



The Power of Travel

REPORT

Tourism EXPO Japan 2017

September 21 (Thu) – 24 (Sun), 2017 Tokyo Big Sight

Modern Travel: Visit. Participate. Enjoy.

Tourism EXPO Japan 2017

In the first year of the second stage, the event welcomed 191,577 visitors.

No. of Exhibitors **130** countries / regions
Japan's **47** prefectures
1,310 companies and
organizations

No. of Visitors **A total of 191,577**

Sept. 21 (Trade / Press Day) 8,671

Sept. 23 (General Public Day) 74,040

Sept. 22 (Trade / Press Day) 42,057

Sept. 24 (General Public Day) 66,809

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



Tourism EXPO Japan 2017 Draws 191,577 Visitors, Topping Record

Tourism EXPO Japan 2017, one of the world's largest travel events, now in its fourth year running, was held by the Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA) and the Japan National Tourism Organization (JNTO) from Thursday, September 21 to Sunday, Sept. 24 at Tokyo Big Sight where it drew a record-breaking 191,577 visitors. It also generated 1,310 corporations and organization from 130 countries and regions, including 47 Japanese prefectures, both setting record highs.

Following the past three years -- referred to as "hop" (2014), "step" (2015) and "jump (2016)" -- Tourism EXPO Japan 2017 under the theme "Modern Travel: Visit. Participate. Enjoy." centered on B2B promotion opportunities for the travel industry stemmed from the foundation created over the past three years. Other components included the Ministerial Round Table and Symposium, which was organized in keeping with 2017 designated as "International Year of Sustainable Tourism for Development" by the United Nations; the Japan Tourism Awards ceremony, Welcome Receptions (Japan/World) and business meetings.

With the addition of a new business meeting section for inbound land operators to the existing outbound/domestic business meetings, a total of 6,886 business negotiations were generated (up 250% over the last year). The organizers strengthened collaboration with JNTO's VISIT JAPAN Travel &

MICE Mart 2017 as well as organized a comprehensive exhibition for inbound tourism businesses in conjunction with Nikkei, Inc.

For consumers, themed travel, such as industrial tours, national parks and Japan Heritage introduced through hands-on experiences, events and VR (virtual reality), generated greater attention.

Tourism EXPO Japan 2018 will be held for the 4 days from Thursday, Sept. 20 to Sunday, Sept. 23 at Tokyo Big Sight. We continue to make efforts to vitalize the tourism industry toward the next events in 2019 in Osaka and 2020 in Okinawa.



From left: Shiho Takada, Miss Japan/Miss Kimono; Norio Yamaguchi, Chairman of Japan Travel and Tourism Association, Hiromi Tagawa, Chairman of Japan Association of Travel Agents, Ryoichi Matsuyama, Chairman of Japan National Tourism Organization.

Results of Tourism EXPO Japan

	2014		2015		2016	
No. of Exhibitors	151 countries / regions Japan's 47 prefectures 1,129 companies and organizations		141 countries / regions Japan's 47 prefectures 1,161 companies and organizations		140 countries / regions Japan's 47 prefectures 1,181 companies and organizations	
No. of Visitors	Sept. 26 (Trade / Press Day)	41,063	Sept. 24 (Trade / Press Day)	5,860	Sept. 22 (Trade / Press Day)	7,011
	Sept. 27 (General Public Day)	61,649	Sept. 25 (Trade / Press Day)	40,622	Sept. 23 (Trade / Press Day)	42,023
	Sept. 28 (General Public Day)	54,877	Sept. 26 (General Public Day)	64,959	Sept. 24 (General Public Day)	70,012
	A total of	157,589	Sept. 27 (General Public Day)	62,161	Sept. 25 (General Public Day)	66,798
			A total of	173,602	A total of	185,844
*Visitors of JAPAN NIGHT (Nihonbashi Area): 15,200						



Tourism EXPO Japan 2017's **5** Events

International Conference covering global perspectives with the World Tourism Organization (UNWTO) and the WORLD TRAVEL AND TOURISM COUNCIL (WTTC)

① Tourism EXPO Japan Forum

Supplier exhibitors (sellers), travel companies (buyers) and media can feel the effects

② Outbound / Domestic Business Meetings

Media Meetings, Japan Tour Operator Business Meetings

Tourism information from 47 Japanese prefectures, 130 overseas countries and 1,310 companies and organizations under one roof

③ Exhibition - 2,130 Exhibit Booths

Enhance "Power of Travel" in Japan, globally to becoming "A Leading Tourism Nation"

④ Japan Tourism Awards

Enforcing B to B networking for the travel industry in two venues for international and domestic and inbound tourism.

⑤ WELCOME RECEPTION JAPAN WELCOME RECEPTION WORLD

New

New Opportunities in Cross-industry Business Meeting!

Japan Inbound Tourism Business EXPO (in conjunction with Nikkei Inc.)

PICK UP!

JAPAN TRAVEL MONTH 2017

Monthly projects aimed at stimulating travel opportunity in the fall season, conducted with the public and government (Japan Sports Agency, Agency for Cultural Affairs, Japan Tourism Agency and Ministry of the Environment)

スポーツ、文化
そして、自然を感じて旅する秋



J A P A N
T R A V E L
M O N T H



The three organizers of the Tourism EXPO Japan launched the monthly project "JAPAN TRAVEL MONTH" in 2016 to stimulate travel opportunities in the fall season in cooperation with the Japan Sports Agency, Agency for Cultural Affairs and the Japan Tourism Agency. The Ministry of the Environment joined in 2017 to further broaden its recognition among consumers. In the project, travel products are created using materials provided by the participating ministries aiming to widen the travel opportunities in the fall season and to create a synergy effect during Tourism EXPO Japan.

Period: Thursday, Sept. 21 – Friday, Nov. 3, 2017

Objective (to visit and experience)

- 1) 8 National Parks designated by Ministry of the Environment
- 2) Japan Heritage certified by Agency for Cultural Affairs
- 3) Sport events related to tourism

Schedule of Tourism EXPO Japan 2017

Day	Venue	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	
Thursday, Sept. 21	International Conference Room	Opening Ceremony 9:30 - 9:45			Global Tourism Forum • Keynote Speech • TEJ Ministerial Round Table	10:30~12:30											
	Conference Rooms 605 - 608	Japan Tourism Awards 9:45 - 10:30						Asian Tourism Leaders' Forum 13:30 - 17:15				WTTC Networking Reception 17:00 - 18:15					
	Conference Tower Reception Hall (1F)													WELCOME RECEPTION WORLD 18:30 - 21:00			
	East Exhibition Hall 6	Outbound / Domestic Business Meetings / Japan Tour Operator Business Meetings / Media Meetings 9:30 - 18:00 Inbound Tourism Business EXPO 10:00 - 18:00															
	East Exhibition Hall 8													WELCOME RECEPTION JAPAN 18:30 - 21:00			
Friday, Sept. 22	Conference Rooms 605 and 606	Thematic Symposia		Domestic Tourism Symposium 10:00 - 12:00		Inbound Travel to Japan Symposium 13:00 - 14:30	Overseas Travel Symposium 15:30 - 17:00										
	Conference Rooms 607 and 608	Industry Academic Cooperative Forum	Tourism Industry Study Seminar 10:00 - 13:00					Industry-Academic Cooperative Tourism Seminar 14:00 - 17:00									
	Conference Room 703	Tourism Innovation Seminars	Japan Environmental Education Forum Seminar 9:30 - 12:30			Universal Tourism Symposium 13:30 - 15:00			Luxury Travel Seminar 16:00 - 17:30								
	Conference Tower Reception Hall (1F)													VJTM2017 Networking Reception 19:00 - 20:30			
	East Exhibition Halls 1-6	Tourism Professional Seminars 10:00 - 18:00														In-booth Reception 18:30 - 20:00	
		Outbound / Domestic In - booth Business Meetings 10:00 - 18:00															
Travel Showcase (Trade and Press Day) 10:00 - 18:00 Sports Tourism												Appreciation Get-together 18:00 - 20:00					
Inbound Tourism Business EXPO / Japan Tour Operator Business Meetings 10:00 - 18:00																	
Saturday, Sept. 23	East Exhibition Halls 1-6&8	Travel Showcase & In - booth Business Meetings (General Public, Trade and Press Day) 10:00 - 18:00 Sports Tourism															
		Inbound Tourism Business EXPO / Japan Tour Operator Business Meetings 10:00 - 18:00															
	Conference Rooms 605 and 606	Tourism Innovation Seminars					Regional Vitalization Networking Forum 13:00 - 15:00										
Sunday, Sept. 24	East Exhibition Halls 1-6	Travel Showcase & In - booth Business Meetings (General Public, Trade and Press Day) 10:00 - 17:00 Sports Tourism										Closing Ceremony Grand Finale 16:30 - 17:00					
Thursday Sept. 21 Saturday Sept. 23	East Exhibition Hall 7	VISIT JAPAN Travel & MICE Mart 2017 (VJTM2017) Organizer: JNTO															

Tourism EXPO Japan 2017 Venue

Tokyo Big Sight

WELCOME RECEPTION JAPAN
Sept. 21 (Thu)

THREE FRIENDS TALK & CONCERT
Sept. 23 (Sat)

VJTM2017
Sept. 21 (Thu) - Sept. 23 (Sat)

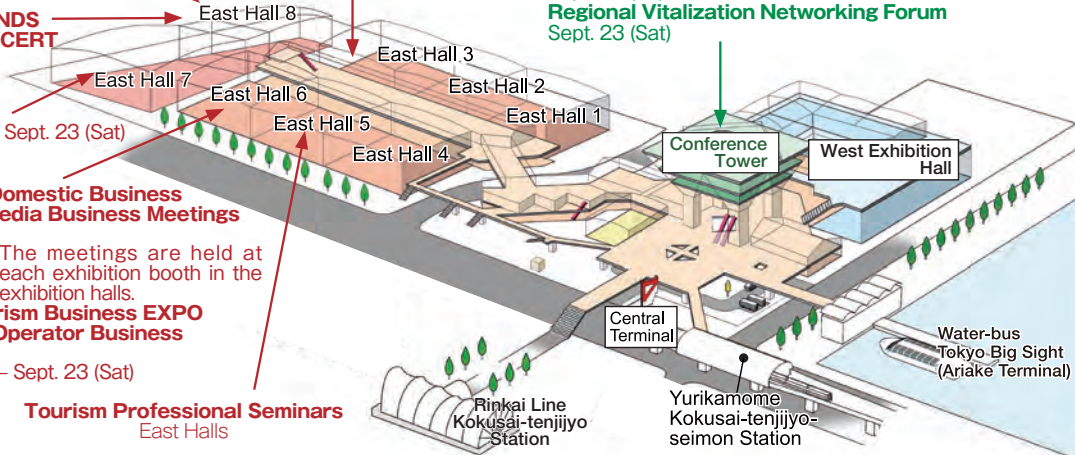
Outbound / Domestic Business Meetings / Media Business Meetings
Sept. 21 (Thu)
*Sept. 22 (Fri): The meetings are held at each exhibition booth in the exhibition halls.

Inbound Tourism Business EXPO Japan Tour Operator Business Meetings
Sept. 21 (Thu) - Sept. 23 (Sat)

Tourism Professional Seminars
East Halls

Exhibition
East Halls 1-6
Sept. 22 (Fri) - Sept. 24 (Sun)

Opening Ceremony
Japan Tourism Awards
Global Tourism Forum
Asian Tourism Leaders' Forum
WELCOME RECEPTION WORLD
Sept. 21 (Thu)
Thematic Symposia
Tourism Innovation Seminars / Industry Academic Cooperative Forum
Sept. 22 (Fri)
Regional Vitalization Networking Forum
Sept. 23 (Sat)



VISIT JAPAN Travel & MICE Mart 2017 Concurrent Event
Sept. 21 (Thu)-Sept. 23 (Sat) East Hall 7



Tourism EXPO Japan 2017 Begins: Event Underscores Theme of “New Form of Tourism”

In his opening greeting, Mr. Norio Yamaguchi said that, “Although the world faces problems such as terrorism and the refugee crisis that disrupt the communication of people, we in tourism would like to promote the power of communication together with everyone.”

Following his greeting, Mr. Keiichi Ishii, Minister of Land, Infrastructure, Transport and Tourism, recognized that “tourism contributes largely not only to the economy, but also to the co-existence of society, preservation of the environment, culture, peace and safety. It is important to maintain this co-existence.” He also emphasized that “tourism remains the key for regional revitalization

and serves as a major pillar in growth strategy. Government as a whole, public and private sectors together, we will continue toward the realization of becoming a developed tourism nation.”

Guests: Mr. Keiichi Ishii, Minister, Ministry of Land, Infrastructure, Transport and Tourism / Mr. Kazuo Yana, Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism / Mr. Akihiko Tamura, Commissioner, Japan Tourism Agency Ministry of Land, Infrastructure, Transport and Tourism

Organizers: Mr. Norio Yamaguchi, Chairman & CEO, Japan Travel and Tourism Association / Mr. Hiromi Tagawa, Chairman, Japan Association of Travel Agents / Mr. Ryoichi Matsuyama, President, Japan National Tourism Organization

Global Tourism Forum Sustainable Tourism for Development

Sept 21 (Thu) Tokyo Big Sight, Conference Tower 7F, International Conference Room

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

Forum Strap: Tourism Authority of Thailand

Forum Coffee Break: Club Med

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

Part 1 Keynote Speech

Tokyo Big Sight, Conference Tower 7F
International Conference Room Sept 21 (Thu), 10:30 - 11:00

Theme Sustainable Tourism for Development

Efforts by Mexico and Malaysia were introduced in the keynote speech

Efforts by Mexico and Malaysia, nations recognized in growing their tourism industry, were introduced at the Global Tourism Forum.

Mr. Javier Guillermo, Chief of the International Affairs Division for the Secretary of Tourism United Mexican States, read the speech on behalf of the Honorable Mr. Enrique de la Madrid Cordero, Secretary of Tourism, United Mexican States who had to return to Mexico due to the large-scale earthquake in Mexico City. In the speech, he shared the historic background how the economy of Mexico, once reliant on petroleum, had transformed to become an open market supported by multiple industries including tourism. Tourism also serves as the key in measurable terms involving economic gaps among areas, reducing poverty, saving the environment, preserving traditional culture, and addressing overpopulation in the metropolitan areas. The Mexican government will conduct tourism development support involving SME (small and medium-sized enterprises) and remote area.

It was followed by the Honorable Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture, Malaysia, who emphasized the importance of more “inclusive and sustainable” tourism development. Malaysia aims to establish itself as the world's largest ecotourism destination, with goals aimed at increasing in the number of inbound visitors by 150% by 2020, with an increase in tourism spending by 300%. He also revealed that the eco-resort development plan in the Perhentian Islands in Terengganu is a project that calls for the full participation of all stakeholders, strong leadership, continual monitoring and the ability to solve problems to attain its goals.

Collaboration: 



Mr. Javier Guillermo

The Honorable Dato' Seri Mohamed Nazri bin Abdul Aziz

Keynote speaker

The Honorable Enrique de la Madrid Cordero
(Secretary of Tourism, United Mexican States)
(Presented by Mr. Javier Guillermo, Chief of the International Affairs, Division for the Secretary of Tourism, United Mexican States)

The Honorable Dato' Seri Mohamed Nazri bin Abdul Aziz
(Minister of Tourism and Culture, Malaysia)



Part 2 **Tourism EXPO Japan Ministerial Round Table** in collaboration with UNWTO

Sept 21 (Thu)
11:00 - 12:30

First Ministerial Round Table Held in Tokyo Reveals Efforts of Global Sustainable Tourism



The Ministerial Round Table (Part 2 of the Global Tourism Forum) addressed sustainable tourism with 13 tourism ministers and directors of tourism and national associations, representatives from the United Nations World Tourism Organization (UNWTO), the World Travel & Tourism Council (WTTC), and the Pacific Asia Travel Association (PATA.)

It marked the inaugural efforts to conduct a Round Table on tourism with a wide representation from Asia, Africa, Europe, Oceania, and South America. Concrete efforts and examples from each country, initiatives and goals for the future were shared, in part due to the United Nations having proclaimed 2017 as the “International Year of Sustainable Tourism for Development.”

Representing the host country of Japan were Mr. Akihiko Tamura of Japan Tourism Agency and Mr. Tetsuro Tomita, the Japan Business Federation (Keidanren) in this session. In a video message Dr. Taleb Rifai, Secretary-General, UNWTO, called to all the audience that “the realization of the international sustainable development by 2030 depends on how we in the tourism industry can contribute.”

Ms. Anita Mendiratta, Special Advisor to the UNWTO Secretary-General, served as moderator of the session.



Video Message: Dr. Taleb Rifai (Secretary-General, UNWTO)

Club Med Café in the conference tower

Club Med hosted a cafe on trade and press days, Thursday, Sept. 21 and Friday, Sept. 22, offering coffee break space to the participants of the Global Tourism Forum and symposium.



Moderator:

Ms. Anita Mendiratta (Special Advisor to the Secretary-General of the UNWTO)

Panelists:

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

H.E. Mr. Chantha Tith (Deputy Minister of Tourism, Kingdom of Cambodia)

Dr. Adla Ragab (Vice Minister of Tourism, Arab Republic of Egypt)

Mr. Christian Mantei (General Manager, Atout France, French Republic)

Mr. Akihiko Tamura (Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism)

Mr. Sergejus Tichomirovas (Advisor to the Minister of Economy, Republic of Lithuania)

The Honorable Dato' Seri Mohamed Nazri bin Abdul Aziz (Minister of Tourism and Culture, Malaysia)

H.E. Mr. U Ohn Maung (Union Minister for Hotels and Tourism, Republic of the Union of Myanmar)

H. E. Ms. Marcela Bacigalupo (Minister of the National Tourism Secretariat, Republic of Paraguay)

H.E. Ms. Wanda Corazon T. Teo (Secretary, Philippine Department of Tourism, Republic of the Philippines)

H.E. Ms. Tokozile Xasa (Minister of Tourism Republic of South Africa)

H.E. Ms. Kobkarn Wattanavrangkul (Minister of Tourism and Sports, Kingdom of Thailand)

H.E. Mr. Aziz A. Abdukhakimov (Chairman, The State Committee of the Republic of Uzbekistan for Tourism Development)

Mr. Tetsuro Tomita (Chair, Committee on Tourism Japan Business Federation, President and CEO, East Japan Railway Company)

Ms. Sarah Mathews (Chairperson, Pacific Asia Travel Association)

Mr. Xu Jing (Director - Executive Secretary of the General Assembly and Executive Council, Regional Director for Asia and the Pacific, UNWTO)

Mr. Gerald Lawless (Chairman, World Travel & Tourism Council)



Ms. Anita Mendiratta



Mr. John O'Sullivan



H.E. Mr. Chantha Tith



Dr. Adla Ragab



Mr. Christian Mantei



Mr. Akihiko Tamura



Mr. Sergejus Tichomirovas



The Honorable Dato' Seri Mohamed Nazri bin Abdul Aziz



H.E. Mr. U Ohn Maung



H.E. Ms. Marcela Bacigalupo



H.E. Ms. Wanda Corazon T. Teo



H.E. Ms. Tokozile Xasa



H.E. Ms. Kobkarn Wattanavrangkul



H.E. Mr. Aziz A. Abdukhakimov



Mr. Tetsuro Tomita



Ms. Sarah Mathews



Mr. Xu Jing



Mr. Gerald Lawless

Asian Tourism Leaders' Forum

Sept 21 (Thu) 13:30 - 17:15
Tokyo Big Sight, Conference Tower 6F,
Conference Room 605/606

3-Year
Theme

Sustainable Tourism for Development

-Asia, Driving Force and Inspiration

2017
Theme

Sustainable Tourism Business

Opening Speech

13:30 - 13:40



[Opening Speech]

Prof. Yoshiaki Hompo

(Chief, Regional Support Office for Asia and the Pacific, UNWTO)

Examples of Innovation That is Changing Asia

Among the Continuous growth of tourism in Asia, the travel and tourism industry has witnessed and itself became the source of innovation.

Top Asian leaders gathered to share their experiences and leading examples of contributions, including new policies, business models in helping to promote sustainable tourism. Through the exchanges shared in this forum, I believe it will lead to new ideas for tourism and enforce ties among the participants.



[Congratulatory Speech]

H.E. Ms. Wanda Corazon T. Teo

(Secretary, Philippine Department of Tourism)

International Cooperation is Needed for Sustainable Tourism for Development

The number of visitor arrivals in Asia increased 9% in 2016 over the last year, a rate twice the global average rate of growth. According to UNWTO, an estimated 57% of the number of international visitor arrivals by 2030 will be from Asia and other emerging nations and regions. Recognizing this, it is necessary to share examples and cooperate internationally in maintaining sustainable tourism development. I hope today will be a fruitful opportunity.

Keynote Speech Global Trends in Sustainable Tourism

13:40 - 13:55



[Speaker]

Prof. Graham Miller

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

Support of objective data is indispensable in sustainable tourism

Professor Miller stated that collection and sharing of objective data is indispensable in sustainable tourism. The Consumer Goods Forum (CGF) – the International trade organization attracting such major corporations such as Nestle and Unilever -- shares information of topics regarding sustainability, such as climate change and food waste, which serves as an important example in tourism, too. The University of Surrey, England, and Griffith University of Australia, launched a website, with cooperation of each field in tourism industry that offers



data regarding tourism and sustainability. If there is a standard means of measurement, such as CO₂ emissions by hotels and aircrafts, we can predict the number of visitor and how to handle them. For sustainable tourism, he believes it is important to collect these objective data and broadly share them.

WTTC Networking Reception

Co-organizer: World Travel & Tourism Council (WTTC), Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)

Members of World's Tourism Industry, Government Exchange Opinions

A reception co-organized with World Travel & Tourism Council (WTTC) was held for the second consecutive year. Mr. Gerald Lawless, Chairman of WTTC greeted everyone, adding that, "WTTC will fully support Japan's tourism industry which is continuing its expected growth." The WTTC Global Summit held every April takes place in Buenos Aires, Argentina in 2018.



Panel Discussion

14:00 - 16:45

[Moderators]

Ms. Sarah Mathews (Chairperson, PATA) (Session 1 & 2)

Prof. Graham Miller (Session 3 & 4)

Mr. Masato Takamatsu

(Managing Director & Chief Research Officer, JTB Tourism Research & Consulting Co.)



Ms. Sarah Mathews



Prof. Graham Miller



Mr. Masato Takamatsu

Session 1 14:00 - 14:30 Theme: Contribution to sustainability of destinations and communities

Panelists: **Mr. Isato Kunisada**, Mayor of Sanjo City, Niigata Prefecture (Japan), **Mr. Tashi Tenzin**, Head of Services Division, Tourism Council of Bhutan

Niigata's "Tsubame-Sanjo Kouba Festival" and Bhutan's Tourism Policy

The fifth Tsubame-Sanjo Kouba Festival" held in the Tsubame-Sanjo area in Niigata includes factories opening up to visitors. The area is known for its craftsmanship of metalwork. About 40% of the visitors are from outside of Niigata. Mayor Kunisada of Sanjo City explained "the industry was facing a shortage of craftsmen, but thanks to the festival it has attracted young successors from outside of the area."

Meanwhile, Bhutan, which began its tourism industry in 1974, aims at providing added value and minimizing the impact on the environment while advocating four principles: responsible tourism, authenticity, high quality, and uniqueness. All foreign visitors - who are required to have visa and a qualified guide -- spend over USD200 per day per person. "These requirements help maintain a low impact on the environment," said Mr. Tashi Tenzin, Head of Services Division, Tourism Council of Bhutan.



Mr. Isato Kunisada



Mr. Tashi Tenzin

Session 2 14:30 - 15:00 Theme: Contribution to sustainable global environment

Panelists: **Mr. Hiran Cooray**, Chairman, Jetwing Hotels Ltd. (Sri Lanka)

Mr. Benoit Rulleau, Corporate Executive Vice President (Chief Technical Officer), Kansai Airports (Japan)

Environment Efforts of Sri Lankan Eco Resort and Kansai Airports

Jetwing Vil Uyana is a Sri Lankan resort known for its luxurious villa, built from scratch, now boasting a man-made pond and a natural environment with a diverse ecosystem. Mr. Cooray, Chairman of Jetwing Hotels Ltd. recalls, "It was a challenging project, which took six years to generate profit compared to other hotel projects that generally take three to four years."

Kansai Airports, operator of Kansai and Itami Airports, take a proactive approach to environmental measures. "All combustible waste and waste water generated at Kansai Airports are processed in disposal plants located within the island," explained Mr. Rulleau, Corporate Executive Vice President, Kansai Airports. Both airports set specific Key Performance Indicators in efforts to meet their goals.



Mr. Hiran Cooray



Mr. Benoit Rulleau

Session 3 15:15 - 15:45 Theme: Sustainable business

Panelists: **Ms. Lindsey Reding**, Client Relations Manager, Andaman Discoveries (Thailand)

Mr. Naomi Tomita, President & CEO, hapi-robo st, Inc.; Director & CIO, H.I.S. Co., Ltd.
Executive Advisor & CTO, Huis Ten Bosch, Co., Ltd. (Japan)

Community-led Tourism and Sustainable Business Model

A non-profit organization established in 2005, Andaman Discoveries plays an active role in Phang Nga Province, affected by the 2004 Indian Ocean earthquake and tsunami. Ms. Reding, Client Relations Manager, Andaman Discoveries, explained its "idea of tourism was brought up from the local residents as a means of preserving the local culture and natural environment."

CIO of H.I.S. Groups, Mr. Naomi Tomita emphasized the concept of "E-Trinity, which encompasses personal happiness (Ego), economy to earn profits (Economy), and environment preservation (Environment) as a model for sustainable business. I don't prefer the term CSR. The "R" or Responsibility indicates a social contribution as an imposition for winning. I would rather prefer the term CSV (Creating Shared Value) as it refers to "sharing a common value."



Ms. Lindsey Reding



Mr. Naomi Tomita

Session 4 15:45 - 16:15 Theme: Contribution to sustainable employment

Panelists: **Mr. Inthy Deuansavan**, CEO & Founder, Green Discovery & Inthira Hotels and Restaurants (Laos)

Mr. Yoshikazu Higashi, Chairman & CEO, Okinawa Tourist Service Inc. (Japan)

Employment in Laos and Okinawa

The concept of ecotourism was introduced into Laos in 2001, when New Zealand and Laotian governments conducted a joint project. "The Tourism industry of Laos is still in its infancy, but tourism brought about employment beyond the city limits," said Mr. Inthy Deuansavan, who has been involved in tourism business in Laos for about 20 years.

Of 700 employees at Okinawa Tourist Service, more than half are women, with women making up half of management positions. "For stable employment, back-up support for child care and nursing is important. Female employees return from raising children and nursing serve important workforces," said Mr. Higashi, Chairman & CEO, Okinawa Tourist Service Inc., which opened up in-house day-care center available to other companies in the area.



Mr. Inthy Deuansavan



Mr. Yoshikazu Higashi

Wrap-up Discussion 16:15 - 16:45 Theme: Sustainable tourism business

Panelists: **Ms. Sarah Mathews / Prof. Graham Miller / Mr. Masato Takamatsu**

More than Compatible Business and Sustainability and Growth Rate Needed

Prof. Miller and Ms. Mathews, moderators of panel discussions, joined Moderator Takamatsu on stage to share their thoughts about the four sessions. Ms. Mathews said that long-term yield is guaranteed with sustainability and that pride in work among employees will be heightened. Professor Miller commented "Although growth is always an actionable assignment, it's important to think of what to accomplish beyond the growth rate." Panelists and moderators discussed "overtourism" as audience questioned the standard needed to measure overtourism.

Networking

16:45 - 17:15

A networking session was set aside to allow the speakers and audiences to exchange business cards and information, giving them an opportunity to enhance their networks.



Thematic Symposia

Sept 22 (Fri) Tokyo Big Sight, Conference Tower 6F, Conference Room 605/606

Domestic Tourism Symposium

10:00 - 12:00

Theme What will the Impact of DMO be on Tourism Development in Japanese Regions?

- Looking for the best marketing & management models for destinations popular with foreign visitors

Importance of Themes, Messages that Connect People and Regions

Amid efforts to attract international visitors to regions of Japan, it is important to have themes and messages that capture the regions' essence, said Mr. Kitagawa, director of the Echigo-Tsumari Art Field and Setouchi Art Festival during his keynote lecture. "Tourism was born by changing the relationship between an area and people, creating a gallery through art."

A panel discussion looked at the Japanese version of DMOs. Ms. Noriko Tada shared how maintaining the town's roots through creativity can lead to appreciation by international visitors, which is more important than having a boom. Mr. Masayuki Onishi said, "there is a strong sense of crisis" in the town over the decline of the population but that tourism can help stem the decline. The town raised the bathing tax in efforts to generate resources for the town's development. Meanwhile, Mr. Tadayoshi Asai pointed out that "the establishment of DMOs requires beneficial cooperation with the administration and local financial companies in terms of securing funds. "It's not just inviting people. It is important to connect people and the region with a clear message," said Ms. Sarah Mathews.

Keynote Speech: Best Practice of Attracting Travelers to Regions by Art (30 minutes)

Mr. Fram Kitagawa (Representative Director and Chairman, Art Front Gallery Co., Ltd.)

Panel Discussion (90 minutes)

Moderator: Mr. Yuichi Yamada (Chief Researcher & Associate General Manager, Tourism Research Department Japan Travel Bureau Foundation)

Panelists : Mr. Masayuki Onishi (Chief Director, Board Chairman, Akan Tourism Association & Community Development Promotion Organization)

Ms. Noriko Tada (Director, Tanabe City Kumano Tourism Bureau)

Mr. Tadayoshi Asai (General Manager, Regional Planning Department, Development Bank of Japan Inc.)

Ms. Sarah Mathews (Chairperson, PATA / Head of Destination Marketing APAC, TripAdvisor)



Mr. Fram Kitagawa



Mr. Yuichi Yamada



Mr. Masayuki Onishi



Ms. Noriko Tada



Mr. Tadayoshi Asai



Ms. Sarah Mathews

Inbound Travel to Japan Symposium

13:00 - 14:30

Theme Appraising the Travel Promotion of Japan in the European, American and Australian Markets

Appraising Japan's Travel Promotion in the European, American, and Australian Markets

Japan aims to increase the number of visitors to 40 million visitors by 2020 and to 60 million by 2030. Longer stays and further growth are expected in the consumption of the European, American and Australian markets, a development that would further boost the economic effect in Japan now faced with a declining population. Mr. Eiji Maruyama from Takayama City, which already succeeded in attracting visitors, introduced its efforts, including multi-language maps, special interpreter guides exclusively in the Hida region. "The Japanese countryside, not just Takayama City, is full of charms that visitors from Europe, America, and Australia would like to see, such as rural view and old town."

Mr. Toshiro Maruyama of Hakuba Onsen Ryokan Shirouma-so, a small-scale inn that largely handles inbound visitors from Australia during skiing season, said that visitors from Europe, America and Australia look for a more relaxed travel style. Those visitors while enjoying popular tourist spots do appreciate spending slow time in one place only too. "Area-wide cooperation is indispensable. In addition to the attractive contents, we need facilities such as cafes where guests can enjoy their time reading books and have high-quality experiences."

Mr. Christian Mantei from France said, "Foreigners don't just visit because it's a different country, we choose to visit because it's Japan. Each region should make efforts to promote their characteristics by maintaining their culture and identity."

Moderator: Mr. Akira Ninagawa (Executive Director, Global Marketing Department, Japan National Tourism Organization (JNTO))

Panelists : Mr. Christian Mantei (General Manager, Atout France)

Mr. Eiji Maruyama (Executive Director, Overseas Marketing Strategy Department, City of Takayama)

Mr. Toshiro Maruyama (General Manager, Hakuba Onsen Ryokan Shirouma-so)



Mr. Akira Ninagawa



Mr. Christian Mantei



Mr. Eiji Maruyama



Mr. Toshiro Maruyama

Theme Looking for the Best Ways to Identify and Meet the Needs of Potential Travelers

Responding to Changes in Japan's Tourism Industry

In an era of population responsibilities, diversifying travel patterns and a different purchasing environment are changing the international travel market. As the online bookings of overseas tour products increase and the competition among travel agencies escalates daily, it is essential to analyze demand to be able to secure further growth. Mr. Guillermo Eguiarte in the keynote speech said, "We need to contend with a new market, new challenges, and new products. Approaching younger generations, especially millennials, will be important, while adding cultural value to classical destinations."

Mr. Victor Lopes, referring to the changes in the tourism industry globally, including Japan, pointed out that the era of "One Size Fits All" no longer exists. Developing products not only suited to FITs, but also based on marketing involving diversity, women's social advancement, generations and the LGBT community is necessary. Mr. Yoshiharu Matsumoto, a tour producer, shared a successful example of direct-chartered tours to Samarkand, Uzbekistan by partnering with other companies. "Raising ideas and cooperating with other companies in joint charters can lead to expanding the market."



Mr. Guillermo Eguiarte



Mr. Toru Ikuta



Mr. Yoshiharu Matsumoto



Mr. Victor Lopes

Keynote Speech: The Prospect of Japanese Overseas Travel Market (30 minutes)

Mr. Guillermo Eguiarte (Director, Mexico Tourism Board)

Panel Discussion (60 minutes)

Moderator: Mr. Toru Ikuta (President & CEO, JTB World Vacations, Inc.)

Panelists : Mr. Yoshiharu Matsumoto (President, World Air-Sea Service Co., Ltd.)

Mr. Victor Lopes (Representative Director & President, Kuoni Japan Co., Ltd.)

Mr. Guillermo Eguiarte

Seminar for Students Tourism Industry Study Seminar

Organizer: Japan Association of Travel Agents (JATA)

Providing Information to Future Travel Industry Professionals

First-hand information from experts were provided to college students interested in working in the tourism industry. Participating in a school-style seminar, the students listened to Mr. Yoshikazu Higashi, Chairman of Okinawa Tourist Service, who touched on what tourism managers consider desirable features in their future colleagues. Prof. Graham Miller of University of Surrey spoke about the significance of studying tourism and its future. Mr. Toshiro Yajima, General Manager of Public Relations, JATA, covered the topic "What's Going on in the Tourism Industry Today?" Later, six young employees shared with senior tourism professional, their ambitions in the industry and about its rewards, while three staff from human resources provided advice on recruitment activities.



260 tourism college students attended the seminar

Seminar for Students Industry-Academic Cooperative Tourism Seminar

Organizer: Japan Travel and Tourism Association (Public Interest Incorporated Association)
Co-organizer: Japan Student Tourism Association

Students' Ideas, Plans for Tourism Promotion Awarded

Ideas and plans for tourism promotion were recruited from university and college students. Of 27 groups that entered, eight schools were selected in a preliminary screening and made presentations. The Grand Prize was awarded to Setsunan University, Osaka, for "Vitalizing Tourism and the Region Without Cash --From Marketing-based Tourism to Tourism Finance." The Excellence Award went to Yamaguchi Prefectural University for "In Search of the Taste of Pilgrimage - a Gastronomic Scene Project." Mr. Takanori Suzuki, Chief of Tourism Industry Division, Japan Travel Agency and Mr. Minoru Kubota, Vice President of JTTA presented the awards while Prof. Tetsuo Shimizu of Tokyo Metropolitan University, and juror, provided comments.



Tourism Innovation Seminars

Sept 22 (Fri) Tokyo Big Sight, Conference Tower 7F, Conference Room 703

Sustainable Regional Tourism Development Seminar

9:30 - 12:30

Theme **Secrets to Successful Sustainable Regional Tourism Promotion in Asia**

Each Region Shared Sustainable Regional Tourism Development

In the joint seminar with Japan Environmental Education Forum (JEEF), Mr. Kumada shared three successful examples of regional tourism development in Japan and Asia, after his opening greeting "Tourism Can Help Solve Poverty and Hunger." Ms. Hirai introduced ecotourism in Hanno City, Saitama, pointing to "efforts that lead to affinity and pride in the region, and recognition of regional resources." Mr. Takadera touched on the tourism development process in Vietnam, explaining that the difficulty is not the "development itself, but drawing people." Mr. Yamada referred to the necessity of having a business point of view as "unit prices are important to consider for the region's sustainability."

A panel discussion was joined by two more panelists, each discussing topics regarding promotions and sustainable regional tourism development. "Having a number of reviews is a key to appearing in search engines," said Mr. Makino while Ms. Matsuo expressed that "the importance is seeing through the eyes of customers." At the end, moderator Mr. Sameshima cited "cooperation of logistics and regions" as the next objective.

Organizer: Japan Environmental Education Forum (JEEF)

Opening Greeting: **Mr. Junichi Kumada** (Manager, Third Division, JTB Tourism Research & Consulting)

Presentations

1. Citizen participation in ecotourism in Hanno-City, Saitama
Ms. Junko Hirai (Chairman, Hanno City Ecotourism Promotion Council/ Professor of Modern Literature, Surugadai University)
2. Citizen-centered regional vitalization in Vietnam's minority race region
Mr. Keiichiro Takadera (JICA Tourism Development Expert)
3. Efforts of SATOYAMA EXPERIENCE in Hida Furukawa, Gifu
Mr. Taku Yamada (President, Chura-boshi Company)



Mr. Junichi Kumada



Ms. Junko Hirai



Mr. Keiichiro Takadera



Mr. Taku Yamada



Mr. Taku Sameshima



Mr. Tomoe Makino



Ms. Akane Matsuo

Panel Discussion

Theme: Secrets to Successful Sustainable Regional Tourism Promotion in Asia

Moderator: **Mr. Taku Sameshima** (Associate Professor, Tourism Studies, Komazawa Women's University)

Panelists: three presenters

Mr. Tomoe Makino (Country Manager, TripAdvisor)

Ms. Akane Matsuo (JEEF International Department, Representative in Bhutan)

Closing remarks: **Mr. Takashi Seo** (Secretariat, JEEF)

Universal Tourism Symposium

13:30 - 15:00

Theme **Promoting a Barrier-free Attitude**

Recognizing the Importance of Communication

Moderator Mr. Hara began the discussion, pointing out that the situation of tourism for the disabled has not improved regardless of implementation of the Act for Disability Discrimination. From an administrative point of view, Mr. Mitarai suggested that the "upcoming Olympic/Paralympic Games pose a good opportunity to think about a social model for the disabled," while Ms. Taguchi raised the point from a disabled person's perspective, saying that ignorance is the issue. Mr. Takao, owner of an accommodation facility embracing the motto of a "barrier-free attitude," said that, "it is important to clarify what can be done." Mr. Tanaka expressed the importance for those in the tourism industry to "keep moving forward through active communication."

Each panelist recognized the practicality of the panel discussion, which closed with Mr. Hara, saying, "the keyword of future universal tourism promotion is definitely to have a barrier-free mind and active communication. The tourism industry nationwide should make progressive efforts toward 2020."

Organizer: JATA Act for Disability Discrimination Special Committee

Moderator: **Mr. Yuji Hara** (Chairman, JATA Act for Disability Discrimination Special Committee/President, Kaze Travel)

Panelists: **Mr. Jun Mitarai** (Counselor, Promotion Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games, Cabinet Secretariat)

Ms. Aki Taguchi (Publicity and CSR Group, NYK Line/Paralympian for Japanese national shooting team in Athens, Beijing, London Olympic Games)

Mr. Kensuke Takao (President, Monya, Shirahama, Minami-Boso)

Mr. Hozumi Tanaka (Manager, Tour Assist Division, CS Promotion, ANA Sales Co., Ltd.)



Mr. Yuji Hara



Mr. Jun Mitarai



Ms. Aki Taguchi



Mr. Kensuke Takao



Mr. Hozumi Tanaka

Theme **Luxury Travel Market in Japan and the World**

Concept of Luxury: Personalization

In its seminar focusing on luxury travel, organizer The New York Times revealed the world's top places to visit every year. In the keynote speech in part 1, Ms. Phua said in the list "the winner is the traveler," explaining how luxury travel today is shifting to "travel customized for the traveling self" or "experiential travel" in which "travelers seek authenticity more than ever." Three panelists expressed their views of luxury travel in Part 2 of the session moderated by Ms. Phua. Discussions included the national character differences among Asians and roles that IT contributes to luxury travel. "Social media are at turning point and attention is needed to know how to best use them," said Mr. Chong. "It is necessary to capture the market in a broader sense," explained Mr. Kashiwagi. Ms. Kakimoto added that there is an "urgency in acquiring personnel who can provide consultation amid the rise of OTAs in the market."

Organizer: New York Times

Keynote Speech (30 minutes)

Ms. Helena Phua (Executive Vice President, Asia Pacific, The New York Times)

Panel Discussion (60 minutes)

Moderator: Ms. Helena Phua

Panelists: Mr. Joseph Chong (General Manager & Managing Director, The Peninsula Shanghai Complex)

Mr. Takahisa Kashiwagi (Executive Vice President, JNTO)

Ms. Yoshiko Kakimoto (Royal Road Ginza Division, JTB Tokyo Metropolitan Corp.)



Ms. Helena Phua



Mr. Joseph Chong



Mr. Takahisa Kashiwagi



Ms. Yoshiko Kakimoto

Regional Vitalization Networking Forum –There is Demand for Tourism Everywhere

Sept 23 (Sat) 13:00-15:00
Tokyo Big Sight, Conference Tower 6F
Conference Room 605/606

Strengthen Exchange Between People to Sustain Regional Vitalization – Kesennuma City Uses Tourism in Recovery and Development Efforts

The forum "Vitalization of Regional Economy Taking Advantage of the 2020 Tokyo Olympic and Paralympic Games" was held for the first time. The Mayor Kunisada of Sanjo City, said that the city recognizes tourism as a core in regional vitalization.

The mayor of Kesennuma City in his presentation said that the city was severely affected by the Great East Japan Earthquake. In the city's policy toward sustaining regional vitality through exchanges between people, he said among its cores are to create a city with no victims in a tsunami, to rebuild a sustainable development industry and to create a "Slow and Smart City" all based on the concept of "living with the sea." The policy derived from concerns over the possibility of seeing the city disappear. The city established the Kesennuma City Tourism Promotion Organization in April 2017, with the mayor as its head, aiming to realize Kesennuma's version of a DMO.

After the forum, presentation from the companies supporting regional revitalization was followed by networking.

Organizer: the Revitalization of Regional Economy Taking Advantage of the 2020 Tokyo Olympic and Paralympic Games

Speakers: Mr. Isato Kunisada (Chairman, the Revitalization of Regional Economy Taking Advantage of the 2020 Tokyo Olympic and Paralympic Games /Mayor of Sanjo City, Niigata)

Mr. Shigeru Sugawara (Mayor, Kesennuma City, Miyagi)



Mr. Isato Kunisada



Mr. Shigeru Sugawara



The 3rd JAPAN TOURISM AWARDS



Sept 21 (Thu) 9:45 – 10:30
Tokyo Big Sight, Conference Tower,
International Conference Room
Organizer: Tourism EXPO Japan
Organizing Committee
Sponsor: JCB Co., Ltd.



Ms. Noriko Abe, Landlady of Minami Sanriku Hotel Kanyo "The Earthquake that happens once in a thousand years was a learning opportunity we get once in a thousand years. We will continue to pass on our stories to the future."

Grand Prize Given to "Story-telling Bus" of Minami Sanriku Hotel Kanyo, evaluated for its continued efforts to remember the earthquake disaster and contribution to its recovery

With 2017 proclaimed by the United Nations as "International Year of Sustainable Tourism for Development," the 3rd annual Japan Tourism Awards welcomed entries under the theme of sustainable tourism. Of the 239 applications received, up from 158 in 2016, the grand prize was awarded to Minami Sanriku Hotel Kanyo's community revitalization and social interaction initiatives through the Storyteller Bus, a project designed to help communities retain lessons learned in the earthquake. Its continued efforts, following the earthquake disaster, which helped spur the revitalization of the local economy, were highly evaluated.

The UNWTO award went to the National Council for Industrial Tourism Promotion for its continued efforts toward developing business to expand exchange between people by providing local industry as a tourism asset, and building industrial tourism.

Mr. Yoshiaki Hompo said a wide range of entries was accepted, all with a high level of efforts that can serve as future model cases, underscoring a new era of Japanese tourism.



Grand Prize

Field of Domestic / Inbound Japan
Business Division

●Minami Sanriku Hotel Kanyo

Initiatives to revitalize the region through regional/inter-regional interaction, by way of Storyteller buses designed to help retain lessons learned from earthquakes



Award for Excellence

Field of Domestic / Inbound Japan
Business Division

●Park Hotel Tokyo

"Artist in Hotel" Project

Regional Division

●Inakadate Village Renewal Project Promotion

Council
Rice paddy art

●Oboko-lya Ittemirukai

Encouraging inbound tourism to hidden scenic areas

Field of Outbound Travel
Business Division

●JTB World Vacations, Inc.

JTB World Vacations, Inc. continuously develops its 'OLI'OLI brand with a view to creating superior visitor convenience in Hawaii, as well as infrastructure/services addressing current market needs



The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO

●National Council for Industrial Tourism Promotion
When industry translates to tourism: Initiatives of the National Council for Industrial Tourism Promotion



Special Awards

Field of Domestic / Inbound Japan
Media Division

●6 Prefectures of Tohoku (Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima) and Tohoku Tourism Promotion Organization
Digital content promotion

Field of Outbound Travel
Media Division

●JAPAN BROADCASTING CORPORATION
"Somewhere Street"

National Council for Industrial Tourism Promotion



About "The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO"

The World Tourism Organization (UNWTO) is a specialized institution established in the United Nations and the largest tourism-oriented international organization in the world with membership including 160 states, including Japan. The world's tourism ethical charter is a standard adopted at the UNWTO's general meeting in 1999 and designed to maximize the development of the tourism industry while minimizing potential ill effects on the global environment, cultural assets and society, of which popularization and implementation activities are considered to be one of the most important projects.

Under the Japan Tourism Agency's initiative, major tourism-related companies and organizations in Japan signed up for the charter in September 2014. In response, with the understanding and promotion of the tourism ethical charter, the Tourism EXPO Japan Organizing Committee established a mention system, which was designed to create a new value in the tourism industry.



Park Hotel Tokyo



Inakadate Village Renewal Project Promotion



Oboke-Iya Ittemirukai



JTB World Vacations, Inc



6 Prefectures of Tohoku (Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima) and Tohoku Tourism Promotion Organization



JAPAN BROADCASTING CORPORATION

by way of the JR EAST "Adult Holiday Club" geared toward seniors / **Chura-boshi Company** SATOYAMA EXPERIENCE / **East Japan Railway Company** Operation of the cruise train "TRAIN SUITE SHIKI-SHIMA"

Regional Division

Shin-etsu Trail Club Shin-etsu Trail: rural natural settings and cultural exposure for foreign visitors to Japan by trekking / **Fukushima Prefecture** "Diamond Route" information provider project / **BIWAKO-OTSU TOURISM ASSOCIATION** Tourism promotion for Otsu, home of the traditional card game known as "karuta" / **The "Experience Ogimi" Tourism Association** The blending of people, nature, and culture: a full experience of Igimi / **Star Village Achi Tourism Promotion Council** "Best Starry Sky in Japan": A Star Village Achi initiative / **Uruma City Tourism Products Association** Island revitalization project: The Ichihanan Art Project + 3 / **Kusatsu Onsen Tourism Association** Kusatsu Onsen Tourism Association DMO / **Yoshimoto Laugh & Peace Co., Ltd.** Okinawa International Movie Festival / **Chichibu Omotenashi Tourism Organization** The Japanese version of the region-collaborative DMO / **ONSEN & Gastronomy Tourism Association** ONSEN & Gastronomy Walking / **Sumida Local Brand Promoting Conference** Sumida Local Brand Strategy / **Ota Open Factory Executive Committee** OTA OPEN FACTORY / **Komatsu City** Community-building and tourism strategies based on the theme of boosting brand power / **Kurayoshi Development Project Executive Committee** Community-building linked to the rest of the world by pop culture: successfully blending retro with modern cool to draw tourists / **Approved Specified Nonprofit Corporation** aida ueyama tanadadan A

great place to live, a fun place to visit: new community-building / **NPO Hokkaido Coalmine Heritage Association** Sorachi Mining Memories Management Center Tourism-based community building: invigorating the region with tours of coal mine ruins / **Miyama Tourist Association** Rendering tourism more dynamic at Miyama: a historic spot known for its intriguing thatched roofs / **General incorporated foundation, Okinawa Convention & Visitors Bureau (OCVB)** Council for Protection of Tourists During Typhoons

Media Division

Kyushu Asahi Broadcasting Co., Ltd Sales of the international version of "Confessions of Love in Fukuoka" / **Hiroshima Film Commission** Promoting the appeal of Hiroshima, location for the animated film "In This Corner of the World," through support of the film / **JTB Global Marketing & Travel inc.** Complimentary manga application (Ms. Green) for foreign visitors to Japan / **JAPAN BROADCASTING CORPORATION** NHK WORLD TV Journeys in Japan / **LIVE JAPAN OFFICE** LIVE JAPAN PERFECT GUIDE TOKYO / **TV TOKYO Communications Corporation.** TV TOKYO "GENSEN IYADO" / **INTO Asia Limited.** A program to showcase the advantages of Kamogawa, Chiba, by way of JAPAN COLLECT

Field of Outbound Travel

Business Division

Asahi Travel International Inc. Expanding on the specialized educational travel market, developed over five decades / **H.I.S.CO.,LTD. UNIVERSAL TOURISM** DESK Tours accompanied by staff with extensive practical experience in nursing - First trip to Paris/six days / **Kansai Airports** Kanku Tabihaku - The Travel Showcase Closest to the World / **JTB Corp.** JTB's overseas tours providing dialysis/dialysis reservation services at all locations around the nation. Only JTB offers this option from every location! / **Princess Cruises, Carnival Japan Inc.** Growth of the Cruise market in Japan and Establishment of Japan homeport cruises, operated by foreign cruise lines, as a regular style of travelling. / **ATOUT FRANCE.** Rendez vous en France

Regional Division

Estonian Tourist Board/Investment and Development Agency of Latvia/Lithuanian State Department of Tourism Tourism Promotion in cooperation with Baltic States / **Embassy of the**

Republic of Kenya/Kenya Tourism Board Project for Improving Awareness of Kenya / **MEXICO TOURISM BOARD** Addressing a New Market: "Diversification of Regional Tourist Destinations and creation of New Products for the new generations"

Encouragement Awards

Field of Domestic / Inbound Japan Business Division

Edison Hardware co.,ltd. Multilingual broadcast system / **Imperial Hotel, Ltd.** Four directly-managed hotels achieve simultaneous acquisition of the Eco Mark through projects designed to ensure a sustainable environment - By realizing comfort, safety, and convenience as well as environmental friendliness, engender value in the hotel business -

Regional Division

Gobo/Hidaka Exhibition Executive Committee Gobo/Hidaka Exhibition / **Chiune Sugihara Route Promotion Council** Chiune Sugihara Route Promotion Council / **Regional Tourism Production Center** Regional revitalization by tourism! Building an eco-tourism (inbound) platform to change the region for the better

Field of Outbound Travel

Business Division

NAVITIME JAPAN Co., Ltd. Development and providing "NAVITIME Transit" - a transit service for around the world.

Regional Division

Kaunas IN Sugihara route

Efforts Awards

Field of Domestic / Inbound Japan Business Division

Japan Airlines Co., Ltd. Planning and operation of "JAL Guide to Japan," a site introducing Japan to foreign visitors, and "Explore Japan," a promotional site also targeting foreign visitors to Japan

Business Division

JTB Tokyo Metropolitan Corp. Royal Road Desk, **Royal Road Ginza** We celebrated the 30th anniversary of Royal Road, our high-end tailor-made option, last year. Royal Road was first introduced on the market as a luxury high-end travel plan.

《Explanation of Each Division》

Business Division

(Fields of Domestic / Inbound Japan and Outbound Travel)
Commendations are given for significant efforts to increase tourism industry values and expand personal exchanges at home and abroad.
Subject to the nature of business and continuous operations for a year or more

Regional Division

(Field of Domestic / Inbound Japan and Outbound Travel)
Commendations are given for achievements to develop attractive tourist areas under the joint cooperation of tourism-related organizations in the region and comprehensive regional action by taking advantage of the regional tourism resources.

Media Division

(Fields of Domestic / Inbound Japan and Outbound Travel)
Commendations are given to publicity/communication and promotion media with efforts significantly contributed to boosting and stimulating inbound / outbound tourist demand and increasing regional values.

〔Screening Committee Director〕

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



《Screening Committee Members for Domestic, Inbound, and Outbound Travel》

Mr. Yoshiro Ishihara Director, Editor in Chief, WING Aviation Press Co., Ltd.
Mr. Tadayoshi Asai General Manager, Regional Planning Department, Development Bank of Japan Inc.
Mr. Masayuki Wakui Professor, Landscape Architect (J.R.L.A.), Faculty of Environmental Studies, Tokyo City University
Mr. Takamasa Sato Ex-Director-General, Service Industry Department, Japan External Trade Organization(JETRO)
Mr. Yoshiyuki Oshita General Manager, Center for Arts Policy & Management, Mitsubishi UFJ Research and Consulting Co., Ltd.)
Mr. Manabu Shishido Professor, Department of Tourism Management, Faculty of Commerce, Yokohama College of Commerce
Mr. Adam Fulford CEO, Fulford Enterprises, Ltd.
Mr. Ryoichi Matsuyama President, Japan National Tourism Organization (JNTO)
Mr. Norio Yamaguchi Chairman & CEO, Japan Travel and Tourism Association
Mr. Hiromi Tagawa Chairman, Japan Association of Travel Agents

《Screening Committee Members for Japan Tourism Award for Responsible Tourism in collaboration with UNWTO》

Mr. Hiromi Tagawa Chairman, Tourism EXPO Japan Executive Committee
Mr. Shigeto Kubo President, Japan Travel and Tourism Association
Mr. Ryoichi Matsuyama President, Japan National Tourism Organization (JNTO)
Mr. Tadashi Shimura President, Japan Association of Travel Agents



Tourism EXPO Japan 2017 The Special Award

Philippine Department of Tourism Republic of the Philippines

Awarded for its contribution to increasing Japanese visitors to the Philippines through developing new study abroad, long stay, and "girls' travel" promotions in addition to the attraction of beach resorts.



Travel Festival Begins Brilliantly With Focus on B2B Networks

The welcome reception for participants and visitors following the first day of business meetings, aimed at strengthening B2B networking among stakeholders in the industry. Venues for outbound, inbound and domestic travel were separated to further enhance the relationship among eligible participants for better success.

WELCOME RECEPTION JAPAN

Tokyo Big Sight, East Exhibition Hall 8, Number of Visitors: 1,200



[Speakers of the unveiling ceremony]

Guests: Mr. Keiichi Ishii, Minister, MLIT / Mr. Tsukasa Akimoto, State Minister, MLIT / Dr. Adla Ragab, Vice Minister of Tourism, Arab Republic of Egypt / Mr. Christian Mantei, General Manager, Atout France, French Republic / Mr. Sergejus Tichomirovas, Advisor to the Minister of Economy, Republic of Lithuania / The Honorable Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture, Malaysia / H.E. Ms. Marcela Bacigalupo, Minister of the National Tourism Secretariat, Republic of Paraguay / H.E. Ms. Wanda Corazon T. Teo, Secretary Philippine Department of Tourism, Republic of the Philippines / H.E. Ms. Tokozile Xasa, Minister of Tourism, Republic of South Africa / H.E. Ms. Kobkarn Wattanavrangkul, Minister of Tourism and Sports, Kingdom of Thailand / H.E. Mr. Aziz A. Abdukhakimov, Chairman, The State Committee of the Republic of Uzbekistan for Tourism Development / Mr. Koremitsu Sannomiya, Deputy Chairman, JCB International Credit Card CO., LTD. / Mr. Masaru Onishi, Director, Chairman, Japan Airlines Co., Ltd. / Mr. Takashi Shiki, Senior Executive Vice President, Member of the Board, ALL NIPPON AIRWAYS CO., LTD. / Mr. Tetsuro Tomita, Chair, Committee on Tourism Japan Business Federation / Ms. Sarah Mathews, Chairperson, Pacific Asia Travel Association (PATA) / Mr. Xu Jing, Director - Executive Secretary of the General Assembly and Executive Council, Regional Director for Asia and the Pacific, World Tourism Organization (UNWTO) / Ms. Anita Mendiratta, Special Advisor to the Secretary-General of the UNWTO / Mr. Gerald Lawless, Chairman, World Travel & Tourism Council (WTTC)

Organizer: Norio Yamaguchi, Chairman & CEO, Japan Travel and Tourism Association / Hiromi Tagawa, Chairman, Japan Association of Travel Agents / Ryoichi Matsuyama, President, Japan National Tourism Organization (JNTO)

Japan Meets with Global Stakeholders in Aim to Become Tourism Nation

Stakeholders of inbound and domestic tourism gathered at the WELCOME RECEPTION JAPAN, where Mr. Ryoichi Matsuyama, President of Japan National Tourism Organization (JNTO) opened the event: "Tourism is an important industry. We are making efforts together with the public and officials to build mutual understanding and promote regional revitalization." Messages underscoring Japan's strong efforts in striving toward becoming a leading tourism nation were delivered by guests Mr. Keiichi Ishii, Minister of MLIT, and Mr. Yoshihide Suga Chief, Cabinet Secretary.

After an unveiling ceremony by key global industry leaders, Secretary of Philippines Department of Tourism, H.E. Ms. Wanda Corazon T. Teo welcomed the event with a toast.

The reception included a speech by Ms. Shiho Takada, 2017 Miss Japan Grand Prix Award holder. The invited participants, including buyers from business meetings and media, were welcomed with performances and attractions, and food that inspired the image of Japan. Each guest received souvenir DVDs containing Japanese contents.



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



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



Mr. Yoshihide Suga, Chief Cabinet Secretary



H.E. Ms. Wanda Corazon T. Teo, Secretary Philippine Department of Tourism, Republic of the Philippines



Ms. Shiho Takada, 2017 Miss Japan Grand Prix Award



Japan Sake Fan Tour Promotion Council



4K video (TOPPAN)



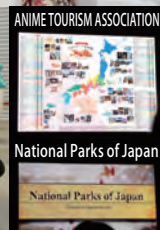
DRUM TAO



JAL JETS



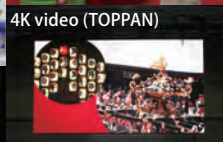
Local Promotion Characters greeting



ANIME TOURISM ASSOCIATION

National Parks of Japan

National Parks of Japan



National Parks of Japan



ili (Logbar Inc.)



WIZ (KIPS)

RECEPTION

Sept 21 (Thu) 18:30 – 21:00

Sponsors: Japan Airlines Co., Ltd.; ALL NIPPON AIRWAYS CO., LTD.; Travelport Japan K.K.; ITO EN, LTD.

WELCOME RECEPTION WORLD

Tokyo Big Sight, Conference Tower Reception Hall, Number of Visitors: 600



Jungo Kikuma,
Vice Chairman, Japan
Association of Travel
Agents



Mr. Tsukasa Akimoto,
State Minister of
Land, Infrastructure,
Transport and
Tourism



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



Mr. Osamu Tokairin,
Managing Director of
Travelport Japan K.K.

World Found in Different Venues

Invited outbound stakeholders attended the WELCOME RECEPTION WORLD at different venues for six global areas: East Asia, Asia, Oceania & Pacific, North and South Americas, Europe, Middle East & Africa, where stakeholders from each area spoke.

Mr. Jungo Kikuma, Vice Chairman of JATA, in his greeting said, “the number of outbound travelers is estimated to reach 18 million people this year, several years since it last recorded that level. We would like to promote international travel through the Japan Outbound Tourism Council launched in JATA this year.”

Mr. Tsukasa Akimoto, State Minister of MLIT, along with Mr. Akihiko Tamura, Commissioner of Japan Tourism Agency, expressed the importance of outbound travel. Mr. Osamu Tokairin, Managing Director of Travelport Japan, which operates GDS BUSINESS Apollo and World Span in Japan, toasted the opening of the event.

Guests were treated to an illusion show by “WiZ,” a women’s group, and performance by “ANA Team HND Orchestra” made up of ANA employees.

[Speakers of the unveil ceremony]

Guests: Mr. Tsukasa Akimoto, State Minister of Land, Infrastructure, Transport and Tourism

Mr. Akihiko Tamura, Commissioner, Ministry of Land, Infrastructure, Transport and Tourism Japan Tourism Agency

Mr. Osamu Tokairin, Managing Director of Travelport Japan K.K.

Organizer: Jungo Kikuma, Vice Chairman, Japan Association of Travel Agents



Business Meetings

B2B Fueled Business Meetings to Grow 2.5 Fold in 2017

Business Meetings for Inbound Land Operators Added to Line Up



For the first time, inbound land operators have been included as a new category of business meetings that have been available for outbound and domestic travel buyers and sellers, aimed at creating travel products and growing business exchanges. It was held on Thursday, Sept. 21 with pre-appointment. The next day (Friday, Sept. 22) business meetings for both outbound and domestic travel were shifted to exhibition booths of each participants, and conducted with pre-appointment. The venue for business meetings for Japan inbound land operators remained the same for three days through Saturday, Sept. 23.

All tables for the business meetings displayed passionate discussions between buyers and sellers involving future business exchanges of information. Appointments were conducted mainly through the TEJ Matching System, with each person allowed up to a maximum 22 meetings in two days.

The Media Meeting was conducted on Thursday, Sept. 21 where media – including conventional and online -- could meet with participants to exchange information.

Characteristics of Business meetings in 2017:

- ① Business meeting in exhibitors' booths
- ② Increased days of pre-appointment business meetings to two days from one (maximum 22 sessions)
- ③ Enhanced communication before, during, and after the event, through Key Persons' List*
- ④ Participation in Welcome Reception to expand network
- ⑤ New addition of inbound land operator business meetings
- ⑥ Special seminar for overseas group buyers (education and incentive seminars)

* Key Persons' List: Contact information data was provided for both sellers and buyers, as a database used for in-booth business meeting appointments and contacts before and after meetings.



Comments from Buyers and Sellers

- Effectively conducted business meeting and exchanged information with international sellers. Having this sort of chance as a part of B2B is essential. (Outbound buyer)
- With eight appointments on the first day, we got great chances to meet with many buyers. We expect to connect with those we met this time for future business. (Outbound seller)
- TEJ Matching System allowed us to meet with sellers from inside and outside of Japan. (Inbound buyer)
- Meetings' venue was so big that it took time to move around, but it allowed us to see the booths. (Domestic buyer)
- It was first time to participate in the business meetings, hope to increase the number of inbound travelers. We were surprised how big the venue was. It was a good chance for us as overseas buyers, got interested in other materials besides the Golden Route. (Inbound seller)
- Although we regret not having made more appointments, we could conduct fruitful meetings with each partner. (Domestic seller)

Comments from Media

- Meeting with overseas tourism offices enabled us to speak about future business.
- As an English-language media, much of the information they wanted to be disseminated to foreigners was offered by local governments. It will help in future coverage.

Outbound Business Meetings & Domestic Business Meetings

Day 1: Sept 21 (Thu) 9:30 – 18:00

Tokyo Big Sight, East Exhibition Hall 6

Buyers (travel companies) sit at respective desks to welcome sellers (exhibitors such as tourist promotion offices, hotels and tourist facilities)

Day 2: Sept 22 (Fri) 10:00 – 18:00

Tokyo Big Sight, East Exhibition Halls 1 - 6

Buyers visit exhibit booths of sellers (exhibitors such as tourist promotion offices, hotels and tourist facilities)

★20-minute sessions allocated by TEJ Matching System (automatic matching) for both days

Outbound Business Meetings

Seller: 366 companies and 517 attendees / Buyer: 191 companies and 265 attendees

Domestic Business Meetings

Seller: 223 companies and 418 attendees / Buyer: 91 companies and 128 attendees



Japan Inbound Tour Operator Meetings

Tokyo Big Sight, East Exhibition Hall 6 (3 days)

Day 1: Sept 21 (Thu) 9:30 – 18:00

Day 2: Sept 22 (Fri) 10:00 – 18:00

Day 3: Sept 23 (Sat) 10:00 – 18:00

Buyers (travel companies) sit at respective desks to welcome sellers

★Sessions were allocated by TEJ Matching System (automatic matching) for days 1 and 2, and open session for day 3

Seller: 89 companies and 106 attendees / Buyer: 31 companies and 55 attendees

Media Meetings

Sept 21 (Thu) 9:30 – 18:00 ★open session

Tokyo Big Sight, East Exhibition Hall 6

Number of participants (70 companies / 138 attendees)

VJTM joint program——Buyers Lunch/EXPO inspection

Inbound buyers inspected the exhibition

International buyers who participated in the VISIT JAPAN TRAVEL & MICE Mart (VJTM) 2017 again this year visited the Tourism Expo Japan exhibitions. They inspected the exhibition venue after listening to a Ministry of the Environment presentation, “Visit! National Park --Stories to Experience National Parks of Japan” during the VJTM Buyers’ Lunch in the special business lounge in East 6 Hall Tokyo Big Sight on Sept. 22 and 23.

Participants in the exhibition inspection tour were recruited this year. Inspections allowed participants the chance to feel Japan’s regional charms as they got to see masters’ techniques, tasting, including experiences via Virtual Reality.



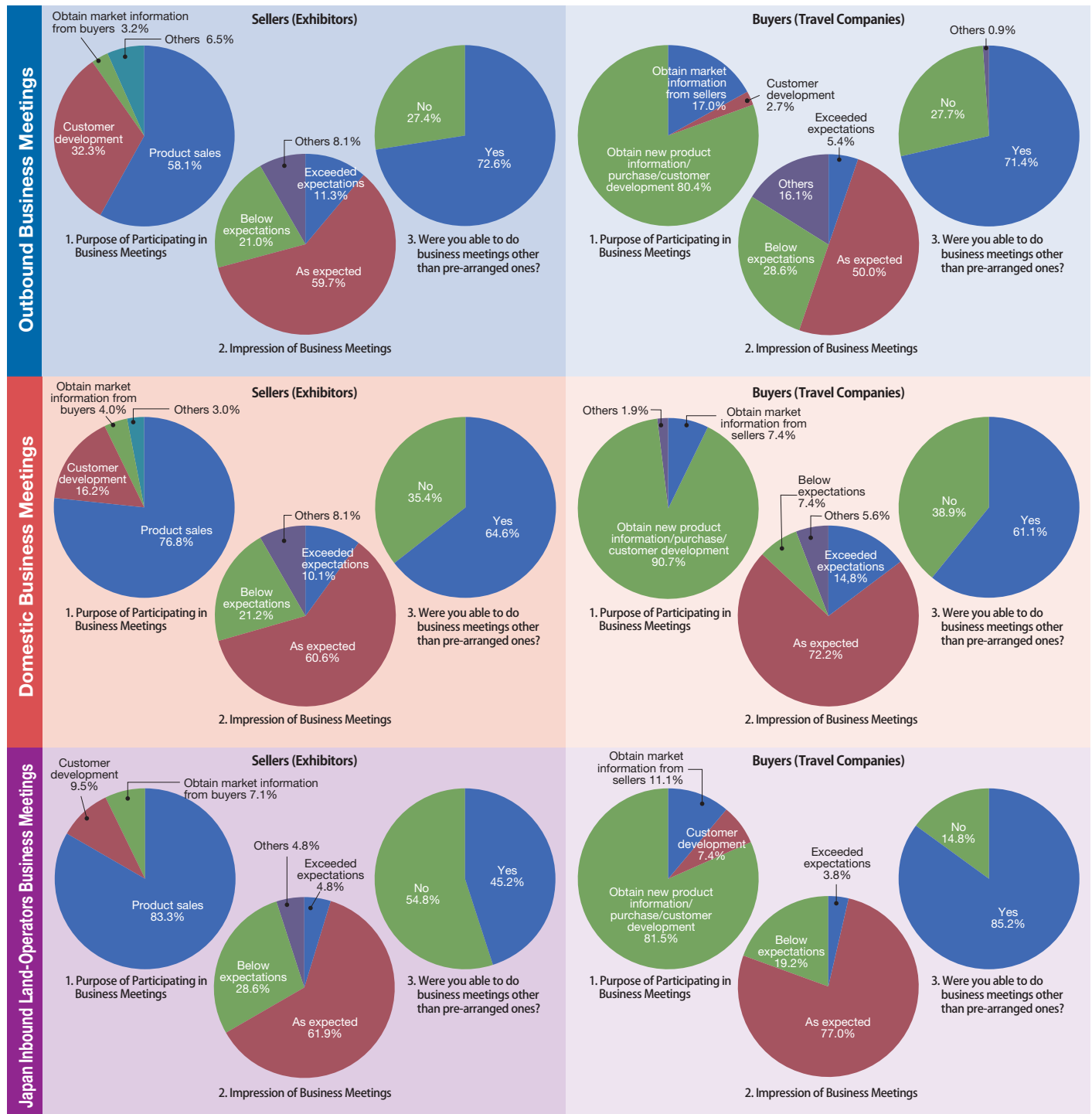
Sept 22 (Fri) 213 buyers

Sept 23 (Sat) 215 buyers



2017 Business Meetings

Survey on Business Meetings Participants



Business Meetings in Exhibitors' Booths

Sellers' Comments

Good Aspects

- Explaining installations within the booth, we were able to conduct good meetings.
- With sufficient brochures, we were able to conduct PR activities at ease in the booth.
- We were able to offer products for tasting.

Action Assignments

- It was necessary to secure space for business meetings
- We should have used a special space for extra business meetings as we were unable to accommodate them at our booth.
- Business meetings went well but booths around were too noisy.

Buyers' Comments

Good Aspects

- Visiting booth to booth is convenient for inspection visits as well as business meetings.
- It was easier to get familiarized with special local products.
- Good to pick up on the atmosphere of destinations.

Action Assignments

- Needed a guide map to efficiently look around booths as floors were large
- Business meetings were uncomfortable because of noise from other booths
- Booths were too small to arrange meetings and uncomfortable.



Inbound Tourism Business EXPO

Sept 21(Thu) - Sept 23 (Sat) 10:00 - 18:00

East 6 Hall, Tokyo Big Sight

Organizers: Tourism EXPO Japan, Nikkei Inc.

Visitors: about 15,500

Sept 21 (Thu) 6,500

Sept 22 (Fri) 6,000

Sept 23 (Sat) 3,000

Services Supporting Tourism Drew Cross-Industry Participants

Tourism EXPO Japan and Nikkei Inc. co-organized the first edition of the "Inbound Tourism Business EXPO," a B2B entity part of the Tourism EXPO Japan. Some 80 companies and organizations supporting inbound tourism -- ranging from marketing, multi-language and ICT solutions, image and web contents, related devices, infrastructure support, space designing and interior, human resourcing, sales, and experience planning -- participated in the event.

Many participants were from cross-industry companies. Many visitors especially stopped by the multi-language and ICT solutions booths to experience the program featuring the latest VR in demonstrations of cutting-edge translating device.

As a part of the 4-part program, a number of seminars were conducted. The venue was filled with attendees who came to gain hints for inbound and tourism-related business, with some seminars drawing standing-room crowds.

AI-operated Bus Debuts



On Friday, Sept. 22, a carpool transportation service with on-demand routes using artificial intelligence (AI) and Internet of Things (IoT), was introduced as the future form of tourism transportation. The vehicle left the venue for 35 minutes of actual demonstration and test-ride tours.

PICK UP!

In-venue Seminars "Forefront of Inbound Venture"



[Speakers]

Mr. Kenichi Sano (Chairman, Inbound Venture / CEO, Vision)

Part 1 (seminar): Ms. Shiori Liu Harada, CEO, Landream, and former Manager, TripAdvisor

Part 2 (discussion): Mr. Shinichi Kudo, CEO, ecbo

Mr. Kenta Matsui, CEO, Pocket Change

Moderator: Mr. Tomohisa Yamano, CEO, asoview!

Part 3 (seminar): Mr. Tomonari Hamano, CEO, Trend Express

Part 4 (discussion): Mr. Kentaro Suda, CEO, Free Plus

Mr. Yu Aoki, CEO, MATCHA

Mr. Takeshi Kiroku, CEO, Huber.

Moderator: Mr. Jun Tarikino, CEO, Value Management

Grooming inbound business to Become "Big Industry"

"Forefront of Inbound Venture" seminars and discussions were featured as part of a program of the Inbound Tourism Business EXPO. Mr. Kenichi Sano, Chairman of Inbound Venture, said its plan is to "realize inbound into a big industry."

The program included Ms. Shiori Liu Harada's presentation themed on "Shortcut for Japan Toward Becoming a Tourism Nation. The presentation called "Rising Applications of New Services to Measure Towns Visited by Foreign Visitors" generated discussions on the services for international travelers by Mr. Shinichi Kudo and Mr. Kenta Matsui.

It also featured a presentation "Example of Best-selling Brands" by Mr. Tomonari Hamano who discussed about tips on how to brand products to become best sellers. Also, Mr. Kentaro Suda, Mr. Yu Aoki and Mr. Takeshi Kiroku discussed the latest trends of international travelers' satisfaction, under the theme of "Japan's Evolving Omotenashi (hospitality) -- What is the Satisfaction Level of International Visitors?".



Business Day Sept 22 (Fri) Programs for the Trade Visitors

Tourism Professional Seminars

The seminar, for future tourism professionals, featured first-class professional stakeholders in the industry who shared their experiences with depth, scope and thought. Each stage and seminar rooms attracted the trade visitors seeking useful information for their business, who had the opportunity to hear from professionals in Japan and overseas.

Area Specialist Quiz Rally

For the first time at TEJ, a quiz rally was conducted for “area specialist (formerly destination specialist)” employees of travel agencies specialized in specific areas. Many certified specialists visited 26 overseas booths in the venue to answer quizzes from each area to enter a drawing for prizes.



Sept 22 (Fri) East Exhibition Hall 1-3 Tokyo Big Sight, Overseas booth area Present cooperation: Air New Zealand, Rail Europe and 27 companies and organizations

Use of Conference and Meeting Facilities

A total of 27 travel-related organizations and businesses used meeting facilities in or nearby the TEJ exhibition hall. TEJ offered use of meeting and conference rooms to welcome the attendees to visit the showcase.

Tourism Professional Seminar Timetable

Place Time	Stage A	Stage B	Japan Stage	Room 1	Room 2	Room 3	Room 4	Room 5
9:30								
10:00					10:00~11:00 Paraguay Tourism Destination Seminar			10:00~11:00 Lesson on how to handle Complaints
	10:30~12:30 Briefing on chartered bus fare and charges, names of charter bus companies in domestic package tours	10:30~12:00 New translation guide system and land operator registration system	10:30~12:30 JATA Inbound Symposium -- Efforts of Agency for Cultural Affairs, and Ministry of the Environment! Becoming a Leading Tourism Nation with Japan Heritage and National Parks		11:30~13:30 Taiwan Tourism Destination Seminar			
12:00		12:30~14:00 Overseas Graduation Trip Planning Contest	13:00~14:00 Digital Marketing 3.1 for Inbound Tourism			13:30~14:30 Iwate Prefecture Tourism Destination Seminar	12:00~14:00 JATA Kanto Chapter Regular Executive Committee	
14:00		14:30~15:30 *Regional Cities are Key to Become Leading Tourism Nation ~ What is the Strategic Two-way Tourism Scenario?~	14:30~16:00 University Students Tourism Town Development Contest 2017 Presentation	14:30~15:30 Co-Festa 2017 Open Innovative Seminar -What are the secret of international PR of DMO and local governments that use international cultural events?	14:00~15:30 Iran Tourism Destination Seminar	15:00~16:00 Akita Prefecture Tourism Destination Seminar	14:30~16:00 JATA Kanto Chapter LADY JATA to Shine in Tourism Industry with Success Stories	14:00~15:30 2019 Graduates' Seminar -tourism travel industry's latest job hunting and human resource information
16:00	15:00~16:30 Support of Tourism Safety and Security	16:45~18:00 1 Tour Conductor of the Year 2017 Awards 2 Veteran tour conductor shares better creation of travel	16:30~18:00 Efforts to Draw Inbound Visitors to Region, examples of Japanese version of DMO by 13 touristic area "Undiscovered Japan" to the world		16:00~17:30 Central Asia Tourism Destination Seminar	16:30~18:00 Ministry of Agriculture, Forestry and Fisheries New Traveling Style - discover new demand with agricultural stay	16:30~18:00 France Tourism Destination Seminar	16:00~17:30 Seminar on the Handling of the Tax Audits by former Tax Auditor
18:00								

JATA Inbound Symposium

Efforts of Agency for Cultural Affairs and Ministry of the Environment!

Becoming a Leading Tourism Nation with
Japan Heritage and National Parks



Moderator

Mr. Hiroyasu Sato (Honorary Professor, Matsumoto University)

Panelists

Mr. Tatsuya Kumamoto (Cultural Division, Agency for Cultural Affairs)

Ms. Sachiko Tanigaki (Assistance, Visitor Use Promotion Office National Park Division, Nature Conservation Bureau, Ministry of the Environment)

Mr. Thorben Groebe (Sales & Marketing, Europe / North America & Pacific Team, JTB Global Marketing & Travel Inc. Western Japan Office)

Ms. Katto Panarat (Blogger, Thai Language Consultant, Thai-Japanese Interpreter, Local Guide(Japan))

10:30-12:30 Japan Stage

Officials Use Japan's Gems in Tourism Efforts

Is Japan offering what inbound visitors are really looking for in their trip amid growing inbound demand? The Agency for Cultural Affairs and Ministry of the Environment are now challenging to create stories combining Japanese cultural heritages and natural sceneries.

Agency for Cultural Affairs has made efforts to preserve cultural heritages. It has certified cultural heritages that reveal charming stories of "Japan Heritage." Currently, with 54 designated heritages, Agency for Cultural Affairs is supporting disseminating information and spreading business aimed at designating 100 candidates as cultural heritage.

The Ministry of the Environment also launched project to fully appreciate national parks. The plan calls for increasing the number of visitors to 10 million by 2020, twice the number today, focusing initially on eight of the 34 national parks. However, both projects have many challenges, especially training enough guides to share the stories for both projects. The two non-Japanese panelists pointed out that the guides' omotenashi (hospitality) tends to be overzealous before they become acquainted with the visitors. Inbound tourism also needs to be recognized as diplomacy.

Digital Marketing 3.1 for Inbound



Speakers

Mr. Hiroki Jinnai (Principal Industry Manager, Tourism Nation of Japan)

Mr. Tomohiro Muraki (Executive Manager, Setouchi DMO)

13:00-14:00 Japan Stage

Setouchi Embracing Digital Strategy

Using ICT (information and communications technology) digital marketing is a necessity these days for DMOs to help determine their business direction. With this trend expected to grow, Setouchi DMO revealed some marketing examples it has undertaken.

Setouchi, which has set its target on increasing the total number of overnight international guests to 6 million by 2020, has employed digital strategies, including DMP (Data Management Platform), a world-standard digital strategy. DMP is a method to measure the achievements of travelers through a process. Specifically, Setouchi created six videos that were posted directly to its website.

This enabled Setouchi to learn the trends generated by viewers in the seven countries for which efforts directed them to the web. This led to understanding cost in real numbers, and choosing efficiently the effective methods based on the figures. DMO Business has now entered the era of digital strategy.

Room 6	Room 7	Room 9	Room 10	Room 11	Room 12	Room 13	Room 14	Place Time
	9:30~10:30 International Education Travel Seminar	9:30~10:30 Overseas Incentive Travel Seminar						9:30
10:00~12:00 Myanmar Tourism Destination Seminar	11:00~12:00 Era of Exchange – key for tourism promotion "regional promotion with strategy centering on long-stay travel"			10:30~11:30 Seminar on Safety on International Education and Study Abroad Travel		10:00~12:00 Black Sea Region Tourism Destination Seminar		10:00
	12:30~14:00 Vietnam Tourism Destination Seminar		12:45~14:45 Making Use of DMO Net Seminar	12:00~13:30 Inspire Youth with the Power of Travel	12:40~14:10 Ministry of the Environment -- rediscover Japan's national parks and their stories			12:00
13:00~15:00 Seminar on Promotion of Women's Advancement in Tourism Industry	14:30~16:00 Bhutan Tourism Destination Seminar	14:30~18:00 Meeting Business School of Travel Industry	15:00~15:50 Seminar on Analysis of Domestic Tourism Trend Data	14:00~15:30 Russia Tourism Destination Seminar	14:30~16:00 Seminar on the Japanese DMOs--functions and objectives	14:00~15:30 Seminar on Charms of Border Tourism	13:00~14:00 Japan Shopping Tourism Association Session on "earning in the region," experience, communicate and shop, consume in the region for its vitalization	14:00
16:00~17:30 Editor-in-Chief of "Koho Kaigi" on Tourism Industry - what should we do for PR?	16:30~18:00 Moscow Tourism Destination Seminar		16:10~18:00 UNWTO Award Commemorative Symposium by National Council for Industrial Tourism Promotion	16:00~17:30 Cuba Tourism Destination Seminar	16:30~18:00 Agency for Cultural Affairs, Stories Woven by History and Culture: "Japan Heritage"		14:30~16:00 Global Communication Symposium 2017 -tourism technology opens up world	16:00
								18:00

Travel Showcase (Venue Map East Hall 1, 2, 3)



Grand Prix Winner

Exhibitor's Voice



Korea Tourism Organization

Ms. Sayaka Ito, Marketing Manager

With the Pyeongchang Winter Olympic Games approaching early next year, we introduced a total of 58 booths, the largest ever, and made a variety of content available to showcasing Korean tourism further. Everyone was able to make concerted efforts to promote the charms of Korean tourism as much as possible under the concept "Not only... Korea" – with the hashtag referring to the various aspects the country offers – which helped win the Grand Prix booth award. In line with the concept, we placed extra focus on 1) conducting an SNS posting event and a quiz rally to have visitors move around and 2) created hands-on events and experiences within the booths.

In 2018, we expect to make more time for the trade professionals to get to know the ins and outs of the attractions of Korean tourism. (B2B in the morning and booth experience in the afternoon, for example)



Second Grand Prix Winner

Exhibitor's Voice





※Corporate titles omitted

TAIWAN VISITORS ASSOCIATION TOKYO OFFICE
Ms. Cheng Yi-Ping, Director

Some 200 travel industry players from all around Taiwan visited Japan and showcased the latest travel information at the booths. This year, we showed our ingenuity in providing visitors with opportunities to touch on and feel Taiwan in new ways under the concept "Meet Colors! Taiwan" using Virtual Reality, LED and live images connecting Taiwan and the event site.

We expected new proposals and services for B2B transactions as we heard that the trade days will be further enhanced for 2018. Since we feel that the Taiwan booths this year are not functional enough as a place for business meetings due to the weak B2B concept, we want to improve the concept to where everyone would find it seamless for both B2B and B2C in 2018.

Booth Grand Prix
Special Award Winner



Iruka Hawaii LLC.
Mr. Shinon Ichiki

I think that our participation as an exhibitor was substantively fruitful. Despite having a small booth, we were able to secure space for meetings on the trade day and attract visitors' interest with ease on consumer days.

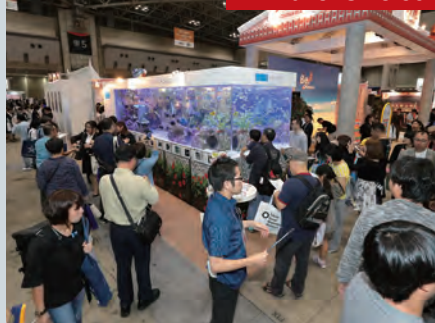
We also provided fresh and familiar impressions of our tour products through Virtual Reality experiences and photos that matched our theme. I hope we would be able to play some music at our booth the next time.

Travel Showcase (Venue Map East Hall 4, 5, 6)



Second Grand Prix Winner

Exhibitor's Voice



Okinawa Convention & Visitors Bureau
Ms. Yoriko Takahashi, Coordinator

This year we designed our booths with a red-tiled roof to reflect the theme "Good Old Okinawa Somehow." We believe that we could attract many visitors with a variety of events that visitors could participate in such as Ryukyuan costume dressing, hands-on Sanshin playing, and making of original photo-books, in addition to promotional activities, including stage performances of Okinawan traditional performing arts, presentations by popular laugh-makers originally from Okinawa, and special local-food tasting. For the convenience of B2B customers, we placed a chair at each booth only on the trade day, so we could sit and talk business in comfort.

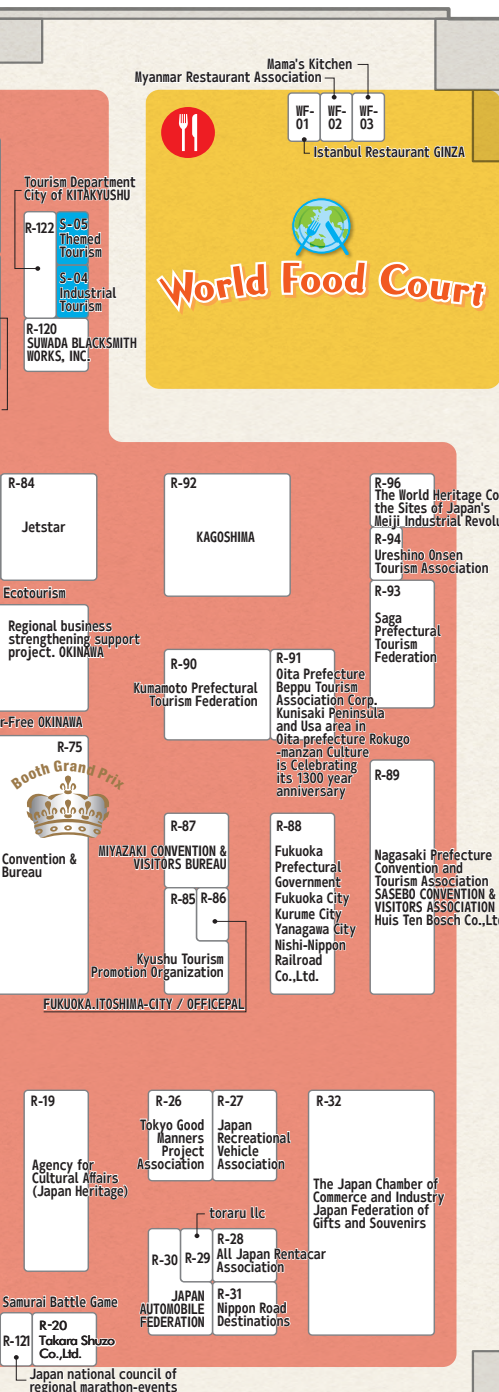
For the event next year, we will continue to make all-out efforts with other interested operators in the prefecture to familiarize visitors with Okinawa and its other charms.



Executive Committee Chairman's Award

Exhibitor's Voice





U-02 MLB Road Show

The MLB Road Show, the first event hosted at Tourism EXPO Japan, is one of the Major League Baseball grassroots programs. The talk shows, featuring former MLB players who shared their actual experiences and chances to win special goods, attracted many visitors.



U-03 "i enjoy!" Para Sports Park

The Nippon Foundation Paralympic Support Center hosted a para-sports hands-on area. With the Paralympians joining the event, some 3,500 children and adults enjoyed Paralympic Games, including wheelchair basketball, boccia and shooting.



U-04 SNOW RESORT Square

The Snow Resort Square, with "Sports" and "Resorts" with "Snow" as the theme, further attracted visitors interested in travel with chances of getting free lift tickets and hotel coupons. Collaborative programs with local governments were conducted on the trade day.



U-01 Sept.21 (Thu) - 23 (Sat) Inbound Tourism Business EXPO

Cross-industry exhibition and business meetings for different industries partnering with those within the travel industry co-hosted by Nikkei Inc. In addition to an exhibition of tourism technology, visitors attended several seminars.



U-05 Sept.24 (Sun) Local Yuru Sports



A limited event jointly hosted by the World Yuru Sports Association conducted only on Sunday Sept. 24. Using "large Japanese karuta cards" and moving bodies, culture and characteristics of domestic regions were introduced. Children and parents displayed joy in participating in the event.



East Hall 5

East Hall 6

※Corporate titles omitted

DISCOVER WEST Association / WEST JAPAN RAILWAY COMPANY

Mr. Kazuhisa Tokuyama, Assistant Manager, Marketing Dept. Railway Operation Headquarters

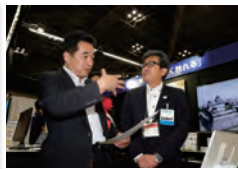
In addition to setting up a stage and a corner where visitors could feel the uniqueness of the five prefectures in the Chugoku Region through hands-on activities, we made available information ideal for B2B customers about the "Twilight Express Mizukaze," which started its operation in June this year. We also placed train managers and crews to further explain about Mizukaze in detail to visitors. Working together with the Ryobi group, with a large presence in Japan, we could develop a unified presence, enabling customers to visit both booths.

RYOBI HOLDINGS Co., Ltd.

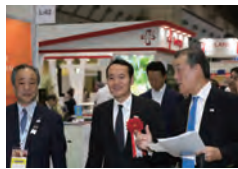
Mr. Kengo Maki, Assistant Manager

For the trade day, we created a marketplace where local governments and the private sector -- sharing common booths dubbed Wonderful Setouchi -- made available their unique food, specialties and hands-on products for travel agency buyers. This allowed for opportunities to create new products when possible. We will continue to provide food and hands-on products exclusively available in Setouchi at our booths next year to inspire visitors to visit Setouchi.





Mr. Manabu Sakai
State Minister of Internal Affairs
and Communications;
State Minister of Cabinet Office



Mr. Kazuo Yano
Parliamentary Vice-Minister
of Land, Infrastructure,
Transport and Tourism



Mr. Masatoshi Akimoto
Parliamentary Vice-Minister
of Land, Infrastructure,
Transport and Tourism



Mr. Hideka Morimoto
Vice Minister of the Environment



Mr. Reiji Kamezawa
Director-General, Nature Tourism
Bureau, Ministry of the Environment



Ms. Yuriko Koike
Governor of Tokyo



Mr. Hideaki Omura
Governor of Aichi Prefecture



Mr. Toshihiro Nikai
House of Representatives Member



Mr. Akihiro Nishimura
House of Representatives Member



Mr. Shunsuke Takei
House of Representatives Member



Mr. Yosuke Tsuruho
House of Councilors Member



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



Mr. John O'Sullivan
Managing Director, Tourism
Australia, Commonwealth of
Australia



Mr. Sergejus Tichomirovas
Advisor to the Minister of Economy
Republic of Lithuania



Mr. Chantha Tith
Deputy Minister of Tourism
Kingdom of Cambodia



Mr. Benito C. Bengzon Jr.
Vice Minister of Tourism
Republic of the Philippines



Dr. Mohamed Abuzaid Mustafa
Minister for Tourism, Antiquities
and Wildlife
The Republic of the Sudan



Mr. Gerald Lawless
Chairman
World Travel and Tourism Council



Mr. Christian Mantei
General Manager, About France,
French Republic



Mr. I Gde Pitana
Deputy Minister of Tourism,
Republic of Indonesia



Ms. Kobkarn Wattanavrakul
Minister of Tourism and Sports
Kingdom of Thailand



Ms. Becky Ip
Deputy Executive Director
Hong Kong Tourism Board



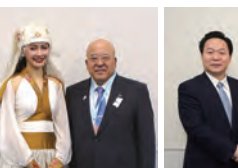
Mr. U Ohn Maung
Union Minister for Hotels and
Tourism, Republic of the Union of
Myanmar



Mr. Yung-Hui Chou
Director General, Taiwan Department
of Transportation and Tourism



Dr. Adla Ragab
Vice Minister of Tourism
Arab Republic of Egypt



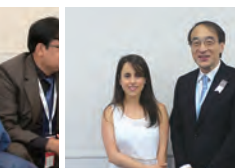
Ms. Louknum Vongsili
Tourism Friendship
Ambassador
Laos



Mr. Zhang Xi Long
Director, Tokyo Office
China National Tourism
Administration



Mr. Lee Hee-beom
President & CEO, Pyeongchang
Olympic Organizing Committee
Mr. Choi Moon-soon
Governor of Gangwon Province,
Republic of Korea



Ms. Rowshan Ara Mannan
Member of Parliament
Honorable Member of the
Parliamentary Standing Committee
Ministry of Civil Aviation and Tourism
Bangladesh



Ms. Nachi Vilardo
Market Director
Ministry of Tourism, Argentina



Mr. Jim Jones
Managing Director, Great
Britain, North Wales Tourism



Appreciation Get-Together Exciting Place for Exchanges Among Exhibitors

The EXPO networking event created a place where exhibitors could meet their international counterparts. Expressing appreciation to the exhibitors and underscoring the significance of the event, Mr. Hiromi Tagawa, Chairman, Tourism EXPO Japan Planning Committee, cited the business meetings held for the first time to boost B2B opportunities. He also encouraged everyone to take advantage of the business meetings also on the second day and beyond, emphasizing that Tourism EXPO Japan is a highly effective place to grow business.

Also, LDP Secretary-General Toshihiro Nikai, the guest of the event, expressed his respect for the people engaged in the travel industry as they face some growing pains. House of Representative Member Shunsuke Takei, another guest, also said that the tourism industry links people and countries together, serving as a catalyst for world peace.

In a friendly atmosphere, exhibitors from abroad and in Japan exchanged cards and information during the event.

Beverage/refreshments donors: Kochi Visitors and Convention Association; Embassy of the Argentine Republic

Stage act donors: Okinawa prefecture; Shikoku Tosa Omonotashi Kaientai; Embassy of the Republic of Kenya; Iwate prefecture

Sept 22 (Fri) 18:00 – 20:00 Stage A in East Exhibition Hall, Tokyo Big Sight



Chairman, Hiromi Tagawa



Mr. Toshihiro Nikai



Mr. Shunsuke Takei



Drone-movies filmed by Mr. Kazutaka Yamaguchi and traditional Okinawan dance eisa were shown on the stage.

Gourmet Zone



全国ご当地どんぶり選手権 The Local "Donburi" Grand Prix In Tourism EXPO Japan 2017

A feature at Tourism EXPO Japan again this year included trial competition for the Local "Donburi" Grand Prix (to be held in Jan. 2018). Regions from throughout Japan gathered to boast their entries of their popular donburi (simple Japanese food in a bowl) delicacies, which were voted by hungry fans who dished out 500 yen per half-sized bowls. Out of 16 bowl entries, 10 were selected for the finals.



世界のグルメ名酒博

World Gourmet Excellent BEER Expo

In addition to the Oktoberfest official breweries from the beer kingdom of Munich, Germany, those from Belgium, Czech and other countries also unveiled their draft beers drawn out of a barrel this year. Grilled sausages, fish & chips and other selections were served among menu choices.



ワールドフードコート

World Food Court

Cuisines from Turkey, Myanmar and Paraguay were featured in the exhibition this year. Visitors licked their lips over popular kebabs, paella and Myanmar noodles.



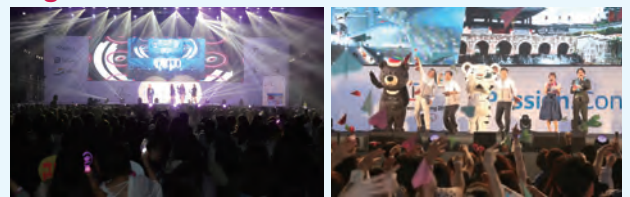
Public Relations Cooperation Event

Springboard for the 2018 Pyeongchang Winter Olympics Premiere Show in Japan Jointly Hosted by Seoul, Gyeonggi-do, Gangwon-do "THREE FRIENDS TALK & CONCERT in Tokyo"



In efforts to enhance opportunities for the Pyeongchang Winter Olympic Games in Korea in February 2018, Ms. Miki Ando offered a commentary on interesting points of view to enjoy watching the Winter Olympic Games, while Korean concerts and talk shows were held by Super Junior (Donghae, Eun Hyuk and Yesung) and T-ARA to heighten the sightseeing charms of the three municipalities.

Sept 23 (Sat.) 17:00 – 20:00
Special Stage, East Hall 8
Tokyo Big Sight



Travel Showcase [Events Planned by Organizers] Variety of Projects for Industry Players and Consumers Highlighted

This year marked the fourth year and came into the second stage in the evolution of this event, which was reflected in the event theme, “Modern Travel: Visit. Participate. Enjoy.” It introduced themed travel, industrial travel, and sports tourism to enhance the ongoing proven programs while experimenting with measures and policies to vitalize the tourism industry.

New Projects “New Style of Travel”

Themed Travel

Travel is no longer determined by destinations but by themes with specific tourism resources. New exhibition booths to introduce characteristic features include: “Holy Anime Mecca 88 in Japan” selected by anime fans in the world; “Eco-tourism,” a travel style, bringing constant benefits while maintaining nature, culture and history unique to the area; information on the marathon races planned throughout Japan; and the fascination of Japan’s industrial revolution heritage in the Meiji period. The panel exhibition set by organizers also introduced 13 travel themes.

<Themes Featured>

Anime tourism / Eco-tourism / Local marathons nationwide / Meiji-Japan’s industrial revolution heritage / Historic legacy of old folk houses / Cycle tourism / Birthplace of Japan’s pilgrimage culture / *Ninja* tourism / Century-old *Ryotei* / Scenic route tourism / Sake brewery tourism / Religious pilgrimage visits to temples and shrines / Movie or TV On-Location tourism



Experience Fun-filled “Industrial Tourism”

Industrial tourism means tourism-related activities providing Japanese spirit of making items through various tourism resources, including industrial-culture assets (industrial heritage such as old geometric tools and factory remains), production sites (factories and studios) and industrial products. At the sites -- Aichi prefecture, the city of Kitakyushu, Sumida Ward and Suwada -- Blacksmith Works showed respective industrial tourism facilities, factory night views and specialty skills.



Local Yuru Sports

Transmitting the appeal of local regions through sporting activities is the idea behind “Local Yuru Sports” (*yuru* meaning slow, easy and relaxed). This year, visitors struggled with carrying the large *karuta* cards lined up in the site. Scenes of children running around to find cards with their parents in earnest were funny yet had a happy atmosphere.



Special Projects 2017

Three Baltic Countries Project

The three Baltic countries (Estonia, Latvia, Lithuania) in the east of the Baltic Sea and on the southern side of Finland were featured at this year’s Tourism EXPO Japan. Seminars delivering the beauty of each country, and performances of the Lithuanian choral society and Latvian traditional instrumental music were conducted on the trade days.

Talk shows featuring former sumo champion Balto and jewelry workshops were also conducted on the general-public days, where many visitors had opportunities to familiarize themselves with cultures of the Baltic nations.



Overseas Hotel Corner

With the cooperation of the Overseas Hotel Executive Association (OHEA), a place to introduce the attractiveness of overseas hotels newly was opened this year where nine organizations, including hotel groups, provided various information.



Travel Plaza

Operators dealing with travel specialized in certain areas, countries and fields exhibited here. In addition to booth participation, briefings were conducted in the nearby presentation space, providing visitors with rare tour products and travel information. Individualistic and characteristics of specialized travel companies were also introduced.



Ongoing Projects

“Cheer Up Japan” through the Power of Travel!



The 3rd Japan Tourism Awards-winning Features



Sports Tourism



MLB ROADSHOW 2017

MLB ROADSHOW, the baseball theme park being developed in Asia, South America, Europe and all around the world, was held at the TEJ venue as a new sports attraction, showcasing a fascination of Major League Baseball.

Meet the World



“i enjoy!” Para Sports Park



SNOW SPORTS SQUARE



The 65th Japan Tourism Poster Contest



Reconstruction Support for Tohoku and Kumamoto JATA Tourism Charity Auction 2017



Study-abroad Corner



Ito En O~i Ocha New Haiku Grand Prix

EUROPE SQUARE



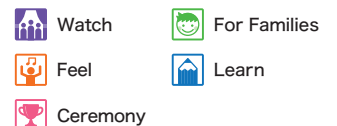
Family Market Grows with Improved Hospitality!

Available again this year were kids' corners with baby stroller yards to accommodate families with babies and small children. On the consumer days, children enjoying a variety of hands-on events with their parents were observed.



Travel Showcase (Stage Programs)

Featured of many various performances and events



9/23 sat.	Place	EAST 1 A Stage	EAST 3 B Stage	EAST 4 Japan Stage
	Time			
	10:00	10:30 - 11:00 EGYPTIAN FOLKLORIC PERFORMANCES FOLKLORIC/TANOURA	10:30 - 11:00 The Marianas Mariana-chan & Miss Marianas	10:30 - 11:00 Public relations of Kumamoto Prefecture Kumamon-tai
	11:00	11:15 - 11:45 All about IWATE & Morioka Sansa Odori IWATE MARUGOTO OMOTENASHITAI & Miss Sansa Odori Dancers	11:15 - 11:50 Tango Argentino Diego & Carla	11:15 - 11:45 Ibaraki-prefecture Tochigi-prefecture Sightseeing PR & Performance Mashiko Tatsuro, Ryo Fuuka
	12:00	12:00 - 13:30 Taking a Drone on Honeymoon - 400 Days Around the World HoneymoonTraveler Kaz Yamaguchi	12:00 - 12:30 Traditional Cultural Performance Nepal Traditional Cultural Performance group	12:00 - 12:30 Tokyo Skytree's official character Sorakara-chan's show. And Tomomi Kuno & Yusuke Minamida's TOBU Railway Talk Show Nikko City-TOBU Group
	13:00	13:45 - 14:15 San-ai mizugi rakuen Beach Style Show 2017 Kumae Rui(2017 San-ai mizugi rakuen Image Girl)	12:45 - 13:15 Shakyakirti Dance from South Sumatra and other Indonesia Traditional Dance Performance Artina Production	12:30 - 13:00 Hyogo Tourism Promotion~Food&Travel~ Hyogo, Kobe, Himeji, Akashi, Ako, Awaji Island
	14:00	14:30 - 15:00 PHILIPPINES STAGE	13:30 - 14:00 Myanmar Ethnic Dances(Chin,Rakhine,Shan) Group of Myanmar Ethnic Dances	13:15 - 13:45 Thankyou from kyushu & Fly to kyushu campaign! Kyushu Tourism Promotion Organization
	15:00	15:15 - 16:15 Talk Stage on Tokyo Tourism Promotion Mikihisa Azuma, Tokyo Metropolitan Government	14:15 - 14:45 Meet Colors! Taiwan Musou Band	14:00 - 14:30 The 65th Poster Competition for Tourism of Japan Organizer
	16:00	16:30 - 17:00 +150 year romance [Tosa Omotenashi Kaientai (Kochi's Idol group)]	15:00 - 16:00 Tour Grand Prix 2017 Organizer	15:00 - 15:30 Welcome to Chiba! Chiba Prefecture/Kisarazu City/ An Edo Travelogue through Four Hokusai Cities
	17:00	17:15 - 17:45 Chinese Acrobatics and dance Datang Furong Garden Art Troupe	16:30 - 17:00 Mexican Mariachi Live Performance Mariachi Agave	15:45 - 16:15 Hattori Hanzo and the Ninjas Performance Hattori Hanzo and the Ninjas
	18:00		17:15 - 17:45 HK Express Q&A HK Express	16:30 - 17:00 Shiga prefecture tourism promotion by Shiga prefecture mascot characters Biwako Visitors Bureau
9/24 sun.	Place	EAST 1 A Stage	EAST 3 B Stage	EAST 4 Japan Stage
	Time			
	10:00	10:15 - 10:45 Paraguayan harp and dance of bottles Sonrisa	10:30 - 11:00 Let's go to the world with a bicycle! Proposal of a healthy and environmentally friendly travel form Takashi Nakaoka	10:15 - 10:45 Rihwa NAMA - HOKKAIDO LIVE
	11:00	11:00 - 11:30 To heard and seen The beauty of Taiwan Aborigine Composed Artistes In Taiwan Aborigines (CAITA)	11:15 - 11:45 Uzbek Dance Show "Greetings of the bride" GULISTON	11:00 - 11:30 "Soma-nomaol" Traditional Horse Racing :Conch and Folk Song "Soma Nagareyama" Performance Soma-nomaol Nakanogo Equestrian Association
	12:00	11:45 - 12:30 Okinawan traditional performing art Eisa The Okinawa-city Young Men's Association	12:00 - 12:30 Where on earth is Laos? Goodwill Ambassador of Tourism of Laos and Nam Kat Yorla Pa eco-resort.	11:45 - 12:15 AKI HIROSHIMA BUSHO-TAI Samurai Performance
	13:00	12:45 - 13:15 The PyeongChang 2018 Olympic & Paralympic Winter Games Promotion event	12:45 - 13:15 PHILIPPINES STAGE	12:15 - 12:45 Shimane the Land of "Go-En"PR Shimane tourism mascot "shimanecko"
	14:00	13:30 - 14:00 Dance Performance by International Pacific University Dance Club -When it began-	13:30 - 14:00 Czech Republic: Traditional Cimbalom band concert The Strážničan cimbalom band	13:00 - 13:30 Wakayama Tourism Promotion Rei Okamoto, WAKAYAMA Mascot Character
	15:00	14:15 - 14:45 "The Lithuania's Centenary Song Celebration" Choir Group Lithuanian National Culture Centre	14:15 - 14:45 The Special Stage of South African Drum Jembe Drum Café	13:45 - 14:15 YOKADO KAGOSHIMA Local character (Gurippu, Satsuma-kansi HAYATO)
	16:00	15:00 - 15:30 the Four Regions Dance(RABUM SEE PHAK) Banrabum Thai Classical Dance	15:00 - 15:30 CLUB MED G.O. SHOW CLUB MED Hokkaido Tomamu & Sahoro G.O team	14:30 - 15:00 Gunma prefecture Sightseeing PR stage Local character (Gunma-chan and others)
	17:00	16:00 - 16:30 The local "Donburi" Grand Prix Organizer	15:45 - 16:15 Cruise Writer Mis Ueda's Cruise Talk Show! Cruise Writer Mis. Sumiko Ueda	15:30 - 15:00 Performance by akita wanwan musume & akita wanwan boys
		16:30 - 17:00 Grand Finale	16:30 - 17:00 Kantan Chamorroita ~Songs & Dance of Guam~ Guam Chamorro Dance Academy	15:45 - 16:15 Enjoy "Site of Japan's Meiji Industrial Revolution" with Rakugo Storytelling and Video Images Sanyutei Utamusahi
				16:30 - 17:00 FOOD ACTION NIPPON STAGE

Seminar Schedule

	Place	Time	Organizer
9/23	East1	Seminar Room10	10:00-18:00 THE GRADUATE SCHOOL OF PROJECT DESIGN
	East3	Seminar Room11	10:00-18:00 Long Stay Foundation
9/24	East3	Seminar Room11	10:00-18:00 GUAM
			13:30 - 14:30 Seminar: Learn about "DMO", essential factor of tourist destination management Speaker: Mitsuru Okoso, Managing Director, Destination Management Platform Promotion Board / Visiting Professor, THE GRADUATE SCHOOL OF PROJECT DESIGN 14:45 - 16:30 Free Conversation / Question time Longstay in Asia Guam Chamorro Dance Academy



Closing Ceremony / Grand Finale

Sept 24 (Sun) 16:30 – 17:00
Stage A, East Exhibit Hall, Tokyo Big Sight

Closes with Record-high 191,577 Visitors More Beneficial Networking Event for 2018!

A record-setting 191,577 visitors concluded the fourth Tourism EXPO Japan this year, with a significant number of business appointments completed, up some 150% from a year ago. At the closing ceremony, JATA Chairman Hiromi Tagawa said that this year was an appropriate year to kick off the second three-year stage featuring prominent events with exciting and hands-on exhibitions, paying the way for more to come in 2018.

The Booth Grand Prix awards ceremony named the winners of the Grand Prix Award for one organization, Second Grand Prix Award for two organizations, Special Award for one organization and Planning Committee Chairman Award for one organization. All exhibitors and event visitors voted for the awards for two days from Sept. 22 (Fri) to 23 (Sat). Commemorative plaques, award certificates and complimentary exhibit booths for 2018 as an extra incentive were given to the winners.

In the event's conclusion, local characters throughout the country gathered for a big cheer in the grand finale, in setting the tone for the 2018 event.



*Refer to "Exhibitors' Opinions" on pages 24-27 for winners' information.



[Closing Ceremony]

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

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

Mr. Shigeto Kubo, President & COO, Japan Travel and Tourism Association (JTAA)

Mr. Tadashi Shimura, President, Japan Association of Travel Agents (JATA)

Grand Prix Award winners

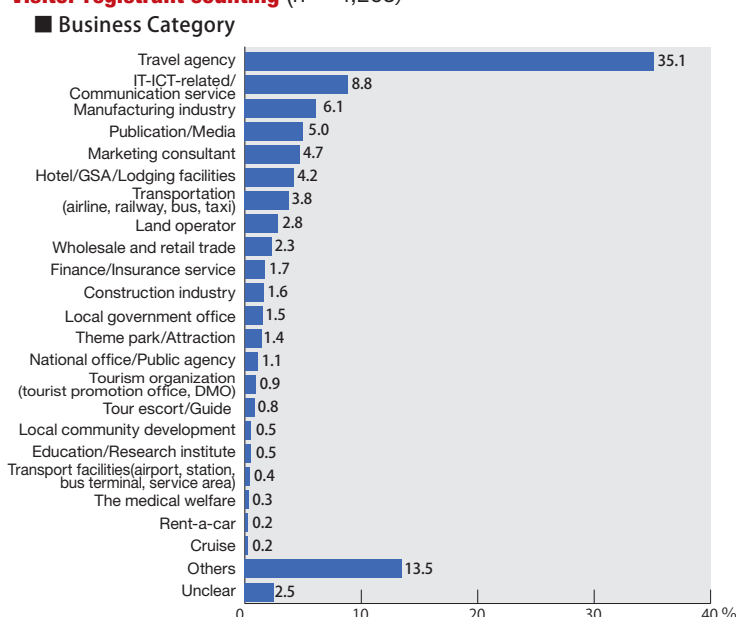
[Grand Finale]

Exhibitors (local characters from throughout Japan)

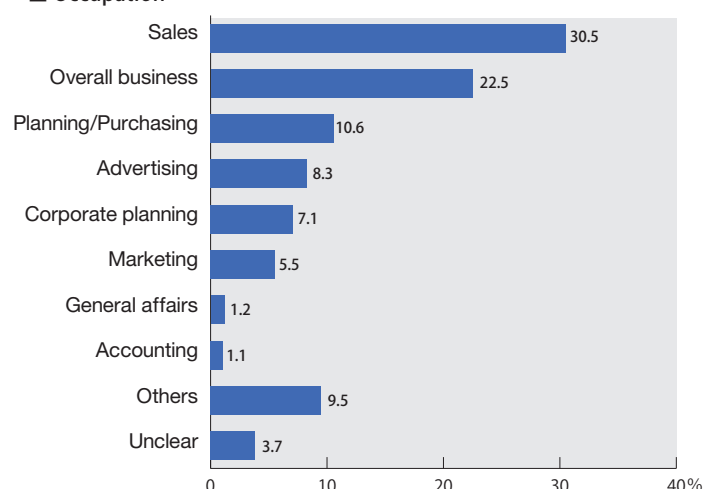
Survey of Trade Visitors

The largest business category of trade visitors was “travel companies” constituting some 35.1%, followed by “information and communications/IT-related companies” (8.8%), revealing a widening of business categories. According to satisfaction ratings by purpose of visit, more than 80% was marked in all categories with a 92.6% satisfaction rating for “Broaden network outside the industry,” underscoring the increase of the business sector beyond industry borders.

Visitor registrant counting (n = 4,263)

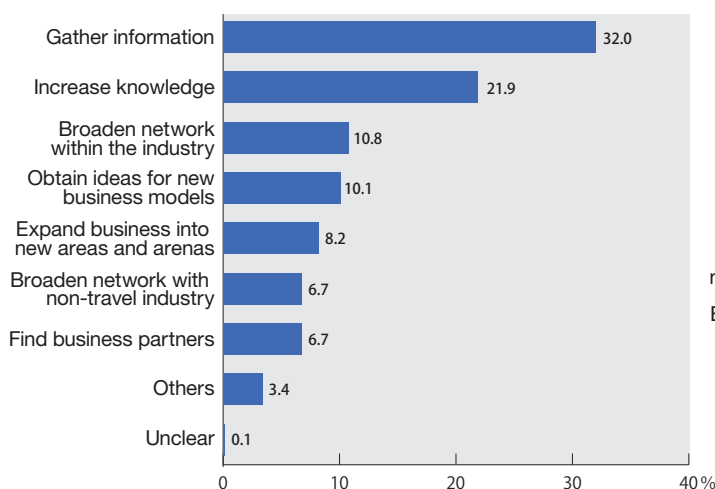


■ Occupation

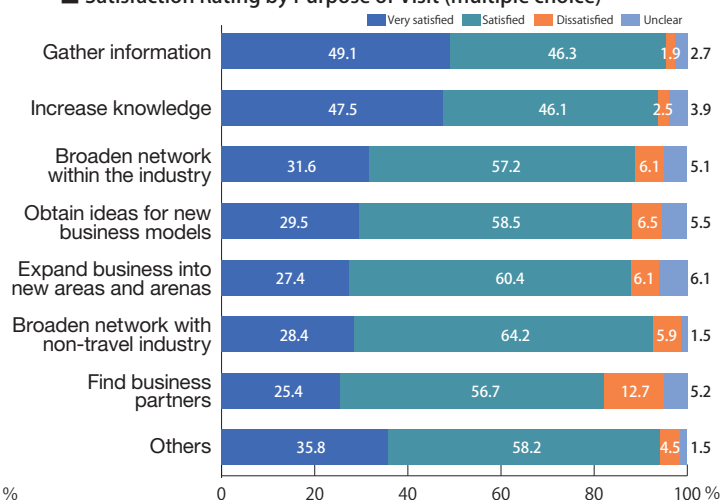


Survey of Visitors (n = 675)

■ Purpose of Visit (multiple choice)



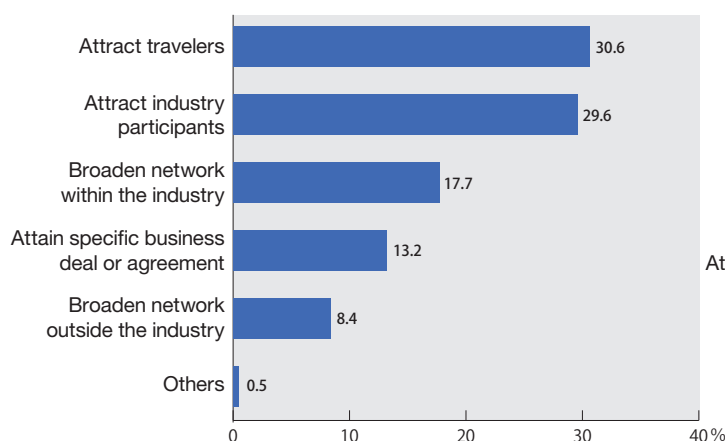
■ Satisfaction Rating by Purpose of Visit (multiple choice)



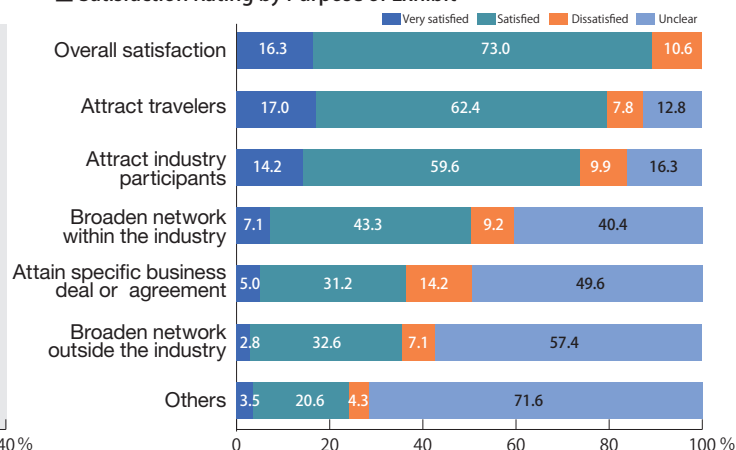
Survey of Exhibitors

(n=141)

■ Purpose of Exhibit (multiple choice)



■ Satisfaction Rating by Purpose of Exhibit



By purposes, nearly 30% of respondents selected “attract travelers” and “attract industry participants,” followed by “broaden network within the industry” and “attract specific business deals or agreements.” Nine out of 10 respondents expressed overall satisfaction, reflecting a high evaluation by the majority of exhibitors.

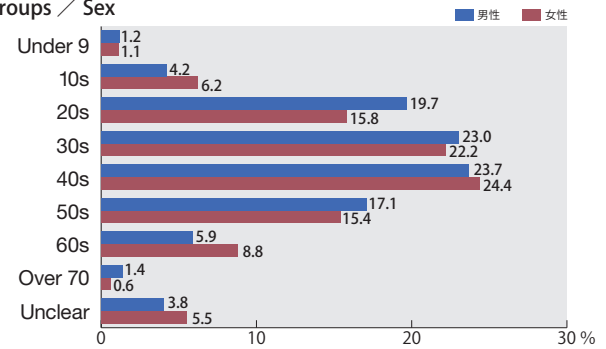
Survey of General Visitors

(n=1,006)

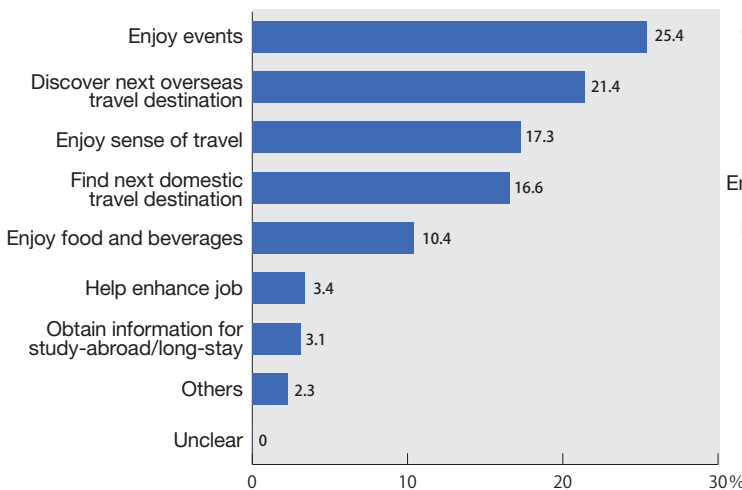
Nearly six of every 10 consumers were female, with the largest age segments generated from those in their 40s, followed by 30s, 20s and 50s. They expressed high expectations for various events including to “enjoy events,” “discover the next overseas/domestic travel destination” and “enjoy sense of travel,”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

For the fourth year of Tourism EXPO Japan, awareness that the event is filled with travel contents is growing among general consumers.

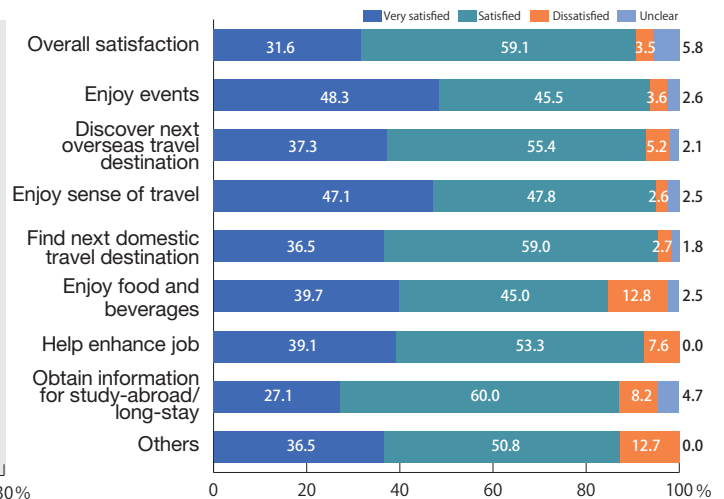
Age Groups / Sex



Purpose of Visit (multiple choice)



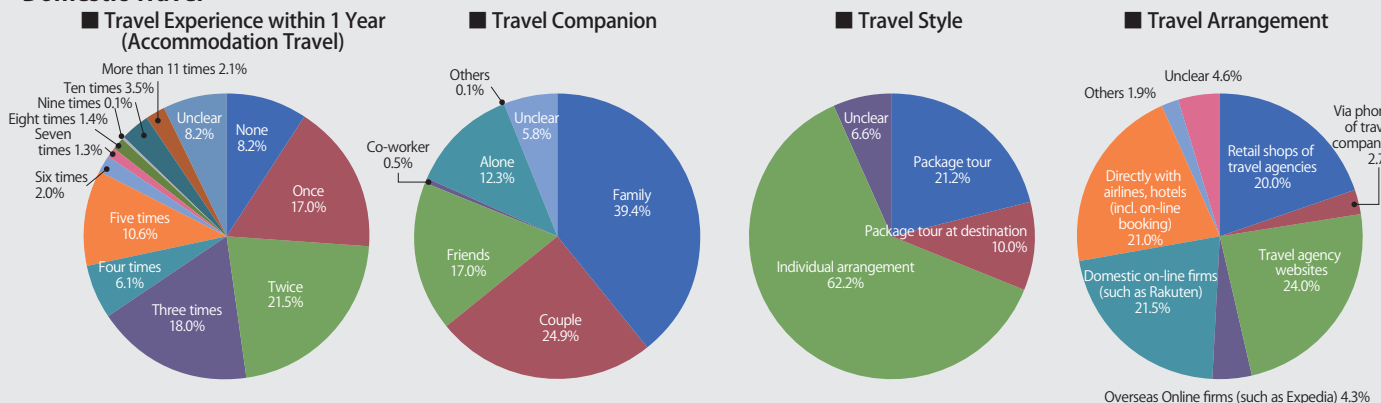
Satisfaction Rating by Purpose of Visit



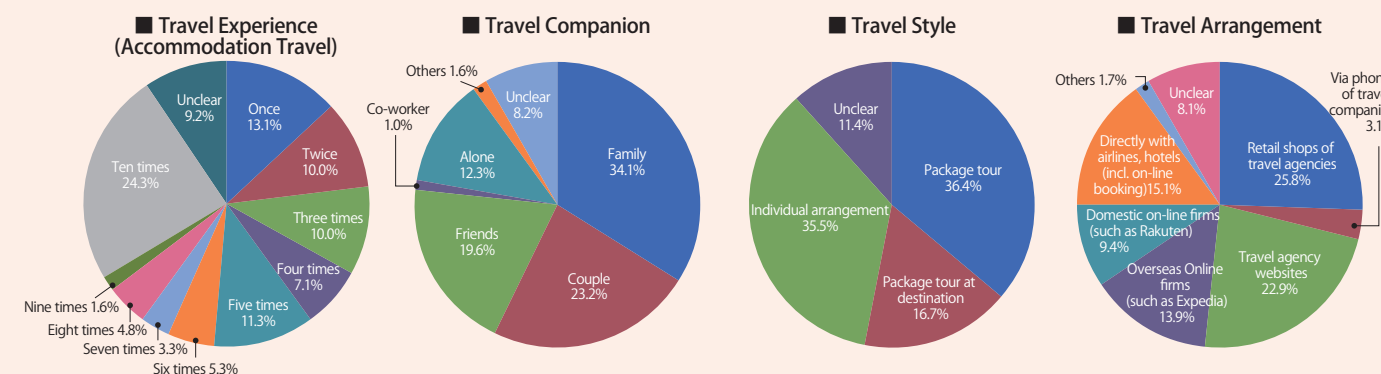
Travel Trends of General Visitors

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

Domestic Travel



Overseas Travel



PR activities [theme copy, key visual]

1. Theme copy

In the first three years of Tourism EXPO Japan (2014 to 2016), concentration was placed on recognition and branding as a tourism event to boost tourism demand among consumers.

In the second stage (2017 and 2018) -- expected to create events in which participants can further boost their business -- themes and visuals further boost recognition among both consumers and tourism professionals in 2017. For consumers, the expression was created to arouse excitement to travel, while that for the trade was aimed at helping boost motivation and develop a stronger tourism industry through advertising exposure.

Modern Travel: Visit. Participate. Enjoy.

2. Key Visuals

<Design Concept>

Designed to bring a feeling of entering a door to a place that fulfills a traveler's every wants and purposes. The "new style" of travel is depicted with the motif of a kaleidoscope, boasting the multiple-dimensional experiences that tourism brings.



[Digital media]

Aimed to reach a wide range of segments interested in tourism and travel. In efforts to expand the recognition of the event, new advertisements were launched employing movies for online ads. Placed ads -- primarily those in existing search-based listings and display ads based on user's preferences -- drove viewers to the official website to increase traffic.

Internet Ad Target

Ad area: 4 prefectures in Kanto

Interest/age:

18-54 years old male and female with interest in travel

Website Access Results

Page view counts:

3,476,027 PV (up 29% year-on-year)

Session counts:

650,325 (down 15% year-on-year)

User counts:

529,257 (down 16% year-on-year)

Video Ads

YouTube/TrueView Ad

Sept. 8 (Fri) – 24 (Sun)

Viewer counts 350,311 (up 1,900% year-on-year)

Sankei News (PC-version)/In-Read Ad

Sept. 11 (Mon) – 18 (Mon/holiday)

750,886 VIMP (n/a)

SankeiBiz (PC-version)/In-Read Ad

Sept. 11 (Mon) – 24 (Sun)

87,386 VIMP (n/a)

Sankei Digital/Backdrop, Landscape Ad

Sept. 18 (Mon) – 24 (Sun)

76,550 VIMP (n/a)

(Sankei News, iZa, SANSP0.COM,

SankeiBiz, zakzak)

Internet Site Live Broadcasting (5 hours)

Sept. 22 (Fri)

Impress/Travel Watch

YouTube LIVE "Travel Watch Channel"

Viewer counts 8,245

Nikoniko Live Program "Car Watch Channel"

Viewer counts 21,373

Characteristics of Official Website 2017 Version

- Entrances on the Grand top page of the website were made clearer for B2B and B2C, allowing for more reach and lead in to appropriate information.
- User interface enabling to stress-free access to information
- Responsive designing to display all pages on smartphones



PC-version

Smartphone-version

Display Ads/Yahoo! Google

YAHOO! JAPAN

Google

Sept. 8 (Fri) – 24 (Sun)

Retargeting Ads

Ads to draw potential visitors to the website

Interest Category Ads

Ads to bring in potential segments became interested

Website Quality Target Ads

Ads to attract potential segments who are interested

Display counts: Yahoo! 7,457,879;
Google 6,911,712

Listing Ads

Sept. 8 (Fri) – 24 (Sun)

Ads to bring in potential visitors in accordance with search result

Display counts: Yahoo! 506,290; Google 168,785

<Display Ads/Travel Voice>

Sept. 4 (Mon) – 10 (Sun); Sept. 16 (Sat) – 22 (Fri)

Display counts: 280,000

<SNS Development>

In addition to conventional Facebook and Twitter (for public) developments, newly set up Japanese and English Twitter accounts for business and Instagram accounts for public, also conducted a campaign to concurrently post Tourism EXPO Japan on Sept. 7 (Thu), 14 (Thu) and 21 (Thu).



[Advertising Media]

Running of advertisements beginning September included transit, magazines, cable TV, and distribution of advertising catalogue.

◆ Transit Ad Media/Poster Display

- JR hanging banner ads (B3 size): total 10,330 sheets
Shonan-Shinjuku and Ueno-Tokyo Lines: Sept. 15 (Fri) – Sept. 18 (Mon)
Keihin-Tohoku, Negishi, Chuo (rapid-transit/local trains, Keiyo, Saikyo, Rinkai, Yamanote, Yokosuka and Sobu (rapid-transit) Lines: Sept. 18 (Mon) – Sept. 19 (Tue)



- JR above windows (B3 size): total of 3,500 sheets
Keihin-Tohoku, Negishi, Saikyo, Rinkai and Yamanote Lines, and Chuo/Sobu Lines' local trains: Sept. 18 (Mon) – Sept. 24 (Sun)



- Station ads (B1 size)
Tokyo Metro: total 60 sheets at 44 stations:
Sept. 8 (Fri) – Sept. 22 (Fri)
Tobu Railway: total 190 sheets (Tobu-Tojo Line stations included): Sept. 1 (Fri) – Sept. 24 (Sun)
JR Yokohama station: total 5 sheets: Sept. 19 (Tue) – Sept. 24 (Sun)



- Yurikamome car card ads
Frame face ads (B3 size): total 370 sheets:
Sept. 18 (Mon) – Sept. 24 (Sun)



- Door-side ads: total 230 sheets:
Sept. 1 (Fri) – Sept. 24 (Sun)



◆ Advance Announcement Tools

- Announcement posters (B3 size)
2,500 sheets
Distribution to exhibitors
Early Sept. – Sept. 24 (Sun)



- Leaflets for general visitors
(A4 size) 69,490 sheets
Exhibitors, companies of Japan Travel and Tourism Association's board members and Japan Association of Travel Agents' board members, sponsor organizations



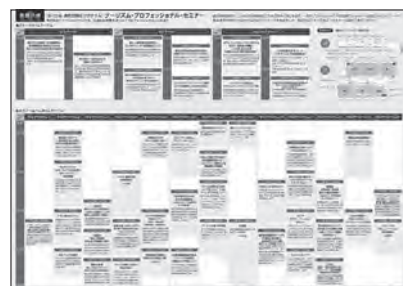
- Leaflets for trade visitors (A3 half-fold size)
34,500 sheets
Exhibitors, companies of Japan Travel and Tourism Association's board members and Japan Association of Travel Agents' board members, sponsor organizations



◆ Magazine Ads



All Nippon Airways in-flight magazine
"Tsubasa no Okoku" (Aug. issue)
Japan Airlines in-flight magazine "SKYWARD"
(Sept. issue)
2017 CRUISE STYLE GUIDE "EMBARKATION"
AERA (Sept. 16 issue)



◆ TV and Outdoor Video Ads

Tabi Channel 30-sec CF/ Cartoon Network 30-sec CF/ Kansai International Airport (KIX) Information Board 15-sec CF/ Haneda Airport Haneda Future Vision 15-sec CF



[Publicity Activities]

In efforts to generate attention from media, a total of 13 press releases were issued starting in March and up to the event's opening. Press briefings were conducted centering on travel trade press and magazines on the eve of the event. Travel trade SNSs were launched in 2017, in addition to the conventional SNSs for B2B and B2C transactions, conducting concurrent posting campaigns.

The first press conference on the event was on Tuesday, May 30. Some 50 media representatives participated in the press conference, generating up to 230 exposures in newspapers and websites. The three organizers represented by their top executives participated in photo sessions during the event, generating a strong PR effect with event publicity and branding activities.

Media Exposure

4-day total: 1,118 journalists

Exposure Volume: 2,724 media in total

A total of 2,724 media exposure, including TV, newspapers, magazines and websites

TV: 10 Programs

The event was featured in a total of 10 programs with nationwide major stations. News coverage nationwide included TX "Yugata Satellite," CX "Minnano News," both broadcasting more than four minutes. In addition, regional TV stations such as TBS, TOKYO MX and Chukyo broadcast the event.



Major Newspapers, News Agencies, Sports Newspapers, Magazines: 181 Media

In addition to major nationwide newspapers such as Asahi Shimbun, Yomiuri Shimbun, Sankei Shimbun, Mainichi Shimbun and Nihon Keizai Shimbun, local newspapers ran a variety of stories.



WEB: 2,533 Media

Stories were widely exposed through the websites of Asahi Shimbun, Yomiuri Shimbun, Kyodo News Service and Jiji Press. Also, thanks to coverage on web news of NHK and other key TV stations, other portal sites such as the influential Yahoo! published the event. The total exposure website count reached 2,533.

Media invitees from overseas also provided exposure in respective media.



List of Tourism EXPO Japan 2017 Sponsors, Supporting Organizations

[Event Name] Tourism EXPO Japan 2017

[Organizers] Japan Travel and Tourism Association (JTТА, Public Interest Incorporated Association) / Japan Association of Travel Agents (JATA, General Incorporated Association) / Japan National Tourism Organization (JNTO, Incorporated Administrative Agency)

Organizing Committee

<Chairman>

Norio Yamaguchi Chairman & CEO, Japan Travel and Tourism Association

<Vice Chairman>

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

<Members>

San-e Ichii Managing Director & Secretary General, Visual Industry Promotion Organization
Shinichi Ito Chairman of the Board, ANA Holdings Inc.
Masaru Onishi Director, Chairman, Japan Airlines Co., Ltd.
Jungo Kikuma Chairman & CEO, World Air-Sea Service Co., Ltd.
Takashi Goto President and Representative Director, SEIBU HOLDINGS INC.
Koji Kondo Vice President, All Nippon Travel Agents Association
Koremitsu Sannomiya President & coo, JCB International Credit card Co., Ltd.
Hiromichi Shinohara Vice Chairman, Council for Global Communication Development and Promotion
Yasuhiro Shimura President, Japan Hotel Association
Daichi Suzuki Ph. D Commissioner, Japan Sports Agency
Hiroshi Suda Co-Chairperson, Tourism Committee, Japan Chamber of Commerce and Industry
Yoshihiro Sekihachi Chairman, Hokkaido Tourism Organization
Chokel Taira Chairman, Okinawa Convention & Visitors Bureau
Hiroyuki Takahashi President & CEO, JTB Corp.
Akihiko Tamura Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism
Tetsuro Tomita Chair, Committee on Tourism of Keidanren; Vice Chair of the Board of Councilors, Keidanren (Japan Business Federation)
Satoru Haritani Chairman, Japan Ryokan and Hotel Association
Masao Hino Executive Director, EAST JAPAN RAILWAY COMPANY
Takeo Hirata Secretary General, Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games
Yuji Fujita Director General, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government
Ryohei Miyata Commissioner, Agency for Cultural Affairs
Kazuaki Maruo Executive Chairman, NIPPON TRAVEL AGENCY, CO., LTD.
Frederic Mazonq Director in Japan and Asia-Pacific-Middle East Regional Coordinator, France Tourism Development Agency (Atout France)

Planning Committee

<Chairman>

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

<Vice Chairman>

Shigeto Kubo President and COO, Japan Travel and Tourism Association
Morihiro Kawata Executive Vice President, Japan National Tourism Organization (JNTO)

<Special Advisor>

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

<Members>

Satoshi Akiho Senior Director Tourism & Inbound Promotion Marketing & Sales Planning, ALL NIPPON AIRWAYS CO., LTD.
Katsuya Igarashi Regional Promotion Division GM, The Japan Chamber of Commerce & Industry
Toru Ikuta President & CEO, JTB World Vacations Inc.
Masahiko Inada Executive Officer & Director, Inbound Travel, KNT-CT Holdings Co., Ltd.
Norihiko Imaizumi Chair, Sub-Committee on Planning Committee on Tourism, Keidanren (Japan Business Federation)
Atsushi Otsuki Executive Director and Senior Executive Officer, Sales & Marketing Headquarters Co-Head, Individual Travel Sales Headquarters Head, NIPPON TRAVEL AGENCY CO., LTD.
Nao Ozawa Chief Executive Officer, Nippon Foundation Paralympic Support Center
Hiroyasu Onuma Senior Director, Tourism Division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government
Yutaka Kidawara Representative of Secretariat, Council for Global Communication Development and Promotion
Minoru Kubota Vice President, Japan Travel and Tourism Association
Mamoru Kobori Executive Vice President, Japan National Tourism Organization (JNTO)
Fumio Saito General Manager, Public Relations DIV., CSR Management Headquarters, Hankyu Travel International Co., Ltd.
Eiji Sawayama Vice President, Tourism Promotion, Managing Division Passenger Sales, Japan Airlines Co., Ltd.
Tadashi Shimura President, Japan Association of Travel Agents (JATA)
Atsushi Takahashi Managing Director, EAST JAPAN MARKETING & COMMUNICATIONS, INC.
Tetsunori Dambara Managing Director, MIKI TOURIST
Yuji Nagayama Deputy Director-General, Agency for Cultural Affairs
Naoya Haraikawa Vice Commissioner, MLIT / Japan Tourism Agency
Akishige Hirai Deputy Director-General, Japan Sports Agency
Hisataka Hiragochi Director General for Planning and Promotion, Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games
Toshifumi Makita Deputy Secretary General, Visual Industry Promotion Organization
Yasuhiro Watanabe Full-time Professor, Business Management, J.F. Oberlin University

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

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For more information

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

Tourism EXPO Japan 2019

Date: Thursday, October 24-Sunday, October 27, 2019
Venue: INTEX OSAKA