## **JATA Tourism EXPO Japan 2015**

## September 24 (Thu.)-27 (Sun.), 2015

Venue: Tokyo Big Sight, East Hall / Conference Tower

3-11-1 Ariake, Koto-ku, Tokyo 135-0063, Japan

Dates: Sep. 24 (Thu.) Business Meeting

Sep. 25 (Fri.) Business Meeting, International Tourism Forum, Travel Showcase (Trade & Press Day)

Sep. 26 (Sat.)–27(Sun.) Travel Showcase (General Public Day)

#### **Potential Exhibitors**

- Travel/tourism associations and travel agents from Japan and overseas
- National/local tourism offices and embassies and government offices
- All corporations and organizations engaged in or planning coordination between regional development and the tourism industry
- Corporations planning to use "The Power of Travel" for their promotion and branding

#### **Exhibition Application and Enquiries:**

#### **JATA Tourism EXPO Japan Promotion Office**

4F Zennittsu-Kasumigaseki Building, 3-3-3 Kasumigaseki, Chiyoda-ku, Tokyo 100-0013 Tel.: +81(0)3-5510-2004 / Fax: +81(0)3-5510-2012 / E-mail: event@t-expo.jp

For more information

http://t-expo.jp/en

◆ Videos ◆ Photos ◆ Event report PDF data ◆ 2015 Exhibition application form

## **The Power of Travel**





September 25 (Thu.)-28 (Sun.), 2014 Tokyo Big Sight | Satellite Venue: the Fuji Television Venue / KITTE Marunouchi





[Period]
September
25 (Thu.)–28 (Sun.), 2014
[Venue]
Tokyo Big Sight
East Hall/Conference Tower

#### [No. of exhibitors]

**151** Countries/Regions

**47** Prefectures Across Japan

1,129 Corporations/Organizations

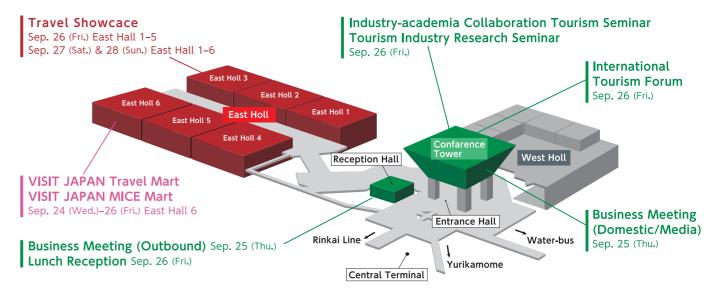
#### [No. of visitors]

Total: 157.589

Sep. 26 (Trade & Press Day): 41,063 Sep. 27 (General Public Day): 61,649

Sep. 28 (General Public Day): 54,877

#### [JATA Tourism EXPO Japan 2014 Venue]





#### JATA Tourism EXPO Japan 2014 Schedule

#### Sep. 25 (Thu.)

- $\blacksquare$  "Business Meeting" Tokyo Big Sight, Conference Tower (9:00–18:00)
- "JAPAN NIGHT" Tokyo National Museum (19:30-21:30)

#### Sep. 26 (Fri.)-

- ■"International Tourism Forum"
- ●Tokyo Big Sight, Conference Tower,
- International Conference Room (9:30-18:00)
- ●Tokyo Big Sight, Conference Tower 605 & 606 (14:00-18:00)
- "Travel Showcace" Tokyo Big Sight, East Hall 1-5 (11:00-20:00)
- ■"Business Meeting" Tokyo Big Sight, East Hall 1-5 (11:00-18:00)

#### Sep. 27 (Sat.)-

■ "Travel Showcace" Tokyo Big Sight, East Hall 1-6 (10:00-18:00)

#### Sep. 28 (Sun.) -

■ "Travel Showcace" Tokyo Big Sight, East Hall 1-6 (10:00-17:00)

#### Satellite sites -

- Fuji Television Sep. 27 (Sat.)-28 (Sun.)
- KITTE Marunouchi Sep. 24 (Wed.)-26 (Fri.)

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## [JAPAN NIGHT]

Organizers: Japan Tourism Agency

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

Date & Time: September 25 (Thu.), 2014 19:30-21:30 Venue: Tokyo National Museum (Taito-ku, Tokyo) No. of participants: Approx. 1,600 (incl. 750 organizations participating in VJTM·VJMM)

"JAPAN NIGHT" was held at the Tokyo National Museum as a networking event for "VISIT JAPAN Travel Mart (VJTM) 2014," "VISIT JAPAN MICE Mart (VJMM) 2014," and JATA Tourism EXPO Japan.

We invited tourism ministers from overseas, ambassadors to Japan and exhibitors based in Japan. Approximately 1,600 people attended the event.

Under the theme of "Japanese-style hospitality," we offered various Japanese art demonstrations and Japanese dishes and the participants enjoyed an urbane Japanese evening.

The period in which these international tourism events took place was named "Japan Travel Week." A joint press conference was conducted prior to "JAPAN NIGHT." Using this name, it was our plan to increase the recognition of these events both within Japan and overseas, and enhance coordination among the events to enhance their effectiveness.







#### [Order of Ceremony]

2.Organizers' greeting: Mr. Norio Yamaguchi, Chairman & CEO of Japan Travel and Tourism Association

3. Guests' greeting: Mr. Akihiro Ohta, Minister of Ministry of Land, Infrastructure, Transport and Tourism

4.Opening act

5.Kagami Biraki Ceremony

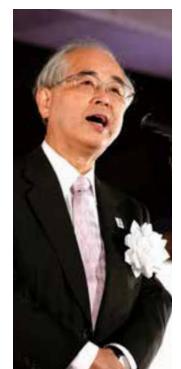
6.Toast: Dr. Taleb Rifai, Secretary-General of World Tourism Organization(UNWTO) 7. Demonstrations

8. Mid-ceremony greeting: Mr. Shigeto Kubo, Commissioner of Japan Tourism Agency 9.Final demonstration

10.Closing

#### [Presenters at the Kagami Biraki Ceremony]

Mr. Shigeto Kubo, Commissioner of Japan Tourism Agency/Mr. Ryoichi Matsuyama, President of Japan National Tourism Organization/Dr. Taleb Rifai, Secretary-General of World Tourism Organization(UNWTO)/Mr. Evaldas Gustas, Minster of Economy of the Republic of Lithuania/ Mrs. Kobkarn Wattanavrangkul, Minister of Tourism and Sports of Kingdom of Thailand/Mr. Rashed Khan Menon, Minister of Civil Aviation & Tourism of People's Republic of Bangladesh/ Dr. Thong Khon, Minister of Tourism of the Kingdom of Cambodia/Mr. Hussain Lirar, Deputy Minister of Tourism of Republic of Maldives/Ms. Rula Ma'ava. Minister of Tourism and Antiquates, Palestinian/Mr. Nor Aznan Sulaiman, Director of International Promotion Division (North & East Asia) of the Malaysia Tourism Promotion Board/Mr. Masaru Onishi, Director, Chairman of Japan Airlines Co., Ltd./Mr. Osamu Shinobe, President C.E.O. of All Nippon Airways Co.,LTD./Mr. Christopher Rodrigues, Chairman of VisitBritain/Ms. Ruth Hubbard, Product Manager of InsideAsia Tours/Ms, Mika Sasaki, Akita Kanko Lady of Akita Convention & Visitors Bureau/Mr. Norio Yamaguchi, Chairman & CEO of Japan Travel and Tourism Association/Mr. Hiromi Tagawa, Chairman of Japan Association of Travel Agents









## Photo Report | JAPAN NIGHT























- 1 "Japan Travel Week" joint press conference Akita Kanto performance by Akita Kanto Association Calligraphy demonstration of "Journey" by the calligraphy artist REISEI
- Karate demonstration by the World Karate Champion 2012 30 Official theme song "Place to Go" sung by GILLE 9 Guests enjoying the event 10 Hand-clapping pattern by the
- 4 Kagami Biraki Ceremony 5 Toast given by Dr. Taleb Rifai, Secretary-General of UNWTO 6 Olympic anthem sung by the opera singer Miki Maesaka Head Referee of Japan Sumo Association, the 35th Shounosuke Kimura, and the Head Caller, Kenzo

## [Opening Ceremony]

Date & Time: September 26 (Fri.), 2014 9:30~ Venue: Tokyo Big Sight, International Conference Room

Attendees: 1,100

Representatives of the tourism industry, ministers from multiple countries attended the JATA Tourism EXPO Japan 2014's Opening Ceremony.

The Opening Ceremony was attended by His Imperial Highness Prince Akishino.

#### [Program]

1.Opening of Ceremony

2.Entrance of His Imperial Highness Prince Akishino

3. Playing of National Anthem

4. Host Speech: Hiromi Tagawa, Chairman of Japan Association of Travel Agents

5.Address by His Imperial Highness Prince Akishino

6. Guest Speech: Mr. Akihiro Nishimura, State Minister of Land, Infrastructure, Transport and Tourism

7. Opening Declaration / Ribbon Cutting

8.Exit of His Imperial Highness Prince Akishino

## [Guest]

His Imperial Highness Prince Akishino

Mr. Akihiro Nishimura, State Minister of Land, Infrastructure, Transport and Tourism/Mr. Takashi Otsuka, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism/Mr. Shigeto Kubo, Commissioner of Japan Tourism Agency/Mr. Ryoichi Matsuyama, President of Japan National Tourism Organization/Dr. Taleb Rifai, Secretary-General of World Tourism Organization(UNWTO)/Mr. Mutsutake Otsuka, Vice Chairman of KEIDANREN (Japan Business Federation), Committee on Tourism/Mr. Yoshiyuki Uehara, Chairman of Okinawa Convention & Visitors Bureau/Mr. Nor Aznan Sulaiman, Director of International Promotion Division (North & East Asia) of the Malaysia Tourism Promotion Board / H.E. Dr. Thong Khon, Minister of Tourism of the Kingdom of Cambodia / Dr. Ibrahim M. Mohamed, Principal Secretary, Commerce and Tourism, Ministry of the East African Affairs of the Republic of Kenya/H.E. Mr. Evaldas Gustas, Minister of Economy of The Republic of Lithuania/H.E. Mr. Hussain Liara, Deputy Minister of Tourism of Maldives/Ms. Rula Ma'aya, Minister of Ministry of Tourism and Antiquities, Palestine/Mr. Martin Craigs, CEO of Pacific Asia Travel Association (PATA)

Hiromi Tagawa Chairman of Japan Association of Travel Agents

#### [Host]

Norio Yamaguchi, Chairman & CEO of Japan Travel and Tourism Association/Hiromi Tagawa, Chairman of Japan Association of Travel Agents/ Jungo Kikuma, Chairman of JATA Tourism EXPO Japan 2014 Executive Committee

Address by HIH Prince Akishino at the Opening Ceremony of The JATA Tourism EXPO Japan 2014



It is my great pleasure to join all of you today in opening "the JATA Tourism EXPO Japan 2014", with a large number of participants from over 150 countries and areas, as well as from all over Japan.

This first JATA Tourism EXPO Japan, deepen their thinking.

integrating 2 events formerly hosted separately by the Japan Travel and Tourism Association (JTTA) and the Japan Association of Travel Agents (JATA), and organized in cooperation with the World Tourism Organization (UNWTO) and the Japan Tourism Agency, holds great significance in presenting a wide variety of travel opportunities and new forms of tourism through symposia and exhibits.

The 17th-century Japanese haiku poet Matsuo Basho begins his travelogue "Oku no Hosomichi(The Narrow Road to the Deep North)" with the words "The months and days are the travelers of eternity. The years that come and go are also voyagers." As this exemplifies, many of our ancestors have used the metaphor of a journey to describe life. By traveling, people gain new knowledge and perspectives. This in turn enables them to

Last year more than 10 million inbound visitors traveled to Japan. Japan is expected to receive growing numbers of visitors in the coming years. It is also worth mentioning that this year marks the 50th anniversary of the liberalization of overseas travel for Japanese citizens in 1964. Now large numbers of Japanese travel overseas, which has contributed greatly to international people-to-people exchanges. From this perspective, I believe that the tourism industry will play an even greater role in the

Mr. Akihiro Nishimura

State Minister of Land, Infrastructure, Transport and Tourism

In closing my address, I hope that "the JATA Tourism EXPO Japan 2014" will provide an opportunity for in-depth discussions on tourism, and that further development in this sector will further expand Japan's relations with foreign countries and areas, and develop closer ties between people around the world.

## [Awards]

[JATA Tourism Award/Poster Contest]

Date & Time: September 26 (Fri.), 2014 9:30~10:30

(after the Opening Ceremony)

Venue: Tokyo Big Sight, International Conference Room Attendees: 1,100

[Tour Grand Prix]

Date & Time: September 27(Sat.), 2014 15:00~16:00 Venue: Tokyo Big Sight, B Stage of East Exhibition Hall

We held the followings ceremonies. Companies and organizations that contributed to stimulate travel demands were awarded at "JATA Tourism Award 2014". At "Tour Grand Prix 2014", excellent travel products were awarded and excellent tourism posters that contributed to attracting customers for domestic travels were awarded at the "Poster Competition for Tourism of Japan".



#### [JATA Tourism Award 2014]

#### **Grand Prix**

Tourism Authority of Thailand

Tourist Office & Embassy Category Award for Excellence

Tourism Authority of Thailand Mexico Tourism Board

#### [Tour Grand Prix 2014]

#### MLIT Minister's Award

"15-16 days Cruise for Greenland and Baffin Islands to the Mysterious Arctic Circle" (Global Youth Bureau Co., Ltd.) \* MLIT: Ministry of Land, Infrastructure, Transport and Tourism

Japan Tourism Agency Commissioner's Award — Overseas Travel Category

"Welcome to Heart Warming Travel to China (7 courses) "(World Air-Sea Service Co., Ltd.)

Japan Tourism Agency Commissioner's Award — **Domestic and Inbound Travel Category** "Series of Tohoku Furusato Ka" (JTB Corporate Sales Inc.)

Transportation Category Award for Excellence — East Japan Railway Company

#### Domestic & Inbound Travel Category Award for Excellence

Tourism Division Bureau of Industrial and Labor Affairs Tokyo Metropolitan Government

#### Overseas Travel SIT Category Grand Prix

"Travel to Devil's Town "Đavolja Varoš" and Greatest Treasure of the Byzantine Serbia Tour"

Overseas Travel Package Tour Category Grand Prix "Travel to Chiang Mai (Northern Thailand) Loi Krathong

"Travel only for Solo Woman Eight Tour Courses

(Japan Cruise Line, Ltd.)

#### Publicity Category Award for Excellence — Fuji Television Network, Inc. "What is the world really like?"

JATA Chairman's Special Award —

Okinawa Convention & Visitors Bureau

(NIHOMBASHI TRAVELLERS' CLUB CO., LTD.)

Festival and Komloi Launch" (A&A Inc.)

Overseas Travel Series Category Grand Prix in Europe" (ASAHI SUN TOURS INC.,)

Domestic and Inbound Package Tour Category Grand Prix "Kushiro Tairyo Donpaku (Fireworks and Foods) and Cruise in Sanriku Fukko National Parks (Sanriku Coast)

#### Jury's Special Award

- "8 days tour visiting space centers (Houston and John F. Kennedy) and National Air and Space Museum Exploring History of Space Exploration in USA" (Jalpak Co., Ltd)
- "Travel to the Danakil Desert In the African Great Rift Valley" (SAIYU TRAVEL CO.,LTD.)
- "St. Princess Cruises around Japan for 9 days depart and arrive at Kobe Port" (HANKYU TRAVEL INTERNATIONAL CO.,LTD.)





### [The 62nd Poster Competition for Tourism of Japan]

#### The Minister of Land, Infrastructure, Transport and Tourism Award

"Story that people and nature weave together" (Ena City, Gifu Prefecture)

#### The Minister of Internal Affairs and **Communications Award**

"Plain living of Ginoza village" (Ginoza village Tourism Association, Okinawa Prefecture)

Commissioner of Japan Tourism Agency Award

"Akita Destination Campaign" (JR Group) The Chairman & CEO of Japan Travel

and Tourism Association Award "Sendai · Miyagi Destination Campaign" (JR Group)

#### [Previewing by Ministry]





State Minister of Land, Infrastructure, Transport and Tourism



Mr. Issei Kitagawa



## International Tourism Forum

## [International Tourism Forum]

Date & Time: September 26 (Fri.), 2014

10:30–12:30 Keynote Speech/Keynote Symposium

14:00-18:00 Symposiums

Venue: Tokyo Big Sight, Conference Tower

Organizers: Japan Travel and Tourism Association (JTTA)
Japan Association of Travel Agents (JATA)

Cooperation: World Tourism Organization (UNWTO)
Japan National Tourism Organization
(JNTO/2014, 50th Anniversary)

"International Tourism Forum," which provides up-to-date information In the "International Tourism Forum," as one of the main events of "JATA Tourism EXPO Japan 2014," Dr. Taleb Rifai, Secretary-General of UNWTO, delivered the keynote speech in cooperation with The World Tourism Organization(UNWTO), and overseas experts delivered speeches in the keynote panel entitled "Mega Events and Tourism" and we learned through successful promotion examples for regional development, using mega events of England and Australia.

In the afternoon programs, a symposium themed on the growing Asian Market and other symposium programs on each travel market of domestic, overseas, and inbound toward its development and growth were held.



<Theme>

#### Tourism and Community Development

<Keynote Speaker>

Dr. Taleb Rifai, Secretary-General of World Tourism Organization(UNWTO)

<Content>

In terms of inbound and outbound markets, Asia has been growing in importance, and thus, we place it as the core market for the future global tourism market. We tried to investigate the Asian tourism market and its possibility for further development.

#### [Keynote Symposium]

<Theme>

#### Mega Events and Tourism

Creating a novel image of Japan on the global tourist market

<Greeting>

Mr. Shigeto Kubo, Commissioner of Japan Tourism Agency

<Moderator>

Prof. Yoshiaki Hompo (Professor, Tokyo Metropolitan University, Special Advisor to Japan Tourism Agency)

<Panel Discussion Panelists>

Dr. Taleb Rifai (Secretary-General, World Tourism Organization(UNWTO))

Mr. Christopher Rodrigues (Chairman, VisitBritain)

Mr. John O'Sullivan (Managing Director, Tourism Australia)

Mr. Ryoichi Matsuyama (President, Japan National Tourism Organization)

<Content>

We explored in depth the most efficient and effective ways to optimize the benefits of hosting mega events such as Olympic Games from the viewpoint of tourism.

<Participants>

1,100

















#### [Domestic Travel Session]

<Theme>

#### Creation of Domestic Travel Demand by Local Tours

<Keynote Speaker>

Mr. Akira Chouno (Japan Travel and Tourism Association Executive Director)

<Moderator>

Mr. Makoto Kato (Head of JATA local tours Working Group/General Manager Tourism Strategy Team, Travel Marketing & Strategy Department, JTB Corp.)

<Panel Discussion Panelists>

Mr. Akira Chouno (Executive Director, Japan Travel and Tourism Association) Mr. Kenya Katayama (Mayor of Niseko)

Mr. Satoshi Nagasaki (Regional Development Department, Japan Tourism Agency) Ms. Kiku Ezaki (Representative Director, Kaitou-yumin club)

<Content:

The role of tourism in local activation is big. We discussed how to develop and promote region-based optional tours, as well as plans for activation and creation of domestic travel demand under cooperation between local communities and travel agencies.

<Participants>

300







#### [Inbound Travel to Japan Session]

<Theme>

Joint Efforts of All Japan Toward Twenty Million Foreign Visitors

Mr. Mamoru Kobori (Executive Director, Japan National Tourism Organization Senior)

<Panel Discussion Panelists>

Ms. Nahoko Furuta (Executive Adviser, Tourism Exchange Promotion Office, Gifu Prefectural Government)

Mr. Ryozo Yonehara (President, Institute for Japanese Culture Experience and Education (IJCEE))  $\,$ 

Mr. Yoshiaki Nakamura (President, Japan Inbound Solutions Co., Ltd.)

Mr. Hisao Yoshimura (Head of JATA Inbound Travel Promotion Working Group, JTB Global Marketing & Travel Inc.)

<Content>

We discussed how to respond to inbound tourists' various demands, while introducing successful promotion examples for broad cooperation and brushing up on local resources to increase foreign visitors to local areas.

<Participants>











## International Tourism Forum

#### [Asia Travel Market Analysis 2014 Session]

#### Rapidly Growing Asian Market and Significance for **Tourism Industry**

<Keynote Speaker>

Mr. Martin Craigs (Chief Executive Officer, PATA)

<Moderator>

Ms. Ivy Chee (Regional Director East Asia, PATA)

<Guest Moderator>

Ms. Carmen Roberts (Broadcast Journalist and Producer, BBC)

<Panel Discussion Panelists>

Mr. Martin Craigs (Chief Executive Officer, PATA)

Ms. Narierut Pantong (GM & Owner, Nisco Travel)

Dato Ngiam Foon (Mr.) (Chief Executive Officer, Asia Experience Tours and PST Travel Services)

Ms. Alicia Seah (Marketing Communications Director, Dynasty Travel International)

We discussed the rapidly expanding Asian travel market, and updates of the latest market trends highlighting Malaysia, Thailand, and Japan.

<Participants>

570







#### [Overseas Travel Session]

#### <Theme>

Vitalization of Travel Demand in Local Communities Challenging Twenty Million Japanese Travelers

"The 50th anniversary of Japan's liberalization of overseas travel"

<Keynote Speaker>

Mr. Horoki Arakawa (Vice Governor of Hokkaido)

<Moderator>

Mr. Jun Kawano (Head of JATA Charter Working Group/General Manager, Overseas Travel Department, KNT-CT Holdings Co., Ltd.)

<Panel Discussion Panelists>

Mr. Kan Kosaka (Deputy Director General, Tourism and International Affairs Strategy Bureau, Aomori Prefectural Government)

Mr. Wei Wang (Chief Representative, Spring Group Japan Office)

Mr. Minoru Honda (Senior Vice President, Director, Marketing Sales Headquarter, AIRDO, Co., Ltd.)

Mr. Atsushi Eguchi (President, TOUR WAVE CO., LTD.)

#### <Content>

In order to achieve twenty million outbound tourists from Japan, it is vital to increase departure rates in local areas. We discussed the possibility of a travel market around the local areas/airports and how to vitalize travel demand in local communities based on the local government's strategies.

<Participants>

450







#### [Lunch Reception]

Date & Time: September 26 (Fri.), 2014 12:45~13:45 Venue: Tokyo Big Sight, Conference Tower 1F, Reception Hall Sponsor: Malaysia Tourism Promotion Board

A lunch reception was held after the keynote speech at the International Tourism Forum. Active netwarking took place between board members from Japan Travel and Tourism Association and Japan Association of Travel Agents, keynote speakers, officials from various countries, and participants from the tourism industry.

At the reception, Mr. Tatsuro Nakamura, President of Japan Association of Travel Agents, delivered a speech on behalf of the organizer. Next, Mr. Nor Aznan Sulaiman, Director of International Promotion Division (North & East Asia) of the Malaysia Tourism Promotion Board, sponsor of Lunch Reception, gave a speech. Then, after Ms. Yumi Yamaguchi, Vice-Commissioner of the Japan Tourism Agency proposed a toast, participants enjoyed Malaysian cuisine and traditional dance put on by the Malaysia Tourism Promotion Board.

Lastly, Mr. Tatsuo Hayashida, Executive Director of the Japan Association of Travel Agents, made a closing speech encouraging further development of tourism promotion in Malaysia.













Travel Agents

Mr. Nor Aznan Sulaiman sident, Japan Association of Director, International Promotion vel Agents Division (North & East Asia) of the Japan Tourism Agency

#### Seminar for College Students

#### [Industry-Academic Cooperation Tourism Seminar]

Awards were granted for essays of college students who passed the preliminary competition. A panel discussion by industry representation was held in response to the student proposals.

(Japan Travel and Tourism Association)









#### [Travel Industry Research Seminar]

In addition to the travel industry leader's talk about the attractiveness of working in travel industry, a panel discussion among young employees of travel companies was held. (Japan Association of Travel Agents)

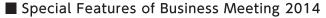


## [Business Meeting]

Date & Time: September 25 (Thu.)-26 (Fri.), 2014

Venue: September 25 (Thu.), Tokyo Big Sight,
Conference Tower 1F Reception Hall, 6F Conference Room
September 26 (Fri.), Tokyo Big Sight, East Hall,
each Exhibition booth

Outbound Business Meeting and Domestic Business Meeting were carried out for the purpose of holding business meetings with regard to the developing travel plans for overseas or domestic trips between exhibitors and travel agencies of Japan.



- ① A Media Meeting was held this year as well. A Library Café was newly set up. Media Information and beverages were provided at the café.
- ② Presentation Time was newly set up for domestic sellers' presentations, during the lunch break and coffee break periods.
- ③ An observation tour of the Business Meeting and the Travel Showcase was carried out for those who wished to exhibit next year.







#### System of Business Meeting and the Number of Attendees

An online pre-appointments system was used for "Day-1" to request partners of meetings in advance providing information of buyers and sellers for efficient business meetings. On "Day-2," an open session enabled further fruitful BtoB networking.

#### [Outbound Business Meeting]

Outbound Business Sellers 268 companies 403 attendees
Outbound Business Buyers 146 companies 186 attendees
Total 414 companies 589 attendees

#### [Domestic Business Meeting]

Domestic Business Sellers 87 companies 135 attendees
Domestic Business Buyers 42 companies 67 attendees
Total 129 companies 202 attendees









### [Media Meeting]

11

Meeting was held for information exchange between the media and exhibitors. The exhibitors were able to present the attractiveness of their respective destinations to participating media, which allowed the media to grasp current travel trends. Also, a Library Café was newly set up for the opportunities of networking with the media.

<The number of Media Meeting Attendees> 63 companies/121 attendees





#### [Library Café and Presentation Time by Domestic Sellers]

A Library Café was set up in free space of business meetings to provide space for casual communication between sellers and buyers enjoying food and drink during their free time. Also, a magazine space was set up with magazines of participating media, industry journals, and so on, available for free to promote media meetings.

Presentations by four seller groups were carried out as opportunities for promotion to many domestic buyers at lunchtime and break time.

Presenters: Naqua Hotels & Resorts Management Co., Ltd., Tourism Division,
Miyagi Prefectural Government, 400th Anniversary of the Death
of Tokugawa Ieyasu, Daitamba Tourism Promotion Committee

#### [Basic Seminar]

Explanation of the travel market in Japan was provided in English for Business Meeting participants, foreign exhibitors and International Forum participants.

#### <Presenters>

Mr. Hiroshi Sawabe (Assistant to Director in Charge of International Relations, JATA) Ms. Maureen Riley (Managing Director Japan, Canadian Tourism Commission)









#### Comments from the questionnaire for participants

#### Outbound sellers

- "All companies were working earnestly to make an appointment"
- "We had a promising business meeting"
- "Our business attracted great interest"
- "I met a potential buyer"

#### ●Domestic sellers

- "I received a positive response"
- "I felt shortage of our current promotion"

#### Outbound buyers

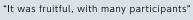
- "This annual event provides great opportunities for communication with the industry"
- "We had an opportunity for information gathering from completely new destinations"

#### Domestic buyers

- "It was helpful for product development and also broadened my point of view"
- "I got up-to-date local information"

#### Observation tour

"Participants seemed to discuss business very aggressively"
"It was fruitful, with many participants"









#### [Synergistic effects of VJTM and VJMM held concurrently]

By holding VISIT JAPAN Travel Mart (VJTM) and VISIT JAPAN MICE Mart (VJMM) concurrently, it functioned as a place for sharing information and opinions between overseas buyers and exhibitors in the Japan zone.

#### [Omotenashi Night]

"Omotenashi Night" was carried out in collaboration with VJTM and VJMM. We invited overseas buyers to the Japan zone for business meetings with exhibitors in the Japan zone and networking. Overseas buyers enjoyed stage performances by exhibitors in the Japan zone.

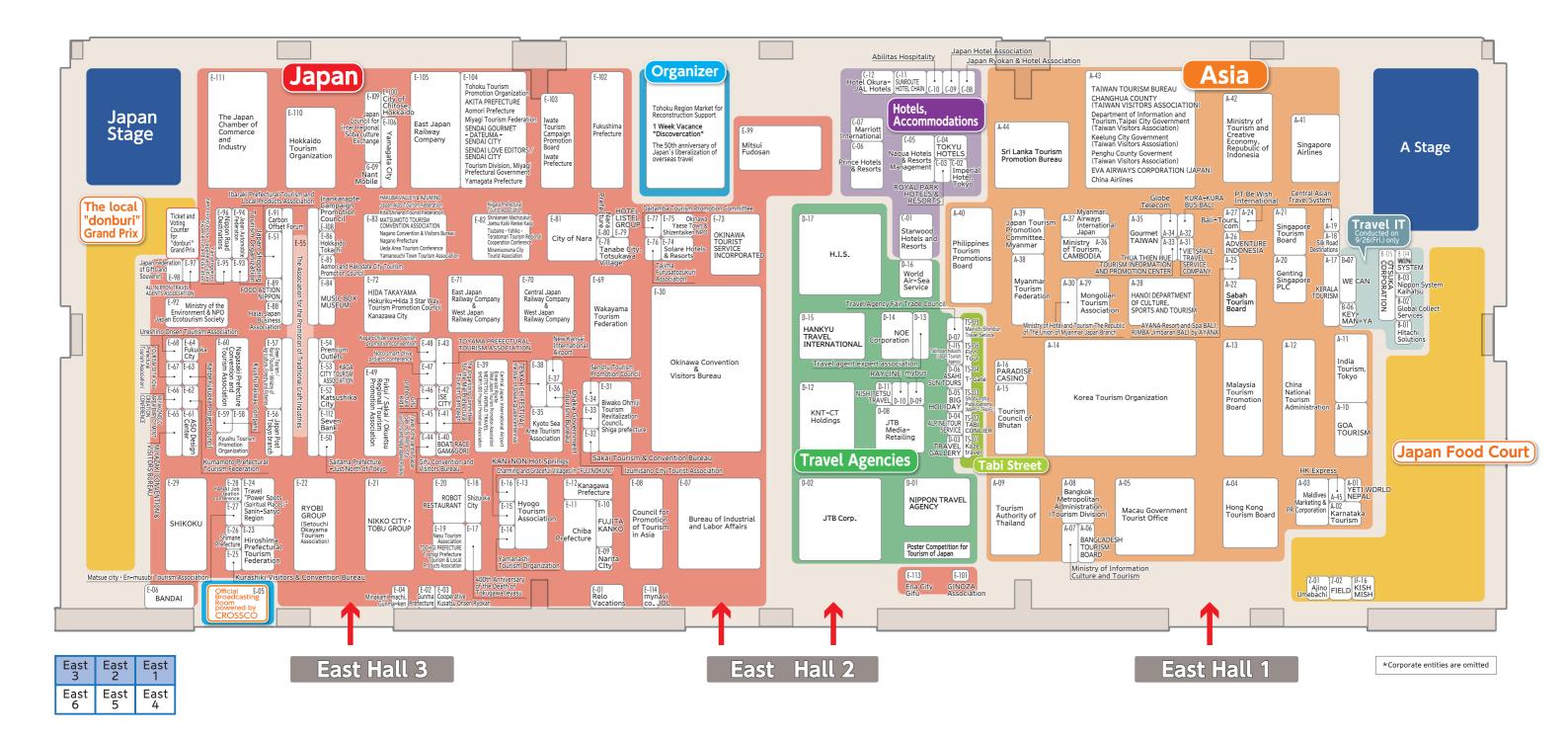


Mr. Kazuaki Maruo (Vice-chairman of Japan Association of Travel Agents)





## Travel Showcase 1 [Venue Map East Hall 1, 2, 3]















East Japan Railway Company/ Tohoku Tourism Promotion Organization Genting Singapore PLC Malays

ourism Authority of Thailand

hilippines Tourism Promotions Board



## Travel Showcase 1 [Venue Map East Hall 4, 5, 6]





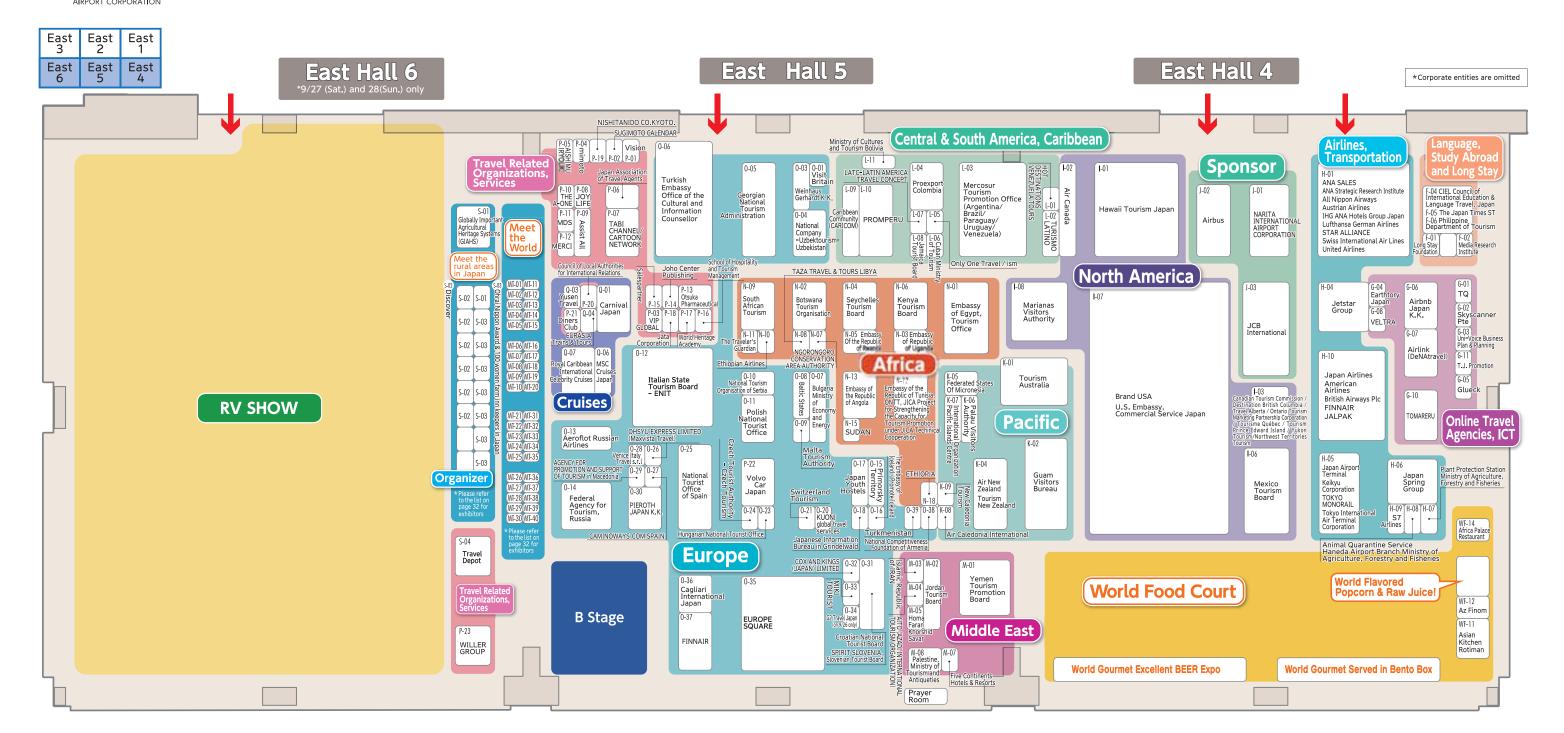








EUROPE SQUARE

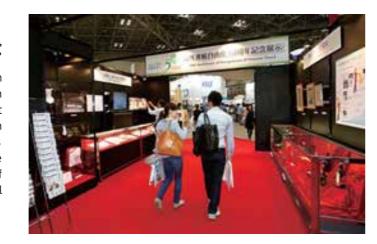


## Travel Showcase 2 [Organizers]

#### [Japan Association of Travel Agents]

"The 50th year of Japan's deregulation of overseas travel, overseas travel opening up a new chapter for the future"

It has been 50 years since the deregulation of overseas travel in 1964. The number of overseas Japanese travelers is 18 million people a year and the number of foreign visitors to Japan last year surpassed 10 million people for the first time. Through an exhibition in which memorable travel-related items encompassing those past five decades were displayed, we encouraged potential travellers to rediscover "the power of travel" toward the further development of genuine international communication.



#### [Japan Travel and Tourism Association]

1. "Let's take a deep breath on one week vacation"

Travel discovery vacation that revives you and Japan

Japan Travel and Tourism Association proposed "One Week Vacance," a little long vacation for relaxation, and staying at accommodations to fully enjoy Japan as "Discovercation" and addressed long vacations and demand for domestic travel. Exhibitions and talk shows were held in the booth, themed after "Let's go on trips more often. And revive travelers and regions!"



#### 2. "Poster Competition for Tourism of Japan"

The award-winning posters including "Iwamura, Ena City The harmony of people and nature" (Ena City, Gifu Prefecture) that received the Minister of Land, Infrastructure, Transport and Tourism Award in the 62nd Poster Competition for Tourism of Japan, and posters that received the Minister of Internal Affairs and Communications Award, Commissioner of Japan Tourism Agency Award, the Chairman & CEO of Japan Travel and Tourism Association Award, special jury award (three), award (nine) and online vote award (five) were displayed.





#### [Satellite Venue]

Various exhibitions and events were held as satellite events for promotion of JATA Tourism EXPO Japan in popular sites, Fuji Television (Odaiba) and KITTE (Marunouchi), and attracted customers.

The WILLER bus boarding experience event between "Tokyo Big Sight" and "Fuji Television" was also carried out.









KITTE (Marunouchi) ver

#### [Tohoku Charity Auction]

A charity auction was held with the slogan "Revive Japan from Tohoku with the unique support of travel industry!" with contributed products from exhibitors, travel companies, and organizations. Led by "Three Peaks Winery," a new business that was born in the disaster and is creating a new culture, local products from Sanriku were sold.



#### [EUROPE SQUARE]

Team EUROPE ran a booth named "EUROPE SQUARE" as a place to deliver new attractions of Europe. In the "EUROPE SQUARE," they set a stage and provided the latest information recommended by government tourism organizations, airline companies, tour operators, railroads, and cruise operators on trade & press day. They introduced travel related products mainly associated with Europe and themes with related information, and delivered a presentation of products by travel companies and tour operators. Their counters were set up around the stage and had consultations such as inquiries from participants after the seminars. The seminars and presentations were always full by the advance reservation system and it showed that European tours were a firm favorite.

\*About Team EUROPE: The activity group that proposed new attractiveness of European tours. Members are government tourism commissions, airline companies, tour operators, railroads, cruise operators, hotels, casualty insurance companies, outlets, travel companies, etc.



#### [Meet the World]

Embassies and tourism organizations of less known and familiar countries and regions delivered the latest tourism information.

Exhibitors of 38 countries and regions dedicated to introduce and their tourist spots and new tours and provide information about unknown tourist spots and new tours.



#### [JATA Tourism EXPO Japan 2014 Official Broadcast]

During the event, we distributed official programs from a dedicated studio and in addition to visually at the venue, delivered it online using Ustream. Cotents of the pre-recorded program, such as interviews and exhibitors' promotion videos, were released on YouTube for additional promotional activities.





## Travel Showcase 3 [Food Court]

#### [World Food Court -Round-the-World Gourmet-]

#### World Gourmet in BENTO(Lunchbox)! by Cu-Cal

Cuisines from the world including France, Brazil, Italy, Thailand, Taiwan, Greece, and Spain are arranged in lunchboxes. A variety of authentic and premium lunchboxes cooked by Japanese famous chefs were served.

#### World Flavored Popcorn and Raw Juice! by Tabearu-King

A famous blogger group "Tabearu-King" produced gourmet popcorn and juice only for this event. In collaboration with "Popcorn Factory" and "Organic Works," world-famous popcorn and juice were reproduced in each category and sold as official sweets.

#### World's Gourmet Beer

19

Among beers from all around the world, draft beers of Germany, Belgium, the Czech Republic, Britain, and the United States were well selected! Local cuisines of the world that go with beer were also served.







#### [Japan Food Court -Tour for Japanese Cuisine Culture!-]

The traditional Japanese cuisine "Washoku" was added to UNESCO's Intangible Cultural Heritage in December 2013, attracting worldwide attention. Japanese famous restaurants got togather to provide delicious cuisines using Japanese famous ingredients. "Washoku" that Japan boasts to the world as well as food popular with foreigners were provided. Halal Japanese cuisine was also served by lunch box.





## [The local "donburi" Grand Prix in JATA Tourism EXPO Japan 2014]

Various local rice bowls "donburi" were gathered, and a preliminary contest was held for "the local 'donburi' Grand Prix" to choose the best local rice bowl. A total of 10 best local rice bowls were chosen votes by visitors, and they have been given the chance to compete in the final contest in January 2015.







## N

## Travel Showcase 4 [Exhibitors' comments]

#### [The Association for the Promotion of Traditional Craft Industries]

The Association for the Promotion of Traditional Craft Industries/Production Region Support Department/Section Chief/Ms. Junko Akiyama The more we look into our local areas, the deeper affection we have toward traditional crafts nurtured by natural features and climate in various parts of Japan along with hands-on experience and sightseeing. That is why we participated in this exhibition to revitalize our local areas. For those who visited our booth and got hands-on experience, we sincerely hope they felt, even if a little, the warmth of the crafts, tempting to take off on a journey. We would like to continue utilizing this exhibition to attract tourists from home and abroad to local areas full of traditional crafts that represent Japanese culture.



#### [Volvo Car Japan Limited]

#### Volvo Car Japan Limited/Marketing Department/Communications Specialist/Mr. Shinichiro Hatakeyama

We decided to join this exhibition because we thought "advanced safety," "comfortable driving," and "sophisticated design of Northern Europe" offered by Volvo turn our holiday driving into a "journey." Since our booth was set up in the Europe zone based on the concept of Sweden, home to Volvo, for our motif, we think visitors became more familiar with our products. Volvo continues offering a "lifestyle of Northern Europe" to enjoy your high-quality holiday of your own.



#### [Mitsui Fudosan Co., Ltd.]

Mitsui Fudosan Co., Ltd./Nihonbashi Urban Planning and Development Department, Planning Group/Exective Manager/Mr. Osamu Nakahara  $\sim$ "A new journey from Nihonbashi" $\sim$  Mitsui Fudosan Co., Ltd., exhibited for the first time under the theme of "a new journey" from Nihonbashi, where our company was founded, to the world, our future and life. As a real estate developer, we have promoted awareness for overseas travel agencies, the media, people in the field of domestic travel, and general visitors that we have supported your memorable trip in our shopping centers, hotels, resort areas, and museums including art museums across the nation. Our company continues to devote ourselves to urban development and facilities that will remain in your heart.



#### [Italian State Tourist Board -ENIT]

#### Italian State Tourist Board - ENIT/Director of Area Japan, Asia-Oceania/Mr. Riccardo Strano

This year is an important milestone year for the forthcoming Expo Milano. We believe that Tourism EXPO Japan is the best PR opportunity for industry players and sensitive consumers to meet, so we carried out an advertising deployment to enhance our presence by purchasing many paid ad spots in the venue, where competitive destinations booths interacted and engaged in fierce competition. The impact was immeasurable and led not only to attracting visitors to the booth, but also to dramatically enhancing Share of Voice. We believe we achieved tremendous exposure.



#### [Crossco Co., Ltd.]

#### Crossco Co., Ltd./Visual Marketing Department/General Manager/Mr. Yusuke Arai

We are a cross-media promotion company. Although our company does not belong to the tourism industry, we offer various kinds of business with the slogan "cross-media communication that connects Asia and Japan." We were given the opportunity to propose "an official broadcasting booth" to the organizer and realized our exhibition. All staff members enjoyed the event while establishing a good relationship with each exhibitor. We gained valuable experience that can be obtained only in this exhibition for promoting our future inbound business.



#### [East Japan Railway Company]

#### East Japan Railway Company/Railway Operations Headquarters, Marketing Department/Manager/Mr. Hironobu Miura

East Japan Railway Company exhibited the nature, history, and life of the Tohoku area in collaboration with Tohoku Tourism Promotion Organization, introducing "enjoyable riding on trains" aimed to raise awareness by riding itself, and promoting a trip to Tohoku area using the Shinkansen. A special stage was arranged for the promotion of sightseeing such as traditional stage performance with the cooperation of each prefecture where our company is in charge. Thus, many visitors found eastern Japan and its railroad travel attractive. Working with West Japan Railway Company, we exhibited the Hokuriku Shinkansen that will be extended to Kanazawa, scheduled to start its operation on March 14, 2015, and E7/W7 series train cars. Many visitors enjoyed our Grand Class seating experience section, where they sat on the actual comfortable seats of the Grand Class.



#### [RV SHOW]

#### Japan Recreational Vehicle Association/Chairman/Mr. Masakuni Fukushima

"Start of a new journey" is our theme for the Tourism EXPO Japan. "Journey with recreational vehicle" is a completely new suggestion for your travel. In addition to using a vehicle as a means of transportation, we use a recreational vehicle as "transportation and accommodation." You can fully enjoy your new trip by using a recreational vehicle without being restricted with regard to time and location. We would like to continue our work to make more people aware of our "journey with recreational vehicle."



## [ Seminar on the Trade & Press Day Schedule: September 26(Fri.) ]

#### Seminar(Organizer/Exhibitor)

|           | Hall              | Time          | Title  |
|-----------|-------------------|---------------|--|
|           |                   | 11:30 - 13:00 | Creating new tourist destinations; Earth itself invites visitors - What is a Japanese version "DMO" that plays a central role in attracting visitors? -        |
|           | A Stage           | 13:30 - 16:00 | "Tour conductor of the Year 2014" commendation ceremony, "Tour conductor career fair" - Fun in conducting a tour, presented by a professional tour conductor - |
|           |                   | 16:30 - 17:45 | Tourism marketing in a big data era  |
|           |                   | 11:00 - 13:30 | Partnership between the tourism industry in Mongolia and Japanese travel agencies for tourism development in Mongolia  |
|           | Seminar<br>Room 1 | 14:00 - 15:30 | What is "the method of eliminating discrimination against the disabled?" - Let's think of handling barrier-free as travel agencies                             |
|           |                   | 16:00 - 18:00 | Incredible India Seminar   |
| East      | Seminar<br>Room 2 | 11:00 - 12:30 | How to effectively utilize postal services for domestic and overseas mail  |
| Hall<br>1 |                   | 13:00 - 14:30 | Inviting foreign tourists to local cities - PR for advertising attractions and the safety of the regions using WEB and applications-                           |
|           |                   | 15:00 - 16:30 | New inbound market developed by Shopping Tourism - Taking a further step due to the amendment of the tax exemption system -                                    |
|           |                   | 17:00 - 18:30 | "Communication Design," which revitalizes tourism  |
|           |                   | 11:00 - 12:30 | Reality of the fading memory of disasters and the power of tourism   |
|           |                   | 13:00 - 14:30 | "Visitors from ASEAN countries coming to Japan and accepting Muslims" - Let's study the basics of a large market in the future                                 |
|           | Seminar<br>Room 3 | 15:00 - 16:30 | Myanmar Seminar; Latest information on the local situation (observation team's report)   |
|           |                   | 17:00 - 17:45 | Maldives Embassy; Seminar on tourism and environment and "World multiple assets"   |
|           |                   | 17:45 - 18:30 | Introducing new attractions of Palau by Palau Visitors Authority   |
| East      | Cominci           | 11:00 - 13:00 | Tunisia tourism seminar  |
| Hall<br>2 | Seminar<br>Room A | 13:30 - 14:30 | Seminar on East Africa tourist visa and East Africa<br>Destinations (Kenya, Rwanda, and Uganda)  |

|              | Hall              | Time   | Title   |  |  |  |
|--------------|-------------------|--|---|--|--|--|
|              |                   | 11:30 - 13:30  | Attractive MICE City, Thailand  |  |  |  |
| East<br>Hall |                   |  | UNWTO Silk Road Seminar; Cultural Tourism growth on Silk Road and opportunities in the outbound market in Japan   |  |  |  |
|              | Room 4            | 16:30 - 18:00  | Challenges of the Ministry of the Environment; Let's learn the latest information on national parks, Sea Breeze Trail, and Japanese Crested lbis of Sado Island and develop travel plans featuring the natural environment.  Internship for understanding the exhibition industry  Discovering new attractions of Kyoto besides shrines and temples! - Why don't we develop a new plan "Marine Town Kyoto" from a new perspective? -  Seminar on handling Customer complaints |  |  |  |
|              | Seminar<br>Room 5 | Internship for understanding the exhibition industry |   |  |  |  |
| 3            |                   | 11:00 - 12:00  | temples! - Why don't we develop a new plan "Marine Town   |  |  |  |
|              | Seminar<br>Room 6 | 12:30 - 15:30  | Seminar on handling Customer complaints   |  |  |  |
|              | Koom o            | 17:00 - 18:00  | Let's correspond to changes in the environment surrounding<br>the tourism industry Learning the method of utilizing LCCs<br>in developing domestic travel plans -   |  |  |  |
|              |                   | 11:00 - 12:30  | Why don't you introduce "Cool Japan" on your own? - Aiming to become a tour guide-interpreter! Such a wonderful job   |  |  |  |
|              | Seminar<br>Room 7 | 14:00 - 15:30  | Thinking of new tourism business models! - Presentations by young employees of JATA member companies -  |  |  |  |
| East         |                   | 16:00 - 18:00  | Revitalizing local regions through Sports Tourism   |  |  |  |
| Hall<br>5    | Seminar<br>Room 9 | 14:00 - 18:00  | PROMPERU/Peru Export and Tourism Promotion Board  |  |  |  |
|              |                   | 13:30 - 15:30  | Tourism seminar by the Council for Promotion of Tourism in Asia   |  |  |  |
|              | B Stage           | 16:30 - 18:00  | Why don't you introduce "Cool Japan" on your own? - Aiming to become a tour guide-interpreter! Such a wonderful job Thinking of new tourism business models! - Presentations by young employees of JATA member companies - Revitalizing local regions through Sports Tourism  PROMPERU/Peru Export and Tourism Promotion Board  |  |  |  |
|              |                   |  |   |  |  |  |

#### Stage(Organizer)

|                   | _              | _             |  |
|-------------------|----------------|---------------|--|
|                   | Venue          | Time          | Title  |
| East<br>Hall<br>3 | Japan<br>Stage | 12:30 - 13:30 | Travelers' choice™; Commendation ceremony for popular tourism destinations |
| East<br>Hall      | B Stage        | 11:30 - 13:00 | Graduation trip to overseas; Contest 2014                                  |

#### Team Europe

| Group                          | Group Time Theme |   | Organizations                          |  |  |
|--------------------------------|------------------|---|--|--|--|
|                                |                  | Music Festival, magnificent views, food, and beer trail Pilsen of the Czech Republic (EU        | Authority-Czech Tourism                |  |  |
|                                |                  | Trip featuring hot springs for healing body and gourmet; Eger and Pecs                          |  | Hungarian National Tourism Office                                |  |
| Group 1<br>Central Europe •    | 11:30 - 13:10    | Slow life according to the Slovenia style   | Introduction of Pearl Road             | SPIRIT SLOVENIA, Slovenian Tourist Board                         |  |
| Balkan Peninsula               |                  | Heart-warming Croatia "Gourmet Mini Europe"   |  | Croatian National Tourist Board                                  |  |
|                                |                  | Rich land of the Tigris and Euphrates in the "Northern Mesopotamia region" - Magnificent views  | , mosaic, gourmet food                 | Turkish Embassy Office of The Cultural and Information Counselor |  |
|                                |                  | Visiting Switzerland with ease (relaxed, easy, light trip to Switzerland)                       |  | Switzerland Tourism  |  |
| Group 2<br>Western Europe      |                  | Local departure and arrival tours introduced by Switzerland specialist certified by the         | Kuoni Group Travel Experts             |  |  |
| Countries                      | 13:30 - 14:10    | About SWISS, the only direct flight between Japan and Switzerland                               | Swiss International Air Lines          |  |  |
|                                |                  | Attractions of Germany "culture, customs, and festivals"  |  | German National Tourist Board/G2 Travel Japan Ltd.               |  |
|                                |                  | Fall and Winter in the Netherlands  |  | Netherlands Board of Tourism & Conventions                       |  |
| Group 3                        |                  | Fall and Winter in Flanders, Belgium  | Tourist Office for Flanders - Brussels |  |  |
| Western and<br>Southern Europe | 14:30 - 16:10    | Belgium full of attractions such as "people, gourmet, culture, and nature"                      |  | Belgian Tourist Office Wallonia - Brussels                       |  |
| Countries                      |                  | About the most beautiful villages in France   | Atout France                           |  |  |
|                                |                  | Introducing new attractions of Northern Galicia; treasure house of tourism resources surrounded | National Tourist Office of Spain       |  |  |
| Group 4 European railway       | 16:20 17:10      | European railway - Difference from Japanese railway -   |  | Rail Europe Japan  |  |
| company,<br>Cruise company     | 16:30 - 17:10    | Attractions of the popular River Cruise; voyage across rivers in Europe                         | International Criuse Markething Ltd    |  |  |

## [ General Public Day Stage Schedule: September 27(Sat.)-28(Sun.) ]

| 9/2      |       | EAST 1 A Stage   | EAST 5 B Stage  | EAST 3 Japan Stage   | EAST 5 EUROPE SQUARE  |
|----------|-------|--|---|--|---|
| '27 Sat. | 10:00 | 10:15 - 10:45 Malaysia Cultural Performance Show Malaysia Tourism Promotion Board 11:00 - 11:30  | A new journey begins. 30 minutes you know the appeal of the car journey.  JAPAN RECREATIONAL VEHICLE ASSOCIATION  | 10:15 - 10:45<br>Welcome to Shimane Prefecture<br>Shimane Prefecture   |   |
|          | 11:00 | "Gyutto♥ Charming Chiba" Presentation<br>by Governor of Chiba Prefecture,<br>Mr. Kensaku Morita and Ambassador(s)<br>for CHIBA AQUALINE MARATHON,<br>Ms. Risa Yoshiki CHIBA Prefecture | Drum Performance<br>South African Tourism   | "Dommosu ! YAMAGATA" JAPAN Stage<br>Ver. A talk and performance live show<br>about attraction of Yamagata<br>Yamagata City Sightseeing Association | ■11:00 - 11:30 Club Tourism ■Train journey with superb views in Switzerland/Switzerland ■Train journey in Central Europe/Czech, Austria, Hungary ■11:40 - 12:10 Club Tourism  |
|          | 12:00 | Folk dance performance of China's Hainan Province China National Tourist Office, Tokyo   | SHORYUDO PR by CHITA MUSUME<br>SHORYUDO Project Promotion Association   | 11:45 - 12:15 Senshu Tourism PR Senshu Tourism Promotion Council 12:30 - 13:00   | Brilliant art appreciations in three countries:     Romantic Holland, Belgium, Germany-Holland, Belgium     The museum in southern France, which artists were     longing, and consecutive stay in resort in France/France     12:20 = 12:50 Club Tourism/HANKYU TRAVEL |
|          | 13:00 | 12:30 - 13:00  KUMAMOTO SURPRISE (KUMAMON TAISO)  Kumamoto Prefectural Tourism Federation  | Sukhotai Lantern / Manora Dance /<br>Naree Srinakorn / Fon Isan Tai Prateep<br>Tourism Authority of Thailand (TAT)  | Hyogo Campaign 2014 (Discover the charms of Hyogo with local mascots!) Hyogo Tourism Association   | ●Seven world heritages in ten cities: Spain/Spain<br>●Belgium street walking and Holland,<br>Luxembourg: 8 days/Belgium   |
|          | 14:00 | 13:15 - 13:45 The talk show about the travel to the moon Otsuka Pharmaceutical Co., Ltd.   | 13:15 - 13:45  Dance to the rhythm of your heart BOTSWANA Tourism Organization  | DATEBUSYOTAI Performance Oushyu Sendai Omotenashi Syudan DATEBUSYOTAI 14:00 - 15:00  | 13:00 - 13:30 HANKYU TRAVEL  Highlight of Turkey: 8 days/Turkey  13:40 - 14:10 NIPPON TRAVEL AGENCY   |
|          | 14.00 | 14:00 - 14:30<br>SANBASOU-SYAGIRI / "HIKONYAN" STAGE<br>Biwako Ohmiji Tourism Revitalization Council   | 14:00 • 14:30<br>Presentation of Mexican Mariachi<br>Mexico Tourism Board   | Exclusive Experience "SETOUCHI" Talk session about the sustainable tourism around The Seto Inland Sea Organizer                                    | Best Buy Gold Vacation in Sicily and Costiera Amalfitana: 9 days/Italy     14:20 - 14:50    World Air-sea Service     Trip to Spain in business-class seats of AIR FRANCE/Spain   |
|          | 15:00 | Egyptian Traditional Dance<br>Embassy of Egypt Tourism Office  | Tour Grand Prix 2014<br>Organizer   | 15:15 - 15:45<br>Gagaku "Ranryouou" performed by Nantogakuso<br>Ensemble of Kasuga Taisha Shrine<br>City of Nara                                   | 15:00 − 15:30   Kinki Nippon Tourist/TOPTOUR  • Two nights in Dresden Germany, Christmas in wonderland: 7 days • Stay in Dresden: 4 nights and 6 days - Prayer for beauty and peace of the court culture of Sachsen: 8 days/Germany                                     |
|          | 16:00 | ANA New Uniforms Debut!!<br>ANA<br>16:15 - 16:45   | Tango Argentino Mercosur Tourism Promotion Office (Argentina, Brazil, Paraguay, Uruguay, Venezuela)   | 16:00 - 16:30<br>Welcome to KANAGAWA!<br>KANAGAWA PREFECTURE   | 15:40 - 16:10 JTB World Vacations  ●Stay in Antalya and visit Mediterranean ancient monuments round tour in Turkey: 9 days/Turkey   |
|          | 17:00 | Taiwan New Circus Art Mix Acrobatics Theatre 17:00 - 17:30   | 16:50 - 17:20<br>Spring Green Song Medley<br>Japan Spring Group   | Morioka Sansa Odori<br>Northern iwate regional development bureau  | ■ Tour to visit five superb views in France/France ■ Toward chalky Neuschwanstein Castle Special tour to fully enjoy Germany/Germany  |
|          | 17.00 | MIYAZAKI appeal stage by "MIYAZAKI DOG"<br>MIYAZAKI CONVENTION & VISITORS BUREAU<br>17:40 - 16:00<br>War Dance Palau Visitors Authority  | 17:30 - 18:00 LATIN DANCE & MUSIC SHOW TURISMO LATINO, INC.   | War Dance by leyasu's Warriors of the Aoi Crest & Lottery for Three pairs of Hotel vouchers 400th Anniversary of the Death of Tokugawa leyasu      | 17:00 - 17:30 Club Tourism  •Istanbul marathon tour/Turkey •Switzerland snow hiking enjoying the Alps covered by a blanket of snow/switzerland  |
| 9        | 10:00 | 10:15 - 10:45  | 10:15 - 10:45   | 10:15 - 10:45  |   |
| /28      |       | Let's expand your Sites!! World Heritage Academy, NPO 11:00 - 11:30 "Sunmyu" has come to cheer for ??  | Introduction of East Africa Tourism Visa and East Africa folk performance East Africa (Kenya Tourism Board, Embassy Of The Republic of Rwanda, Embassy of Republic of Uganda) | Guide Dog & Service Dog & Hearing Dog Demonstration Japan association of Travel Agents(Barrier Free)   |   |
| Sun.     | 11:00 | City of Ńara  11:45 - 12:15  TENKA-ICHI FESTIVAL: the War of Osaka Quadricentennial  | Myanmar Harp<br>Japan Tourism Promotion Committee, Myanmar  | Lion Dance in Shirakawa-go<br>Hokuriku-Hida 3 Star Way Tourism Promotion Council<br>11:15-11:30<br>Traditional Japanese Fire Fighter Ladder        | 11:00 - 11:30 Eurasia Travel  •Special tour to master north and south Cyprus: 8 days/Cyprus  11:40 - 12:10 H.I.S.   |
|          | 12:00 | TENKA-ICHI FESTIVAL: the War of Osaka  | 11:45 • 12:15<br>Cuban Dance Music  | Climbing Children Kanazawa City  11:30 - 11:45  Kinzo jishi (Kinzo lion dance) Hida Takayama   | Southwest France: A story about<br>the star of Midi-Pyrenees/France   |
|          |       | 12:30 - 13:00<br>Awa-Odori TOURISM SHIKOKU   | Cuba Ministry of Tourism  12:30 • 13:00   | 11:45 - 12:00 Traditional Japanese Folk Music;   | 12:20 - 12:50 H.I.S.  ●Croatia Tour to visit Istra in the Adriatic Sea/Croatia  |
|          | 13:00 | 13:15 - 14:15 K-POP MINI LIVE & TALK SHOW KOREA TOURISM ORGANIZATION   | Sabah Cultural Dance Show<br>Sabah Tourism Board  | Kokiriko and Mugiyabushi<br>Hokuriku-Hida 3 Star Way Tourism Promotion Council   | 13:00 - 13:30 JTB Media Retailing  The Alps in Switzerland, Romantic road in Germany,   |
|          |       | 14:30 - 15:00  Introducing attractive Nagasaki's Tourism information including two bits for the UNESCO World Heritage and a campaign slogan  | 13:15 • 13:45  The Wonderful Moment of Indonesian Culture Ministry of Tourism and Creative Economy, Republic of Indonesia   | T2:15 - 12:45 Fukuoka Kuroda Bushoutai Hospitality Embu FUKUOKA CITY 13:00 - 13:30 Okinawa traditional dance "Eisa"                                | and Alsace wine road in France: 8 days/Germany  Exciting journey in Iceland: 6 days/Iceland  3:40-14:10 JTB Media Retailing  Seasonal! Autumn tour in Holland and   |
|          | 14:00 | Word Heritage and a Campagn sugar<br>"Nagasaki: Light, Happiness and Prayer."<br>NAGASAKI PREFECTURE CONVENTION AND<br>TOURISM ASSOCIATION   | 14:00 - 14:30<br>Swiss Music, Jodel singing, Swiss flag play<br>Japanese Information Bureau in Grindelwald  | Okinawa Convention & Visitors Bureau 13:45 - 14:15 Super Tour Guide Mayumi Sakihara Present's A Journey to The Seto Area                           | Belgium: 8 days/Holland. Belgium  Christmas visiting to Holland, Belgium and Germany: 6 days/Holland, Belgium  14:20 - 14:50 NOE  |
|          | 15:00 | Support for the Reconstruction of  | 14:45 • 15:15 Tunisian Classical Music Concert  | RYOBI GROUP (Setouchi Okayama Tourism Association)  14:30 - 15:00  |   |
|          |       | Food Action Nippon Official mascut character "Kokusan" stage   | Embassy of Republic of Tunisia  15:30 - 16:00  Bharata natyam   | Meet us in Gunma, "the silk country" of<br>the World Heritage Site.<br>Gunma Prefecture  | ■Tour to Tromso in the Arctic Circle to enjoy aurora in Norway in Northern Europe/Norway  |
|          | 16:00 | FOOD ACTION NIPPON committee  16:00 • 16:15  The local "donburi" Grand Prix Organizer  | (Ganesha Vandanam, Varnam, Thillana)<br>India Tourism Tokyo<br>16:15 - 16:45  | Let's Go Kyushu Campaign(Public Relations)<br>Kyushu Tourism Promotion Organization  |   |
|          |       | 16:30 - 17:00<br>Grand Finale Organizer  | GUAM CHAMORRO DANCE<br>Guam Visitors Bureau   | NAMAHAGETAIKO SHINAZAN~SHIMAKAZE<br>Akita Prefecture   |   |

#### Seminar Schedule

| 9/2   |        | place          | time          | seminar title                                    | 9/2   |        | place          | time          | seminar title                                  |
|-------|--------|----------------|---------------|--|-------|--------|----------------|---------------|--|
| ?7 Sa | EAST ' | Seminar room 1 | 9:30 - 17:30  | On site event by World Air-Sea Service Co., Ltd. | .8 Si | EAST 1 | Seminar room 2 | 13:00 - 16:00 | Japan-Australia Tourism Foundation             |
| F     | EACT   | Seminar room 7 | 13:00 - 17:00 | GUAM CHAMORRO DANCE ACADEMY                      | ₽     | LAST 1 | Seminal 100m 2 | 13.00 - 10.00 | Annual General Meeting and the 13th Conference |
|       | EAST : | Seminar room 8 | 9:00 - 17:00  | AHORA! LATIN AMERICA!                            |       | EAST 5 | Seminar room 7 | 13:00 - 17:00 | GUAM CHAMORRO DANCE ACADEMY                    |











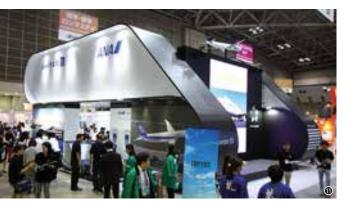






























<sup>•</sup> JCB International Co.,Ltd. Seminar on the Trade Day Graduation trip to overseas ;Contest In-booth Reception Seminar on the Trade Day Guests enjoying the event Beminar on the Trade Day Genting Singapore PLC Tourism Authority of Thailand Gentinar on the Trade Day Japan Airlines Co.,Ltd. Seminar on the Trade Day









































102RV SHOW 16 The local "donburi" Grand Prix 4 World Food Court 5 Egyptian Traditional Dance 6 Presentation of Mexican Mariachi 7 FOOD ACTION NIPPON 8 KUMAMOTO 6 Folk dance performance of China's Hainan Province 6 Palau War Dance 6 Sukhotai Lantern / Manora Dance / Nare Srinakorn / Fon Ian Tai Prateep 7 Taiwan New Circus Art

SURPRISE (KUMAMON TAISO) 

Awa-Odori "HIKONYAN" STAGE Okinawa traditional dance "Eisa" Sabah Cultural Dance Show SHORYUDO PR by CHITA MUSUME

BEUROPE SQUARE 

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Stay @Europe @Cruise @TABI CHANNEL / CARTOON NETWORK @Asia @North America @Airlines, Transportation @Africa

<sup>●</sup>Ohrai Nippon Award / Ohara-ECO-Project / Tohoku Region Market for Reconstruction Support ●Hotel, Accommodations ●Pacific ●Travel IT / Language, Study Abroad and Long

## List of Exhibitors

| Asia         | 1   |
|--------------|---|
| A-01         | YETI WORLD NEPAL  |
| A-02         |   |
| A-03         | ,   |
|              | Nika Maldives Pvt. Ltd.     Lily Beach Resort & Spa   |
|              | •Sun Siyam Resorts  |
|              | •Bandos Island Resort & Spa   |
|              | •Embudu Village   |
| A-04<br>A-05 | Hong Kong Tourism Board Macau Government Tourist Office                                     |
| A-05         | Air Macau Company Limited   |
|              | •Grand Lapa, Macau  |
|              | Lisboa Complex Macau  |
|              | <ul> <li>Macau Fisherman's Wharf</li> <li>SOUTH CHINA (MACAO) TRAVEL AGENCY LTD.</li> </ul> |
|              | •TKW TRAVEL & TOURS LTD.  |
|              | •Top - Holidays - P & E International Travel Co. Ltd.                                       |
|              | •smallWORLD Experience Macau - Hong Kong  |
| A-06         | BANGLADESH TOURISM BOARD  • Arunima Resort Golf Club  |
| A-07         | Ministry of Information Culture and Tourism   |
| A-08         | Bangkok Metropolitan Administration (Tourism Division)                                      |
| A-09         | Tourism Authority of Thailand   |
|              | Dusitbuncha Resort Kohtao     Elixir Community  |
|              | •Grand Mercure Phuket Patong  |
|              | •Holiday Homes (Thailand)   |
|              | Hope Land Executive Service Apartment     Description                                       |
|              | Ramada Plaza Menam Riverside Bangkok     SLEEP WITH ME HOTEL                                |
|              | •Thai Airways International   |
| A-10         |   |
| A-11<br>A-12 | India Tourism, Tokyo China National Tourism Administration                                  |
| A-13         | Malaysia Tourism Promotion Board  |
|              | •AcrosX Japan Inc   |
|              | Berjaya Hotels&Resorts  |
|              | Concorde Hotel Kuala Lumpur     Malaysia Airlines   |
|              | Malaysia Golf Tourism Association   |
|              | •Play Malaysia Golf   |
|              | Prima Sierra Holidays Sdn. Bhd Red Apple Travel & Tours (M) Sdn Bhd                         |
|              | SHEBA TRAVEL (PENANG HOMESTAY PROGRAMME)  |
|              | Sarawak Tourism Board   |
|              | • Sri Impian Holidays & Recreation Sdn Bhd  |
|              | Sunway Lagoon Sdn Bhd     Visit KL  |
|              | •YTL Hotels   |
| A-14         | 3   |
|              | 4ever Medical Group     Arumdaun Nara   |
|              | •Busan  |
|              | •Chungcheongbuk-do  |
|              | Chungcheongnam-do   |
|              | Daegu     Gangwon-do  |
|              | •Gwangju  |
|              | •Gyeonggi-do  |
|              | •Gyeongsangbuk-do   |
|              | •Jeju<br>•Jeju Air  |
|              | •Jeollanam-do   |
|              | Jirisan Mt. Tourism Development Association   |
|              | Korea Rural Community Corporation     Kwangdong Hospital of Traditional Korean Medicine     |
|              | Lee Eun-mi Natural Oriental Clinic  |
|              | •Lee Moon Won Oriental Clinic   |
|              | • PMC PRODUCTION  |
|              | Seoul     Ulsan   |
| A-15         | Tourism Council of Bhutan   |
|              | Phendeyoenang Tours and Trekks  |
| A-16         | PARADISE CASINO   |
| A-17         | KERALA TOURISM  •Kumarakom Lake Resort  |
|              | •Spiceland Holidays & Entertainments Pvt Ltd.   |
|              | Kairali Ayurvedic Health Resort   |
| A-18         | Silk Road Destinations  •Ak Sai Travel  |
|              | Improtex-Travel Tours&Conferences   |
|              | •Marco Polo Central Asia Travel   |
| A-19         | Central Asian Travel System   |

A-20 Genting Singapore PLC

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| A-21         | Singapore Tourism Board Sabah Tourism Board   |
| A-22<br>A-24 | PT Be Wish International  |
| A-25         | AYANA Resort and Spa BALI , RIMBA Jimbaran BALI by AYAN   |
| A-26         | ADVENTURE INDONESIA   |
| A-27         | Bali-Tours.com  |
| A-28         | <ul> <li>api-magazine</li> <li>HANOI DEPARTMENT OF CULTURE, SPORTS AND TOURIST</li> </ul>           |
| A-20         | Palm Garden Beach Resort & Spa Hoi An-Vietnan   |
|              | •SUNRISR HOIAN BEACH RESORT   |
|              | •MUCA Hoi An Boutique Resort & Spa  |
|              | Vinh Hung Riverside Resort & Spa  |
| A-29         | Mongolian Tourism Association •genco tour bureau JSC  |
|              | MONGOLIAN ECO TOUR OPERATOR   |
| ۸ ۵0         | Ministry of Hotel and Tourism The Republic of Th  |
| A-30         | Union of Myanmar Japan Branch   |
| A-31         | VIETSPACE TRAVEL SERVICE COMPANY  |
| A-32         | Michelia Hotel     KURA-KURA BUS BALI   |
|              | THUA THIEN HUE TOURISM INFORMATION  |
| A-33         | AND PROMOTION CENTER  |
|              | •Doanh Ngan Co., Ltd.   |
|              | •Le Belhamy Hoi An Resort & Spa   |
| A-34         | •Saigon Morin Hue Co., Ltd.<br>Globe Telecom, Inc.  |
| A-35         | Gourmet TAIWAN  |
| A-36         | Ministry of Tourism, CAMBODIA   |
|              | •JHC  |
|              | Cambodia Angkor Air     Asia Prima Discovery  |
|              | Asia Prime Discovery     H.I.S  |
|              | •Krorma Tour  |
|              | Great Angkor Tour   |
|              | •Green Tour   |
| A-37<br>A-38 | Myanmar Airways International Japan Co., Ltd.<br>Myanmar Tourism Federation                         |
| A 30         | Adventure Myanmar Tours & Incentives  |
|              | Asian Cherry Travel & Tours (Public)  |
|              | Bagan Lodge   |
|              | Golden Ambrosia Travels & Tours     Interconnection Travels Myanmar                                 |
|              | Kappa International Ltd. Group of Companies   |
|              | •Mann Yadanarpon Airlines Co., Ltd.   |
|              | •Myanmar Polestar Travels & Tours Co., Ltd.   |
|              | Novotel Yangon Max     Orah satra Traval  |
|              | Orchestra Travel SM Tours & Transport Co., Ltd.   |
|              | •The Strand & Inya Lake Hotel   |
|              | •Themis Travels & Tours   |
| A-39         | Japan Tourism Promotion Committee. Myanma   |
|              | Authentic Myanmar Travels & Tours     Global Travel Service Co., Ltd.                               |
|              | Interconnection Travels Myanmar   |
|              | •K & H Travels & Tours  |
|              | •Karaweik M&J Travels and Tours Co.,Ltd.  |
|              | • Mannyadanarpon Airlines   |
|              | <ul> <li>Minami Tours Co., Ltd.</li> <li>Myanmar Nara Apex Travels &amp; Tours Co., Ltd.</li> </ul> |
|              | Nature Dream Travels & Tours  |
|              | New Highlight Travels & Tours   |
|              | Nice Myanmar Travels & Tours  |
|              | Peace Smile Land Travels and Tours  |
|              | Royal Green River Travels & Tour     Sai Travel Service (Myanmar) Co., Ltd.                         |
|              | •Shan Yoma Travel and Tours Co., Ltd.   |
|              | •Tour Mandalay Co., Ltd.  |
|              | •Vivo Air Ticket Sales Center   |

|      | •RAMA TOURS  |
|------|--|
|      | <ul> <li>Swiss-Belhotel International</li> </ul>   |
|      | Santrian Resorts & Villas  |
|      | •Oberoi Hotels & Resort Indonesia Seminyak Beach   |
|      | A True Balinese Experience   |
|      | Bali Safari and Marine Park  |
|      | •The Villas, Seminyak  |
|      | •Komaneka Resort   |
|      | •PT. Sobek Bali Utama  |
|      | Hotel Horison Seminyak   |
|      | Morrissey Serviced Apartment   |
|      | TAUZIA Hotel Management  |
|      | •Hotel Grand Sahid Jaya, Jakarta   |
|      | •Santosa Villas & Resort Lombok / 4×4 Lombok Tours   |
|      | Holiday Resort Lombok  |
|      | <ul> <li>Plataran Hotels and Resorts Indonesia</li> </ul>                                      |
|      | <ul> <li>Daniel's Resort, Diving and Tours</li> </ul>  |
|      | • PT. Taman Wisata Candi Borobudur, Prambanan & Ratu Boko                                      |
|      | •THE SEMINYAK BEACH RESORT & SPA   |
|      | Yogyakarta Tourism Board   |
|      | •PT. Trijaya Dewata  |
|      | <ul> <li>Tourism Authority of North Sulawesi Province</li> </ul>                               |
|      | Garuda Indoesia  |
| A-43 | TAIWAN TOURISM BUREAU  |
| A-43 | CHANGHUA COUNTY (TAIWAN VISITORS ASSOCIATION)  |
| A-43 | Department of Information and Tourism, Taipei City<br>Government (Taiwan Visitors Association) |
| A-43 | Keelung City Government (Taiwan Visitors Assosiation)  |
| A-43 | Penghu County Goverment (Taiwan Visitors Association)  |
| A-43 | EVA AIRWAYS CORPORATION (JAPAN)  |
| A-43 | China Airlines   |
| A-44 | Sri Lanka Tourism Promotion Bureau   |
| A-45 | HK Express   |
| Trav | vel IT   |
| B-01 | Hitachi Solutions, Ltd.  |
| B-02 | Global Collect Services  |
|      |  |

#### **B-05** OTSUKA CORPORATION B-06 KEY-MAN-YA Co., Ltd. B-07 WE CAN Co., Ltd.

B-03 Nippon System Kaihatsu Co., Ltd.

| C-01 | Starwood Hotels and Resorts |
|------|-----------------------------|

B-04 WIN SYSTEM INC

- C-08 Japan Ryokan & Hotel Association
- C-09 Japan Hotel Association
- C-11 SUNROUTE HOTEL CHAIN

- •Zaw Ko Tours A-40 Philippines Tourism Promotions Board
- •The Bellevue Hotels & Resorts
- Amorita Resort •Island Cove Hotel & Leisure Park
  - Huma Island Resort and Spa
  - Pacific Cebu Resort International
  - Waterfront Hotels and Casinos
  - •Cebu Pacific Air
  - Philippine Airlines
  - Fairways and Bluewater Boracay
  - A-41 Singapore Airlines

  - A-42 Ministry of Tourism and Creative Economy, Repubulic of Indonesia
    - Puri Gangga Resort Ubud
    - •Karma Resort Bali
    - Pullman Bali Legian Nirwana
    - Peppers Sentosa Seminyak

### Hotels, Accommodations C-02 Imperial Hotel, Tokyo

- C-03 ROYAL PARK HOTELS & RESORTS CO., LTD. C-04 TOKYU HOTFLS Co., LTD.
- C-05 Nagua Hotels & Resorts Management Co., Ltd.
- C-06 Prince Hotels & Resorts
- C-07 Marriott International
- C-10 Abilitas Hospitality Co., Ltd.
- C-12 Hotel Okura-JAL Hotels
- •The Kahala Hotel & Resort
- •The Okura Prestige Taipei

#### Travel Agencies

D-01 NIPPON TRAVEL AGENCY CO., LTD.

- D-02 JTB Corp. D-03 TRAVEL GALLERY CO,. LTD.
- D-04 ALPINE TOUR SERVICE Co., Ltd.
- D-05 BIG HOLIDAY CO.,LTD.
- D-06 ASAHI SUN TOURS INC.
- D-07 Travel Agency Fair Trade Council
- D-08 JTB Media-Retailing, Corp.
- D-09 mybus
- •JTB Travel Network / Look American Tours D-10 RAYLINE CO., LTD.
- •Kizuki Rental Service Corporation •Treasure Hunting LLC
- D-11 NISHITETSU TRAVEL Co., Ltd.
- D-12 KNT-CT Holdings Co., LTD.
- D-13 Travel agent expert association
- D-14 NOE Corporation
- D-15 HANKYU TRAVEL INTERNATIONAL CO.,LTD.
- D-16 World Air-Sea Service Co., Ltd.
- D-17 H.I.S. Co., Ltd.

#### Japan

- E-01 Relo Vacations Co., Ltd.
- E-02 Gunma Prefecture
- E-03 Cooperative Kusatsu Onsen Ryokan
- E-04 Minakami-machi, Gunma-ken

#### E-13 Hyogo Tourism Association Himeii City •KOBE CONVENTION & VISITORS ASSOCIATION • Akashi City, Hyogo Prefecture •Nishi-Harima District Administration Office •Naka-Harima District Administration Center E-14 Yamanashi Tourism Organization E-15 KAN-NON Hot Springs E-16 Charming and Graceful Villages in "FUJINOKUNI" E-17 400th Anniversary of the Death of Tokugawa Ieyasu E-18 Shizuoka City E-19 Nasu Tourism Association E-19 TOCHIGI PREFECTURE E-19 Tochigi Prefecture Tourism & Local Products Association E-20 ROBOT RESTAURANT E-21 NIKKO CITY · TOBU GROUP •NIKKO CITY (NIKKO CITY • EDO WONDERLAND) •TOBU RAILWAY •TOBU TOWER SKYTREE •TOBU HOTEL MANAGEMENT TOBU TRAVEL •TOPTOUR CORPORATION E-22 RYOBI GROUP (Setouchi Okayama Tourism Association) •241co. niyonichi •Bizen City FUKUIDO CO., I TD. •GOZENSHU TSUJI CO., LTD.

E-05 CROSSCO Co., Ltd.

E-10 FUJITA KANKO INC.

E-12 Kanagawa Prefecture

E-11 Chiba Prefecture

F-07 Bureau of Industrial and Labor Affairs

E-08 Council for Promotion of Tourism in Asia

E-06 BANDAI

E-09 Narita CIty

- Gohara lacquerware production association •Hiruzen Gama crafted production association Kankakei aerial tramway •Kazz Fujiwara •Kinryo shoyu •Maniwa Fermentation Factory •Maniwa-city of Okavama Tourism Federation •Okayama Prefecture •SGRS Tourism Agency Inc.
- •Takatori Syoyu co.,ltd. E-23 Hiroshima Prefectural Tourism Federation •HIROSHIMA PREFECTURAL TOURISM FEDERATION Hiroshima Convention & Visitors Bureau •Tourism Liaison Council for the Hiroshima / Miyajima / Iwakuni Regions
- Travel "Power Spots (Spiritual Places)" Sanin-Sanyo Region •TOTTORI PREFECTURAL TOURISM FEDERATION •Shimane Prefectural Tourism Federation Okayama Prefectural Tourism Federation •HIROSHIMA PREFECTURAL TOURISM FEDERATION • Yamaguchi Prefectural Tourism Federation E-25 Kurashiki Visitors & Convention Bureau
- E-26 Shimane Prefecture
- E-27 Matsue city · En-musubi Tourism Association • ENMUSUBI KANKO ASSOCIATION
- Matsue Tourism Association E-28 YANAI Job creation conference
- E-29 SHIKOKU
- Tourist Attractions in the Western Part of Tokushima, Shikoku TAKAMATSU KOCHI
- Honshu-Shikoku Bridge Expressway Company Limited E-30 Okinawa Convention & Visitors Bureau
- E-31 Biwako Ohmiji Tourism Revitalization Council, Shiga prefecture •Biwako Visitors Bureau Hikone City
- Nagahama City E-32 Sakai Tourism & Convention Bureau

•Maibara City

- E-33 Izumisano City Tourist Association
- E-34 Senshu Tourism Promotion Council
- E-35 Kyoto Sea Area Tourism Association
- E-36 Osaka Government Tourism Bureau E-37 New Kansai International Airport Company, Ltd.
- E-38 TENKA-ICHI FESTIVAL: the War of Osaka Quadrio
- E-39 Central Japan International Airport Co., Ltd. E-39 Emerald Route (West Japan Tourism Promotion
- E-39 MEITETSU WORLD TRAVEL, INC. E-39 SHORYUDO Project Promotion Assoc Chubu Economic Federation
- HOKURIKU ECONOMIC FEDERATION

- •Kansai Economic Federation • Chugoku Economic Federation Shikoku Economic Federation Kvushu Economic Federation •Central Japan Tourism Promotion Association
- •The Foundation for Kansai Region Promotion
- Chugoku Regional Tourism Promotion Association Organization for Promotion of Tourism in Shikoku
- KYUSHU TOURISM PROMOTION ORGANIZATION JAPAN TRAVEL AND TOURISM ASSOCIATION Chubu branch JAPAN TRAVEL AND TOURISM ASSOCIATION Kansai branch
- JAPAN TRAVEL AND TOURISM ASSOCIATION Chugoku branch • JAPAN TRAVEL AND TOURISM ASSOCIATION Shikoku branch • JAPAN TRAVEL AND TOURISM ASSOCIATION Kvushu branch
- Central Japan Tourism Promotion Association E-40 BOAT RACE GAMAGORI
  - E-41 The Organizing Committee for the Mie Prefectural Tourism Campaign
  - E-42 ISE CITY E-43 TOYAMA PREFECTURAL TOURISM ASSOCIATION
  - E-44 Gifu Convention and Visitors Bureau E-45 Travel to the central Japan ' Seki-city, Mino-city,
  - Gujo-city and Nagaragawa-Railway E-46 Gifu prefecture Hida
  - E-47 Noto smart drive project conference E-48 Kaga Echizen area tourism promotion convention
  - E-49 Fukui / Sakai / Okuetsu Regional Tourism Promotion Association F-50 Saitama Prefecture - Just North of Tokyo E-51 Ibaraki Prefectural Tourism and Local Products Association
  - E-52 Katsushika City E-53 KAGA CITY TOURISM ASSOCIATION
  - E-54 Premium Outlets E-55 The Association for the Promotion of Traditional Craft Industries
    - Dentoteki Kougeihin Takaoka Doki Shinko-kyodo-kumiai · Hasami Porcelain Industrial Association Hikone Butsudan Basiness Cooperatives
    - Iwatsuki Ningyo Kyodo-kumiai
    - Kaga Zome Promotion Cooperative Associaion •Kakunodate Cooperative Craft Union Makabe Sekizai Kyodo-kumiai
    - Mashiko Pottery Cooperative Association Shiga-ken Henp-ramie Textile Industrial Association
  - •Yajiro Kokeshi-gyo Kyodo-kumiai •Yamanashi-ken Insho-ten Kyodo-kumiai
  - E-56 Japan Post Co., Ltd. Tokyo branch Green Tourism / Rural Tourism - Ministry of
  - Agriculture, Foresty and Fisheries Tono Natural Life Network
  - IIDE Tourism Associetion •Kitakata City
  - •Shinshu-Iiyama Tourism Bureau •Incorporated NPO Ajimumachi Green Tourism Society Gokase Nature School
  - Izumi, Kagoshima Prefecture •Ohtawara Tourism E-58 Kyushu Tourism Promotion Organization
  - JR Kyushu Agency Co., Ltd. E-59 Kyushu Railway Company
  - E-60 Nagasaki Prefecture Convention and Tourism Association E-61 ASO Design Center
  - E-62 Kumamoto Prefectural Tourism Federation E-63 Kanbe Fukuoka-Project Council
  - E-64 Fukuoka City E-65 MIYAZAKI CONVENTION & VISITORS BUREAU E-66 MIYAKONOJO AREA EMPLOYMENT CREATION CONFERENCE
  - F-67 TOURISM OITA (Oita Prefectural Tourism Association) F-68 Ureshino Onsen Tourism Association
  - E-69 Wakayama Tourism Federation •Koya Town •Kumanosanzan Tourist Association
  - (Kumanohongu Shingu Nachikatsuura Tourist Association) Shingu City •Wakayama City Tourist Association
  - E-70 Central Japan Railway Company & West Japan Railway Company E-71 East Japan Railway Company & West Japan Railway Company
  - E-72 HIDA TAKAYAMA E-72 Hokuriku-Hida 3 Star Way Tourism Promotion Council
  - E-72 Kanazawa City E-73 OKINAWA TOURIST SERVICE INCORPORATED
  - E-74 Solare Hotels & Resorts Co., Ltd. E-75 Okinawa Yaese Town & Shizentaiken NPO E-76 Tajima Furusatozukuri Association
  - •Toyooka-city Yabu city
  - Asago city Kami town

- E-77 Daitamba Tourism Promotion Committee E-78 Tanabe City, Totsukawa Village •Tanabe City & Santiago de Compostela City
- Tanabe City Kumano Tourism Bureau
- E-79 HOTEL LISTEL GROUP E-80 Nara Prefecture
- Ikaruga Town Sakurai citv E-81 City of Nara
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- E-82 Tsubame · Yahiko · Teradomari Tourism Regional Cooperation Conference
- E-82 Minamiuonuma City Tourist Association Nagaoka Tourism and Convention Association Niigata Visitors & Convention Bureau
- Sado Tourism Association Yuzawa Town Tourist Association E-83 HAKUBA VALLEY & AZUMINO
- E-83 Japan Alps Tourism Federation E-83 Kita Shinano Tourist Federation
- F-83 MATSUMOTO TOURISM COMVENTION ASSOCIATION E-83 Nagano Convention & Visitors Bureau
- E-83 Nagano Prefecture E-83 Ueda Area Tourism Conference
- E-83 Yamanouchi Town Tourism Association E-84 MUSIC BOX MUSEUM E-85 Aomori and Hakodate City Tourism Promotion Council
- E-86 Hokkaido Tokachi E-88 Halal Japan Business Association E-89 FOOD ACTION NIPPON
  - E-91 Carbon Offset Forum E-92 Ministry of the Environment & NPO Japan Ecotourism Society
  - Shiretoko Nature Office •KOIWAI FARM Co..LTD.
  - •Tanigawa-dake Ecotourism •Enjoy Eco School • Hanno City, Hanno Ecotourism Promotion Council
  - •Kamiichi Town Ecolonomori
  - Picchio •The Shin-etsu Trail Club
  - SATOYAMA EXPERIENCE Harieshozunosato Committee •Toba Eco-Tourism promotion council
  - •Broder Area Administration Of Amami Islands Yakushima Nature Activity Center
- E-93 Japan Shopping Tourism Organization E-94 Japan Automobile Federation E-95 Yamatogokoro Inc. / NPO Institute for Japanese
- Culture Experience and Education
- E-96 Nippon Road Destinations E-97 ALL NIPPON TRAVEL AGENTS ASSOCIATION E-98 Japan Federation of Gifts and Souvenirs
- E-99 Mitsui Fudosan Co., Ltd. E-100 City of Chitose, Hokkaido
- E-101 GINOZA Association E-102 Fukushima Prefecture E-103 Iwate Tourism Campaign Promotion Board
- E-103 Iwate Prefecture E-104 Tohoku Tourism Promotion Organization
- E-104 AKITA PREFECTURE E-104 Aomori Prefecture
- E-104 Miyagi Tourism Federation E-104 SENDAI GOURMET - DATEUMA - SENDAI CITY
- E-104 SENDAI LOVE EDITORS / SENDAI CITY F-104 Tourism Division, Miyagi Prefectural Government E-104 Yamagata Prefecture
- E-105 East Japan Railway Company E-106 Yamagata City E-108 Irankarapte Campaign Promotion Council
- E-109 Japan Council for inter-regional Soba culture Exchange E-110 Hokkaido Tourism Organization E-111 The Japan Chamber of Commerce and Industry
- E-112 Seven Bank, Ltd. E-113 Ena City Gifu
- E-114 mynavi co. JOI E-115 Tabinosanchokuichi (Japan Tourism Agency)

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- F-01 Long Stay Foundation
- F-02 Media Research Institute, Inc. F-O4 CIEL Council of International Education & Language Travel, Japan
- •ISA Inc. Ales International Co. Ltd. •WISH International Inc.

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|  | •STA Travel   |
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|  | •M.O. TOURIST CO., LTD.   |
|  | KINKI NIPPON TOURIST CO., LTD.     KEIO TRAVEL AGENCY. Co., Ltd.  |
|  | International Student Service (ISS)   |
|  | •JTB Gaiarec., Inc.   |
|  | •JTB Corporate sales Inc.   |
|  | •GLOBE TROTTER T&E Inc. •TONICHI TRAVEL SERVICE CO., LTD  |
|  | Overseas Exchange Planning & Promotion Div., Tobu Travel Co., Ltd.  |
|  | •TOPTOUR CORPORATION  |
|  | Nissin Travel Service Co., Ltd.     Japan Asia Culture Center Co., Ltd.   |
|  | •Mainichi Education Inc.  |
|  | •MEITETSU WORLD TRAVEL INC.   |
|  | UNITED TOURS CO.,LTD ACOSTA     (Advisory Committee on Studies Abroad)  |
|  | •UTS Centre for International Education (UTS Ltd.)  |
|  | •Ryugaku Journal Inc.   |
| F-05   | •RYOWA DIAMOND AIR SERVICE CO.,LTD. The Japan Times ST  |
|  | •CAN English Center   |
|  | •EJEF STUDY CENTRE, ENGLAND   |
|  | •FLEX INTERNATIONAL CO.LTD. •Global English Centre  |
|  | •Hampton School of English  |
|  | • LastResort, Inc.  |
|  | VK College League     YAC Agency  |
| F-06   | Philippine Department of Tourism  |
| Onli   | ne Travel Agencies, ICT   |
| G-01   | TQ co., ltd.  |
| G-02   | •BUZZPORT CO., LTD. Skyscanner Pte Ltd.   |
| G-03   | Uni-Voice Business Plan & Planning Inc.   |
| G-04   | Earthtory Japan Co.,Ltd.  |
| G-05<br>G-06   | Glueck Co.,Ltd. Airbnb Japan K.K.   |
| G-07   | Airlink co.,ltd. (DeNATRAVEL)   |
| G-08   | VELTRA  |
| G-09<br>G-10   | Nant Mobile Co., Ltd. TOMARERU, Inc.  |
| G-11   | T.J. Promotion, Inc.  |
| Airli  | nee Transportation  |
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| H-01   | ANA SALES CO., LTD.   |
| H-01   | ANA SALES CO., LTD. ANA Strategic Research Institute Co., LTD.  |
| H-01<br>H-01   | ANA SALES CO., LTD. ANA Strategic Research Institute Co., LTD. All Nippon Airways Co., Ltd.   |
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| H-01<br>H-01<br>H-01<br>H-01<br>H-01   | ANA SALES CO., LTD. ANA Strategic Research Institute Co., LTD. All Nippon Airways Co., Ltd. Austrian Airlines IHG ANA Hotels Group Japan Lufthansa German Airlines STAR ALLIANCE  |
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| H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-04   | ANA SALES CO., LTD. ANA Strategic Research Institute Co., LTD. All Nippon Airways Co., Ltd. Austrian Airlines IHG ANA Hotels Group Japan Lufthansa German Airlines STAR ALLIANCE Swiss International Air Lines United Airlines Jetstar Group  |
| H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-04<br>H-05   | ANA SALES CO., LTD. ANA Strategic Research Institute Co., LTD. All Nippon Airways Co., Ltd. Austrian Airlines IHG ANA Hotels Group Japan Lufthansa German Airlines STAR ALLIANCE Swiss International Air Lines United Airlines Jetstar Group Japan Airport Terminal Co., Ltd.   |
| H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-04   | ANA SALES CO., LTD. ANA Strategic Research Institute Co., LTD. All Nippon Airways Co., Ltd. Austrian Airlines IHG ANA Hotels Group Japan Lufthansa German Airlines STAR ALLIANCE Swiss International Air Lines United Airlines Jetstar Group Japan Airport Terminal Co., Ltd. Keikyu Corporation TOKYO MONORAIL CO., LTD.   |
| H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-04<br>H-05<br>H-05<br>H-05   | ANA SALES CO., LTD. ANA Strategic Research Institute Co., LTD. All Nippon Airways Co., Ltd. Austrian Airlines IHG ANA Hotels Group Japan Lufthansa German Airlines STAR ALLIANCE Swiss International Air Lines United Airlines Jetstar Group Japan Airport Terminal Co., Ltd. Keikyu Corporation TOKYO MONORAIL CO., LTD. Tokyo International Air Terminal Corporation  |
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| H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-04<br>H-05<br>H-05<br>H-05   | ANA SALES CO., LTD. ANA Strategic Research Institute Co., LTD. All Nippon Airways Co., Ltd. Austrian Airlines IHG ANA Hotels Group Japan Lufthansa German Airlines STAR ALLIANCE Swiss International Air Lines United Airlines Jetstar Group Japan Airport Terminal Co., Ltd. Keikyu Corporation TOKYO MONORAIL CO., LTD. Tokyo International Air Terminal Corporation  |
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| H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-01<br>H-05<br>H-05<br>H-05<br>H-06<br>H-07<br>H-08<br>H-09<br>H-10<br>H-10<br>H-10<br>H-10<br>H-10<br>H-10 | ANA SALES CO., LTD. ANA Strategic Research Institute Co., LTD. All Nippon Airways Co., Ltd. Austrian Airlines IHG ANA Hotels Group Japan Lufthansa German Airlines STAR ALLIANCE Swiss International Air Lines United Airlines Jetstar Group Japan Airport Terminal Co., Ltd. Keikyu Corporation TOKYO MONORAIL CO., LTD. Tokyo International Air Terminal Corporation Japan Spring Group Plant Protection Station Ministry of Agriculture, Forestry and Fisheries Animal Quarantine Service Haneda Airport Branch Ministry of Agriculture, Forestry and Fisheries S7 Airlines Japan Airlines Co., Ltd. American Airlines, Inc. British Airways Plc FINNAIR JALPAK CO., LTD. Th America Hawaii Tourism Japan  Aston Hotels & Resorts  Atlantis Adventures  Avis Rent a Car  BIG ISLAND CANDIES Budget Rent a Car  Hawaiian Airlines               |
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|          | Prince Resorts Hawaii  |
|----------|--|
|          | Waikiki Trolley  |
| I-02     | Air Canada Canadian Tourism Commission/Destination British Columbia/                                 |
| I-03     | Travel Alberta/Ontario Tourism Marketing Partnership   |
| 1-03     | Corporation/Tourisme Québec/Tourism Prince Edward Island/Yukon Tourism/Northwest Territories Tourism |
| I-06     | Mexico Tourism Board   |
| I-07     | Brand USA  •Alamo Rent A Car   |
|          | Alaska Seafood Marketing Institute   |
|          | Best Western International   |
|          | Choose Chicago     Colorado Tourism Office   |
|          | •Delta Air Lines, Inc.   |
|          | Discover New England   |
|          | • Disney Destinations  |
|          | Explore Fairbanks     Hertz Car Rental   |
|          | •Illinois Great Rivers Country   |
|          | • Illinois Office of Tourism   |
|          | Las Vegas Convention & Visitors Authority     Los Angeles Tourism & Convention Board/                |
|          | Los Angeles World Airports   |
|          | Massachusetts Office of Travel & Tourism   |
|          | Mississippi River Country USA     NYC & Company  |
|          | San Diego Tourism Authority & San Diego International Airport  |
|          | •San Francisco Travel Association & San Francisco  |
|          | International Airport  |
|          | Seattle and Washington State Tourism Office     Simon Shopping Destination                           |
|          | South Dakota Tourism Office  |
|          | •State of Alaska Tourism Office  |
|          | Taste of America Texas Tourism   |
|          | •Travel Montana  |
|          | •Travel Oregon   |
|          | Travel Portland  U.S. Agricultural Trade Office Japan  |
|          | •U.S. Travel Association   |
|          | •VISIT DENVER, The Convention & Visitors Bureau  |
|          | Visit Anchorage     Visit California   |
|          | Visit Orlando  |
|          | •Wyoming Tourism Office  |
| I-07     | Boston Symphony Orchestra     Service Japan  |
|          | U.S. Embassy, Commercial Service Japan<br>Marianas Visitors Authority                                |
| _        | nsor   |
| <u> </u> | NARITA INTERNATIONAL AIRPORT CORPORATION   |
| J-02     | Airbus   |
|          | JCB International Co., Ltd.  |
| Paci     | fic  |
| K-01     | Tourism Australia  |
| K-02     |  |
|          | Air New Zealand<br>Tourism New Zealand   |
| K-04     | Federated States Of Micronesia   |
|          | •Kosrae Visitors Bureau  |
| K-06     | Palau Visitors Authority   |
|          | Palau Pacific Resort     Palasia Hotel Palau   |
|          | Airai Water Paradise Hotel & Spa   |
|          | •Belau Tour  |
|          | IMPAC TOURS     Dolphins Pacific   |
|          | Island Seed Limited  |
| K-07     | International Organization Pacific Islands Centre  |
| 1/ 00    | Air Caledonia International  |
|          |  |
| K-09     | New Caledonia Tourism<br>tral & South America, Caribbean   |

L-01 HOT DESTINATIONS VENEZUELA TOURS

L-02 TURISMO LATINO, INC.

•EUROTUR SRL

•TURAVION

•CACAO TRAVEL GROUP

•MICKEY TOUR E.I.R.L.

•SWISS TRAVEL SERVICE

L-03 Mercosur Tourism Promotion Office

(Argentina/Brazil/Paraguay/Uruguay/Venezuela)

• ANA JUAN CONGRESOS & TURISMO

•HAVAS CREATIVE TOURS

|              | •ANTARPPLY   |  |  |  |
|--------------|--|--|--|--|
|              | •HELLING'S TRAVEL  |  |  |  |
| L-04         | Proexport Colombia   |  |  |  |
|              | •AVIANCA   |  |  |  |
|              | •AVIATUR   |  |  |  |
|              | Instituto Distrital de Turismo de Bogotá (IDT)     Macondo DMC / Cacao Travel Group                            |  |  |  |
| L-05         |  |  |  |  |
| L-06         | ,  |  |  |  |
|              | • Havanatur  |  |  |  |
|              | Viajes Cubanacan (Cubanacan Travel Agency)   |  |  |  |
| L-07         |  |  |  |  |
| L-08<br>L-09 |  |  |  |  |
| _ 0,         | Caribbean Tourism Organization   |  |  |  |
| L-10         | PROMPERU   |  |  |  |
|              | •PERU  |  |  |  |
| L-11         | Ministry of Cultures and Tourism Bolivia   |  |  |  |
|              | Millenarian Tourism and Travel     Check In Bolivia  |  |  |  |
|              | Check in Bolivia     SALT HOTEL LUNA SALADA  |  |  |  |
|              | •TRANSTURIN  |  |  |  |
|              | •Andes Amazon Travel   |  |  |  |
|              | •Hotel Saltpalace Palacio de Sal   |  |  |  |
| Mid          | dle East   |  |  |  |
| M-01         |  |  |  |  |
| IVI-U I      | •ATG-YATA-Abu Taleb Group  |  |  |  |
|              | Bazara Travel & Tourism  |  |  |  |
|              | •Sheba Tourism   |  |  |  |
|              | Yemen Hotels Union   |  |  |  |
| M-02         | Jordan Tourism Board   |  |  |  |
|              | Jordan Tours & Travel     Tyche Travel and Tourism   |  |  |  |
|              | Jordan and Beyond Tours  |  |  |  |
|              | Dakkak Tours International - DMC   |  |  |  |
|              | Ashtar Tours International   |  |  |  |
| M-03         | Islamic Republic of IRAN   |  |  |  |
|              | AITO (AZADI INTERNATIONAL TOURISM ORGANIZATION)  |  |  |  |
| M-05<br>M-07 | Homa Faran Khorshid Savar<br>Five Continents Hotels & Resorts  |  |  |  |
| IVI-U1       | WORLD OF TRAVEL - DUBAI  |  |  |  |
| M-08         | Palestine, Ministry of Tourism and Antiqueties   |  |  |  |
| Afri         | ra   |  |  |  |
|              |  |  |  |  |
| N-01         | Embassy of Egypt, Tourism Office •Sylvia Tours Egypt   |  |  |  |
|              | •TRAVEL HARMONY CO., LTD.  |  |  |  |
|              | •BAHI TRAVEL AGENCY  |  |  |  |
|              | •WINGS TOURS AND NILE CRUISES  |  |  |  |
|              | •A.R.G Travel Group  |  |  |  |
| N-02         | Botswana Tourism Organisation  |  |  |  |
|              | Cresta Mowana Safari Resort & Spa     Figh accounts of Potentiana  |  |  |  |
|              | Embassy of Botswana     Air Botswana   |  |  |  |
|              | Explore Africa Travels   |  |  |  |
|              | Uniglobe Dynamic Travel  |  |  |  |
|              | Bush Baby Calls  |  |  |  |
| N-03         | Embassy of Republic of Uganda  |  |  |  |
| N-04<br>N-05 | Seychelles Tourism Board<br>Embassy Of the Republic of Rwanda  |  |  |  |
| N-05         | Kenva Tourism Board  |  |  |  |
| N-07         | NGORONGORO CONSERVATION AREA AUTHORITY   |  |  |  |
| N-08         | TAZA TRAVEL & TOURS LIBYA  |  |  |  |
| N-09         | South African Tourism  |  |  |  |
| N-10         | Ethiopian Airlines   |  |  |  |
| N-11         | The Traveler's Guardian Inc.   |  |  |  |
| N-12         | Embassy of the Republic of Tunisia, ONTT, JICA Project<br>for Strengthening the Capacity for Tourism Promotion |  |  |  |
|              | under JICA Techinical Cooperation  |  |  |  |
| N-13         | Embassy of the Republic of Angola  |  |  |  |
| N-15         | SUDAN  |  |  |  |
| N. 40        | •Raidan Travel   |  |  |  |
| N-18         | ETHIOPIA   |  |  |  |
| Euro         | NDA .  |  |  |  |
|              | )pe  |  |  |  |
| 0-01         | VisitBritain   |  |  |  |
| 0-03         |  |  |  |  |

O-04 National Company - Uzbektourism - Uzbekistan

•TES TOUR Tourism Company, Uzbekistan

Uzbekistan Airways

•Dolores Travel

•Asia Adventures

•MEGATOUR

•SJSRC Uzbekistan Railways

•Sole Vita Travel Company LTD

|      | ABDA TRAVEL, LTD     OOO "SHEHERAZADE VOYAGES"   |
|------|--|
|      | •Alfa International  |
| 0-05 | Minzifa Travel     Georgian National Tourism Administration  |
| 0-05 | Visit Georgia  |
|      | •Georgian DMC  |
|      | Trawellin     Caucasus Travel  |
|      | •Explore Georgia Ltd   |
|      | Concord Travel     TikaTours Georgia   |
|      | Sakura LTD Georgian Travel Agency  |
| 0-06 | Turkish Embassy Office of the Cultural and   |
|      | Information Counsellor  •CAPPADOCIA CAVE RESORT & SPA  |
|      | •GOVERNORSHIP OF BALIKESIR   |
|      | GOVERNORSHIP OF DIYARBAKIR     GOVERNORSHIP OF ŞANLIURFA   |
|      | •MTI   |
|      | •ORION TOUR  |
| 0-07 | OVERSEAS TOURISM     Bulgaria Ministry of Economy and Energy   |
| 0-08 | Baltic States  |
|      | Malta Tourism Authority National Tourism Organisation of Serbia  |
| 0-10 | 5  |
|      | Melody Tours   |
| 0-12 | Furnel Travel International     Italian State Tourism Board – ENIT   |
|      | •Expo 2015 S.p.A.  |
|      | Wonderful Expo 2015 by EXPLORA     City of Milan   |
|      | MARCHE REGION - DESTINATION MANAGEMENT   |
|      | ORGANIZATION MARCHE TOURISM  |
|      | Alitalia-Compagnia Aerea Italiana S.p.A.     CORTINA TURISMO   |
|      | •Bettoja Hotels  |
|      | MAX HARVEST INTERNATIONAL S.R.L.     ROSCIOLI HOTELS   |
|      | •A.SPI.IN.2000   |
|      | Atlante Hotels Roma     CONSORTIO MARCHE MARAVICI IA   |
|      | CONSORZIO MARCHE MARAVIGLIA     EDEN INCOMING & DMC  |
|      | •ESATOUR SPORT EVENTS  |
|      | Feeling Italy Asia Gate  |
|      | •FH HOTFI S  |
|      | FH HOTELS     Hotel Flora  |
|      | Hotel Flora     NTV-Italo Treno  |
|      | •Hotel Flora   |
| 0-13 | Hotel Flora     NTV-Italo Treno     Wato Tours by Wafe Tours S.r.l.     Trenitalia Aeroflot Russian Airlines   |
| 0 13 | Hotel Flora     NTV-Italo Treno     Wato Tours by Wafe Tours S.r.l.     Trenitalia     Aeroflot Russian Airlines Federal Agency for Tourism, Russia  |
| 0 13 | Hotel Flora     NTV-Italo Treno     Wato Tours by Wafe Tours S.r.l.     Trenitalia     Aeroflot Russian Airlines     Federal Agency for Tourism, Russia     Administration of the Vladimir region Committee for tourism     Agency for tourism of the Government of Irkutsk region   |
| 0 13 | Hotel Flora     NTV-Italo Treno     Wato Tours by Wafe Tours S.r.l.     Trenitalia     Aeroflot Russian Airlines     Federal Agency for Tourism, Russia     Administration of the Vladimir region Committee for tourism     Agency for tourism of the Government of Irkutsk region     Committee for Tourism Development of Saint Petersburg   |
| 0 13 | Hotel Flora     NTV-Italo Treno     Wato Tours by Wafe Tours S.r.l.     Trenitalia     Aeroflot Russian Airlines     Federal Agency for Tourism, Russia     Administration of the Vladimir region Committee for tourism     Agency for tourism of the Government of Irkutsk region   |
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| 0-14 | Hotel Flora NTV-Italo Treno Wato Tours by Wafe Tours S.r.l. Trenitalia Aeroflot Russian Airlines Federal Agency for Tourism, Russia Administration of the Vladimir region Committee for tourism Agency for tourism of the Government of Irkutsk region Committee for Tourism Development of Saint Petersburg INTOURIST JSC "Intour-Khabarovsk" KAMCHATKA EXPLORER TOURISM GUIDE Kamchatintour LLC "Bitomo" LLC "Sunrise Tour" Ministry for Small Business, Entrepreneurship and Consumer Market of Nizhny Novgorod region Ministry of Economic Development of the Republic of Ingushetia Ministry of Culture of the Khabarovsk Territory Government REGIONAL INDEPENDENT ESTABLISHMENT Sport-tourist complex "Gorny Vozdukh" Radisson Royal Hotel & Flotilla State M.Sholokhov Museum-Reserve THE CHECHEN REPUBLIC GOVERNMENT COMMITTEE OF TOURISM The Ministry of sport, tourism and youth policy of the Sakhalin region The State Memorial and Natural Preserve "Museum-estate of Leo Tolstoy "Yasnaya Polyana" Travel and External Affairs Agency of Kamchatskiy krai VOKRUG SVETA Ltd. "Rosa Khutor" mountain resort                                   |

•Iceland Excurions Gray Line Iceland

Air and Travel Marketing

0-17 Japan Youth Hostels, Inc.

| Crui         |   |                | World Food Court   |
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|              | maret bepot, mei  | East           |  |
|              | WILLER GROUP Travel Depot, Inc.   | East<br>Hall 3 | The local "donburi" Grand Prix   |
|              | Diners Club   |                | Mitsui Sumitomo Insurance Co., Ltd.  |
|              | Council of Local Authorities for International Relations                            | MT-39          | Madagascar/Africa  |
| P-19         | NISHITANIDO CO. KYOTO.  |                | GABON EMBASSY  |
|              | Japan IR&C Corporation  |                | Embassy of the Kingdom of Morocco Embassy of the State of Eritrea              |
|              | AIU Insurance Company,Ltd     Tokio Marine & Nichido Fire Insurance Co., Ltd.       |                | Kingdom of Swaziland<br>Embassy of the Kingdom of Morocco                      |
|              | ACEO Insurance  |                | Republic of Malawi   |
|              | Jata Corporation  |                | Republic of Benin  |
|              | World Heritage Academy, NPO   |                | Republic of Congo  |
|              | School of Hospitality and Tourism Management  |                | Democratic Republic of the Congo   |
|              | Joho Center Publishing Co.,Ltd. Salespartner Inc.                                   |                | Embassy of the Republic of Fiji Tahiti Tourisme                                |
|              | Otsuka Pharmaceutical Co., Ltd.   |                | PAPUA NEW GUINEA   |
|              | MERCI CO., LTD.   |                | The principality of Monaco   |
|              | MDS   |                | The English Lake District Japan Forum  |
|              | THE A-ONE   | MT-25          | The Republic of Cyprus   |
| P-09         | Assist All Ltd.   |                | Republic of Moldova  |
|              | •PLANNING Co., Ltd  |                | The Democratic Republic of Timor-Leste   |
| . 00         | •MYLIFE Co.,Ltd   |                | Negara Brunei Darussalam   |
|              | JOY LIFE Co.,Ltd  |                | Federal Democratic Republic of Nepal   |
|              | Japan Association of Travel Agents TABI CHANNEL/CARTOON NETWORK                     |                | TRINIDAD AND TOBAGO Saint Vincent  |
|              | AISHIMU IRYOUKI CO.,LTD   |                | Sint Maarten, Netherlands Antilles   |
|              | mimoto Inc.   |                | CHILE<br>Sint Maarton, Notherlands Aptilles                                    |
|              | VIP GLOBAL CO.,LTD.   |                | BOLIVIA  |
|              | SUGIMOTO CALENDAR Co.ltd  |                | ECUADOR  |
|              | Vision Inc.   |                | NICARAGUA  |
| ۱ra۱         | vel Related Organizations, Services   |                | GUATEMALA  |
|              |   |                | BELIZE   |
| P-22         | •SAADA TRAVEL<br>Volvo Car Japan  |                | The Islamic Republic of Afghanistan DOMINICANA                                 |
|              | • AYAN TRAVEL   |                | Embassy of the Republic of Tajikistan  |
|              | •OWADAN TOURISM   |                | Commerce Marketing   |
| 0-39         | Turkmenistan  | MT-08          | Government of Dubai Department of Tourism                                      |
|              | • Armintour   | MT-07          | SULTANATE OF OMAN  |
|              | •ABIC LLC   |                | Republic of Panama   |
| 0-38         | National Competitiveness Foundation of Armenia                                      | MT-05          | The Republic of Costa Rica   |
|              | FINNAIR   |                | EL SALVADOR / CENTRAL AMERICA  |
|              | Cagliari International Japan Ltd  |                | Embassy of the Republic of Honduras  |
|              | EUROPE SQUARE   |                | St. Lucia  |
|              | G2 Travel Japan Ltd.  | MT-01          | AIU Insurance Co., Ltd.  |
|              | MIKI TOURIST  | Mee            | t the World  |
| 0-32         | COX AND KINGS (JAPAN) LIMITED   |                |  |
|              | Panoramic  Panoramic  |                | Finn Tour  |
|              | •Kompas d.d.  |                | Mainichi Shimbun Travel Service  |
|              | Bled Tourist Board  |                | T-Gate, Inc.   |
|              | Sava Hotels & Resorts     Happy Tours   |                | Shobunsha Publications, Inc. (MAPPLE TRAN                                      |
|              | Palma DMC & Tour Operator     Sava Hotels & Resorts                                 |                | TABI CONCIER CO., LTD.   |
|              | Promet 1&1     Palma DMC & Tour Operator  |                | Kaze travel coltd.   |
| 0-31         | SPIRIT SLOVENIA, Slovenian Tourist Board  • Promet T&T                              | Tab            | i Street   |
| 0-21         | DUBROVNIK AND NERETVA COUNTY TOURIST BOARD  SPIRIT SLOVENIA Slovenian Tourist Board |                | •CHIIKI DUKURI INTERN NO KAI   |
|              | ZAGREB TOURIST BOARD     DURDOVNIK AND NEDETVA COUNTY TOURIST BOARD                 |                | Japan grand prix NPO corporation Gakusei-Jinzai     CHIKI DUKUPI INTERN NO KAI |
| 0-31         |   |                | Ohara-ECO-Project     Ianan grand prix NPO corporation Galvucci- linzai        |
|              | PIEROTH JAPAN K.K. Croatian National Tourist Board                                  |                | Guesthouse KOZUENOYUKI     Obara-ECO-Project                                   |
| 0-20         |   |                | SHINETSU TRAIL CLUB     Guesthouse KOZUENOVUKI                                 |
| 0-29         | AGENCY FOR PROMOTION AND SUPPORT OF TOURISM in Macedonia                            |                | •Sikisaisai-koubou   |
| U-28         | Venice Italy Travel s.r.l   |                | Urato Islands where Love and Dreams flouri     Sikiraisai-koubou               |
|              | CAMINOWAYS.COM SPAIN  | S-03           | Ohrai Nippon Award & 100 women farm inn keepers in J                           |
|              | OHSYU EXPRESS LIMITED(Maxvista Travel)  |                | • Motoyama - cho, Kochi Prefecture   |
|              | • Instituto de Promoción Exterior de Castilla-La Mancha                             |                | •Seiwanosato Co., Ltd.   |
|              | •Madrid Destino Cultura Turismo y Negocios, S.A.                                    |                | Osakana-school company limited   |
|              | •Axencia Turismo de Galicia   |                | •Toyama, Ecchu-Yatsuo, Onagatani   |
|              | Asociación Hispano Japonesa de Turismo  |                | •Egao  |
|              | •El Corte Inglés  | - 02           | •Tohoku shoku no chikara project   |
|              | Area de Turismo-Ayuntamiento de Málaga  |                | Discover   |
|              | Ticket Bureau S.L.  |                | ASO Design Center  |
|              | <ul><li>Turismo de Santiago</li><li>Paradores de Turismo de España, S.A.</li></ul>  |                | Noto Regional Association for GIAHS Promotion and Cooper<br>Sado City          |
|              | •TURISME DE BARCELONA •Turismo de Santiago  |                | GIAHS Promotion Association of Kunisaki Usa A                                  |
|              | Grupo Ciudades Patrimonio de la Humanidad de España     TUDICATE DE PARCEL CALA     | C 01           | tea-grass integrated system" in Shizuoka                                       |
|              | •E.P.G. Turismo y Deporte de Andalucía  | S-01           | Association for Promotion of GIAHS "tradition                                  |
| 0-25         | National Tourist Office of Spain  | S-01           | 3  |
|              | Czech Tourist Authority - Czech Tourism   |                | Globally Important Agricultural Heritage Systems(GIA                           |
| 0-23         | Hungarian National Tourist Office   | Orga           | nizer –Meet the rural areas in Japa  |
| 0 22         | Switzerland Tourism   | Orac           | nizer Most the rural areas in Jane   |
| D-21         |   |                |  |
| )-20<br>)-21 | Japanese Information Bureau in Grindelwald KUONI global travel services             |                | MSC Cruises Japan<br>Royal Caribbean International Celebrity Cruis             |

Cunard Line

Q-03 Yusen Travel Co., Ltd.

Q-04 EURASIA Trains & Tours

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ganizer -Meet the rural areas in Japar
 -O1 Globally Important Agricultural Heritage Systems(GIAHS)
-01 Aso Regional Association for GIAHS Promotion
-01 Association for Promotion of GIAHS "traditional
     tea-grass integrated system" in Shizuoka
-01 GIAHS Promotion Association of Kunisaki Usa Area

    Noto Regional Association for GIAHS Promotion and Cooperation

-01 Sado City
 -01 ASO Design Center
 -02 Discover
     •Tohoku shoku no chikara project
     Egao
     •Tovama, Ecchu-Yatsuo, Onagatani

    Osakana-school company limited

     •Seiwanosato Co., Ltd.
     •Motoyama - cho, Kochi Prefecture
 -03 Ohrai Nippon Award & 100 women farm inn keepers in Japan
     •Urato Islands where Love and Dreams flourish

    Sikisaisai-koubou

     •SHINETSU TRAIL CLUB
     •Guesthouse KOZUENOYUKI
     •Ohara-ECO-Project
     • Japan grand prix NPO corporation Gakusei-Jinzai bank
     •CHIIKI DUKURI INTERN NO KAI
 -01 Kaze travel co.,ltd.
 3-02 TABI CONCIER CO,. LTD.
 5-03 Shobunsha Publications, Inc. (MAPPLE TRAVEL)
S-04 T-Gate, Inc.
5-05 Mainichi Shimbun Travel Service
 -06 Finn Tour
 leet the World
T-01 AIU Insurance Co., Ltd.
 T-02 St. Lucia
T-03 Embassy of the Republic of Honduras
T-04 EL SALVADOR / CENTRAL AMERICA
 I-05 The Republic of Costa Rica
 Γ-06 Republic of Panama
 T-07 SULTANATE OF OMAN
T-08 Government of Dubai Department of Tourism and Commerce Marketing
 T-09 Embassy of the Republic of Tajikistan
T-10 The Islamic Republic of Afghanistan
 T-11 DOMINICANA
 Γ-12 BELIZE
 T-13 GUATEMALA
 Γ-14 NICARAGUA
T-15 ECUADOR
T-16 BOLIVIA
 T-17 CHILE
 T-18 Sint Maarten, Netherlands Antilles
 -19 TRINIDAD AND TOBAGO
 Γ-20 Saint Vincent
 I-21 Federal Democratic Republic of Nepal
T-22 Negara Brunei Darussalam
 I-23 The Democratic Republic of Timor-Leste
 Γ-24 Republic of Moldova
 -25 The Republic of Cyprus
 T-26 The English Lake District Japan Forum
 T-27 The principality of Monaco
 I-28 PAPUA NEW GUINEA
T-29 Embassy of the Republic of Fiji
T-30 Tahiti Tourisme
 T-31 Democratic Republic of the Congo
 Γ-32 Republic of Congo
T-33 Republic of Benin
T-34 Republic of Malawi
T-35 Kingdom of Swaziland
 T-36 Embassy of the Kingdom of Morocco
 Γ-37 Embassy of the State of Eritrea
 -38 GABON EMBASSY
 -39 Madagascar/Africa
 -40 Mitsui Sumitomo Insurance Co., Ltd.
   The local "donburi" Grand Prix
     World Food Court
Iall 1 Japan Food Court
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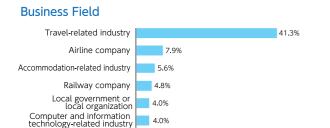
Outrigger Enterprises Group

Polvnesian Cultural Center

## Survey on Visitors and Business Meeting Attendees

## [Business Visitors]

Land operator 2.4%



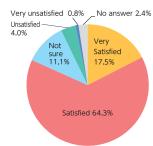
#### Purpose of Visit (possible to choose more than one answer)

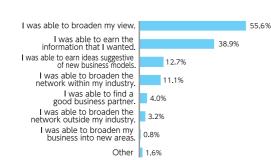




Publishing and media industry 2.4%

Other, unknown



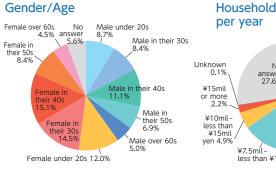


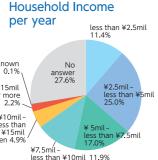
#### Comments

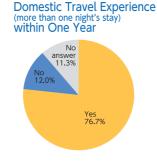
- ·I had a sense of closeness because each booth was trying to sell face to face. (Local government or local organization)
- ·Each booth appealed to its uniqueness and attractiveness. (IT-related industry) ·The event was open until late even on the Trade Day, so I had enough
- time to look around. (Travel-related industry) ·It was informative to feel the local culture because some booths introduced
- tourist cities with their famous gourmet food. (Travel-related industry) ·I felt their enthusiasm toward inbound travel. (Marketing industry)
- ·Food and drink tasting booths were available, and I felt like traveling in the local area. I was able to develop a B-to-B network in such atmosphere. (Travel-related industry)
- $\cdot$ I was able to make good use of my time to look around during the event because the "JATA TABIHAKU" and "Tabi Fair Japan" were integrated as an expanded exhibition (Tourism-related technical college)

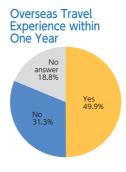
• In addition to collecting information, some visitors came for the purpose of "broadening the network" or "as part of PR activities," About 82% of visitors were satisfied "to broaden their views" or "to earn the information that they wanted."

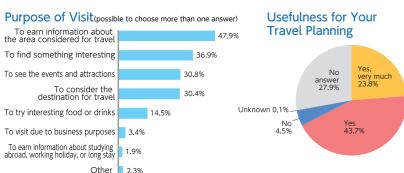
## [General Visitors]











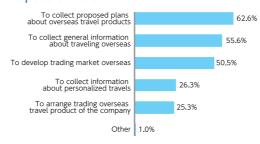
#### Comments

- ·I like to travel, but I wanted to know more about how to have fun. After visiting each booth, I found it very useful for traveling. (Female in her 40s)
- ·I was able to get pamphlets and explanations which I thought were only available in the local areas. (Male in his 40s)
- ·I was able to learn about details of tourist spots that guidebooks would not provide. (Female in her 50s)
- ·I was able to learn about various tourist spots and receive direct advice such as language use or handling with money that I should consider when traveling. (Male in his 40s)
- It was good to see unique ethical dancing that I usually can't easily see.
- $\cdot I$  was able to try tasting various drinks (wines and Japanese sake) and it was useful for my future traveling. (Male in his 20s)

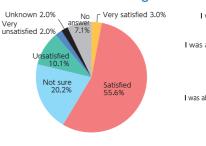
Three-fourths of visitors experienced domestic travel (more than one night's stay) within one year, and half of them experienced overseas travel. Many visitors were in their 30s and 40s (about 50% of all) and active for traveling. • In addition to collecting information, "to find something interesting" or "to see the events and attractions" provided motivation for visiting. Two-thirds of them found the event useful.

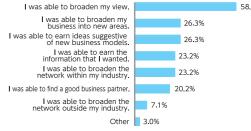
## [Outbound Buyer]

#### Purpose of Visit



#### **Overall Satisfaction Rating**



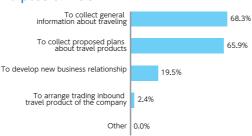


- ·I was able to get a lot of specific proposals from sellers. I found most of them beneficial for sales.
- ·I was able to earn latest information about travelers, hotels and so on. I was also satisfied to
- The operators from overseas were enthusiastic.
- ·I was able to earn a lot of important information to develop new business relationships

■ In addition to collecting information, half of the visitors came to "develop trading market overseas."
■ In addition to broadening their view, one in four visitors answered, "I was able to broaden my business into new areas" or "I was able to earn ideas suggestive of new business models."

## [Inbound Buyer]

#### Purpose of Visit



·It was informative to earn the proposed

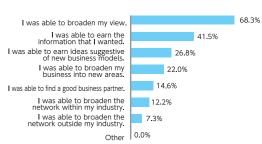
With specific materials available, it was

easy for me to get an image in my mind.

plans and information that I wanted.



·I am grateful to have detailed meetings with people from organizations and centers that I usually don't have a chance for in business meetings.



·I was able to get advice about how to make appealing the plans that were not sold well and about our weak points.

● Two-thirds of the visitors came "to collect proposed plans about travel products" and evaluated that they were able to "broaden their views." •73% of the visitors answered either "very satisfied" or "satisfied."

We have received the following comments from participants; they may participate in JATA Tourism EXPO 2015 also.

#### [Outbound Seller]

- ·I was able to show our new catalog for the next fiscal year and introduce our new products. I expect an increase in customer inquiries.
- ·I met representatives from travel agencies responsible for corporate sales. I produced good results in our PR.
- ·I want to meet more buyers. It would be even better if I could meet people from travel agencies from regional areas. I usually do not have a chance to meet such people
- ·I have deepened my understanding of the Japanese market. (Overseas)
- · I received feedback from buyers. I was also able to promote our new products. (Overseas)

#### [ Domestic Travel Seller]

- ·I was given sufficient time for each business meeting. It was a great experience.
- ·I was able to hold talks with people from other companies in an efficient manner. They took time to listen to what I had to say I also gathered various kinds of information.
- $\cdot I$  have learned the needs of travel companies. I also promoted our town. ·I was able to hold business talks with people
- from many companies. It was great. ·Many buyers liked the material we created for this event. So, we have learned that what

### [Media Meeting]

- ·I have been relying too much on my contacts in regional municipalities when I covered traveling or gourmet food. It was a great day today because I met a variety of people.
- ·It was a great opportunity to sell our services. It was more effective than contacting potential clients individually. People who were interested in our media services dropped by. So, the business talks went smoothly
- ·I began to exchange information with several municipalities and overseas tourism agencies, even though I have not come up we were doing was generally correct. with any specific plan at this time.

#### [Observation Tour]

- This event helped me add more details to my creative work.
- ·Those engaged in business talks looked very proactive.
- ·You can negotiate directly with people who are responsible. So, it
- is easier to produce actual results. ·You can obtain information useful for the creation of actual travel products.
- ·Someone kindly took time to explain things to me in a personal way

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Meet potential partners and find business opportunities through Business Meetings and Media Meetings.

## PR Activities

## [Logo]

## ツーリズム EXPO ジャパン

## **The Power of Travel** JATA Tourism EXPO Japan prospers communities

- The logo was designed with "J," the initial letter for JAPAN, as a motif. Five colors and spirals that represent the world's five continents express the connectedness of the world. The name of the event was written in a simple Gothic font so that it could easily be recognized.
- We created the logo and advertising messages in both Japanese and English since exhibitors gathered from both Japan and abroad. The event catered to both general consumers and those in the industry. Therefore, we carried out a strategic branding campaign in accordance with the purpose of our publicity and advertising efforts. For consumers, we emphasized that JATA Tourism EXPO Japan was one of the largest and most comprehensive tourism events in the world, so that they could easily picture the size and scope of our activity. The slogan "The Power of Travel - prospers communities -" was designed to create the sense of excitement and help with exhibitors' PR endeavor. For people in the industry, including exhibitors, participants to business talks, and those who were visiting from overseas, we created the slogan "The power of travel prospers communities." Our hope was that JATA Tourism EXPO Japan would become a platform for those in the tourism industry to work together to help revitalize society.

## [Key Visual]



- For key visual, we used the world-famous Japanese ukiyo-e as a motif to create an image depicting domestic travel, travel to Japan from abroad, and travel to abroad from Japan in a threefold fashion. The use of ukiyo-e has made it possible to come up with a highly unique advertisement.
- We used Utagawa Hiroshige's "Nihon-bashi asa no kei" as a background image to express the sense of excitement about traveling to a new destination. The goal was to encourage many people to visit JATA Tourism EXPO Japan, a newly created event.

## [Advertising Media]

#### **Public Transportation**

[JR]



Posted: Aug.22-Sep.28

[Yurikamome]

Keihin Tohoku Line, Yamanote Line, Chuo Line, Saikvo Line, Chuo Kaisoku Line, Chuo Sobu Line, Keivo Line Total: 7.250 Posted: Sep.23-24

86.480 flyers (A4) Distributed: Aug.26-Sep.2

[Tokyo Metro]



Poster advertising (B1) 60 posters Posted: Sep.15-25

## [Posting example]







## [Internet Promotion]

Used online media to advertise detailed information, guided users to the official website, raised traffic

#### Travel Websites, Web portals

Early September-

Distributed advertisements through e-mail to members and published feature articles and created banner advertisements for general users. Targeted travel enthusiasts and potential enthusiasts.



#### **Listing Ads**

Aug.5- (1 month)

Created keyword-targeted advertisements for specific needs of online users to attract travel enthusiasts. Guided users to important information we wanted them to see

#### Official WEB site

- Detailed infomation
- Stage program, Event program Sponsors, Exhibitor information
  - Sponsors banner ads



#### Website page views

BtoC 1,663,314 (2013)  $\rightarrow$  2,054,734 (2014) UP 123.5% BtoB 357,770 (2013) → 438,519 (2014) UP 122.6% Total: 2,021,084 (2013) → 2,493,253 (2014) UP 123.4% \* The figures for 2013 are from JATA "TABIHAKU" Travel Showcase 2013.

#### YDN/GDN (Display Network)

September-

Created online ads on websites on traveling and those related to traveling.

Targeted travel enthusiasts and potential enthusiasts



#### Facebook/Twitter

Jun.25-Sep.28 (Ad Campaign Jul.7-Aug.6) Released timely information on Facebook and Twitter. Conducted ad campaigns on Facebook targeting people who love traveling. (Number of "Likes": 8,700)

## 安心と便利しか得て始を確される ふみ出す人に、世界は微笑む。 ふみ出す人に、世界は微笑む。 B3 posters inside Yurikamome trains

Advertisement at Shimbashi Station W 3,360 mm × H 2,400 mm, 1 sheet Posted: Sep.22-28 Posted: Sep.15-28

# Posters next to train doors (B4)

inside Yurikamome trains Posted: Sep.1-30

#### Magazines, Free Publications, Newspapers

FLYING POSTMAN, October issue



FLYING POSTMAN



#### Asahi Shimbun advertisement created by the advertising division A 20-"dan" advertorial in the Tokyo evening edition on Sep.26 (circulation: about 1.7 million) (1dan=382mm×32mm)



A 2-"dan" advertorial Sep.5 (evening)





Sep 12 (evening)



#### Yomiuri Shimbun A 10-"dan" advertorial Sep.5 and 12, Tokyo headquarters edition (evening)



Mainichi Shimbun

A half size 2-"dan" black-and-white ad Sep.25 Tokyo headquarters edition (morning, evening) (half size 1dan=188mm×32mm)

Yomiuri Shimbun Sep.5 and 12(morning) Sep.19 and 24 (evening) (half size 1dan=189mm×32mm)



## **Publicity Activities**

## TV, Newspapers, Online News Covered by 1,252 Media Outlets

#### [15 Television Programs]

JATA Tourism EXPO Japan 2014 was covered by 15 television programs aired by NHK and other major stations nationwide.

JAPAN NIGHT was the headline news on TV Tokyo's World Business Satellite. Fuji Television Network's Mezamashi Saturday broadcast the event live. It was also aired on Nippon Television Network's Zip! for about 10 minutes and on TBS' King's Brunch for about 6 minutes.

## [79 Media Outlets, Including National Papers, News Services, Sports Papers]

JATA Tourism EXPO Japan 2014 was printed in the Asahi Shimbun and the Yomiuri Shimbun, distributed by Kyodo News and Jiji Press, and printed in local newspapers. SANKEI EXPRESS featured a joint news conference on Japan Travel Week.



■ NHK News Sep.26(Fri.) 14:02-(1.24 minutes)



Mezamashi Saturday, Fuji Television Network Sep.27(Sat.) 8:08-(4.57minutes)



■TV Tokyo, World Business Satellite



Zip!, Nippon Television Network



■Hochi Shimbun, Sep.26(Fri.)



#### [28 Magazines]

28 magazines, including Shukan Shincho, carried articles on the event. Shukan Shincho featured a two-page spread showing photos of Kaoru Kanetaka, chief judge for Tour Grand Prix, enjoying the exhibit.





#### [1,127 Online Media Outlets]

JATA Tourism EXPO Japan 2014 was widely covered on the websites of the Asahi Shimbun, Mainichi Shimbun, JiJi Press, and a variety of other organizations. Japan Travel Week and JAPAN NIGHT were featured in Searchina. A total of 1,127 websites, including highly influential portal sites such as Yahoo!, picked up the event.

#### [3 Radio Stations]

TBS, J-Wave, and FM Fuji, radio stations covering the Tokyo metropolitan area, introduced the event.





#### [Joint Press Conference (Japan Travel Week)]

Many journalists participated in Japan Travel Week, a joint press conference held on Sep.25 (Thu.). With many of media coverage after the press conference, we welcomed increased number of visitors.



## Organizers, Sponsors, Supporters

#### ■ Event Name:

JATA Tourism EXPO Japan 2014

■ Organizers: Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA)

#### ■Organizing Committee

<Chairman>

Norio Yamaguchi Chairman & CEO, Japan Travel and Tourism Association Representative Director, Chairman of the Board, Ajinomoto Co., Inc.

<Vice Chairman>

Hiromi Tagawa Chairman, Japan Association of Travel Agents / Chairman of the Board, JTB Corp.

<Memhers>

Hiroyuki Ishige Chairman, Japan External Trade Organization

Susumu Ishihara Chairman, Kyushu Tourism Information / Senior Executive Adviser, Kyushu Railway Company

Mutsutake Otsuka Vice Chairman, Keidanren / Chairman, Committee on Tourism of Keidanren / Executive Adviser to the Board, East Japan Railway Company

Masaru Onishi Director, Chairman, Japan Airlines Co., Ltd. , / Vice Chairman Japan Travel and Tourism Association

Yoji Ohashi Chairman of the Board Directors, ANA Holdings Inc., / Vice Chairman Japan Travel and Tourism Association

Takao Kawanishi President and Chief Executive Officer, JCB Co., Ltd.

Jungo Kikuma Chairman & CEO, World Air-Sea Service Co., Ltd. / Vice Chairman Japan Association of Travel Agents

Tetsuya Kobayashi President, Japan Hotel Association / Chairman, Imperial Hotel Ltd.
Shunichi Samura Chairman, Japan Department Stores Association / Chairman, J. Front Retailing Co., Ltd.

Hiroshi Suda The Japan Chamber of Commerce and Industry / Counselor, Central Japan Railway Company / Director, Japan Travel and Tourism Association

Damien Dome Chairman, ANTOR-JAPAN / Director, Belgian Tourist Office for Brussels and Wallonia Japan Branch

Satoru Haritani Chairman, Japan Ryokan & Hotel Association / Chairman, Yumoto-kan
Toshihiro Nikai President, All Nippon Travel Agents Association(ANTA) / Member, House of Representatives

Mitsuo Hashimoto Secretary General, National Governors' Association

Ryoichi Matsuyama President, Japan National Tourism Organization (JNTO)

Kazuaki Maruo President and Chief Executive Officer, Nippon Travel Agency Co., Ltd. Vice Chairman, Japan Association of Travel Agents

Katsuhisa Yoshikawa Chairman of the Board, KNT-CT Holdings Co.,Ltd. / Vice Chairman Japan Association of Travel Agents

#### ■Executive Committee

<Chairman>

Jungo Kikuma Vice Chairman, Japan Association of Travel Agents

<Vice Chairman>

Hiromi Tagawa Chairman, Japan Association of Travel Agents

Yoichi Minami President & COO, Japan Travel and Tourism Association

<Executive Members>

Koji Ikehata  $\,$  Executive Officer, General Manager Overseas Travel Department, KNT-CT Holdings Co.,Ltd  $\,$ 

Atsushi Takahashi Deputy General Manager, Marketing Department, East Japan Railway Company

Katsuichi Takimoto Executive Officer, Managing Director, Nippon Travel Agency

Akihiro Hosono  $\,$  Director, Group Headquarters, General Manager, Travel Marketing & Strategy Department, JTB Corp.

Members>

Kunihiro Ishikawa Vice Chairman, TOPTOUR CORPORATION

Hiroshi Uyama Vice President Tourism Promotion, Japan Airlines Co.,Ltd.

Yasutoshi Kanda  $\,$  Deputy General Manager, Sales Department, International Sales PRINCE HOTELS, INC.

Fumihiro Sakakibara President, Mile Post Consultants, Inc

Yoshihiko Baba Director, NOE Corp.

Yoshikazu Higashi Chairman & CEO, Okinawa Tourist Service Inc.

Yoshitomo Yonekura Senior Vice President, Regional Sales Headquarters All Nippon Airways Co., Ltd.

■Support: Ministry of Land, Infrastructure, Transport, and Tourism (MLIT); Japan Tourism Agency, Ministry of Internal Affairs and Communications; Ministry of Foreign Affairs; Ministry of Agriculture, Forestry, and Fisheries; Ministry of Economy, Trade, and Industry; Ministry of the Environment; Tokyo Metropolitan Government; Japan National Tourism Organization (JNTO); Japan External Trade Organization (JETRO)

■ Project Organization: JATA Tourism EXPO Japan Promotion Office

■ Project Production: Jata Corporation, Dentsu Inc.

■ Official Sponsor: JCB International Co., Ltd.

#### ■ Project Sponsors:

#### [JAPAN NIGHT]

(Co-Organizer) Japan Tourism Agency, Japan National Tourism Organization (JNTO) (Sponsors) All Nippon Airways Co., Ltd., Japan Airlines Co., Ltd.

[International Tourism Forum]

(Badge & Strap Sponsor) Malaysia Tourism Promotion Board

〈Lunch Reception Sponsor〉 Malaysia Tourism Promotion Board

(Forum Bag Sponsor) Tourism Authority of Thailand

#### [Business Meeting]

(Sponsors) All Nippon Airways Co., Ltd., Japan Airlines Co., Ltd., PILOT Corporation Philippines Tourism Promotions Board, Prince Hotels & Resorts

#### [Travel Showcase]

(Gold Sponsor) Malaysia Tourism Promotion Board

(Silver Sponsors) AIRBUS, Genting Singapore PLC

All Nippon Airways Co., Ltd., Tourism Authority of Thailand, NARITA INTERNATIONAL AIRPORT CORPORATION, Japan Airlines Co., Ltd.

East Japan Railway Company, Mitsui Fudosan Co., Ltd.

(Bronze Sponsors) Oriental Land Co., Ltd.

Tokio Marine & Nichido Fire Insurance Co., Ltd, Philippines Tourism Promotions Board (Allied Sponsors) Hokkaido Railway Company, Central Japan Railway Company West Japan Railway Company, Shikoku Railway Company, Kyushu Railway Company

#### Advertising Sponsors:

#### [Advertisements outside the Hall]

 $\langle {\rm Galleria~Banners} \rangle$  JCB International Co., Ltd.

Expo 2015 S.p.A., Italian State Tourism Board, Kenya Tourist Board

(Galleria Pillar Wraps) Japan Airlines Co., Ltd., Japan Recreational Vehicle Association

(Poster Board Advertisements on Moving Walkway) JCB International Co., Ltd.
Tokio Marine & Nichido Fire Insurance Co., Ltd., Expo 2015 S.p.A., Italian State Tourism Board

Proexport Colombia, VELTRA Corporation

(Entrance Gate Signboard Advertisement) Expo 2015 S.p.A., Italian State Tourism Board

[Site Advertisements]

(Hanging Banners) East Japan Railway Company, West Japan Railway Company Expo 2015 S.p.A., Italian State Tourism Board, Ministry of Tourism and Creative Economy, Republic of Indonesia

 $\langle {\sf Entrance\ Floor\ Advertising} \rangle$  Expo 2015 S.p.A., Italian State Tourism Board,

Tajima Furusatozukuri Association

〈Pillar Wraps〉 JCB International Co., Ltd.,

Expo 2015 S.p.A., Italian State Tourism Board
[Site Promotion]

(Exhibit Guidebook Advertisers) JCB International Co., Ltd., Malaysia Tourism Promotion Board Tourism Authority of Thailand, Japan Airlines Co., Ltd., Tokio Marine & Nichido Fire Insurance Co., Ltd. Expo 2015 S.p.A., Italian State Tourism Board, Ministry of Tourism and Creative Economy, Republic of Indonesia, Cooperative Kusatsu Onsen Ryokan, JTB Media-Retailing Corp., Japan Recreational Vehicle Association, FINNAIR, Macau Government Tourist Office (Official Website Banner Advertisers) Expo 2015 S.p.A., Italian State Tourism Board Kenya Tourist Board, Turner Japan K.K., Japan Recreational Vehicle Association FINNAIR, Fuji Television Network Inc.

#### Cooperation With:

Akita City Kanto Festival Association, Gakuon Unity Face, Katayama Kogyo Co., ltd., CAGLIARI INTERNATIONAL JAPAN Ltd., JAPAN INTER-CULTURE FOUNDATION, CosmoAIR Ltd., Japan Karatedo Federation, Zenmenkyo, Inc., Tamasushi Corporation., TSUKIJI Food Town Project Council, Tokyo Metro Co., Ltd., Japan Sake and Shochu Makers Association, The Nihon Sumo Kyokai, PILOT Corporation, Halal Japan Business Association, FOUR SEEDS Corporation, FOOD ACTION NIPPON, FUMAKILLA LIMITED

(As of Sep. 28, 2014)

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