

Resort Wedding 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 matching digital 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

Jointly held with Visit Japan Travel & MICE Mart (VJTM) 2018 Organizer by Japan National Tourism Organization (JNTC



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		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 Resort Wedding Corner

◆ Tourism Expo Japan 2018 Resort Wedding 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, approximately 81m (see diagram below)



3. Number of exhibitors/number of small groups: 9 businesses/organizations 12 small groups (1 small group shared)

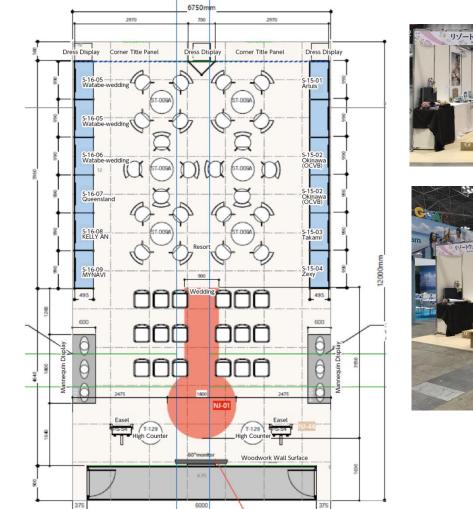
4. Exhibitor names:

(Omitted)	Small group no.	Exhibitor names	Number of booths	Booth forms
	S-05-01	Arluis Wedding	1	Exhibition unit
	S-05-02	Okinawa Convention & Visitors Bureau (OCVB)	2	Exhibition unit
	S-05-03	Takami Bridal	1	Exhibition unit
	S-05-04	Zexy Festa Overseas and domestic resort weddings	1	Exhibition unit
	S-05-05	Watabe Wedding	2	Exhibition unit
	S-05-06	JTB Wedding Plaza	1	Exhibition unit
	S-05-07	Tourism and Events Queensland	1	Exhibition unit
	S-05-08	KELLY AN, Inc.	1	Exhibition unit
	S-05-09	Mynavi Wedding	1	Exhibition unit

6. Floor plan:

Tourism Expo Japan 2018 Resort Wedding Outline (2)

5. Event contents : Booth exhibits (exhibit unit)/ shared negotiation corner/ Exhibitor rental apparel display Sponsor contents exhibition corner/Stage presentation *Includes sponsor contents presentation







Tourism Expo Japan 2018 Resort Wedding Corner Outline (3)

7. Stage program

(Omitted)

Industry day			General day	
20th (Thursday)		21st (Friday)	22nd (Saturday)	23rd (Sunday)
Time	Exhibitor names	Exhibitor names	Exhibitor names	Exhibitor names
10:00~				
10:30~		Tourism and Events Queensland		
11:00~			Okinawa Tourism Convention Bureau	
11:30~				
12:00~		Sponsor contents	Sponsor contents	Sponsor contents
12:30~	Sponsor contents		Tourism and Events Queensland	
13:00~		Watabe Wedding		Okinawa Tourism Convention Bureau
13:30~	Watabe Wedding			Watabe Wedding
14:00~		Okinawa Tourism Convention Bureau	Watabe Wedding	JTB Wedding Plaza
14:30~	Okinawa Tourism Convention Bureau			
15:00~		Sponsor contents	Sponsor contents	Tourism and Events Queensland
15:30~	Tourism and Events Queensland			
16:00~			JTB Wedding Plaza	Sponsor contents
16:30~	Sponsor contents	Sponsor contents		
17:00~			Sponsor contents	
17:30~				

8. Sponsor contents stage: Conducting a presentation on the attraction of resort weddings and a quiz about resort weddings. In this presentation, we explained the appeal of a participatory style wedding ceremony, created together with other participants, introduced "ushers" and "bridesmaids."We also made the case for the benefits of such weddings, which allow family bonds to strengthen as a result of time spent together, reduce the distance between the families of the bride and the groom, at the same time as they provide a rich variety of good locations for photography, and the ability to satisfy the desire for travel. At the quiz, we conducted a giveaway for the exhibitors.



Tourism Expo Japan 2018 Resort Wedding Corner Outline (4)

9. Corner Outline:

Wedding companies, tourism companies, government tourism offices, and tourism associations put on exhibits. A "resort wedding" is not just a wedding ceremony. At the resort location, both families, together with friends, are able to spend time together. "Travel and wedding" that everyone can enjoy was the theme of not only the exhibition corner, but also of the on stage presentation and quiz contents put on by the exhibitors. The exhibit aimed to create a corner that put out the message that resort weddings were a wonderful experience not only for the couple getting married, but also for the family, relatives, and friends of the couple.

10. Event photos:



Shared space Display (main entrance)



Exhibitor made panels Exterior walls of booths



Exhibitor Display Unit



Shared space Display (stage side: upper part)



Exhibitor made panels Exterior walls of booths



Exhibitor Display Unit



Shared space Display (stage side: lower part)



Exhibitor Stage Presentations



Negotiation Space

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

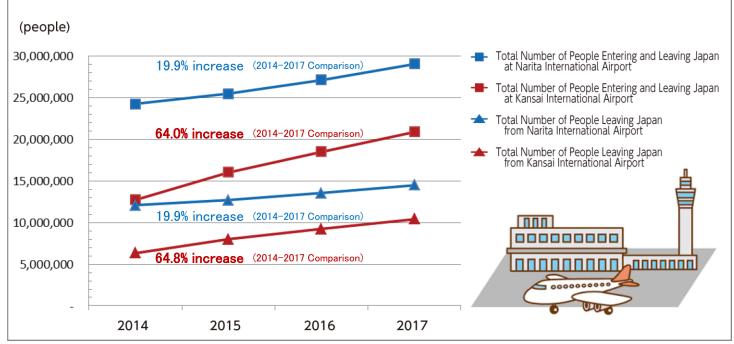
Dates	: October 24 th through 27 th (Thursday through Sunday) 2019
Venue	: INTEX Osaka and Vicinity
Organizers	: Japan Travel and Tourism Association, Japan Association of Travel Agents, Japan National Tourism Organization
Co-Hosting	: Inbound Tourism Business Expo 2019
Held with	: Visit Japan Travel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

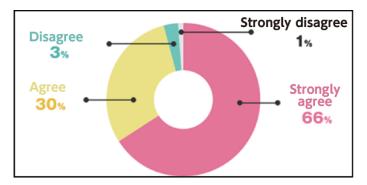


[Exhibit] Ministry of Justice, Statistical Tables for Immigration & Emigration Control

96% of people who have experienced an overseas wedding ceremony feel an interest in overseas weddings?!

Rating Overseas Weddings

Results show that most of those who have experience of overseas weddings feel that there is an appeal to overseas weddings that is not present in domestic weddings. Even those who are not interested in overseas weddings still understand the attraction of overseas weddings, so there is still the possibility of getting them to consider having a wedding overseas. Q1 Do you feel there is an appeal to having an overseas wedding, which is not present in a domestic wedding?





Survey outline		
Survey method	Internet research	
Survey region	National	
Survey targets	Men and women aged 20-40 (per capital gender/age attached) * People with experience of overseas wedding ceremonies	
Effective number of responses	500 samples	
Period in which the survey was conducted	July 21st, 2015 (Tuesday) ~ July, 27th, 2015 (Monday)	

[Display] from the JTB Wedding website

Outline of Tourism EXPO Japan 2019 Resort Wedding Corner

Putting on the Resort Wedding Corner at the Tourism EXPO Japan 2019

We will continue to put it on as a planning corner for exhibitors of resort wedding, for which demand is expected to increase, at the Tourism EXPO Japan 2019. We are preparing various special benefits for exhibitors at the planning corner for exhibitors, so please consider an exhibition.

Resort Wedding Corner Outline

•Date: October 24th, 2019 (Thursday) ~ October 27th (Sunday), approximately four days.

*Industry days: October 24th (Thursday) ~ October 25th (Friday)/ General days: October 26th (Saturday) ~ October 27th (Sunday)

Location: Overseas

•Structure: Exhibition area + stage area + display area + shared negotiation space

\cdot Exhibition area

Each exhibitor will put out information about the appeal of resort weddings, as well as the latest information about their related companies/organizations, at their booth. There is also the opportunity to hear directly from visitors.

Stage area

The stage area provides an opportunity for exhibitors to convey the appeal of a resort wedding in ways that they could not with just a booth. It also allows them to present the products of various companies, put on content that attracts customers to the corner, and present various aspects of the appeal of resort weddings to visitors.

Display area

This area allows us to deepen the interest of visitors in resort weddings using clothing and items lent to us by each exhibitor. They are displayed in a shared area, enhancing the effect of booth decorations.

Shared negotiation space

At the shared negotiation space in the resort wedding corner, visitors are able to freely receive consultations, make inquiries, and negotiate about business.

It is possible to participatein business meetings by appointment.

"Appointment business meetings," which are normally only provided to small group exhibitors, are provided to resort wedding exhibitors under a special quota.



The aim of expanding the resort wedding corner

- To provide concrete information about resort weddings and travel destinations to the class of customers who are considering overseas or domestic weddings, or who have a high degree of interest.
- Conveying the appeal of resort weddings and tourist destinations to the family, friends, and reserve army unmarried women being introduced.
- Rousing interest in resort weddings, and getting customers to understand that there are various forms of resort weddings, through concrete examples.
- It is possible to efficiently form connections along a variety of axes, as government tourism offices, businesses, regional bodies, and organizations are all gathered.



Resort Wedding Corner Exhibitor Contents Planning Assistance (Proposal)

*As this is currently under consideration (proposal) contents are subject to change.

• Plan to put on a display wedding ceremony to preview resort weddings.

We will put on a display wedding limited to one couple. An actual resort wedding will be gifted to the couple that volunteers to participate in the display wedding.

We will invite the family who will attend the wedding. We hope that the couple, as well as the reserve army of people attending, will get a feel for, and an understanding of the appeal of a resort wedding.

• Fortune telling corner to divine the style of resort wedding that suits you best.

We introduce a fortune teller who is able to divine to the style of resort wedding that best suits the family, friends, bride and groom (engaged couple) who are considering a wedding ceremony.

\cdot PR stage for resort weddings by tourism offices and tourism associations

Tourism offices and tourist associations present the appeal of, and latest information about the ceremonial facilities and tourist spots of their respective countries and regions.

• Comedian stage for the purpose of educating visitors about resort weddings and PR time for each exhibitor

At the main stage, comedians Shoji Shinagawa and Tomoharu Shoji (proposed candidates), who have experienced overseas wedding ceremonies, will have a resort wedding. We'll have a talk show to enlighten people. Each exhibitor will get roughly 1 minute to present on stage.

Resort Wedding Corner - Exhibition Format/Exhibition Fees/Package Contents

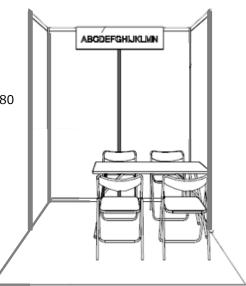


■ Exhibition Fee : ¥300,000 (Tax Not Included)

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

