

Cruise Corner Exhibition guide

Tourism EXPO Japan Promotion Office

Report on Tourism Expo Japan 2018

One of the World's Leading Tourism Trade Fair A Three-in-One Combined Tourism Event

Tourism EXPO Japan (TEJ) is a **comprehensive tourism industry trade fair** held by a coalition of three organizations: the Japan Travel and Tourism Association, the Japan Association of Travel Agents, and the Japan National Tourism Organization.

It combines the three areas of overseas travel, domestic travel, and travel to Japan into one fair and exhibits the future of tourism.

Tourism EXPO Japan 2018

With 136 countries and regions and 47 prefectures of Japan participating, as well as over 60,000 tourism businesses and over 140,000 attendees from the general public in attendance!

- Attendees
 - 4-Day Total: 207,352
- Exhibitors
 - **1,441** companies and organizations **2,257** booths **136** countries/regions **47** prefectures of Japan
- <u>Numbers of Registrants for Business Appointments</u>
 890 sellers, 414 buyers
- Numbers of Business Appointments
 7,450 sessions



The largest tourism business occasion for exhibitors to convey and appeal their services and products.

And the greatest opportunities for exchanging information and negotiations.

The event also offers chances for the general public to obtain seasonal travel information and enjoy the feelings of travel experiences.







Travel Showcase & Business Meetings



The business sessions were conducted over two days within exhibition booths. And the exhibition period was extended to four days (Two days of B2B and two days of B2C). In order to pursue effective and productive business results, an improved business matching digital platform was newly implemented and conducted two days of business meetings. The new platform generated the most ideal business matches by referring individual registration data and business needs. And it also offered communication tool to find the best matches. The two days of general public days on Saturday and Sunday attracted visitors with a variety of



forms of travels and themed travels. At exhibit booths, which are redolent with the allure of foreign locales or of Japan, attendees can enjoy display items large enough to look up at, events by performers in traditional costumes, the appeals of specific regions and the appearances of local mascots, and can sample local specialty food and drink.

Japan Tourism Awards Project of Honoring Achievements and efforts for Tourism Developments



The 4th Japan Tourism Awards, including a newly-created award, were held to recognize the superb efforts of all operators, businesses, organizations, and associations that aim to disseminate the power of tourism widely in Japan and abroad and create a "tourism world power," and that contribute to the development and expansion of the tourism industry. We received applications from 261 foreign and domestic industry associations and businesses related to tourism (a 9% increase since the previous year). This award serves the development and expansion of the tourism industry, contributes to synergetic effects with Tourism EXPO Japan, and recognizes sustainable and superb efforts by domestic and overseas associations, organizations, and businesses.

Forums and Seminars



The senior leaders in the field of tourism from around the world were gathered and addressed keynote speech. And an assembly of ministers of tourism in cooperation with the UN World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) conducted the 2nd Ministerial Round Table Meeting.

To open future prospects towards the development of the travel and tourism industry, we have analyzed the latest information on the industry and held a discussion by industry insiders both foreign and domestic on the theme, "Managing Sustainable Tourism for Community Development"

WELCOME RECEPTION Business Networking Opportunities



We held a Welcome Reception as a venue for TEJ exhibitors, sellers and buyers, VJTM buyers, and industry-related guests to network about the generation of business.

♦ Summary of Tourism EXPO Japan 2018

Name	Tourism EXPO Japan 2018			
Themes	A journey beyond anything you could imagine.			
Dates	Sept. 20 th through 23 rd (Thurs. through Sun./Nat'l Holiday) 2018. (Industry Dates: 20 th -21 st ; General Public: 22 nd -23 rd)			
■ Venue	 O Tokyo International Exhibition Center (Tokyo Big Sight) Exhibition Halls: East Halls 1-6 (Approx. 67,000 m²), West Hall 3, Conference Tower 6th Floor O Tokyo Conference Center Ariake, Central Tower 3rd and 4th Floors 3-7-18 Ariake, Koto, Tokyo 135-0063 			
Hosts	Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)			
Special Support	JCB Co., Ltd.			
■ Co-Hosting	Inbound Tourism Business Expo •Session Dates: Sept. 20 th -21 st (ThurFri.) •Venue: Tokyo International Exhibition Center (Tokyo Big Sight) East Exhibition Hall, Halls 5-6			
■ Held With	Visit Japan Travel & MICE Mart (VJTM) 2018 [Host: Japan National Tourism Association (JNTO)] •Session Dates: Sept. 20 th -22 nd (ThursSat.) •Venue: Tokyo International Exhibition Center (Tokyo Big Sight) East Exhibition Hall, Hall 7			
Planning/Operatio	ns Tourism EXPO Japan Promotion Office			

3-3-3 Kasumigaseki, Chiyoda, Tokyo 100-0013

Tourism EXPO Japan 2018 Results

Attendance

Figures

Date	Weather	Number of Attendees		
Date	weather	2018	2017	
9/20 (Thursday)	Cloudy followed by rain	25,928 (Tradespeople Only)	8,671 (Tradespeople Only)	
9/21 (Friday)	Rain	40,345 (Tradespeople Only)	42,057 (Tradespeople Only)	
9/22 (Saturday)	Rain followed by sun	74,021 (Open to All)	74,040 (Open to All)	
9/23 (Sunday)	Cloudy	67,058 (Open to All)	66,809 (Open to All)	
		207,352	191,577	

Please note: Only the Inbound Tourism Business Expo was held in 2017

Exhibition Scale (1) Number of areas/nations offering information: 47 admin. divisions of Japan; 136 foreign countries/areas
 (2) No. of Exhibit Booths: 2,257 booths (106% of prior year number of 2,130 booths)

[Breakdown]

- Foreign: 688 booths (Prior year: 675)
- Domestic: 708 booths (Prior year: 657)
- •Other: 451 booths (Prior year: 269)
- ·Host-Planned Booths: 410 booths

(3) Exhibitor Businesses/Organizations: Approx. **1,441** businesses/organizations (110% of prior year figure of approx. 1,310)

Tourism Expo Japan 2018 Report on Cruise Area/Corner

Tourism Expo Japan 2018 Cruise Area/Corner Outline

1. Exhibition dates : September 20th, 2018 (Thursday) ~ September 23rd (Sunday/holiday) *Industry days: 20th, 21st; General days: 22nd, 23rd.

2. Location: Tokyo International Exhibition Center (Tokyo Big Sight) East Exhibition Hall, Hall 2, 36m (see diagram below)



- 3. Number of exhibitors/number of small groups: 4 businesses/organizations ; 5 booths
- 4. Exhibitor names:

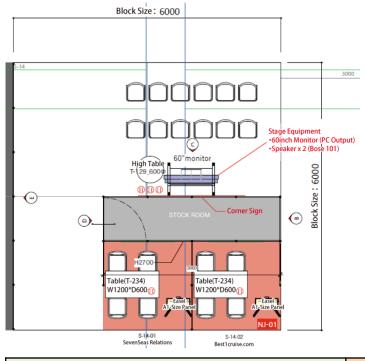
(Omitted)

Exhibitor Name	No. of Booths	Booth Format
SevenSeas Relations, Inc.	1	2 x 2 m shell booth
Best1 Cruises	1	2 x 2 m shell booth
Princess Cruises (Regular Exhibit)	1	small room booth
Peace Boat: Building A Culture of Peace Around The World	2	small room booth

Tourism Expo Japan 2018 Cruise Corner Outline (2)

5. Exhibit Details: Booth Exhibits (2 x 2 m shell)/Stage Presentations

6. Floor Plan:







7. Stage Program:

(Honorifics omitted.)

Industry Days			General Admission		
	20 th (Thurs.)	21 st (Fri.)		22 nd (Sat.)	23 rd (Sun.)
11:00 a.m.			11:00 a.m.		SevenSeas Relations, Inc.
11:30 a.m.			11:30 a.m.		
12:00 p.m.			12:00 p.m.		
12:30 p.m.			12:30 p.m.	SevenSeas Relations, Inc.	SevenSeas Relations, Inc.
1:00 p.m.	Best1 Cruises		1:00 p.m.		
1:30 p.m.	SevenSeas Relations, Inc.		1:30 p.m.	Best1 Cruises	Best1 Cruises
2:00 p.m.		Best1 Cruises	2:00 p.m.		
2:30 p.m.	Best1 Cruises		2:30 p.m.	Best1 Cruises	Best1 Cruises
3:00 p.m.			3:00 p.m.		
3:30 p.m.	SevenSeas Relations, Inc.	SevenSeas Relations, Inc.	3:30 p.m.	SevenSeas Relations, Inc.	SevenSeas Relations, Inc.
4:00 p.m.			4:00 p.m.		
4:30 p.m.			4:30 p.m.		

Tourism Expo Japan 2018 Cruise Corner Outline (3)

8. Corner Summary: Cruise operators and travel companies that handle cruises hosted exhibits. Cruise travel is very popular among foreign nationals, who regard it as an inexpensive form of travel that is comparatively cheap and convenient, and offers various enjoyments even while moving from one destination to another. This corner allowed exhibitors to communicate the appeals of cruise travel, such as its different enjoyments and advantages compared to overland or air travel; the types of cruise ships, destinations, and itineraries, and that there are a variety of styles of cruise travel.

9. Event Photographs



Stage Presentation



Stage Presentation



Stage Presentation



Stage Presentation



SevenSeas Relations, Inc. Best1 Cruises



Stage Presentation



Seven Seas Relations, Inc. Best1 Cruises



Stage Presentation



Best1 Cruises

Outline of Tourism EXPO Japan 2019

Tourism EXPO Japan 2019 will be held in Osaka for the first time.

Tourism EXPO Japan 2019 will be held in Osaka for the first time at INTEX Osaka for four days, from the 24th through the 27th (Thursday through Sunday) of October, 2019. In 2019 and 2020, Japan will be attracting attention from around the world thanks to international sports events being held then and by cultural projects. Tourism EXPO Japan 2019 aims to sustain this effect and spread resultant growth due to tourism and exchange nationwide and seeks a magnification in demand for new tourism business in Kansai, where IR attractions such as the Kansai World Masters Games in 2021 and Expo 2025 will continue to raise interest.

In addition to our four primary projects (the business session, forums and seminars, awards ceremony, and networking), we will also once again simultaneously hold the Inbound Tourism Business Expo 2019 and Visit Japan Travel & MICE Mart 2019. Furthermore, we expect to bring you a new Tourism EXPO Japan with an approach that differs somewhat compared to previous years, with projects and themes unique to Osaka and that attract Kansai-area tourism businesses, organizations, and general consumers who are very sensible of travel.



Outline of Tourism EXPO Japan 2019

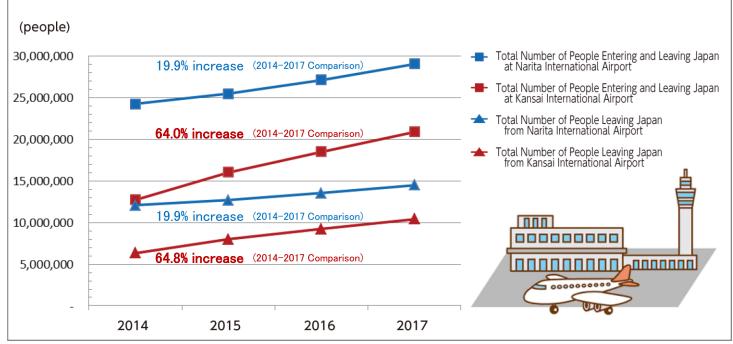
Dates	: October 24 th through 27 th (Thursday through Sunday) 2019
Venue	: INTEX Osaka and Vicinity
Organizers	: Japan Travel and Tourism Association, Japan Association of Travel Agents, Japan National Tourism Organization
Co-Hosting	: Inbound Tourism Business Expo 2019
Held with	: Visit Japan Travel & MICE Mart 2019

Is Kansai experiencing a foreign travel boom?!

Departures/Arrivals and Departures by Airport

The number of arriving and departing passengers at Narita International Airport and Kansai International Airport show increases since 2014,

and these increases have been greater for Kansai International Airport than for Narita International Airport.

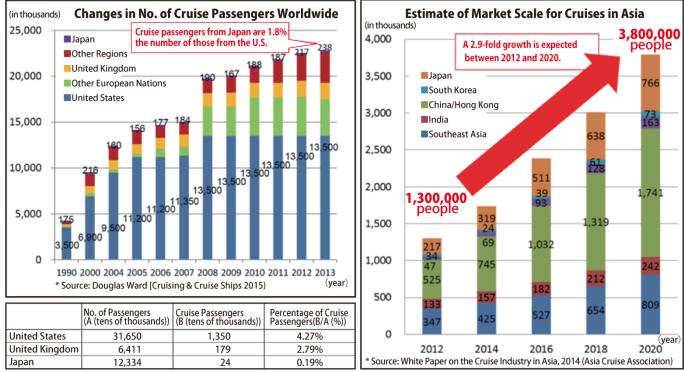


[Exhibit] Ministry of Justice, Statistical Tables for Immigration & Emigration Control

Cruise passengers worldwide increase year after year. Cruise passengers from Japan increase slightly.

Changes in Cruise Passenger Rates Worldwide/Estimate of Scope of Cruise Market in Asia

While Japan's proportion of the total of cruise passengers may be low at 0.19% compared to that of the US or UK, there is considerable room for growth in cruises, as cruise travel is a relaxed style suited to an aging society and a new form of travel suited to the novelty-seeking Japanese.



* Source: The World Bank (Population); Cruising & Cruise Ships 2015 (No. of Cruise Passengers) (as of January 1st, 2013)

Outline of Tourism EXPO Japan 2019 Cruise Corner

Establishment of a Cruise Corner at Tourism EXPO Japan 2019

We will once again hold a corner within the cruise area at Tourism EXPO Japan 2019

as a host-planned area with the objective of invigorating the movement for cruise tourism as a travel style in Japan. A variety of benefits will be offered solely to exhibitors at host-planned corners, so we hope you will consider presenting an exhibit.

Cruise Cornerr Outline

- Date and Time: October 24th-27th, 2019 (Thurs. Sun.), 4 days total * Industry Days: Oct. 24th-25th (Thurs.-Fri.); General Admission: Oct. 26th-27th (Sat.-Sun.)
- Location: Overseas Area
- Format: Exhibit Area + Stage Area + Display Area

•Exhibit Area

Each exhibitor booth communicates the appeals of cruises and the latest information from related businesses and organizations. Direct sales supervisors and product creators will have opportunities for direct marketing through contact with consumers.

•Stage Area

Exhibitors can promote cruise travel in ways that can't be fully conveyed at their booths and companies can perform product demonstrations on the shared stage.

Projects led by the hosts will also be implemented with the goal of promoting cruise tours more broadly. (In Planning.) Presenters will give multifaceted demonstrations of the attractions cruise tours to attendees.

·Display Area

Clothing and items that deepen interest in cruise travel, on loan from each exhibitor, will be displayed in a shared space to increase the effectiveness of booth decorations.

It is possible to participatein business meetings by appointment.

"Appointment business meetings," which are normally only provided to small group exhibitors, are provided to Cruise Corner exhibitors under a special quota. (1 registration per booth)



Aims for Development of the Cruise Corner

• To promote the enjoyments and advantages of cruise travel, which differ from those of overland or air travel, and to seek increased awareness of cruise travel as a style of tourism.

To create opportunities for travel-related businesses to demonstrate their products with the goal of extending markets.

• To provide a location for the dissemination of new content to repeat passengers of cruises.

Cruise Corner: Host Content Plan Candidates (Proposed)

* Details are currently under review (proposed) and may change.

·Displays of Cruise Ship Models from Around the World

We will accept photographs and models provided by exhibitors for each exhibiting cruise operator to display cruise ships (models) that are at sea around the world.

We can spotlight the size and splendor of cruise ships and demonstrate interior furnishings and unique services. We will seek to provoke interest in cruises.

·Commemorative Cruise Photos

We will set up a corner or photo booth where attendees can take digital photos and create composites using photos provided by exhibitors as scenery.Photographs taken can be sent to attendees' mobile phones to promote

awareness of cruise tourism through their spread to others.



·A comedy stage with the goal of promoting cruises as a style of travel

Cruise Corner: Exhibit Format/Exhibitor Fees/Set Contents

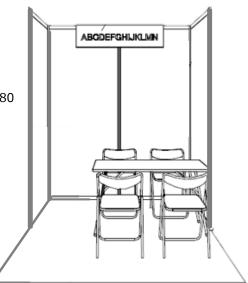


■ Exhibition Fee : ¥300,000 (Tax Not Included)

Package Contents

- 1. Double side panels and back panel (H2700) *Double side panels can be wide size 990 or 1980
- 2. Company Name Signage (W1200 x H200) *Includes Booth Number Display
- 3. Needle Punch Carpet *Color specified by promoter
- 4. 1 Meeting Table/ 4 Pipe Chairs
- 5. On Stage Presentation
- 6. Buyer Registration 1 Spot 1 Name
- * [Shared] Electrical Outlets (Up to 100V 500W)

• Other distributed items Exhibitor Pass / Work Ribbon / Car Registration 2 of each per 1 booth



Exhibition unit

■ Exhibition Fee : ¥ 200,000 (Tax Not Included) *Standard Exhibitor Fee of ¥ 100,000 (Tax not included) will be applied

Package Contents

- 1. Display materials For back panel...posters etc. can be displayed up to a size of B1 (vertical orientation) - For display stand Display space of about 3 A4 size images (vertical orientation) can be used.
- 2. Company Name Signage (W900 x H200) *Includes Booth Number Display
- 3. On Stage Presentation
- 4. Buyer Registration 1 Spot 1 Name

Other distributed items

Exhibitor Pass / Work Ribbon / Car Registration 2 of each per 1 booth

