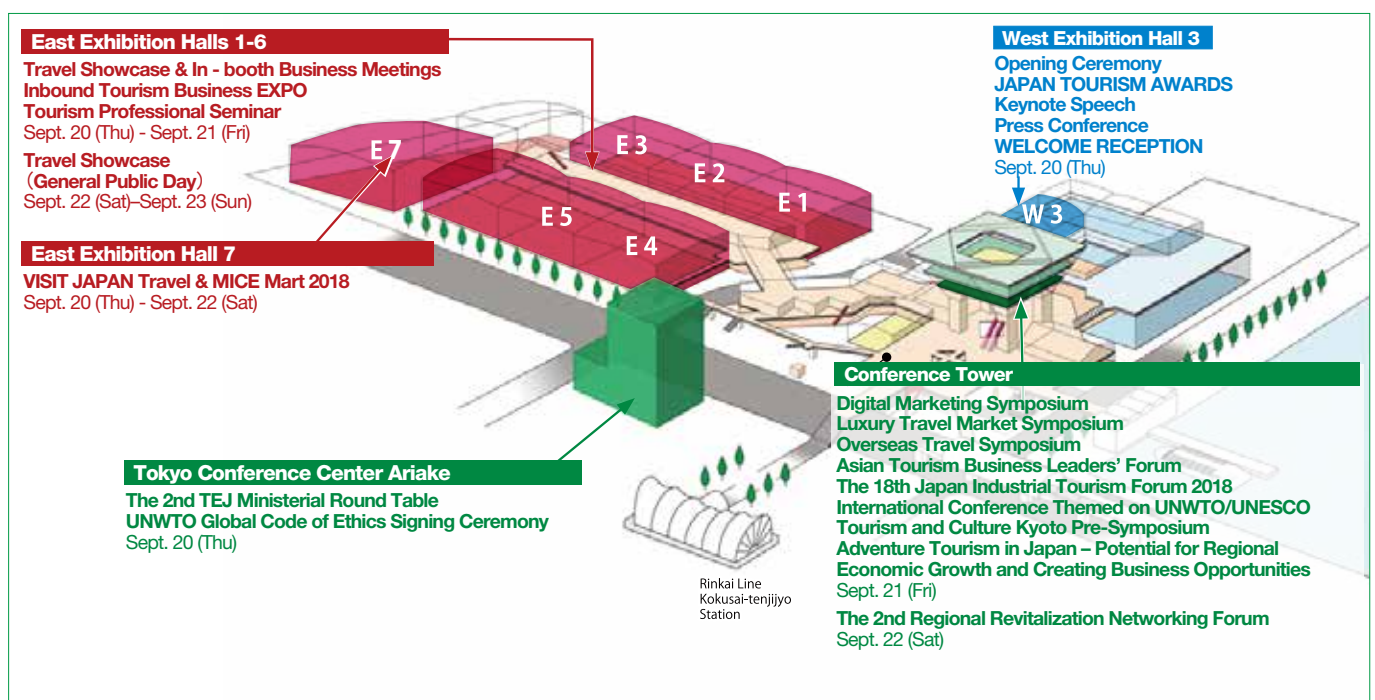


KK KYODO NEWS SITE  
Sept. 23 (Sun)

## Schedule of Tourism EXPO Japan 2018

Day	Venue	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00
Thursday, Sept. 20	West Exhibition Hall 3	Opening Ceremony 9:30 - 9:45		Keynote Speech 10:25 - 11:05												
	Tokyo Conference Center Ariake		JAPAN TOURISM AWARDS 9:45 - 10:25			UNWTO Global Code of Ethics Signing Ceremony 14:10 - 14:25		The 2nd TEJ Ministerial Round Table 14:30 - 16:30			WTTTC Networking Reception 17:00 - 18:00					
	East Exhibition Halls 1-6															
	East Exhibition Hall 7															
Friday, Sept. 21	Conference Rooms 605 / 606			Digital Marketing Symposium 10:00 - 12:00			Luxury Travel Market Symposium 13:00 - 14:30			Overseas Travel Symposium 15:30 - 17:00						
	Conference Rooms 607 / 608			Asian Tourism Business Leaders' Forum 10:00 - 12:30				The 18th Japan Industrial Tourism Forum 2018 13:30 - 16:00				International Conference Themed on UNWTO/UNESCO Tourism and Culture Kyoto Pre-Symposium 17:00 - 18:15				
	Conference Rooms 703															
	East Exhibition Halls 1-6															
	East Exhibition Hall 7															
Saturday, Sept. 22	Conference Rooms 605 / 606															
	Conference Rooms 607 / 608															
	East Exhibition Halls 1-6															
	East Exhibition Hall 7															
Sunday, Sept. 23	East Exhibition Halls 1-6															

## Tourism EXPO Japan 2018 Venue



### Tokyo Big Sight:

Approx. 3 minutes' walk from Kokusai-tenjiyo-seimon Station by Yurikamome Line.  
Approx. 7 minutes' walk from Kokusai-tenjiyo Station by Rinkai Line.

### Tokyo Conference Center Ariake:

Approx. 4 minutes' walk from Kokusai-tenjiyo-seimon Station by Yurikamome Line.  
Approx. 5 minutes' walk from Kokusai-tenjiyo Station by Rinkai Line.

# List of Tourism EXPO Japan 2018 Sponsors, Supporting Organizations

**Organizers:** Japan Travel and Tourism Association (JTTA) / Japan Association of Travel Agents (JATA) / Japan National Tourism Organization (JNTO)

## Organizing Committee

### <Chairman>

Kenichiro Yamanishi Chairman & CEO, Japan Travel and Tourism Association

### <Vice Chairmen>

Hiromi Tagawa Chairman, Japan Association of Travel Agents (JATA)  
Satoshi Seino President, Japan National Tourism Organization (JNTO)

### <Members>

Ryoji Akaishi Executive Director, EAST JAPAN RAILWAY COMPANY  
San-e Ichii Managing Director & Secretary General, Visual Industry Promotion Organization  
Shinichiro Ito Chairman of the Board, ANA Holdings Inc.  
Yoshiharu Ueki Chairman, Japan Airlines Co., Ltd.  
Toru Obata President & CEO, East Nippon Expressway Co., Ltd.  
Katsuhiko Kawazoe Vice Chairman, Council for Global Communication Development and Promotion;  
Senior Vice President, Head of Research and Development Planning, Nippon Telegraph and Telephone Corp.  
Junjo Kikuma Chairman & CEO, World Air-Sea Service Co., Ltd.  
Shigeki Kitahara Chairman, Japan Ryokan and Hotel Association  
Takashi Goto President and Representative Director, SEIBU Holdings Inc.  
Koji Kondo Vice President, All Nippon Travel Agents Association (ANTA)  
Nobuaki Sakamaki President, TOBU Top Tours Co., Ltd.  
Koremitsu Sannomiya President & COO, JCB International Credit Card Co., Ltd.  
Yutaka Shoda Director-General, Natural Environment Bureau, Ministry of the Environment  
Yasuhiro Shimura President, Japan Hotel Association  
Daichi Suzuki Ph. D Commissioner, Japan Sports Agency  
Kazuo Sumi Vice Chairman, Kansai Economic Federation; Chairman, Hankyu Corp.  
Chokei Taira Chairman, Okinawa Convention & Visitors Bureau  
Toru Takahashi Chairman, Board of Airline Representatives in Japan (BOAR); Managing Director, Japan Sales, United Airlines, Inc.  
Hiroyuki Takahashi President & CEO, JTB Corp.  
Hiroshi Tabata Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism  
Tetsuro Tomita Chair, Committee on Tourism, Keidanren (Japan Business Federation)  
Takeo Hirata Secretary-General, Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games  
Toshimitsu Fujiki Director-General for Commerce and Service Industry, Ministry of Economy, Trade and Industry  
Yuji Fujita Director-General, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government  
Frederic Mazenq Director in Japan and Asia-Pacific-Middle East Regional Coordinator, France Tourism Development Agency (Atout France)  
Akihiro Horisaka President & CEO, Nippon Travel Agency Co., Ltd.  
Ryohei Miyata Commissioner, Agency for Cultural Affairs  
Toshimitsu Yamaki Chairman, Japan Private Railway Association; Chairman, Odakyu Electric Railway Co., Ltd.

### <Auditors>

Masato Tanaka Officer, Tanaka Masato Tax Accountant Office  
Masaaki Hiraoka Senior Director, Internal Audit, ANA HOLDINGS INC.

## Planning Committee

### <Chairman>

Hiromi Tagawa Chairman, Japan Association of Travel Agents (JATA)

### <Vice Chairmen>

Shigeto Kubo President & COO, Japan Travel and Tourism Association  
Tsutomu Shimura Executive Vice President, Japan National Tourism Association (JNTO)

### <Special Advisor>

Prof. Yoshiaki Hompo Chief, Regional Support Office for Asia and the Pacific, UNWTO

### <Members>

Satoshi Akiho Senior Director, Tourist Attractions, Marketing, ALL NIPPON AIRWAYS CO., Ltd.  
Katsuya Igarashi General Manager, Regional Promotion Division, The Japan Chamber of Commerce and Industry  
Toru Ikuta Executive Managing Officer, Leisure Business Department, Overseas Purchasing & Product Management Business Division, JTB Corp.  
Kazuya Inoue Director, National Parks Division, Natural Environment Bureau, Ministry of the Environment  
Norihiko Imaizumi Chair, Sub-Committee on Planning, Committee on Tourism, Keidanren (Japan Business Federation); Vice President, Dai-ichi Life Research Institute Inc.  
Atsushi Otsuki Executive Director & Senior Executive Officer, Sales & Marketing Headquarters, Co-Head, Individual Travel Sales Headquarters, Nippon Travel Agency Co., Ltd.  
Nao Ozawa Chief Executive Officer, Nippon Foundation Paralympic Support Center  
Hiroyasu Onuma Senior Director, Tourism Division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government  
Akihiko Kanai Vice Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism  
Jun Kawano Director, Overseas Travel, KNT-CT Holdings Co., Ltd.  
Yutaka Kidawara Director-General, Research Development Promotion Center, Council for Global Communication Development and Promotion  
Minoru Kubota Vice President, Japan Travel and Tourism Association  
Hideaki Kuroda General Manager, Tourism Strategy Office, Corporate Planning Headquarters, EAST JAPAN RAILWAY COMPANY  
Mamoru Kobori Executive Vice President, Japan National Tourism Organization (JNTO)  
Fukuei Saito Deputy Director - General, Japan Sports Agency

Fumiyo Saito

General Manager, Public Relations, CRS Promotion Headquarters, Hankyu Travel International Co., Ltd.

Shinji Shiota

Vice President, Passenger Sales Planning, Japan Airlines Co., Ltd.

Tadashi Shimura

President, Japan Association of Travel Agents (JATA)

Ichiro Takahashi

Director-General for Planning and Promotion, Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games

Tetsunori Dambara

Managing Director, MIKI TOURIST

Toshiya Naito

Director-General, Agency for Cultural Affairs

Toshifumi Makita

Deputy Secretary-General, Visual Industry Promotion Organization

Yasuhiro Watanabe

Full-time Professor, Business Management, J. F. Oberlin University

### <Observer>

Takashi Yoshida Board of Director, Osaka Convention & Tourism Bureau

**Support** Ministry of Land, Infrastructure, Transport and Tourism (MLIT)/MLIT Japan Tourism Agency / Ministry of Internal Affairs and Communications / Ministry of Foreign Affairs / Japan Sports Agency / Agency for Cultural Affairs / Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Ministry of the Environment / Tokyo Metropolitan Government / Tokyo Convention & Visitors Bureau / Japan External Trade Organization (JETRO) / Keidanren (Japan Business Federation) / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry

**Planning / Operation** Tourism EXPO Japan Promotion Office

**Official Sponsor** JCB Co., Ltd.

## Sponsors

### ● Travel Showcase

Gold Sponsor: Philippine Department of Tourism  
Silver Sponsors: Ministry of Tourism, Republic of Indonesia / Hawaii Tourism Japan / ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / EAST JAPAN RAILWAY COMPANY / NARITA INTERNATIONAL AIRPORT CORPORATION. / HITO-Communications, Inc.  
Bronze Sponsors: Oriental Land Co., Ltd. / Tokio Marine & Nichido Fire Insurance Co., Ltd. / Otsuka Pharmaceutical Co., Ltd.  
Allied Sponsors: Central Japan Railway Company / West Japan Railway Company / Hokkaido Railway Company / Shikoku Railway Company / Kyushu Railway Company

### ● Tourism EXPO Japan Forum

Forum Pass-holder Sponsor: Tourism Authority of Thailand  
Forum Bag Sponsor: Travel Marketing & Assistance Inc.

### ● JAPAN TOURISM AWARDS

Prize Sponsor: JCB Co., Ltd.

### ● WELCOME RECEPTION

Hotel Management International Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / HITO-Communications, Inc. / ITO EN, LTD.

### ● Business Meetings

Buyers' Lounge Sponsor: OAG Aviation Worldwide Ltd.

## Advertising Sponsors

### ● Off-site Advertising

Moving Walkway Poster Board Ad: JCB Co., Ltd. / Tokio Marine & Nichido Fire Insurance Co., Ltd. / Paradise Co., Ltd.  
Entrance Information Side Ad: Italian State Tourism Board (ENIT)  
Galleria Banner Ad: JCB Co., Ltd. / Philippine Department of Tourism / NARITA INTERNATIONAL AIRPORT CORPORATION. / Counselor's Office for Culture and Public Relations, Embassy of the Republic of Turkey  
Galleria Central Pillar Ad: Philippine Department of Tourism / Ministry of Tourism, Arab Republic of Egypt  
Galleria Pillar Ad: Ministry of Tourism, Republic of Indonesia / Hawaii Tourism Japan / ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / NARITA INTERNATIONAL AIRPORT CORPORATION. / Nepal Tourism Board

### ● On-site Advertising

Hanging Banner Ad: JCB Co., Ltd. / TOBU Top Tours Co., Ltd. / Italian State Tourism Board (ENIT)  
Hall Entrance Pillar Ad: Ministry of Tourism, Republic of Indonesia / Hawaii Tourism Japan / ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd.

### ● On-site Promotion

Travel Showcase Official Guidebook Ad: JCB Co., Ltd. / Philippine Department of Tourism / Ministry of Tourism, Republic of Indonesia / Hawaii Tourism Japan / ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / EAST JAPAN RAILWAY COMPANY / NARITA INTERNATIONAL AIRPORT CORPORATION. / Macao Government Tourism Office / AIG, Inc. / TESPRO Co., Ltd.  
Travel Showcase Trade Day Pass-holder Ad: Tourism Authority of Thailand  
Goods Novelty Distribution Support: JCB Co., Ltd.

## Operational Cooperation

### ● WELCOME RECEPTION Cooperation

Stage: Koto Musical Performance by Fuyuki Enokido / Hatenkoro/Torahime Ichiza / Morioka Sansa Odori  
Offer: Iwate Prefecture / Yamanashi Prefecture / Council for Promotion of Sake Brewery Tourism / Umemori-honten / ITO EN, LTD

### ● Ad/PR Cooperation

ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / EAST JAPAN RAILWAY COMPANY / TOBU Railway Co., Ltd. / Tokyo Metro Co., Ltd. / Japan Airport Terminal Co., Ltd.

(\* random order)  
(as of Sept. 1, 2018)



# KOTFA

Tourism Information Exhibition Representing Asia Participated by More Than 500 Companies and Organizations from 50 Countries and Regions of the World

## The 34th Korea World Travel Fair 2019

**Date:** June 6 (Thu) – June 9 (Sun), 2019

**Venue:** Hall A & B1, COEX

**Organizer:** Korea World Travel Fair (KOTFA 2019) Planning Committee

**Currently accepting applications (until April 12, 2019)**

[www.kotfa.co.kr](http://www.kotfa.co.kr)

Korea World Travel Fair (KOTFA) and Tourism EXPO Japan made an agreement to cooperate on tourism promotion for the events.

Asia's most leading tourism trade show



# Tourism Expo Japan 2019 OSAKA

**Application Request Form is Available Online!**

2019

**OCT.24** **Thu** - **OCT.27** **Sun**

**VENUE** INTEX OSAKA

**VISITORS** (Estimated) 130,000 Visitors (Trade/Press: 34,000, General Public: 96,000)

Together with Inbound Tourism Business EXPO 2019 (IB) VISIT JAPAN Travel & MICE Mart 2019 is jointly taking place

## Important Points

4 major features of the Osaka Event

Business  
meetings

Forums  
&  
Seminars

Commendation  
ceremonies

Networking  
events



**Inbound Tourism Business EXPO (IB) 2019**  
in collaboration with: Nikkei Inc.

**VISIT JAPAN Travel & MICE Mart 2019 (VJTM)**  
Organizer: Japan National Tourism Organization (JNTO)

\*Please note that the programs are subject to change.

## Exhibition Fee

	STANDARD BOOTH PACKAGE	SPACE ONLY
<b>Early-bird*</b> Thursday, November 1, 2018 - Friday, March 1, 2019	<b>¥414,000</b> (tax not included) per booth(9m <sup>2</sup> )	<b>¥368,000</b> (tax not included) per booth(9m <sup>2</sup> )
<b>Regular*</b> Application Deadline: Tuesday, April 30, 2019	<b>¥450,000</b> (tax not included) per booth(9m <sup>2</sup> )	<b>¥400,000</b> (tax not included) per booth(9m <sup>2</sup> )

\* There are partial revisions to consumption tax laws scheduled from October 1, 2019, so the tax rate at the time of the event will be applied.

**<http://t-expo.jp/en/biz>**

[Contact] Tourism EXPO Japan Promotion Office

**E-mail: [event@t-expo.jp](mailto:event@t-expo.jp) Phone: +81(0)3-5510-2004**