



scenes from TEJ2017

DAY 1

20TH SEP.

● SCHEDULE

- 9:30-9:45
Opening Ceremony (West Exhibition Hall 3)
- 9:45-10:25
Japan Tourism Awards (as above)
- 10:25-11:05
Keynote Speech (as above)
- 14:30-16:30
The 2nd TEJ Ministerial Round Table
(Tokyo Conference Center Ariake)
- 17:00-18:00
WTTC Networking Reception (as above)
- 18:30-20:00
WELCOME RECEPTION (West Exhibition Hall 3)
- < East Exhibition Building >
- 12:00-18:00
Travel Showcase & In - booth Business
Meetings (East Exhibition Halls 1-6)
- 10:00-18:00
Inbound Tourism Business EXPO (as above)
- 12:30-18:00
Tourism Professional Seminar (as above)
- 13:00-18:00
VISIT JAPAN Travel & MICE Mart 2018
(East Exhibition Hall 7)

History's Largest Tourism EXPO Japan Begins

World Tourism Leaders Gather Amid 'Regional Creation Through Tourism' Backdrop; 1,300 Sellers and Buyers Await Record 200,000 Visitors to Site

Tourism EXPO Japan (TEJ) 2018 gets underway today at Tokyo Big Sight for four days under the theme "New Forms of Tourism and Travel" and a move toward discovery and experience.

Forums & seminars make up one of the four major events of TEJ along with the exhibition business talks, Japan Tourism Awards, keynote addresses and the TEJ Ministerial Roundtable, where this year's theme "Discover Regional Creation in Tourism" will be discussed in detail.

Particularly, the Ministerial Roundtable, which has attracted the participation of tourism ministers from 14 countries and representatives of tourism-related international organizations, the Japan Tourism Agency and the governor of Tokyo. Concrete reports, examples of business practices and success stories of sustainable tourism will be explored to further pave the way for tourism's future.

In the exhibition business meetings,

business talks with some 1,300 buyers and sellers will be held at exhibition booths in the East Exhibition Hall for the travel industry in the first half of the event, which has been increased by two days this year, with two days of the exhibition earmarked for consumers in the second half, bringing the entire event to an expanded four days with 200,000 visitors expected.

In addition, theme-specific zones have been created to enhance visitors experiences at TEJ under the slogan "A Journey Beyond You Could Imagine."

The "Welcome Reception" will serve as a networking event to enhance business opportunities by TEJ exhibitors, seller, buyers and industry stakeholders. The World Tourism and Travel Council (WTTC) in partnership with TEJ will also have a networking reception.

Ms. Anita Mendiratta, the moderator at the TEJ Ministerial Roundtable, said "Through Tourism & Travel, people

worldwide are opening their minds and hearts to understand, respect and celebrate differences across countries, cultures, and communities."

Ten years have passed since the Japan Tourism Agency was established in October 2008 to realize Japan as a "tourism nation."

The preamble to the Basic Law of Tourism Promotion, which was the basis of the establishment of the Tourism Agency, underscores the point that tourism is "a symbol of international peace and stability of people's lives" and that sustainable development is "through mutual understanding and lasting peace in an international society."

Starting in 2014, TEJ today marks its fifth year, growing to become "the world's largest travel event", one that can greatly contribute to Japan's realization of being a "tourism nation" showcase "new forms" of travel and tourism for its continued growth in the future.

Greetings from the Organizers



Japan Association of Travel Agents
Hiromi Tagawa, Chairman

Confirming the Common Values of Tourism

When TEJ started five years ago, the goal was to become the world's largest "Travel Event" in Tokyo -- a goal that has been accomplished this year in 2018. Initially, we were aiming to create a "Three-in-One" event involving outbound, domestic and inbound travel and that has been realized this year on a higher dimension.

This year, with more participants, including the Governor of Tokyo, municipal leaders of Japanese local governments will be in attendance at the Ministerial Round Table amid the backdrop of the upcoming 2019 Rugby World Cup, the 2020 Tokyo Olympics/Paralympics and the 2021 World Masters Games. Considering these events, we would like to showcase the presence of Japan globally. Local communities will be involved in the discussions regarding international, domestic and local communities aimed at working together to realize Japan's key objective as a Tourism Nation.

Mr. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO) and Ms. Gloria Guevara Manzo, President & CEO, World Travel & Tourism Council (WTTC) will give the keynote addresses.

Driving Force for Revival from Natural Disasters

The UNWTO has set its Sustainable Development Goals 17 (SDGs17) toward 2030, aiming to expand international exchange, deepen mutual understanding toward world peace. Tourism plays an important role in contributing to employment and the revitalization of regional markets. Often faced with many natural disasters, Japan has seen tourism play a driving force in reconstruction of areas damaged.

Being the only nation to have faced the Atomic bomb in the world and experienced a nuclear plant incident, Japan has taken on an international role in spreading messages of world peace and safety.

TEJ is a leading comprehensive tourism event for both Japan and the world, making it undoubtedly an event to pave the way for a new horizon of tourism.



Japan Travel and Tourism Association
Kenichiro Yamanishi, Chairman

Expanding Business Opportunities

Welcome to the Tourism Expo Japan (TEJ) 2018!

With Japanese society facing a shrinking birthrate and an increasing aging population, I believe that having more tourism exchange is expected to play an even more vital role.

One of the important pillars to increasing this exchange is inbound tourism. By judging the trend in international tourism, we can expect that the number of foreign visitors to Japan will continue to grow even from now on. We must cooperate in welcoming visitors from abroad so they can feel comfortable and enjoy their trip to Japan.

Aside from the aging population and declining birthrate, the ratio of Japan's tourism consumption to its GDP is one of the lowest among developed countries. This underscores a potential to grow the overseas and domestic travel sectors in Japan.

Themed Zones to Enhance Opportunities

At this year's TEJ 2018, we have included -- along with booths from various countries, local communities and cities -- themed zones to enhance marketing and business for different countries, areas and industries.

For example, for domestic travel, there are booths for *Sakagura* (Japanese "Sake" Brewery) Tourism and Industrial Tourism. For International travel, booths for Resort Weddings and Adventure Tourism are available.

In keeping pace with the style of travel today, the theme for TEJ 2018 is Discover a New Type of Travel. At the same time, we must also change our formats of our exhibitions and booths.

For the general public, we hope that having themed zones will help them find a "different type of travel" and inspire them to travel domestically and abroad.

I hope travel agencies and businesses involved in tourism will be able to feel this "New Type of Travel" at TEJ 2018. I also hope that it will contribute to new business opportunities for travel-related industries at this event.



Japan National Tourism Organization
Satoshi Seino, President

Paving the Way to Welcome 60 Million Inbound Visitors

We would like to express our heartfelt gratitude for your participation in Tourism EXPO Japan 2018.

With the goal of accommodating 60 million inbound visitors with potential spending of 15 trillion yen in 2030, the Japanese government expects JNTO -- a TEJ-host organizer and a leader to augment inbound tourism -- to play a critical role in achieving this goal in tandem with the Japan Tourism Agency. In addition to invaluable efforts made by travel companies, JTA and JNTO, we ask all players nationwide involved in handling visitors from abroad to join forces in improving the inbound environment, fermenting "hospitality" in the region and upgrading the quality of inbound travel. It is also important to develop outbound tourism in efforts to augment the inbound sector. The significance of TEJ is growing in stature than ever before as the "three-prong" event includes domestic travel promotions.

Based on this perspective, the Visit Japan Travel and MICE Mart (VJTM) -- business meetings where travel companies overseas handling Japan-bound tours and tourism-related business nationwide meet -- has become another event to be held concurrently in the same venue with TEJ.

Asia Leads Inbound Count

International visitors to Japan is approaching the 29-million mark, of which some 85% are from Asian countries. Visitors from Western countries remains low. Most visitors choose the Golden Route tours. While the numbers to other areas have been growing, the counts remain small. Improvements are needed.

We hope that representatives from 47 prefectures all over Japan widen their respective networks with operators represented at TEJ2018 as exhibitors and take full advantage to further grow inbound tourism.

Round-up of TEJ2018 Remarkable Efforts

Transformation Reflects Market Changes

Discussions on a Global Perspective, Increased Participation of Themed Tourism, Industrial Tourism and DMOs

Tourism EXPO Japan 2018 (TEJ) is undergoing a transformation to further widen its scope as the largest travel show in the world since its start four years ago that brings Japan's outbound, domestic and inbound travel sectors converging at one venue and attracting many of the top travel and tourism leaders globally.



first Ministerial Round Table held in Tokyo revealed efforts of global sustainable tourism

Transforming to World's Largest Travel Show

This marquee event in the travel industry serves as the key driver in forging new business relationships not seen in previous years among buyers, suppliers and exhibitors involved in outbound, inbound and domestic travel and in other fields that once were far removed from tourism years ago.

TEJ this year will set the tone for the next two years in 2019 and 2020 when it will be held in different venues in different cities outside Tokyo as the event makes way for the 2020 Tokyo Olympics/Paralympics, which will use the current venue at Tokyo Big Sight and Tokyo Conference Center Ariake as the Olympic Media Center.

The change will allow for opportunities to spread its wings to Osaka next year and to Okinawa in 2020, where the event can better cater to businesses and consumers in these two regional markets. The scale at each of the two locations is expected to be smaller due to venue sizes yet ensure the value of its entirety.

The size of TEJ in 2018, with an expected number of visitors of 195,000 (55,000 travel trade and 140,000 general visitors) -- above the 191,577 record high generated in 2017 -- does not fully reflect the sheer scope that tourism has in many industries in and outside of Japan and its impact on people's daily lives.

International Conferences

Tourism's importance worldwide in

contributing to improving the lives of people and their communities, towns and cities across the globe further is underscored by the participation in the second Ministerial Roundtable Meeting on Sept. 20 by 20 top leaders in the tourism field, including tourism ministers from 14 countries (Albania, Bhutan, Cambodia, Iceland, Indonesia, Latvia, Malaysia, Mexico, Mongolia, Myanmar, Philippines, Sri Lanka, Sudan, Thailand) and representatives from six international tourism organizations (UNWTO, WTTC, PATA, ATTA), plus the commissioner of the Japan Tourism Agency and the Governor of Tokyo.

Panelists are invited to share their countries' goals and specific policies for management of sustainable tourism to allow listeners to extract the common challenges which the sector as a whole needs to deal with.

With Asia being the fastest-growing region in the world economically, leaders from the region will gather at the "Asian Tourism Business Leaders' Forum" on Sept. 21 under the theme for this year, "Managing Tourism for the Harmonization of Business and Communities." Panel participants represent a cross section of countries including Japan, China, Malaysia and India covering themes ranging from "Managing Tourism for Sustainability," "Tourism Business and Community Wellbeing" to "Future for Sustainable Tourism Business."

TEJ examines in the "Overseas Travel Symposium" on Sept. 21 how Japan can stimulate growth of consumers heading abroad, with success stories discussed by representatives from South Korea

and Taiwan to serve as ideas and potential solutions for the Japanese market.

These international conferences serve as sounding boards and further help stimulate exchange of knowledge and expertise. New to the TEJ under Thematic Symposia are the "Digital Marketing Symposium" and "Luxury Travel Market Symposium," both signifying the changes in the way tourism is marketed and how luxury travel has grown in recent years as part of the diversification of interests in travel.

One of the new examples of TEJ's

efforts to nurture and enhance the career paths of travel professionals is the "Tourism Professional Seminar on Sept. 20, designed to provide depth and substance to their experiences.

Aimed at reaching a wide range of professionals including travel agencies and local government officials, the contents will range from various perspectives including information useful for business, cases involving domestic, overseas and inbound travel, statistics and data, the latest trends in the travel industry.

In its vision toward supporting the future of Japan's tourism, the Japanese government has set a goal of boosting by 50% to 40,000 the number of visitors coming to Japan on educational travel by the year 2020.

Among the topics/sub-seminars schedule for the day, will include "Inbound Travel Measures," "Regional Revitalization through Anime," "Evolving Multilingual Communication Technology and Its Development for Business," "What is the Marketing Talent Needed in the Tourism Industry?" "Challenges of Sake Brewery Tourism in the Era of 40 Million Visitors," "Two-Way Exchange Development," "Countries in the Caribbean Seminar," "Cuba Tourism Seminar," "Russian Destination Seminar," "Seminar on Travel Business Law System" and "Is It Possible to Reduce Overtime Work in the Travel Industry?"

Expansion of Face-to-Face Interaction

Even in the era of the Internet, smart phones and SNS, when digital marketing is all the rage, analog marketing remains an indispensable tool at events as large as TEJ. Recognizing the importance, especially in Japan where face-



Discussions to Focus on Sustainable Growth for Future of Travel and Tourism

TEJ Ministerial Roundtable Moderator
Ms. Anita Mendiratta,
Founder and President of CACHET Consulting

Through Travel & Tourism (T&T), people worldwide are opening their minds and hearts to understand, respect and celebrate differences across countries, cultures, and communities. Strong, sustainable growth of T&T does not, however, happen by default. Informed, inspired and shared leadership is needed to identify where and how T&T must evolve to remain a force for good economically, socially, culturally and environmentally.

Central to *Tourism EXPO Japan (TEJ)* is the *UNWTO/TEJ Ministerial Round Table*. I was tasked with the honor of Moderator in 2017 when the *Ministerial Round Table* demonstrated the immeasurable value of direct, energized and solutions-orientated leadership debate as a lever to unlock the power of one for the benefit of all.

The 2018 *Ministerial Round Table* will bring onstage over 20 T&T leaders from the public and private sector to speak openly, honestly, and constructively on the principles and practices vital to engaging communities as participants in T&T.

The event will seek to provide a clear, confident and workable framework to mobilize T&T priorities and partnerships today, embedding sustainable T&T growth of tomorrow.

to-face interaction remains a key to building business relationships, TEJ will expand on its business talks or BtoB meetings.

Up until 2017, the B2B meetings were conducted in an area exclusive for buyers and sellers. But from 2018, the meetings will be integrated into the Exhibition Business Meetings where buyers and sellers will develop business talks at their booths.

At the same time, profiles of business participants and preferences of counterparts have been registered in more detail, aimed at improving the accuracy of appointment matching. Contents of business negotiations will also be significantly enhanced as the new system enables not only "exhibitor-buyer" meetings but also "exhibitor-exhibitor" meetings and those with "inbound tourism business inclusive exhibitions." The idea is to expand the scale and create a full-fledged "Meese-style" exhibition with business talks held at exhibit booths, similar to those witnessed in Europe and North America.

Over the two days of scheduled B2B meetings, about 7,450 appointments are expected this year under the new format, with some 1,304 buyers and sellers combined. A breakdown of registered buyers for 2018 has reached 414, with 860 sellers planning to participate in the BtoB meetings.

Supplementing the BtoB meetings to strengthen networking and business relationships is the Welcome Reception that will host some 3,000 participants including TEJ exhibitors, buyers and sellers as well as buyers from the Visit Japan Travel & MICE Mart (VJTM), which runs concurrently with TEJ at the venue.

Visit Japan Travel & MICE Mart

The Visit Japan Travel & MICE Mart (VJTM), which runs simultaneously with TEJ, from Sept. 20 to 22, is another opportunity for more networking and business opportunities. Organized by the Japan National Tourism Organization (JNTO), the event centers on BtoB business meetings between overseas travel agencies and tourism-related enterprises nationwide for inbound travel business dealings. This year an estimated 380 participants from overseas will attend. From Japan about 560 companies will participate.

The venue for VJTM has been expanded some 1.8 times from the previous year due to strong demand from participants. Also, the open business time has been doubled from 2 hours, 40 minutes in 2017 to 5 hours to allow for business negotiations.

New Forms of Travel

Japan's outbound travel market today is regarded as a mature one, having developed since its liberalization in 1964 when the Tokyo Olympics was held. Over the past 54 years, travel styles have changed drastically, shifting from

group travel to FITs, small groups and lone travel, amid environment changes fueled by the Internet, smart phones and social media. All this leads to the creation of new forms of travel that can better satisfy the diversifying tastes of travelers.

The rise of digital gadgets has made it easier for consumers to discover new interests once unknown but easily found in platforms such as YouTube, Instagram and Pinterest.

The new forms of travel can pave the way to further appeal to new generations of travelers. Newly introduced at TEJ are the themed travel zones and exhibitions from different countries, regions and industries, designed to stimulate regional tourism and enhance marketing. These specific zones include wine cellar tourism, animation tourism, eco-tourism, space tourism and business to attract visitors to regional areas.

Sake Brewers Offer Great Potential for Tourism

For example, at the domestic-sector exhibition, "Sakagura Tourism" (Sakagura means Japanese sake breweries) will be featured, centering on "New Forms of Tourism" extending all over the country with its many sake breweries. Iwaizumi City in Hokkaido, for example, is involved in wine cellar tourism, conducting Food & Wine Tours featuring its wineries and the use of private taxi services to visit each winery in the area.

Sake breweries have a great potential since they have a lot of compatibility with Japanese food, shopping and natural/scenic attractions. Also, there are high levels of satisfaction and strong interests in Japanese sake among inbound tourists as well as Japanese domestic travelers. It is believed that sake breweries will put regional gourmet dishes and tourism resources together organically and create tourism demand.

Sports Tourism – with a series of international mega-sporting events to be held in Japan including the Rugby World Cup (RWC) in 2019, Tokyo Olympic/Paralympic Games in 2020 and World Masters Games in 2021 – is generating more attention and heightening more expectations abroad. The Rugby World Cup 2019 Organizing Committee will make a presentation in the theme corner of Sports Tourism to share the fascination of rugby and its significance to hosting the World Cup on Japanese soil.

For about six weeks from Sept. 20, 2019, matches will be held in 12 stadiums around Japan.

Also, host cities in Japan will benefit from international exchanges with members and staff of the national teams during the pre-camps and the rugby matches, helping to boost the development of a new culture of travel through Sports, Adventure Tourism tourism.

Adventure Tourism and Resort Weddings

For the outbound travel area, special



"Resort weddings" is one of the new exhibition theme in this year

corners are made available for adventure tourism, resort weddings, study abroad, and cruises.

Adventure tourism, for example, is one of the fastest-growing segments of tourism today, with Japan ranked among the top 10 in the world for natural resources involving adventure tourism. The UNWTO identifies this aspect of tourism based on possessing two or more elements: Nature, activities and different culture. The Adventure Travel Trade Association (ATTA) will provide information in this field of tourism.

The honeymoon and resort wedding markets in overseas travel have been buoyed by brisk demand while overall outbound travel demand continues to be flat, now for many years.

More recently, amid the growing trends attaching more value to "family ties" and "appreciation to the family," the resort wedding has been attracting more attention as newlyweds, their families, friends and all participants can share in enjoying the local setting away from home in Japan.

Resort weddings are seen as priceless opportunities to share valuable time and fully enjoy the resort atmosphere with all participants in addition to the wedding ceremonies. There is also a sense of heightened excitement among those who head overseas than those celebrating a wedding in Japan, and share in the ceremony with the newlyweds. It also builds a sense of fulfillment unique to resort weddings among the participants.

Tapping Industrial Tourism

As tourism becomes more important worldwide, more industries are recognizing the benefits of what tourism can contribute to their businesses and communities. "Sakagura Tourism" is one form of industrial tourism, which provides learning and first-hand experiences while stimulating intellectual curiosity. Many businesses recognize the connection tourism has to their profession and services as well as to the mindset of people meeting visitors.

Industrial Tourism refers to travel including visits to factories, craftsmen, products, former sites or ruins of facto-

ries and industrial heritage involved in the region's unique industries. There are tours, for example, to visit the production site of world-wide famous Japanese products, feel the beauty of crafts created with traditional skills, to taste dishes featuring local ingredients, to follow the path of industrial sites, which supported Japan's modernization, and to communicate with the locals.

The Industrial Tourism Corner, with 16 companies and organizations, will introduce "Industrial Tourism" as a new form of tourism.

DMO Corner

Domestic Marketing Organizations (DMOs) in Japan have grown in number with the rise in demand of inbound tourism, aimed at fueling visitor growth especially in regional areas beyond tourism meccas by working in tandem with businesses and local communities.

The DMO corner will exhibit a large number of corporations that are familiar with tourism resources in their respective areas, such as tourist properties, nature, food and art. The DMOs collaborate with the region and various stakeholders, aiming to create tourism areas. At each exhibition booth, DMOs will disseminate "Creating a Tourism Zone in Japan, Today" as part of their role in building to fruition tourism areas, and the charms of each region. Six DMOs will be available at the DMO corner.

Japan Tourism Awards

The Japan Tourism Awards each year recognizes exceptional achievements and best practices in six categories related to outbound, inbound and domestic travel over the previous year. This year, there were 261 entries, the highest number in its history, with a focus on advanced activities of tourism in relation to sustainable development of society and the economy.

For outbound, domestic and inbound travel, each includes the categories of travel business, regional and media.

Newly introduced to the line up of awards this year are the "DMO Promotion Special Award," "Special Award for ICT Application Award" and "UNWTO Ethics Special Award."

Forum & Symposia / Six Points of the Six Moderators

Asian Tourism Business Leaders' Forum

2018 Theme **Managing Tourism for the Harmonization of Business and Communities****Session 1** Managing Tourism for Sustainability

Dr. Mario Hardy,
CEO, PATA

Growth brings rewards but also responsibilities. While strong and sustained growth is a positive sign for any destination, it also brings a number of responsibilities that require a change in mindset and measurement. The over-concentration of tourists and the dispersal of tourists to less crowded areas raise several questions that organizations need to consider as part of this discussion:

- Are we able to maintain a high quality of service in the face of such continued growth?
 - Do we have the right hardware and software in place to cope with the rapid growth our industry is experiencing?
 - Is it the role of the government to create policies to effectively manage this growth or should it be the role of the private sector?
- Can such increases be managed to remain both rewarding to the local community and sustainable in the longterm?
 - What new services or policies have been implemented that address the issues of over-concentration of tourists?
 - If visitor arrival growth doubled in the next 6 months in the cities where air company operates, what would you do to cope with the situation?
 - What would you do, if the local community began to protest against the increasing number of tourists affecting their peaceful daily life? What would you tell them?

Session 2 Tourism Business and Community Wellbeing

Prof. Graham Miller,
Deputy Director, Center of Tourism Research / Distinguished University Professor, Wakayama University / Executive Dean, Faculty of Arts and Social Sciences, University of Surrey

Although tourism growth is perceived to be a positive development in general, we see many examples of the sector wrangling over other stakeholders, growing over the top of people and places who become dissatisfied with the sector. Yet, even if we see more examples of good practice between tourism companies and communities, the tourism sector is growing so fast that the unsustainable element of the growth may not be keeping pace with the sustainable examples we hear about.

The tourism industry needs inspiration from leaders who are trying to fit companies and communities together. While the world demonstrates the problems caused by bad leaders, tourism needs to celebrate the excellent leaders it does have, the ones who are addressing complex problems with passion, intelligence and data. We also need to hear about examples of where this mutually beneficial relationship is happening and we need to learn the lessons from it.

Wrap-up Session Future for Sustainable Tourism Business

Mr. Masato Takamatsu,
Senior Executive Fellow, JTB Tourism Research & Consulting Co.

Growth of the travel and tourism sector significantly contributes to the development of the global economy. On the other hand, there is a concern for the increase of the carbon emissions from the travel and tourism industry including airlines, hotel operators and land transport businesses. Globally, overcrowding beyond the carrying capacity of the destinations has become a major challenge with its negative impact on the traditional local culture and life of community people.

For healthy sustainable development of the tourism sector, it is critically important that the economic growth of the sector is well balanced with the sustainability of the local tradition, culture and community life as well as sustainability of the surrounding environment.

This year, we invite to the forum the champions of sustainable tourism business from around Japan and Asia. The distinguished moderators and panelists will showcase how they "Manage Tourism for the Harmonization of Business and Communities" in their business activities and thus contribute to the sustainable development of the entire communities they are based in. They will also discuss some of the topics that the business leaders of the sector share in common, such as how to balance between sustainability and business growth.

Thematic Symposia

● Digital Marketing Symposium

Explore Winning ICT Marketing Strategies for Community Development

Mr. Koji Tsurumoto,
CEO and President, Travel Voice Japan Ltd.

In the full-fledged digital age, travel and behaviors of travelers have been changing in every aspect. Consumers today can collect travel and tourism information with no hassle and make air, shinkansen and hotel reservations online. As for travel arrangements, most consumers have been doing their arrangements prior to their departures, known as "tabi mae" (before departure) but many of them now make their arrangements during their travel ("tabi naka") thanks to the popularization of smartphones.

Digitalization is making a major impact on regional tourism promotions and developments. In this symposium, we would like to debate on how digital marketing can play a role in tourism and what we can imagine for the future. "Gifu prefecture/Gero Onsen" is introduced as a specific example. Specialists in different fields such as marketing, buzz marketing, travel and tour product marketing will multilaterally analyse Gero using "digital" as a keyword.

● Luxury Travel Market Symposium

Promotion for Luxury Inbound Travel

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

The number of international visitors to Japan in 2017 reached 28.69 million and their travel consumption grew to 4.4 trillion yen, both setting record highs. Japan's inbound travel sector continues to grow but the market is expected to extend further as Japan is blessed with a great plethora of diversified tourist attractions. For Japan to become a "tourism advanced country" and encourage visitors to stay longer and spend more in Japan, it is required to provide them with "high-quality travel" and "attract them to regional destinations" more than ever before. To that end, we believe that Japan needs to further strengthen the responses to the luxury travel market, commencing with the European, U.S. and Australian markets.

In this symposium, we will discuss the key points of the results of the upscale travel market survey conducted by JNTO in light of "The Latest Developments of the Upscale Travel Market and Efforts for Tourist Promotions," while in the panel discussion, we would like to look at the needs of high-end travelers, Japan's attractiveness as a travel destination, marketing and promotions together with professionals knowledgeable about luxury travel.

● Overseas Travel Symposium

Looking for Inventive Ways to Increase the Number of Outbound Travelers

Mr. Yoshiro Ishihara,
Director, Editor in Chief, Wing Aviation Press Co., Ltd.

The Japanese overseas travel market is usually described as a "mature market." Is it really true? Japan's departure rates and passport acquisition rates are by far lower than those of the U.S., European, and Asian countries. What are the factors that hinder the growth of Japan's overseas market? After eliminating those negative factors, what else is necessary for the country with a population of over 100 million with a high economic power to jump-start Japan's outbound travel market?

The growth of the international travel market in Asia is drawing the attention of the world. Since the markets of China, South Korea, Taiwan and Hong Kong particularly stand out, it is no exaggeration to say that the further development of Japan's inbound travel depends on growth of these four markets? Despite such growth, the gaps of inbound and outbound travel between Japan and other Asian countries and areas are widening due to the sluggish number of Japanese international travelers. The Japanese government began working on outbound travel promotions to redress the imbalance in tourism and give shape to two-way exchanges. We would like to discuss what the public-private sectors should do to jump-start Japan's outbound travel befitting such circumstances, while using examples from developments of outbound travel markets in Taiwan and South Korea.

Series Column① A “New Form” of Tourism” to Help Attain Tourism Advanced Nation

New Travel Culture Turning to Legacy of Rugby World Cup/Tokyo Olympics

The Spirit of the Tourism Basic Act Leads to Olympism

Tourism EXPO Japan (TEJ) 2018 runs on two themes: “Discovering ‘new forms’ of travel” for consumers and “Creating ‘new forms’ of tourism” for the travel industry players.

Amid the changing times from the 20th to the 21st century and from 2010s to 2020s, “travel” and “tourism” must also pursue a “new form.”

Looking back at the history of travel in Japan following the war, after travel became recognized as a social event, the movement’s so-called first travel boom grew fashionable among Japanese in the early 1960s, particularly 1964 when the first Tokyo Olympic Games/ Paralympic Games took place.

Many international travelers were expected to visit Japan during and following the Tokyo Olympic/Paralympic Games in 1964. At the same time, the Tourism Basic Act was established in 1963 in accordance with Japanese consumers taking to travel in tandem with the period of rapid economic growth. The enactment of the Tourism Basic Act of 1963 proves that the Japanese government recognized the importance of tourism in the early 1960s since fundamental laws and acts had been limited to the fields of education, atomic energy, agriculture and disaster countermeasure until then.

In 1964 when the first Tokyo Olympic/Paralympic Games took place, overseas travel by Japanese was liberalized and promotions to attract international visitors Japan with domestic travel set forth in the Tourism Basic Act. All of this has led Japan to improving the environment and concepts to accommodate efforts to activate tourism, including two-way exchanges and the efforts of combining outbound, inbound and domestic travel.

Also, at the time of the Tokyo Olympic/Paralympic Games in 1964, major cultural festivities were conducted with exhibitions and art festivals where Japan’s traditional cultures and performing arts were introduced.

The idea to create “a living based on the esteem for

universal, fundamental and ethical principles” through efforts to develop cultures and education together with such sporting events in a unified manner is stipulated in the fundamental principle of the Olympic Charter. Also, the direction of Olympism shares such idea stated in the preamble of the Tourism Basic Act that through development of tourism -- symbolizing world peace and the stability of the daily lives of the peoples -- “we hope the enhancement of eternal peace and mutual understanding of international societies and can lead to a healthy and a cultured living.”

TEJ – Symbolizing Public-Private Partnership Striving for a “Tourism Nation”

The number of Japanese heading overseas in 1964, when Japanese international travel was liberalized, was less than 130,000, or some 128,000 to be more specific, but the figure surpassed the 10-million mark in 1990. Despite the continuous growth to 15 million in 1995 and over 18 million in 2012, after nearly three decades, Japan has been yet unable to break through the “20-million barrier.”

Meanwhile, the number of foreign tourists visiting Japan in 1964 reached some 353,000, nearly three times as many as that of Japanese heading overseas that year. The momentum between inbound and outbound travel was reversed in the 1970s but the inbound count topped the 10-million mark in 2013. After that, thanks to successful inbound tourism promotions such as the relaxing of visa regulations and tax-free exemptions, the count of inbound visitors reached the 24-million mark in 2016 -- breaking the 20-million level sooner than that of outbound visitors -- and is expected to reach the 30-million threshold in 2018.

In Japan, declared a “Tourism Nation” by its government in the first half of 2000s, efforts to expand the inbound travel sector and to promote regional tourism in order to regenerating and revitalizing local communities and regions have been developed with public-private partnerships. In succession to the Tourism Basic Act of 1963, the Tourism Nation Promotion Basic Law came



The Webb Ellis Cup awarded to the RWC winning team traveled throughout Japan for open-air events

into force in 2007 and the Japan Tourism Agency was established in 2008, clearly defining the direction to positioning tourism as Japan’s major and central policy in the 21st century.

In tandem with the national policies, the tourism industry, including travel businesses, has been developing a variety of projects and programs: JATA Tabihaku, the overseas travel promotion event organized by Japan Association of Travel Agents (JATA), and the Tabi Fair Japan hosted by the Japan Travel and Tourism Association have been integrated into Tourism EXPO Japan (TEJ). TEJ, one of the largest travel events, made its start in 2014, and is positioned as an important move led by the private sector.

A series of upcoming major international sporting events – the Rugby World Cup (RWC) 2019 and the Tokyo Olympic/Paralympic Games 2020 – will be major opportunities to send a Japanese message to the world. For tourism in Japan – having its origin in the 1960s and developing through today, not only for inbound but also for outbound and domestic travel – we must set our eyes on the development of tourism for the future by striving toward the results equivalent to those achieved in the first half of the 1960s.

As a legacy of the Tokyo Olympics/Paralympics and RWC, Japan’s tourism today is indeed required to create a new travel culture by interlocking sports, culture and tourism.



JAL is proud to be a World's 5-Star Airline.

www.jal.com



Fly into tomorrow.