The Power of Travel

Tourism Expo Japan 2019
October 24 (Thu) – 27 (Sun), 2019
INTEX OSAKA / HYATT REGENCY OSAKA

Take your travel up a notch

The World’s Leading Tourism
Trade Event First time in Osaka!

No. of Visitors A total of 151,099
No. of Exhibitors 100
Countries / Regions Japan’s 47 Prefectures 1,475
Companies and Organizations
Oct. 24 (Trade / Press Day) 19,933 Oct. 26 (General Public Day) 51,173
Oct. 25 (Trade / Press Day) 28,375 Oct. 27 (General Public Day) 51,618

Organizers: Japan Travel and Tourism Association (JTAA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)
Tourism EXPO Japan 2019

First time in Osaka, generating 151,099 visitors with record number of business talks

The Japan Travel and Tourism Association (JTTA), the Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO) held “Tourism Expo Japan (TEJ) 2019 Osaka-Kansai” from Oct. 24 (Thu), 2019 at INTEX OSAKA. The EXPO was held outside Tokyo and in Osaka for the first time, welcoming the highest number of 1,475 exhibitors (102% compared to the previous year) from 47 prefectures in Japan as well as from 100 countries and regions globally, generating a total of 151,099 visitors over the four days.

Events on the Trade and Press days of Thursday, Oct. 24 and Friday, Oct. 25, included a keynote speech by Tadao Ando, a Japanese architect; the 3rd TEJ Ministerial Round Table with tourism ministers and top leaders from 19 countries introducing tourism efforts in each country under the theme “Community Vitalization: People and Culture;” and theme-based symposiums focusing on overseas travel and digital marketing as well as on entertainment which is a major content in the Osaka-Kansai area. In addition, the Japan Tourism Awards Commendation Ceremony was held to recognize efforts that contribute to the development and growth of the tourism industry, followed by the WELCOME RECEPTION for participants.

Travel showcase and In-booth business meetings this year adopted a pre-appointment system with improved accuracy and introduced speed networking, leading to 8,392 business talks, a 12% increase from the previous year.

On Oct. 26 (Sat) and Oct. 27 (Sun), which were opened to the public, exhibition booths were filled with Osaka-Kansai-style exhibitions under the theme of “Take your travel up a notch,” fascinating visitors with tourism, including simulated casino experiences at the “IR GAMING EXPO 2019” as well as simulated experiences of travel using the latest technologies such as VR and AR.

Next year’s “Tourism EXPO Japan 2020” will be held for the first time in Okinawa (at Okinawa Convention Center and other nearby facilities). As the world’s attention will be focused on Japan with the 2020 Tokyo Olympic and Paralympic Games, the EXPO will lead an opportunity to boost Okinawa as an international marine resort.

Results of Tourism EXPO Japan 2019

<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>No. of Exhibitors</th>
<th>No. of Visitors</th>
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<tbody>
<tr>
<td>2014</td>
<td>151 countries / regions Japan’s 47 prefectures 1,129 companies and organizations</td>
<td>41,063</td>
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<td>Sept. 26 (Trade / Press Day)</td>
<td>Sept. 24 (Trade / Press Day)</td>
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<td>Sept. 27 (General Public Day)</td>
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<td>61,640</td>
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<td>54,877</td>
<td>64,959</td>
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<td></td>
<td>A total of 157,589</td>
<td>A total of 173,602</td>
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Visitors of JAPAN NIGHTS’ street events at Nihonbashi Area: 15,200
The world top leaders gathered from 19 countries and four organizations -- the highest number of participants in the history of the event! TEJ Ministerial Round Table and Keynote Speech were held in conjunction with the United Nations World Tourism Organization (UNWTO) and World Travel Tourism Council (WTTC)

1. Tourism EXPO Japan 2019 Forum & Seminars
   Travel showcase and In-booth business meetings were held for two days to heighten the business impact for exhibitors, with a newly introduced speed-networking program!
   Exhibitions highlighted theme-based sightseeing areas for domestic/inbound, and overseas destinations

2. Travel Showcase and In-booth Business Meetings
   Number of business meetings during the Expo: 8,392 (up 12% from the previous year) / Number of travel showcase: 1,985 booths

The Minister of Land, Infrastructure, Transport and Tourism Award, the Secretary-General’s Award, and the newly established Japan Tourism Awards selected by students! Total number of applications 209

3. JAPAN TOURISM AWARDS
   A place of business creation for TEJ exhibitors, sellers & buyers, VJTM buyers and industry guests
   Highlighting uniqueness of the Osaka-Kansai region and strengthening networking!

4. WELCOME RECEPTION
   Collecting technologies and services to support the tourism industry!
   Inbound Tourism Business EXPO 2019
   (Collaboration: the Nihon Keizai Shimbun)
   Held for the first time in anticipation of the future of Japanese IR!
   IR GAMING EXPO 2019
   (Organizer: IR GAMING EXPO Executive Committee)

PICK UP!
Achieving “the World’s Largest Travel Fair” with efforts of the entire Japanese travel industry, and jointly-hosted VJTM and “fair-within-fair” including IB and IR exhibitions

During Tourism Expo Japan (TEJ), the Japan Travel & MICE Mart (VJTM) organized by the Japan National Tourism Organization (JNTO) was concurrently held, bringing together overseas travel companies that offer inbound travel to Japan and tourism-related business operators all over Japan for business meetings to create various inbound tourism-related business opportunities. The VJTM2019, which was held for the first time in Osaka, offered business meetings based on the needs of both buyers and sellers using its unique matching system, welcomed 700 entities including domestic and overseas travel related organizations and companies for 13,680 business meetings.

At TEJ2019, the Inbound Tourism Business EXPO was held as a fair within-a-fair continuing from last year. A new exhibition “IR GAMING EXPO” was also featured at the same time, making the EXPO the world’s largest travel fair.
Osaka-born and world-renowned architect Tadao Ando, in his keynote address, said that the vitality of people, especially those recently retired, can be enhanced by experiencing the world outside of their room and not remaining indoors. He pointed how senior women tend to be more energetic than their spouses, traveling and visiting museums, going to concerts. At 78, Ando said he still has the energy to move forward, despite having had bouts with cancer.

Travel, he emphasized, plays a key role in helping to rejuvenate and move people. “You need a strong desire for life, it creates a spillover to others.”

An example of this is of how Naoshima, a remote island in the Seto Island Sea, has become a magnet for visitors, especially art enthusiasts of the Benesse Art Site Naoshima, despite the inaccessibility of the destination. Naoshima can also serve as a catalyst to further draw visitors to Osaka when it plays host to the 2025 World Expo under the theme of “Beautiful Osaka.”

Osaka continues to develop from being called an “ugly city” three decades ago, he said, due to the high level of public “spirit” of its ancestors. He recognized the “Sakura no Kai/Heisei Passage,” established in 2004, as an example, in which some 3,000 cherry trees were planted in Nakanoshima. Among the first to plant a tree in the area was former Prime Minister Junichiro Koizumi. The area is now referred to as the “greening wall” to enrich the scenery along the river.

Another area called Nakanoshima has been touted by Ando for its efforts to create a library for children. Pointing to how recently young children -- not only in Osaka but nationwide -- have lower capabilities to think, the architect said that the idea of creating a facility where children can enjoy “reading in a paradise wherever they want, even on the steps” is ideal. The project has gained traction with the approval of the mayor of Osaka.

Such attractions inspire people, he said, noting to how community involvement globally has spurred the developments in cities such as Paris and New York.
The 3rd TEJ Ministerial Round Table

**Theme**  Community Vitalization: People and Culture

24 Leaders From 19 Countries, Four Organizations Set Record-High Participation Sharing Cases of Regional Revitalization

The 3rd TEJ Ministerial Round Table was held for the third straight year with tourism ministers and leaders from 19 countries and five executives from four international tourism organizations, including the World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), the Pacific Asia Travel Association (PATA) and the Adventure Travel Trade Association (ATTA).

The number of participating countries grew to a record-setting 19 from 13 set a year ago. Hiroshi Tabata, the commissioner of Japan Tourism Agency addressed the participants. Mendiratta served as moderator while project examples of each country under this year's theme were introduced. Manzo CEO, of WTTC said although the tourism industry generated some 10% of global GDP, it is necessary for the public and private sectors to work in tandem for the future, while Pololikashvili, Secretary General of UNWTO concluded the round table, saying that “UNWTO intends to strengthen the promotion of rural and eco-tourism to speed up regional tourism from next year.”

UNWTO World Tourism Ethics Charter Signing Ceremony

Newly signed six companies and organizations

The World Tourism Organization (UNWTO) and government offices collaborated in holding the signing ceremony of the private sector commitments for the Global Code of Ethics for Tourism.

The charter was newly signed by the Japan Ryokan & Hotel Association, Nishimuraya, Picchio, Takinoyu Hotel, Tauruga Group and Yumotokan. The total number of signed parties in Japan are five organizations and fifteen companies.

Moderator’s Eye

Sharing Tourism’s Diverse Power
Founder & President, Anita Mendiratta & Associates; Anita Mendiratta

The Ministerial Round Table has always been held when disasters around the world struck: the great earthquake in Mexico at the first event, a major hurricane in the Caribbean Sea at the second one and Japanese typhoons this year. Under such circumstances, all nations and players from the public and private sectors are required to accelerate collaborative efforts together. With the theme on how we can revitalize communities centering on “People and Culture” at this time, this year’s round table became a good opportunity to share respective experiences among the participating countries even in troubled times, not just when things are good.

Paris Notre Dame Relief Campaign Presentation Ceremony Presented to the French Embassy in Japan

On Oct. 24 (Thu), the Japan Association of Travel Agents (JATA) donated 2,034,500 yen collected between April and September from a campaign conducted by the industry to support the reconstruction of the World Heritage Paris Notre Dame Cathedral, which was damaged by fire in April 2019.

Caroline Leboucher, Director General, Atout France and Eric Jeunemaitre, President of the Paris Region Tourism Board, renewed their appreciation “for the Japanese people’s strong interest in French heritage.”
Area Network in Kansai Airport to Boost Two-way Demand

In Japanese tourism, inbound and outbound travel progress together. The overseas travel market reached an all-time high in 2018 and the industry is about to witness its long-awaited 20-million mark in 2019. Yamaya of Kansai Airports in his keynote address said, while it has been recognized as an airport in the Kansai area connecting the world since its opening, it has to deal with the typhoon damage afflicted in 2018. “It is our primary responsibility to welcome customers at home and abroad by securing safety and building a network with regional communities although the airport has been developed as a hub of international transportation network in Japan,” he said.

While Japan seeks to pump-up outbound travel, other neighboring countries are also activating their tourism business. Inoue, director and general manager of Kansai Economic Federation, said appropriate responses to a wide range of customers, including Muslims, will be a key to further growing bilateral tourism. Also, Nagahara, general manager Japan, Finnair, assessed Japan’s home-court advantage and highly functional air routes, saying that he would like to enhance the relationships in the global network including Asia.

As for the development of overseas travel in Japan, it is important to exploit a variety of areas not just major destinations. Endo, JTB’s executive officer, said there remains room to challenge unexplored fields even in Europe. Although some blame online tools for the shift from using travel agencies, responses with customers pertain significantly to interpersonal communication, a vital edge for travel companies to survive, he added. Kurosu of JTB Tourism Research and Consulting, touched on Japan’s overseas travel in the future. He concluded his remarks, pointing out that with weight-attaching to Asian businesses, he seeks ways to pass the baton to the next generation.

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2019 Forum

Thematic Symposia

Oct. 25 (Fri) 10:00-18:00 INTEX OSAKA Center Bldg. 2F International Conference Hall

Digital Marketing Symposium

**Theme** Future Perspective of Tourism Industry Utilizing Digital Marketing

**From AI Chatbot to Super Apps – Looking to the Future from Cases in Tourism**

Under the theme of “Travel x Digital,” four panelists at the front lines shared their respective findings. Kanazawa of USJ said, in the social media marketing, one should know well about consumers first and define the type of delivery to whom. Shibata of Venture Republic, who has a thorough knowledge of digital updates in the world, advised not only to watch out for OTA but for the newest trends in Google & super apps like WeChat.

Tsunagawa of Bespoke, which develops multi-lingual services using AI-based chatbot, said unexpected new ways of usage are extending such as collection of survey results and analyses of disaster control, unveiling the great possibilities of chatbot. Kameyama of Japan National Tourism Organization (JNTO) expressed that advertising -- created based on data collected through SNS, and targeting individual consumers who are interested in Japan -- may enhance potential of actual purchases.

**Moderator:** Koji Tsurumoto, CEO and President, Travel Voice Japan Ltd.

**Panelists:** Ryo Kanazawa, Vice President, Sales & Alliance Marketing Department, USJ LLC
Kei Shibata, Co-founder & CEO, Venture Republic Inc.

**Overseas Travel Symposium**

**Theme** The Outlook for the Outbound Travel Market in the Age of 40 Million Inbound Travelers – New Business Opportunities by Leveraging the Advantage of Kansai Airport Area Network in Kansai Airport to Boost Two-way Demand

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Keynote Speech and Grand Prize Commendation Ceremony of the 13th Industrial Tourism Community Renovation Awards

In the beginning, Chairman Suda of the National Industrial Tourism Promotion Council, shared the council’s policy and the importance of education and tourism working together in the industrial tourism field.

Prof. Fujimoto, of the University of Tokyo Graduate School, who has served as vice-chairman of the National Industrial Tourism Promotion Council since 2019, gave his keynote address “Industry and Tourism to Create a Flow of Good Design.”

Presenters Noguchi of METI and Murata of Japan Tourism Agency opened the 13th Industrial Tourism Community Planning Awards commendation ceremony. The gold prize was given to Hirota Bay Fishery Association (Iwate prefecture) for its unique full-flavored “underwater ocean-aged sake.” Other winners include Nousaku (Toyama prefecture); Shima City (Mie prefecture); Wood Egg Okonomiyaki-kan, Otafuku Sauce (Hiroshima prefecture); and Musashino City/Musashino City Urban Tourism Corp. (Tokyo Metropolitan Government). Award winners Kajikawa, Kitayama, Takeuchi, Niimoto and Seki introduced respective projects at the panel discussion. Mochizuki, curator of Koso Museum, closed the event with his humorous review.

Views with Sustainable Efforts and Living in Harmony with Local Residents

Professor Emeritus Sato of Matsumoto University kicked off the discussion citing the Rugby World Cup and saying “contact with Japanese people electrified foreign visitors to Japan.” He also said that entertainment by the local people could be a key element of regional vitalization.

Four panelists explained respective examples. Ogawa, president of Takarazuka Revue Company, said it has been valued by the citizens of Takarazuka City as it is a charm and fortune of the community. Mayor Okutani of Iga, Mie prefecture, covered promotion activities featuring ninja (professional spies in feudal Japan highly trained in stealth and secrecy) in the city of Iga, the holy site for ninja, citing the motto of the city to retain the legacy that their forerunners handed down as a cofier for the future.

In closing of the discussions, panelists suggested tips on how to take advantage of entertainment for local revitalization. Okutani, vice president of Yoshimoto Kogyo, shared his idea that regional differences will be diminished in terms of learning opportunities once the 5G age becomes a reality, suggesting particularly to bet on local talent. Joung, Japan Tourism Organization Tokyo Office, said implementation of multiple projects such as the combination of annual events and entertainment could bear fruit in regional vitalization.

Entertainment Symposium

Theme: Community Vitalization Through Entertainment!

Reiwa 1/2019 (the 19th) Japan Industrial Tourism Forum

Organizers: Japan Industrial Tourism Promotion Council / Japan Travel and Tourism Association

Keynote Speech
Prof. Takahiro Fujimoto, University of Tokyo Graduate School
The 13th Industrial Tourism Community Planning of Economics Awards Commendation Ceremony
The Gold Prize: Hirota Bay Fishery Association (Iwate prefecture)
Minister of Economy, Trade and Industry Award: Nousaku (Toyama prefecture)
Japan Tourism Agency Secretary Award: Shima City (Mie prefecture)
Silver Award: Wood Egg Okonomiyaki-kan, Otafuku Sauce (Hiroshima prefecture)
Incentive Award: Musashino City / Musashino City Urban Tourism Corp. (Tokyo Metropolitan Government)

Jury Comment: Teruhiko Mochizuki, Curator of Koso Museum

Moderator: Prof. Hiroyasu Sato, Professor Emeritus, Matsumoto University
Panelists:
Tomotsugu Ogawa, President, Takarazuka Revue Company
Tatsuo Okutani, Vice President, Yoshimoto Kogyo Co., Ltd.
Joung Jin-Su, Executive Director, Korea Tourism Organization Tokyo Office
Sakae Okamoto, Mayor of Iga City
Introducing Local Special Projects for 2020

The forum in collaboration with Federation of Chief Executives to Promote Vitalization of Regional Economies by leveraging the effect of the 2020 Tokyo Olympic and Paralympic Games and management system improvement in relation to conservation and tourism promotion of Maizuru City, talked about promotion activities for MICE and educational case example of Tanigawadake, the iconic brand of the community, while Yamashita School focused on revitalization of kominka (old folk houses), promotion of indigo production and building a stronghold for the tourism industry.

After the presentation, participants exchanged information with each panelist.

Speakers: Shinirou Sakaguchi, Yuichiro Hayashi, Miharu Yamashita, Tomoyoshi Adachi, Masahide Sebe

Travel Industry Study Seminar
Organizer: Japan Association of Travel Agents (JATA) Kansai Chapter

Introducing Comments from Students Aspiring to Work in the Travel Industry

The Travel Industry Study Seminar was held for students seeking a career in the travel industry. Students from some 60 universities and specialty schools participated in the event. At the start of the seminar, Nishimura, chairperson of general affairs committee, JATA Kansai Chapter, asked them to listen to comments from travel industry veterans and to take to heart their messages.

JATA Chairperson Hiromi Tagawa based his speech on “the Future of the Travel Industry”. Looking at a career in the travel industry, “It is an industry which could change the lifestyles of customers and requires humanity that AI technology cannot achieve even in a digital society,” he said. Citing data that some 1.8 billion people will be working in the world by 2030, “Tourism is a sunrise industry and international exchanges will create growth of the Japanese economy to come.”

Leading young employees with two to nine year of experience in the travel industry in the Kansai area participated in the panel discussion. From educational travel, general group tours, MICE and inbound travel, to regional promotions, over-the-counter marketing and recruit-type planning travel products – they introduced opinions based on their respective on-the-job experiences, rewarding or bitter, from a variety of departments. Their fervent comments included: “I was rescued from the hard work by the response of the customer ‘It was truly the best travel ever’; learning opportunities are never the same; how to develop, propose and receive orders for travel products suitable to customers, not just price cutting, while every day is a battle experience; and, I’m proud of this job as it could help revitalize a slugging country town.”

Speech
Hiromi Tagawa, Chairperson, Japan Association of Travel Agents (JATA)

Panel Discussion
Coordinator: Atsunori Tsuru, Executive Director, Public Relations Office, Japan Association of Travel Agents (JATA) Kansai Chapter

Speakers: Yuta Hirohata, Educational Travel Osaka Branch, JTB Corp.
Koichiro Sato, Kansai Regional Promotion Department, Kinki Nippon Tourist Kansai Co., Ltd.
Yukiyo Shimono, TIS Osaka Branch, NIPPON TRAVEL AGENCY CO., LTD.
Yuki Furui, KANSAI REGIONAL SALES OFFICE, TOBU TOP TOURS CO., LTD.
Mie Nishizawa, Inbound Sales & Marketing Div., NANKAI TRAVEL INTERNATIONAL CO., INC.
Shoji Morimitsu, Nippon Tourist, NIPPON TRAVEL AGENCY CO., LTD.
Hiroshi Shibata, SALES HEADQUARTERS, WESTERN JAPAN REGION, HANKYU TRAVEL INTERNATIONAL CO., LTD.
Osaka 2019: Official Events

WELCOME RECEPTION

Oct. 24 (Thu) 18:30-20:00 INTEX OSAKA INTEX Plaza, Sky Plaza

Japan Poised as Leading Tourism Nation to Interact With Global Players

At the Welcome Reception where players and VTM buyers participating in TEJ2019 gathered under one roof -- the first TEJ to be held in Osaka/Kansai -- a large dancing circle was formed with the Kawachi-ondo song and the Danjiri festival displays supported by Osaka prefecture. A significant time was shared among participants with active exchanges of information.

At the beginning of the reception, INTO President Satoshi Seino expressed appreciation for support extended from all around the world following the recent disasters caused by heavy rains this year, adding that the G20 Summit and Osaka Expo 2025 will raise the profile of Osaka at home and abroad. He also extended his gratitude to the people who made efforts to realize the first TEJ in Osaka.

Hirofumi Kado, Parliamentary Vice-Minister for MLIT, as a guest speaker, said he is committed to making Japan a Leading Tourism Nation as the number of inbound visitors to Japan has continued to grow steadily into 2019. Osaka Gov. Hirofumi Yoshimura said we want more people to continue to visit Osaka as the city is currently riding on a prosperous wind, with expectations to grow the number of visitors as a result of TEJ2019.

Yoshisato Suga, Chief Cabinet Secretary, sent his message to the guests: “Tourism is a pillar of community development as we position tourism as a main pillar of our growth strategy.” Bernadette Romulo-Puyat, Tourism Secretary, Republic of the Philippines, proposed a toast and talked about the result of the Philippine government’s rehabilitation project on Boracay Island, adding that all and everyone are partners in tourism rather than competitors.

Guests: Hirofumi Kado, Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism / Hiroshi Tabata, Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism / Hirofumi Yoshimura, Governor, Osaka Prefecture / Shintaro Fukuda, Chairman, Osaka Convention & Tourism Bureau

Ministers of Tourism: Sissom Toggay, Secretary, Ministry of Home & Cultural Affairs, Kingdom of Bhutan / Dr. Thong Khon, Minister of Tourism, Kingdom of Cambodia / Dr. Ronia A. Al-Mashat, Minister of Tourism, Arab Republic of Egypt / Caroline Latouche, Director General, Alpse France, French Republic / Giorgio Palmucci, President, ENIT – Italian State Tourist Board, Italian Republic / Edmund Bartlett, Minister of Tourism, Jamaica / Olaus Mørkholm, Managing Director, National Tourism Development Agency “Ulysses Travel”, Republic of Lithuania / Aziz Riza, Deputy Minister of Tourism, Republic of Malaysia / Tottenlal Nambar, Minister of Nature Environment and Tourism, Mongolia / Ohn Maung, Union Minister, Ministry of Hotels and Tourism, Republic of the Union of Myanmar / Bernadette Romulo-Puyat, Secretary of Department of Tourism, Republic of the Philippines / Minamioki Typhosa Kubayi-Nagano, Minister of Tourism, Republic of South Africa / Eric Jakobs, State Secretary, Head of the Promotive Activities Directorate, Federal Department of Economic Affairs, Education and Research ENIT, State Secretariat for Economic Affairs SECO, Switzerland / Isabell Regier, Director, National Travel and Tourism Office, United States Department of Commerce, United States of America / Uglyk Ajubma, Deputy Chairman, State Committee of the Republic of Uzbekistan for Tourism Development, Republic of Uzbekistan / Le Quang Tung, Deputy Minister of Culture, Sports and Tourism, Socialist Republic of Viet Nam

Tourism Organizations: Zuru Kirikakushi, Secretary-General, World Tourism Organization (UNWTO) / Shu Shindo, Executive Director, World Tourism Organization (UNWTO) / Wong Soon-Hwa, Vice Chairman, Pacific Asia Travel Association (PATA) / Shannon Stowell, CEO, Adventure Travel Trade Association (ATTA) / Gloria Guanaro Marchi, President & CEO, World Travel and Tourism Council (WTTC) / Anri Minemura, Founder and President, ANITA-MENDIRATTA & Associates

Sponsors: Kuremonta Sannomiya, Board Member, Senior Executive Officer, JBC Co., Ltd. / Yoshiyuki Yamaga, Representative Director and CEO, Kansai Airports / Robert Hofmann, Board Member and Cultural and Heritage Committees Vice Chairman, Guam / Yoshikazu Ueki, Representative Director, Chairman, Japan Airlines Co., Ltd. / Takeshi Saka, Chairman of Brand Strategy Committee, ANITA HOLDINGS INC. / Tatsuro Akiyama, President, Representative Director, and Executive Officer, West Japan Railway Company / Kazuo Sato, Chairman and Representative Director, Group CEO, Hankyu Haruhi Holdings, Inc. / Akira Minamiura, Officer, Kintetsu Group Holdings Co., Ltd. / Takashi Shiki, Chairman of Brand Strategy Committee, ANA HOLDINGS INC. / Akira Minamiura, Officer, Kintetsu Group Holdings Co., Ltd. / Tatsuo Kijima, President, Representative Director and CEO, Hankyu Hanshin Holdings, INC. / Kenichiro Yamanishi, Chairman & CEO, Japan Travel and Tourism Association / Hiromi Tagawa, Chairman, Japan Association of Travel Agents / Satoshi Seino, President, Japan National Tourism Organization

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First MLIT Award Presented to Regional Invigoration Service to Connect Farm Stays with the World" by Hyakusenrenma. Chief judge Prof. Yoshiaki Hompo summed up the awards, saying that “DMO and digital usage will be the key to future success.”

For the first time in its five-year history, the "Minister of Land, Infrastructure, Transport and Tourism’s Award" and the "Japan Tourism Agency Commissioner’s Awards" were newly established this year. The chief judge Hompo summarized that “The commendation has become a new milestone. Looking at the awards given for the past five years, efforts for inbound tourism and sustainable tourism have become a major trend. DMO and digital usage will now play a key role in Japan’s tourism industry in the future.” Hyakusenrenma won the “MLIT Award” for its entry Regional Invigoration Service to connect Farm Stays with the World. Its offer of new accommodation style targeting travelers visiting Japan was valued as a trump card to attract visitors to suburban areas. Yasuhiro Kamiyama, President and CEO of the company said that “It is the essence of this business to shed light on ‘off-line’ rural areas online by attracting customers through our website.” "Japan Tourism Agency Commissioner’s Awards" were given to Saga Ureshino Barrier Free Tour Center for its “Toward Phase 5 in Making the Ureshino Hot Springs Barrier-Free: Coordinating with Private Ambulance Services,” and two other domestic / inbound groups and one international group from abroad.

This year, the “Japan Tourism Award elected by students” was also newly established, with H.I.S. Co. Ltd. elected by 19 student judges for its effort to “Expand the Potential for Children’s Future Extracurricular Classes for Cambodian Primary School Students! Travel that Encourages Mutual Education with Local Children”

Although the number of applications was below that of the previous year, there were 209 outstanding applications (174 of domestic & inbound, and 35 of overseas travel fields of initiatives) both from Japan and abroad. In addition to inbound, outstanding activities included new trends such as infrastructure tourism, night entertainment and digital use for multilingual support.
Category Awards

Field of Domestic & Inbound Travel Business Category (19 groups)

Robot Restaurant Co., Ltd.  Business Category
Rehabilitation Travel to Okinawa! 4 Days! (UT)
Regional Invigoration by Strengthening International Tourism Appeal (NE)
Regional Tourism (DT)
Fureai Walk: A 2-Way Tourism Promotion Project
Kansai One Pass Consortium
Roots Sports Japan
Tourism Forecast Platform Promotion Council
Tourism Forecast Platform Support for Marketing Aimed at Those Involved in Tourism
Tobu Railway Co., Ltd.

Field of Domestic & Inbound Travel Regional Category (17 groups)

Garo City Ecotourism Promotion Council
Yuda Dam Vision Promotion Council
Sagayama Onsen Chugoku Promotion Council
Kotekote-go: A Comedy Bus to Truly Appreciate Osakan Culture!
Tabi MUSE: An overseas travel online magazine collaboratively developed by 300 Millennial Women who are real travel connoisseurs
The Power of Women (ET)

Field of Domestic & Inbound Travel

Business Category (4 groups)

Tobu Railway Co., Ltd.
Various Efforts to Attract and Accept Muslim Visitors

Field of Domestic & Inbound Travel Regional Category (1 group)

Hong Kong Tourism Board

Jury Members

Director of Jury
Prof. Yoshitaki Hompo  Chief, Regional Support Office for Asia and the Pacific, UNWTO

Jury Members
Adam Fullford  CEO, Fullford Enterprises, Ltd.
Yoshito Ishihara  Director, WING Aviation Press Co., LTD.
Yoshitaka Oshtta  Director, Independent Administrative Institution National Museum of Art
Susumu Kato  Deputy Director General, Japan Tourism Agency, Minister of Land, Infrastructure, Transport and Tourism
Shigeto Kubo  President, Japan Travel and Tourism Association
Satoshi Seino  President, Japan National Tourism Organization
Ichiro Sekiguchi  President, MM Research Institute, Ltd.
Hirono Tagawa  Chairperson, Japan Association of Travel Agents (JATA)

Japan Tourism Awards Elected by Students / Cooperating Universities as the Jury

Atomi University
Otemon Gakuin University
J. F. Oberlin University
Osaka University of Tourism
Osaka International University
Kyoto University
Shukutoku University
Tokyo Metropolitan University
Tsukuba Gakuin University
Toyo University

Nihon University
Hannan University
Hitotsubashi University
Yamagata University
Rikkyo University
University of the Ryukyus
Ryutsu Keizai University
Wakayama University
Waseda University

Okinawa Convention & Visitors Bureau (OCVB)
Tourism-Focused Crisis Management System Operation Drill Training
Osatsu Ama Culture Council / Kaito Yumin Club (OZ Groups)
Ecotourism and Meeting with Ama Cheos: Creating Sustainable Regions with the Power of Women (ET)

JTB Corp.
Kokusai Air: A Comedy Bus to Truly Appreciate Okinawan Culture
Fujico Co., Ltd.
Mitsui Skywalk: The Longest Pedestrian Suspension Bridge in Japan (IT)

Yakushima Nature Activity Center Inc.

H.I.S. Co., Ltd.

Saga Ureshino Barrier Free Tour Center
Tanabe City Kumano Tourism Bureau
Palau Tourism Board
Inbound Tourism Business EXPO 2019

Oct. 24 (Thu)-Oct. 25 (Fri)  
INTEX OSAKA Hall 1  
Organizers: Tourism Expo Japan, Nikkei Inc.

Participation by Numerous Community-based Companies and Those with Cutting-edge Technologies

A B-to-B exhibition “Inbound Tourism Business EXPO 2019” jointly organized by Tourism EXPO Japan and the Nihon Keizai Shimbun was held for two days on Oct. 24 (Thu) and 25 (Fri).

The event was held for the third time with 63 companies and organizations participating, including those with technologies such as multilingual-capabilities related to inbound tourism business in Japan. Others including those with ICT solutions, marketing, video/web contents, related equipment and infrastructure support, product sales, and experience planning.

Amid the exhibitions of multilingual services, translation tools, ICT solutions, etc., the event this year saw services making full use of cutting-edge technologies such as virtual reality (VR) and augmented reality (AR). The event generated more exhibitions and community-based companies appealing to promote a wide swath of tourism throughout the Kansai region extending to Hiroshima, Fukui, Tottori, and Tokushima -- beyond Kyoto and Osaka which tend to attract more attention in the region.

The seminar was held twice in total including “New Trends Based on the Latest Inbound Cases – Thinking about Inbound Strategies in Osaka and Kansai” on Oct. 24 (Thu) and “Latest Trends of Inbound Business - Trends and Countermeasures for post-2020” on Oct. 25 (Fri). Many other seminars by exhibitors were also conducted.

New Trends Seen From The Latest Inbound Cases - Inbound Strategies in Osaka and Kansai-

On the first day of the event on Oct. 24 (Thu), Keisuke Murayama, Chief Executive Officer Yamatogokoro, inc. led a seminar ”Thinking About Inbound Strategies in Osaka and Kansai” as part of the Inbound Tourism Business EXPO 2019.

While valuing the inbound tourism in Kansai by saying “it is showing excitement with focus on sports such as the Rugby World Cup and the World Master Games 2021 Kansai,” Murayama pointed out that the area faces issues including “the garbage problem arising at the event venues, the complex transportation systems and early closure of restaurants, etc.” He suggested that it is essential to accept diversity in the future, citing some key words such as 'stay-type / circular-type tourism', 'diversity including measures against tattoos' and 'tourism risk measures'.

Murrayama commented by saying, “It is necessary for Osaka and the Kansai region to offer the next destination and companies that can offer the services, as well as travel that encourages visitors to communicate with local people at popular restaurants, traditional craftsmen etc.” He also suggested the necessity of “reading the market environment and changes in trends,” “developing new inbound, destinations and markets,” “nourishing repeat customers”, and “selling wider areas without focusing on one area only”.

Finally, he concluded the seminar by recognizing the high potential of the Kansai area, saying "inbound tends to be more active in western Japan with enthusiastic companies in the Kansai region. Kansai is the best place to start new initiatives."
IR GAMING EXPO 2019

Oct. 24 (Thu)-Oct. 27 (Sun)  
INTEX OSAKA Exhibition Hall 1

IR-themed Exhibition Debuts in Japan  
Offered Authentic Atmosphere, Experiences

IR GAMING EXPO 2019 was held from Oct. 24 (Thu) to Oct. 27 (Sun) making its debut in Japan to strengthen the relationship between IR and the tourism industry and to introduce to Japan the realization of "an internationally competitive and attractive stay-type tourism."

The event had its grand opening with the opening ceremony on the first day of TEJ. IR operators and suppliers who organize IR business in the U.S. and Asia, as well as local governments and organizations actively pursuing to have an IR exhibited at the venue. On the first two days when the venue was open only for the press and industry stakeholders, professionals interested in IR visited each booth and actively exchanged information, and TV cameras went around booths for interviews. On the final two days when the venue was opened to the public, visitors enjoyed authentic magic shows and mini live performances, and many experienced the casino atmosphere with blackjack and roulette simulation games.

On Oct. 24 (Thu), Shinya Hashizume, Osaka Prefecture and Osaka City Special Advisor, gave a lecture on the theme of “Japan, a Tourism Country Unfolded by IR.” The non-profit organization Council for Addiction Behavior Studies also conducted a symposium titled “Japanese IR and Gambling Dependence Measures” to suggest ideal countermeasures against the dependence on gambling, introducing examples and the latest knowledge from other countries to consider various aspects of coping with gambling addiction in Japan.

Lecture

“Japan, a Tourism Country Opened by IR”

On the stage of the first IR GAMING EXPO 2019, Shinya Hashizume, Special Advisor for Osaka Prefecture and Osaka City that aims to host an IR development, gave a lecture under the theme of “Japan, a Tourism Country Unfolded by IR.” Hashizume first introduced the history of Osaka developing from a source market for international tourism in the 1990s into an international tourist destination. He also explained that the word “Integrated Resort” was not well-recognized when the IR concept was first launched in Osaka in 2009 and that the city received numerous opinions opposing attracting IR. He went on to explain the efforts he and his colleagues made to actively promote IR to start a new initiative “which has no precedence, "described the initiatives of the City to launch IR which realizes three themes of "Japan Entertainment," “Business Model Showcase” and "Active Life Creation” under the concept of “smart resort city.”

Hashizume also discussed the 2025 Osaka-Kansai Expo, which he was involved in bringing to Osaka. He explained that the Expo had set the theme of “Designing a Future Society for Better Lives” to promote the SDGs, and that the concept also matches the concept of the Osaka IR smart resort. He stressed the long-term benefits of using the EXPO site to construct IR, then concluding the lecture by emphasizing that “regenerating social values is the legacy of the Expo and IR.”
The in-booth business meetings were held on Oct. 24 (Thu) and Oct. 25 (Fri) to boost business talks among Japanese travel agencies and sellers from Japan and abroad and to promote the creation of travel products and information exchange. The number of business talks reached 8,392.

This year again, the event was held in Messe style allowing sellers and buyers to hold meetings in the exhibition booths. Exhibitors welcomed buyers by making various arrangements to facilitate comfortable meeting space by preparing tables, etc.

At the overseas travel booths, representatives from local suppliers who came to participate in TEJ exchanged information with representatives of Japanese travel agencies. At domestic travel booths, many exhibitors introduced little known tourist materials through tablet devices, pamphlets, exhibits in the booth, and many discussed specific ways to embed the materials in actual travel products and ways to support international visitors.

Appointments were set by the TEJ matching system to provide an environment for efficient business meetings. In addition to providing contact points for business meetings at the venue, other focused support given included distribution of maps for buyers and having staff go around the venue to receive questions. On Oct. 24 (Thu), “Speed Networking” was also held for the first time as an opportunity to connect participants who could not be matched at the business meetings.

- Two-day pre-appointment-based business meetings at the exhibition booths
- Improved matching system with functions to support communication pre- and post-meetings
- A system environment allowing exhibitors to set appointment-based business meetings
- Pre-appointment system at Media business negotiations, Inbound Tourism Business EXPO, IR GAMING EXPO
- “Speed Networking” networking sessions with no prior appointments
- Network expansion by participating in WELCOME RECEPTION
Survey on Business Meetings Participants

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<thead>
<tr>
<th>Sellers (Exhibitors)</th>
<th>Buyers (Travel Companies)</th>
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<tr>
<td>(1) Are the business meetings beneficial?</td>
<td>(1) Are the business meetings beneficial?</td>
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<tr>
<td><img src="Image" alt="Pie chart" /></td>
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<tr>
<td>Yes: 6.3%</td>
<td>Yes: 2.5%</td>
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<tr>
<td>No: 93.1%</td>
<td>No: 97.5%</td>
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</table>

| (2) Were the contents of the meetings as expected? | (2) Were the contents of the meetings as expected? |
| ![Pie chart](Image) | ![Pie chart](Image) |
| More than expected: 5.7% | More than expected: 1.8% |
| As I expected: 8.0% | As I expected: 8.4% |
| Less than expected: 12.1% | Less than expected: 7.6% |
| Other: 73.6% | Other: 82.2% |

| (3) Did you have any meetings other than those pre-appointed? | (3) Did you have any meetings other than those pre-appointed? |
| ![Pie chart](Image) | ![Pie chart](Image) |
| Yes, I did: 25.3% | Yes, I did: 42.9% |
| No, I didn’t: 74.1% | No, I didn’t: 57.1% |

Sellers’ Comments About Business Meetings

- **Good Points**
  - It was useful to have new contacts and to exchange opinions from the Kansai region with western Japan’s perspective.
  - Felt the significance of holding the event in Osaka on a regular basis.

- **Challenges**
  - The business meetings should be held in a more quiet environment. Performances with loud music such as drums and dances should be held on the public days only.

Buyers’ Comments About Business Meetings

- **Good Points**
  - The buyer map was very helpful. I was able to move around without wasting time.
  - There are not many business meetings of this scale. I would like the event to continue.

- **Challenges**
  - It would be nice to have Wi-Fi environment provided.
  - The venue opened only at 10 a.m. even though my appointment for the business meetings were at 10:05 a.m. on the second day. The venue should be opened earlier.

VJTM 2019 collaboration program —— Seminar for VJTM buyers, Exhibition Tour

Buyers and media from abroad who participated in “Visit Japan Travel & MICE Mart (VJTM) 2019” toured the exhibition halls of Tourism EXPO Japan on Oct. 25 (Fri). The tours were divided into 10 groups by themes and areas, and buyers and media participated in groups by interest, collecting information and exchanging business cards at Building No. 3 which had a concentration of booths from the Kansai region.

In addition to the tour, three programs - “The Attraction of Adventure Travel in Japan,” “Retaining the Japan Experience Through Food and Sake” and “Kansai--the Destination with a Variety of Attractions” - were held as seminars focused on tourism materials and themes. The seminars received meaningful, specific questions from participating buyers.
Travel Showcase

Bringing Forward New Forms of Travel Under the Theme of “Take Your Travel Up a Notch”

Highlighting the theme “Take Your Travel Up a Notch,” the first TEJ in Osaka / Kansai, this year’s event, was widened in terms of thematic travel: industrial tourism, food culture, sake tourism, university / academy and the Osaka / Kansai area.

The Osaka event further strengthened hands-on events such as around-the-world through fun and walking in addition to seeking measures and policies to revitalize the tourism industry from a variety of perspectives.

Events Planned by Organizers

- **Resort Wedding**
- **Sports Adventure Tourism**
- **Cruises**
- **Adventure Tourism**
- **Food Culture / Sake Brewery Tourism**
- **Ministry of Foreign Affairs, Consular Affairs Bureau**
- **Industrial Tourism**
- **Tabi Square**
- **University Academy Area**
- **Overseas Hotels Corner**
Events Planned by Organizers

“Cheer Up Japan” through the Power of Travel!

Filmed Location Map Fair 2019
Japan Film Commission

Meet the World

Strolling the Sites to Learn the Charms of Destinations
Fun-Walk around the World

Visitors were invited to scan each QR code placed in the participating booths equipped with logo marks on the event site to receive a digital stamp. With the “Fun-Walk Around the World” program, which opened for the first time during consumer days, participants who receive a certain number of digital stamps were qualified to win a JCB gift coupon and other goods provided at participating booths.

Since visitors can stroll from booth to booth, domestic or overseas, holding a smartphone in one hand and visiting the travel destinations served as a fun format. Many visitors in the event were seen participating in this activity.

Osaka / Kansai Area

As part of Tourism EXPO Japan event in Osaka/Kansai for the first time, exhibit booths for participants from the Kansai area were spotlighted this year. Upholding the concept of “Sports, Food, Wellness and Laughter,” exhibitors representing a wide variety of industries -- from local governments including Osaka, tourist associations, tourist facilities, chambers of commerce and industry, to manufacturers, traffic, IT, food/restaurants and universities -- assembled for the event.

As the World Masters Games 2021 and Osaka/Kansai EXPO 2025 are scheduled, all booths were busy with visitors, reflecting the momentum generated by Osaka/Kansai.
2019 Travel Showcase

Travel Showcase (Hall 1, 2, and 5/INTEX Plaza/Sky Plaza)

The Booth Grand Prix is a commendation program that selects booths that enlivened the exhibition the most by visitors, stakeholders and exhibitors’ votes.

Two new divisions were newly established: “Booth Grand Prix selected by travel professionals” by votes from the press on media days, and “Booth Grand Prix selected by Travel Lovers” by votes on consumer days.
Hall 1: Inbound Tourism Business EXPO 2019/IR GAMING EXPO 2019
Hall 2: JAPAN (Hokkaido/Tohoku/Kanto/Chubu)
Hall 5: North America/Central & South America, Caribbean/Africa/Europe
Travel Showcase (Hall 3, 4, 6A and 6B)

Meet the World "Cheer Up Japan" through the Power of Travel!

Hall 6: JAPAN (Shikoku/Kyushu/Okinawa)/Related companies, organizations

Hall 4: Europe/Middle East/Central Asia/Asia

Hall 3: JAPAN (Kansai/Chugoku)

Hall 2: J: JAPAN

Hall 4: F: Central Asia

Hall 5: E: Middle East

Hall 6: G: Asia

Booth Grand Prix
## Official Visits

H.E. Ibrahim Mohamed Solih  
President, Republic of Maldives

Natsakazu Takemoto  
Minister of State for “Cool Japan” Strategy, the Intellectual Property Strategy, Science and Technology Policy, and Space Policy

Hirofumi Kado  
Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism

Hiroshi Tabata  
Commissioner, Japan Tourism Agency Ministry of Land, Infrastructure, Transport and Tourism

Shunuke Takei  
House of Representatives Member

Isao Matsuda  
House of Representatives Member

Kozo Yamamoto  
House of Representatives Member

Masashi Adachi  
House of Councilors Member

Hirotsuki Sugi  
House of Councilors Member

Tory Azuma  
House of Councilors Member

Shogo Arai  
Governor of Nara Prefecture

Masachika Murai  
Director General Rural Policy Department, Rural Development Bureau, Ministry of Agriculture, Forestry and Fisheries

## Courtesy Calls

H.E. Le Quang Tung  
Deputy Minister of Culture, Sports and Tourism, Socialist Republic of Vietnam

Caroline Leboucher  
Director General, Atout France, French Republic

H.E. Bernadette Romulo-Puyat  
Secretary of Department of Tourism, Republic of the Philippines

Wang Xiaoling  
Member, Leading Party Members Group, Ministry of Culture and Tourism, People’s Republic of China

Pilar Laguana  
President & CEO, Guam Visitors Bureau

Oh Chang Hee  
Chairman, KATA

H.E. Le Ohn Maung  
Union Minister, Ministry of Hotels and Tourism, Republic of the Union of Myanmar

H.E. Dr. Rania Al-Mashat  
Minister of Tourism, Arab Republic of Egypt

H.E. Ukubek Azamov  
Deputy Chairman, State Committee of the Republic of Uzbekistan for Tourism Development, Republic of Uzbekistan

H.E. Sonam Togyop  
Secretary, Ministry of Home & Cultural Affairs, Kingdom of Bhutan

H.E. Dr. Thong Khon  
Minister of Tourism, Kingdom of Cambodia

H.E. Lex Deles  
Minister of Tourism and Minister for Small and Medium-Sized Enterprises, Grand Duchy of Luxembourg

Dalia Morkvénas  
Managing Director, National Tourism Development Agency “Lithuania Travel”, Republic of Lithuania

Dai Chok Yan  
CEO of Penang Global Tourism Malaysia

Khang Wen Ying  
Marketing Manager, Sabah Tourism Malaysia

Becky Li  
Deputy Executive Director, Hong Kong Tourism Board

H.E. Edmund Bartlett  
Minister of Tourism, Jamaica

Sofia Prizant-Pinkas  
Director, Asia Marketing Department, Israel Ministry of Tourism

H.E. Torbenbat Namrai  
Minister of Nature Environment and Tourism, Mongolia

H.E. Debbie M. Remengesau  
First Lady of Palau and Chairperson of Palau Legacy Project

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Minister of Tourism, Wildlife and Antiquities, Republic of Uganda

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Programs for Tourism Industry Players to Enhance Career
Tourism Professional Seminars

The seminars and professional enhancement programs were created by the travel industry and peripheral industry participants to further add depth and substance to conventional empirical values, which were designed as introductory gateways for foremost professionals. Putting together must-see and must-hear contents, this year’s event in Osaka/Kansai was developed with a variety of different industry insights.

Industry participants got together in seminar rooms to seek useful business information and listened intently to professional lecturers from home and abroad, leading to the success of the Osaka/Kansai event.

Tourism Professional Seminar Timetable

Oct. 24 (Thu) Seminar Rooms

<table>
<thead>
<tr>
<th>Time</th>
<th>Seminar Room 0</th>
<th>Hall 5 Zone B</th>
<th>Seminar Room 1</th>
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<th>Seminar Room 5</th>
<th>Center Building 2F</th>
<th>Seminar Room 6</th>
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Oct. 25 (Fri) Seminar Rooms

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<th>Time</th>
<th>Seminar Room 1</th>
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<th>Seminar Room 10</th>
<th>ITC Convention Hall</th>
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</table>
**A stage INTEX Plaza**

- **Opening event**
  - Special guest: Osaka tourism symbol character: Shinyo Matsubara and Tadayoshi Okura from Kagerou
  - Performance of traditional Ainu dance & traditional Ainu musical instrument

- **Tourism organizations and special events**
  - Hokuriku Tourism Promotion
  - Philippine Cultural & Entertainment Show

- **Tourism shows and performances**
  - Shinkansen Tourism + West Japan Railway: The Birthplace of Karate, OKINAWA
  - Visit Malaysia 2020 Malaysia Cultural Dance Show
  - Visit Indonesia: Kultour Indonesia—Kultour Indonesia
  - Visit Shikoku: Shikoku Tourism Promotion
  - Visit Guam: Guam Chamorro Dance Academy
  - Visit Palau: Pristine Paradise Palau
  - Visit Okinawa: Traditional drum dance from Okinawa

- **Talk shows and seminars**
  - World Air-Sea Service tour explanatory meeting

**B stage 6B**

- **Tourism organizations and special events**
  - Hokuriku Tourism Promotion Association: MAISHIMA PROJECT (OSAKA EVESSA×ORIX BUFFALOES×CEREZO NINJA SHOW by Japan Ninja Council × Avex Inc.)
  - World Air-Sea Service Co., Ltd: World Air-Sea Service tour explanatory meeting
  - Tokyo Metro CO., Ltd: Let’s go to Shikoku

- **Tourism shows and performances**
  - Visit Malaysia 2020 Malaysia Cultural Dance Show
  - Visit Indonesia: Kultour Indonesia—Kultour Indonesia
  - Visit Guam: Guam Chamorro Dance Academy

- **Talk shows and seminars**
  - Yomiuri Travel Service Co., Ltd: Yomiuri Travel Service & talk show
  - Japan Food Tourism Association: What is Food Tourism
  - Japan Food Tourism Association: What is Food Tourism

---

**Stage Programs**

Unique performances and events from around the world!

**A stage INTEX Plaza**

1. **Opening event**
   - Special guest: Osaka tourism symbol character: Shinyo Matsubara and Tadayoshi Okura from Kagerou
   - Performance of traditional Ainu dance & traditional Ainu musical instrument

2. **Tourism organizations and special events**
   - Hokuriku Tourism Promotion
   - Philippine Cultural & Entertainment Show

3. **Tourism shows and performances**
   - Shinkansen Tourism + West Japan Railway: The Birthplace of Karate, OKINAWA
   - Visit Malaysia 2020 Malaysia Cultural Dance Show
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   - Visit Guam: Guam Chamorro Dance Academy
   - Visit Palau: Pristine Paradise Palau
   - Visit Okinawa: Traditional drum dance from Okinawa

4. **Talk shows and seminars**
   - World Air-Sea Service tour explanatory meeting

**B stage 6B**

1. **Tourism organizations and special events**
   - Hokuriku Tourism Promotion Association: MAISHIMA PROJECT (OSAKA EVESSA×ORIX BUFFALOES×CEREZO NINJA SHOW by Japan Ninja Council × Avex Inc.)
   - World Air-Sea Service Co., Ltd: World Air-Sea Service tour explanatory meeting
   - Tokyo Metro CO., Ltd: Let’s go to Shikoku

2. **Tourism shows and performances**
   - Visit Malaysia 2020 Malaysia Cultural Dance Show
   - Visit Indonesia: Kultour Indonesia—Kultour Indonesia
   - Visit Guam: Guam Chamorro Dance Academy

3. **Talk shows and seminars**
   - Yomiuri Travel Service Co., Ltd: Yomiuri Travel Service & talk show
   - Japan Food Tourism Association: What is Food Tourism
   - Japan Food Tourism Association: What is Food Tourism

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**Seminar Rooms**

**Oct. 26 (Sat)**

- **Venue:** Hall D Zone B & F
  - **Seminar Room B1:**
    - **Time:** 11:00 - 17:00
    - **Organization:** Yamato Travel Service Co., Ltd
    - **Seminar Title:** Travel seminar & talk show by Yamato Travel Service

- **Venue:** Hall D Zone B & F
  - **Seminar Room B2:**
    - **Time:** 14:00 - 16:00
    - **Organization:** Tourism Malaysia
    - **Seminar Title:** Malaysia Tourism Year 2020/21 Malaysia updates to know

- **Venue:** Hall D Zone B & F
  - **Seminar Room B3:**
    - **Time:** 10:00 - 16:00
    - **Organization:** World Air-Sea Service Co., Ltd
    - **Seminar Title:** World Air-Sea Service tour explanatory meeting

- **Venue:** Center Building 2F
  - **International Convention Hall:**
    - **Time:** 14:30 - 16:30
    - **Organization:** Local government federation on development of tourism
    - **Seminar Title:** The 3rd Symposium to discuss future of furusato tax payment

**Oct. 27 (Sun)**

- **Venue:** Hall D Zone B & F
  - **Seminar Room B1:**
    - **Time:** 11:00 - 17:00
    - **Organization:** Yamato Travel Service Co., Ltd
    - **Seminar Title:** Travel seminar & talk show by Yamato Travel Service

- **Venue:** Hall D Zone B & F
  - **Seminar Room B2:**
    - **Time:** 11:00 - 12:30
    - **Organization:** Nippon Travel Agency Co., Ltd
    - **Seminar Title:** New ways to enjoy stars in the skies
Tourism Expo Japan again this year featured the qualifying competition for the Local "Donburi" Grand Prix (to be held in Jan. 2020). Regions from throughout Japan gathered to boast entries of their popular donburi (simple Japanese bowl dishes) delicacies, which were voted by hungry fans who dished out 500 yen per half-sized bowl. Out of 16 bowl entries, 11 were selected for the finals.

Representatives who won tickets to the finals said: "We won the ticket at the second attempt this year, we say, 'Let’s Go!'". "We are delighted to know that Saitama’s donburi entry was well received in Osaka/Kansai" and "We want to beat the drum for Hiroshima oysters and Setouchi octopus at the finals," showing their enthusiasm for the finals in Tokyo Dome.

Local mascots throughout Japan gathered around to cheer the event at the end. The lavish grand finale was conducted, with participants promising to see everyone again in Okinawa in 2020.

The First Osaka Tourism Expo Ended with 151,099 Visitors
Okinawa Resort Show and Tokyo Business Meetings to be Held in 2020!

At the closing ceremony, Planning Committee Chairman Hiromi Tagawa said he was overwhelmed by the enthusiasm of the visitors from Osaka/Kansai area during the four days and fully satisfied with the charms of "Gateway Osaka / Kansai," emphasizing the success of the Osaka event. Ichiro Hamakawa, Chairman and CEO of JCB said, "I would like to show my respect for the event contents progressing from year to year and continuing to contribute to the development of TEJ and global tourism."

The Booth Grand Prix commendation ceremony was also held at the opening session. This year’s election had two divisions: "The Booth Grand Prix Chosen by Travel Professionals" and "The Booth Grand Prix Chosen by Travel Enthusiasts" were selected by voting on trade days and general public days, respectively. The Grand Prize, Runner-up, Special Prize and Planning Committee Chairman awards were given to a total of six organizations. Commemorative award certificates, shields and Exhibit booths for 2020 as special prizes were given to the winners.

Local mascots throughout Japan gathered around to cheer the event at the end. The lavish grand finale was conducted, with participants promising to see everyone again in Okinawa in 2020.
Survey of Trade Visitors

The largest business category of trade visitors was “travel companies” constituting nearly 40%, followed by “transit service,” “service business,” “IT-related / communication service” and “hotel / GSA / lodging facilities,” revealing a widening of business categories even in comparison with TEJ2018 data. According to satisfaction ratings by purpose of visit, more than 90% of respondents marked “very satisfied” or “satisfied,” particularly “broadening network within the industry” (up 8.7% from a year ago), “expanding business into new areas and arenas,” (up 8.3%) and “widening network outside the industry,” underscoring improved visibility and satisfaction rating as a business event beyond industry borders.

Visitor registrant counting (n=6,946)

■ Business Categories

Travel companies: 19.2%
Transit services: 6.7%
Service business: 6.1%
IT-ICT-related: 5.2%
Communication services: 5.6%
Hotel / GSA / Lodging facilities: 5.0%
Marketing consultants: 4.6%
Manufacturing industry: 4.1%
Tourism organizations: 3.8%
National offices / Public agencies: 3.2%
Land operation: 3.2%
Wholesale and retail trade: 3.1%
Real estate / Construction / Regional development: 1.8%
Finance / Insurance services: 1.7%
Tour escort / Guided interpreting services / Functions: 1.7%
Theme parks / Attractions: 1.4%
Others: 6.0%

Survey of Visitors (n = 1,340)

■ Purpose of Visit (multiple choice)

Gather information: 91.4%
Increase knowledge: 69.7%
Obtain ideas for new business models: 38.6%
Broaden network: 36.9%
Expand business into new areas and arenas: 27.9%
Find business partners: 21.8%
Broaden network with non-travel industry: 20.0%
Others: 9.3%

Survey of Exhibitors (n=207)

■ Purpose of Exhibit (multiple choice)

Attract industry participants: 80.2%
Attract travelers: 76.8%
Attain specific business deal or agreement: 49.3%
Broaden network within the industry: 44.4%
Broaden network outside the industry: 19.8%

■ Satisfaction Rating by Purpose of Visit (multiple choice)

Gather information: 39.1% Very satisfied, 58.3% Satisfied, 2.4% Dissatisfied
Increase knowledge: 43.9% Very satisfied, 53.7% Satisfied, 2.4% Dissatisfied
Obtain ideas for new business models: 29.9% Very satisfied, 62.5% Satisfied, 7.7% Dissatisfied
Broaden network within the industry: 30.0% Very satisfied, 62.3% Satisfied, 7.7% Dissatisfied
Expand business into new areas and arenas: 34.7% Very satisfied, 59.3% Satisfied, 6.0% Dissatisfied
Find business partners: 27.6% Very satisfied, 62.2% Satisfied, 10.2% Dissatisfied
Broaden network with non-travel industry: 28.6% Very satisfied, 62.6% Satisfied, 8.8% Dissatisfied

Results Obtained by the Exhibition

By purposes, nearly 80% of respondents selected “attract industry participants” and “attract travelers.” In comparison with TEJ2018, those selected “attain specific business deal or agreements” jumped some 68.3%, reflecting heightening of expectations for the business meetings. As for satisfaction rating by purposes of exhibit, “attract industry participants” and “attract travelers” were also marked about 80% each, showing a good balance of purposes and satisfaction.

- It was effective as a specific business opportunity.
- We were able to broadly deliver our messages in Osaka/Kansai.
- We were able to exchange information with travel agencies in the area with no previous business contact.
- We were able to increase name recognition in both B-to-B and B-to-C, and achieve specific deals during the business meetings.
- Thanks to many visitors to our booths, with fully occupied hands-on attractions, our brochures were completely welcomed. It appears that visibility of the event has been improving further.
- Although quality of visitors was unpredictable as it was the first event and venue in Osaka, we were able to satisfy with the overall event’s magnitude. It was significant as the opportunities to deal with industry participants in the Osaka/Kansai area has been somewhat limited. We were able to conduct significant promotions.

- We were able to develop new businesses as new potential partners showed interests.
- We have participated in a free exhibition but visitors were mostly keen to receive giveaways. Since this is a paid event, we recognized that most visitors were really interested in travel.
- Tourism EXPO Japan this year was held outside Tokyo for the first time but we were surprised by its high visibility and many participants and visitors from the Tokyo/Kanto area. Also, we were able to generate popularity at the event in the Osaka/Kansai area through survey.
- We want the organizers to continue conducting the event in Tokyo/Kanto or Osaka/Kansai using large-scale facilities. It’s better to have the event in the areas which attract many visitors.

We are delighted to have opportunities to meet with travel company employees whom we usually are unable to talk with.
Survey of General Visitors

Although females occupied 52.3%, the share of male visitors increased this year from TEJ2018 a year ago when females dominated with more than 60%. The largest age group was in the 40s, followed by 50s, 30s and 20s. Respondents expressed high expectations for various events with the largest segment marked to “enjoy events,” followed by “discover next overseas travel destination,” “enjoy sense of travel” and “find next domestic travel destination.”

Thanks to unique hands-on events for general public and tasting of local delicacies added this year, TEJ2019, the first event in Osaka/Kansai, has been recognized as the “Festival of Travel” by general visitors in the Kansai area.

Purpose of Visit (multiple choice)

- Discover next overseas travel destinations: 58.7%
- Find next domestic travel destinations: 42.4%
- Obtain information for study-abroad: 7.0%
- Enjoy sense of travel: 45.4%
- Enjoy events: 24.8%
- Enjoy food and beverages: 9.2%
- Help enhance job: 6.6%
- Others: 6.6%

Age Groups / Sex

Satisfaction Rating by Purpose of Visit

Travel Trends of General Visitors

With an extremely strong desire to travel in general, more than 80% of visitors enjoyed domestic over-night travel once a year or more, while nearly 60% of those enjoyed overseas travel at least once in the past five years. As for travel companion, it is interesting to know the segment of “solo travelers” is increasing even though the volume is limited. In the travel type segment, more than 60% of respondents selected “individual arrangements” in domestic travel, while “package tours at overseas destinations” occupied more than 40% in overseas travel. Regarding travel arrangements, although booking through a website constituted a large proportion in overseas as well as domestic travel, arrangements via travel companies also showed its presence with over 40%.

Domestic Travel

- Travel Experience within 1 Year (Accommodation Travel)
- Travel Companion
- Travel Style
- Travel Arrangement

Overseas Travel

- Travel Experience within 5 Years (Accommodation Travel)
- Travel Companion
- Travel Style
- Travel Arrangement
2019 PR & Advertising Activities

Theme Copy, Key Visuals

In the context of the brand value as “One of the World’s Largest Travel Fairs” being conducted during the first and second stages, 2014-2016 and 2017-2018, respectively, the B2C platform has been further progressed and strengthened. “The Travel Event and Festival” was appealed to the users in Osaka/Kansai, who meet the event for the first time.

Take your travel up a notch
Travel changes. You change.

Creative Concept

The concept was created to express an image of being passionately motivated by something; accentuated by elegantly eye-catching expressions. In addition, it was designed to stimulate an attitude of travel, enabling people to dream and picture their “own next travel” amid the scenes of Japan and the five continents of the world in the background, with people dressed up in travel fashion at each destination. This would evoke “a sense of hope and feeling” in awaiting their next trip, bringing about an “Uplifting feelings” moving ahead.

PR Activities

Beginning with the press briefing announcing the general outline of the event, a series of PR activities was developed, including issuance of nine press releases, publicity for gift tickets and additional press announcements, all of which helped generate sending of information and widened exposure. Also, consolidation of information from exhibitors/organizations and strengthening of preliminary approaches centering on TV stations led to increased major publicity, including long programs and live broadcasting during the event, which helped achieve significant results.

◆Results of PR Activities

Report of media counts: 318
Exposure volume: 1,889 Media  TV: 15

At the popular live-coverage corner of information programs such as 10-minute live broadcasting on the highly visible “Kansai Joho Net ten” program by Yomiuri TV, “Mint!” of Mainichi Broadcasting System and “Hodo Runner” of Kansai Television, fairly extensive exposure was generated on trade days with announcements to attract general visitors. Centering on the IR Gaming EXPO and travel simulation experience contents using the latest technology, NHK and local television stations also featured them in respective news programs, aiding in reaching a new high in the level of exposure.

WEB: 1,646 Media

In addition to highly influential mass-media-based websites, Yahoo! and LINE news with massive PV counts continued to feature and reprint the event with comprehensive coverage. Even in digital media, articles of announcements featured by Fashion Press with massive followers and TRILL and Tripping, with a strong female following, contributed to reaching more visitors.

Newspapers / Magazines: 228 Media

All major newspapers, including Asahi, Yomiuri, Sankei, Mainichi and Nihon Keizai Shimbun, featured the event. In addition, trade, local and sports newspapers also featured major events such as Ministerial Round Table, the IR Gaming EXPO and the opening ceremony from a variety of perspectives.
Advertising activities

◆ Advertising Visuals (Example)

◆ Ad Supporting Organizations (Excerpts)

<table>
<thead>
<tr>
<th>Business Category</th>
<th>Organization / Company Name</th>
<th>Area of Ad Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Railway Companies</td>
<td>Osaka Metro</td>
<td>Announcement ads using transit advertising (station posters, train hanging posters, digital signage, information magazines and websites)</td>
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<tr>
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<td>Kintetsu Group Holdings</td>
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<td>Keihan Holdings</td>
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<td>Nankai Electric Railway Corp.</td>
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<td>West Japan Railway Company</td>
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<td>Hanshin Hanshin Holdings</td>
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<tr>
<td>Travel / Airline-related Companies</td>
<td>Kansai Airports</td>
<td>Showing of ad visuals in shops/facilities; distribution of mail magazines; and advertising in information/inflight magazines and on websites</td>
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<td>Kinki Nippon Tourist Kansai</td>
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<td>JTB Corp.</td>
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<td>All Nippon Airways Co., Ltd.</td>
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<td>Japan Airlines Co., Ltd.</td>
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<td>Nippon Travel Agency</td>
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<td></td>
<td>Meitetsu World Travel</td>
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<tr>
<td>Public Administrations</td>
<td>Osaka Convention and Tourism Bureau</td>
<td>Display of advertising visuals in facilities and announcement ads in magazines/journals and on websites</td>
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<td></td>
<td>Osaka International Convention Center Corp.</td>
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<td>Osaka International Business Promotion Center</td>
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<td>The Osaka Chamber of Commerce and Industry</td>
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<td>Osaka Prefecture</td>
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<td>Kansai Tourism Bureau</td>
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<td></td>
<td>Union of Kansai Governments</td>
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<td></td>
<td>Ministry of Land, Infrastructure, Transport and Tourism</td>
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</tbody>
</table>

◆ Others, TV / Newspaper / Magazine / Outdoor Ads

◆ Advance Announcement Tools

- Event announcement posters (B3 size) 700 sheets [Suppliers]
- Exhibitors, etc.
- Leaflets for general visitors (A4 size) 63,000 sheets [Suppliers] board-member companies of Japan Association of Travel Agents (JATA), etc.
- Leaflets for trade visitors (A4 size) 29,000 sheets [Suppliers] board-member companies of Japan Association of Travel Agents (JATA), etc.
- Tabi Channel (30-sec CF)
- Cartoon Network (30-sec CF)
- Kanko Keizai Shimbun (3-column)
- Asahi Shimbun (Osaka evening edition)
- Yomiuri Shimbun (Osaka morning edition)
- GNBC (center full-page) and other tourism magazines
- Tsutaya Ebisubashi Hit Vision (15-sec CF)
- WING TRAVEL WEEKLY (Special edition)
### 2019 Schedule / Venues

#### Schedule of Tourism Expo Japan 2019 Osaka / Kansai

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td><strong>Thursday, Oct. 24</strong></td>
<td>HYATT REGENCY OSAKA 3F, Regency Ballroom BCD</td>
<td>Opening Ceremony: 12:00 - 12:15</td>
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<tr>
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<td>HYATT REGENCY OSAKA 3F, Regency Ballroom A</td>
<td>JAPAN TOURISM AWARDS: 12:40 - 12:50</td>
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<td>Travel Showcase: 15:30 - 15:45</td>
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<td>Tourism Professional Seminar: 15:00 - 15:30</td>
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<tr>
<td><strong>Friday, Oct. 25</strong></td>
<td>HYATT REGENCY OSAKA 3F, Regency Ballroom BCD</td>
<td>Regional Revitalization Networking Forum: 10:00 - 11:00</td>
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<td>HYATT REGENCY OSAKA 3F, Regency Ballroom A</td>
<td>Japan Industrial Tourism Forum: 11:00 - 12:00</td>
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<td>INTEX OSAKA, Hall 5 Seminar Room</td>
<td>Prefecture and Government-designated Cities Tourist Association: 11:00 - 12:00</td>
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<td></td>
<td></td>
<td>Japan Industrial Tourism Forum: 11:00 - 12:00</td>
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<td>Travel Industry Study Seminar: 10:30 - 12:00</td>
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<tr>
<td><strong>Saturday, Oct. 26</strong></td>
<td>INTEX OSAKA, Hall 5 Seminar Room</td>
<td>Tourism Professional Seminar: 10:30 - 11:00</td>
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<td>Travel Showcase: 11:00 - 12:00</td>
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<td></td>
<td>Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00</td>
</tr>
<tr>
<td><strong>Sunday, Oct. 27</strong></td>
<td>INTEX OSAKA, Hall 5 Seminar Room</td>
<td>Tourism Professional Seminar: 10:30 - 11:00</td>
</tr>
</tbody>
</table>

#### Tourism Expo Japan 2019 Osaka / Kansai Venue

- **HYATT REGENCY OSAKA 3F, Regency Ballroom BCD**
  - Opening Ceremony: 12:00 - 12:15
  - JAPAN TOURISM AWARDS: 12:40 - 12:50
- **HYATT REGENCY OSAKA 3F, Regency Ballroom A**
  - Press Conference: 14:40 - 15:10
- **INTEX OSAKA, INTEX Plaza / Sky Plaza**
  - Travel Showcase: 15:30 - 15:45
  - Tourism Professional Seminar: 15:00 - 15:30
- **HYATT REGENCY OSAKA 3F, Regency Ballroom BCD**
  - Regional Revitalization Networking Forum: 10:00 - 11:00
  - Japan Industrial Tourism Forum: 11:00 - 12:00
- **INTEX OSAKA, Hall 5 Seminar Room**
  - Prefecture and Government-designated Cities Tourist Association: 11:00 - 12:00
  - Japan Industrial Tourism Forum: 11:00 - 12:00
  - Travel Industry Study Seminar: 10:30 - 12:00
- **INTEX OSAKA, Hall 5 Seminar Room**
  - Tourism Professional Seminar: 10:30 - 11:00
  - Travel Showcase: 11:00 - 12:00
  - Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00
- **INTEX OSAKA, Hall 5 Seminar Room**
  - Tourism Professional Seminar: 10:30 - 11:00
  - Travel Showcase: 11:00 - 12:00
  - Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00
- **INTEX OSAKA, Hall 5 Seminar Room**
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  - Tourism Professional Seminar: 10:30 - 11:00
  - Travel Showcase: 11:00 - 12:00
  - Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00

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**Travel Showcase & In-booth Business Meetings**

- **HYATT REGENCY OSAKA 3F, Regency Ballroom BCD**
  - Travel Showcase: 12:00 - 13:00
  - Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00
- **INTEX OSAKA, Hall 5 Seminar Room**
  - Travel Showcase: 12:00 - 13:00
  - Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00
- **INTEX OSAKA, Hall 5 Seminar Room**
  - Travel Showcase: 12:00 - 13:00
  - Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00

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**Travel Showcase & In-booth Business Meetings**

- **HYATT REGENCY OSAKA 3F, Regency Ballroom BCD**
  - Travel Showcase: 12:00 - 13:00
  - Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00
- **INTEX OSAKA, Hall 5 Seminar Room**
  - Travel Showcase: 12:00 - 13:00
  - Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00
- **INTEX OSAKA, Hall 5 Seminar Room**
  - Travel Showcase: 12:00 - 13:00
  - Inbound Tourism Business Expo 2019 / IR GAMING EXPO 2019: 10:00 - 11:00
## List of Tourism Expo Japan 2019 Osaka / Kansai Sponsors, Supporting Organizations

### Organizing Committee
- **Chairman**: Kenichi Yamashita, Chairman & CEO, JAPAN TRAVEL AND TOURISM ASSOCIATION
- **Vice Chairman**: Hiroshi Tabata, Kazuo Sumi, Hiroyuki Takahashi, Masanobu Komoda, Takashi Goto

### Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Position and Company/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>San-ichi Suzuki</td>
<td>Managing Director &amp; Secretary General, Industrial Promotion Organization</td>
</tr>
<tr>
<td>Shinya Miki</td>
<td>Chairman, President of the Board, ANA Holdings Inc.</td>
</tr>
<tr>
<td>Yoshitaka Ueki</td>
<td>Representative Director, Chairman, Japan Airlines Co., Ltd.</td>
</tr>
<tr>
<td>Toru Oba</td>
<td>President and Chief Executive, President, Japan National Tourism Organization (JNTO)</td>
</tr>
<tr>
<td>Katsuhiko Koseki</td>
<td>Vice Chairman, Japan Council for Global Communication Development Promotion</td>
</tr>
<tr>
<td>Masashi Takahashi</td>
<td>Senior Vice President, NIPPON TELEGRAPH AND TELEPHONE TELECOMMUNICATIONS CORPORATION (CHIEF, C.O.O., L.O.)</td>
</tr>
<tr>
<td>Shigeki Ishihara</td>
<td>Chairman, JAPAN RYOKU &amp; HOTEL ASSOCIATION</td>
</tr>
<tr>
<td>Takeaki Goto</td>
<td>President and Representative Director, President, and Chief Executive, SEIBI HOLDINGS INC.</td>
</tr>
</tbody>
</table>

### Masanobu Komoda
- Chair, Committee on Tourism, Keihan Japan (Business Federation)
- Vice President, ALL NIPPON TRAVEL AGENTS ASSOCIATION
- President and Chief Executive Officer, Mitsui Fudosan, Inc.

### Hiroyuki Takahashi
- President, TOBU Top Tours Co., Ltd.
- Representative Director, KANSAI Tourism Bureau

### Hiroshi Tabata
- Commissioner, Japan Tourism Agency
- Chair, EAST JAPAN RAILWAY COMPANY
- Director-General, Nature Conservation Bureau, Ministry of the Environment, Government of Japan

### Takeo Hiras
- Secretary General of the headquarters for the Tokyo 2020 Olympic and Paralympic Games and Special Adviser to the Cabinet

### Shinichi Fukushima
- Chairman, Osakanba Convention & Tourism Bureau
- Director-General for Commerce and Service Industry Policy, Ministry of Trade, Industry and Economy

### Frederic Mazenq
- President, ALL NIPPON TRAVEL AGENTS ASSOCIATION
- President and Chief Executive Officer, HANKYU TRAINING & CONSULTING CORP.

### Hiroshi Muro
- Executive Director and Senior Executive Officer, Individual Travel Sales
- Executive Officer, JTB Corp.

### HiroshiTabata
- Commissioner, Japan Tourism Agency
- Chair, EAST JAPAN RAILWAY COMPANY
- Director-General, Nature Conservation Bureau, Ministry of the Environment, Government of Japan

### Toshikazu Toru
- Chairman, Board of Airline Representatives in Japan (BDAR)
- Managing Director, Japan and Micronesia Sales, United Airlines, Inc.

### Hiroyuki Taokahashi
- Chairman & CEO, JTB Corp.

### Masato Tanaka
- Office, Tanaka Masazuki Tax Account Office
- Senior Director, Internal Audit, ANA HOLDINGS INC.

### Kiyotaka Tanaka
- Chairman of the Board of Airline Representatives in Japan (BDAR)

### Koichi Kato
- Director-General, Nature Conservation Bureau, Ministry of the Environment, Government of Japan

### Tatsuo Shimura
- Executive Vice President, Japan National Tourism Organization (JNTO)

### Yoshiko Hiroo
- Chief, UNWTO Regional Support Office for Asia and the Pacific

### Yoshihide Komori
- Regional Promotion Division Head, THE JAPAN CHAMBER OF COMMERCE & INDUSTRY, Japan

### Kenya Inada
- Executive Vice President, Marketing, ALL NIPPON AIRWAYS CO., LTD.

### Noriko Izumi
- Osaka City Government
- Chairman, Osakanba Convention & Tourism Bureau
- President,大阪おたふく旅行サービス株式会社

### Masahiro Kato
- Director of General Affairs, JAPAN TRAVEL AND TOURISM ASSOCIATION
- Officer, Japan Airlines Co., Ltd.

### Kenji Katsumi
- Director General, JAPAN TRAVEL AND TOURISM ASSOCIATION

### Minoru Kubota
- General Manager, Tourism Strategy Office, EAST JAPAN RAILWAY COMPANY

### Yoshihiko Kobayashi
- General Manager, Tourism Strategy Office, EAST JAPAN RAILWAY COMPANY

### Fusakatsu Uesato
- Director General, Transportation Bureau, Ministry of Land, Infrastructure, Transport and Tourism

### Tadashi Shimura
- Managing Director, MNO TRAVELER

### Naoki Nakajima
- Director General, Tourism Bureau, Ministry of Land, Infrastructure, Transport and Tourism

### Toshihiko Nakata
- Deputy Director General, Director / Film & Video Dept., Industrial Promotion Organization

### Akiko Matsumoto
- Senior Director, Tourism Bureau, Ministry of Industrial Affairs, Labour and Technology, Tokyo METROPOLITAN GOVERNMENT

### Yukiyo Nishimura
- General Manager, Tourism Strategy Office, EAST JAPAN RAILWAY COMPANY

### Shigeki Ishihara
- Managing Director, Vice President, Japanese National Tourism Organization (JNTO)

### Yoshio Nakano
- Director, Osaka Convention & Tourism Bureau

### Yusuke Nomura
- General Manager, Osaka Convention & Tourism Bureau

### Norito Mogami
- President, Travel Mart Agency Inc.
- Secretary General, Osaka Convention & Visitors Bureau

### Promotional Support

- **Tourism Expo Japan Osaka / Kansai Council**
  - Chairman: Sakae Kato, President, Osaka Convention & Tourism Bureau

- **Tourism Expo Japan Osaka**
  - Chairman: Kenichi Yamashita, Chairman & CEO, JAPAN TRAVEL AND TOURISM ASSOCIATION

- **Members**
  - Yoshitaka Ejima, Director, General, Osaka Promotion Bureau, Department of Civic and Cultural Affairs, Osaka Prefectural Government
  - Kenichi Eto, Director, Corporate Strategy Division, Kintetsu Group Holdings Co., Ltd.
  - Jumpei Otsubo, EDITORIAL OFFICER, HANKYU TRAINING & CONSULTING CORP.
  - Kenji Kondo, Director, Tourism Promotion Bureau, Ministry of Land, Infrastructure, Transport and Tourism
  - Ykiyuki Tanaka, Director, Deputy Chief Commercial Officer (International), Kansai Airports
  - Yoshiki Toda, Representative Director, KANSAI Tourism Bureau
  - Kaoru Nakamura, President, Osaka International Business Promotion Center
  - Yukiaki Nishizawa, Department Manager, Corporate Management Office, Business Promotion Group, Co-creation of Sightseeing Opportunities, Kansai Group Sales Promotion Center for Tourism, KANSAI HOLDINGS INC.
  - Masahiro Komoda, Director, General Manager, Industrial Affairs Department, KANSAI ECONOMIC FEDERATION (KANKEREI)
  - Shigeo Hori, Managing Director, Secretary General, Kansai Kenzai Doyukai (Kansai Association of Corporate Executives)
  - Morning Musa, Deputy Governor, Osaka Prefecture, Osaka Biz Support: okonomiyaki CHIBO / takoyaki KUKURU / Maxpart Corporation / Japan Council for Promotion of Sake Brewery Tourism
  - Hiroshi Muro, Executive Director, Senior General Manager of Marketing Department, WEST JAPAN RAILWAY COMPANY
  - Hikoza Yamamoto, Director General for Tourism, Culture and Sports Economic Strategy Department, Kansai Government

### Special Cooperation

- **All Nippon Travel Agents Association**
  - Special Support: Osaka Convention & Tourism Bureau

### Regional Support

- **Tourism Expo Japan Osaka/Kansai Council**

### Planning / Operation

- **Tourism Expo Japan Promotion Office**
  - Official Sponsor: JTB Corp., Ltd.
  - **Sponsors**
    - **Travel Showcase**
      - Gold Sponsor: Philippine Department of Tourism / Kansai Airports
      - Silver Sponsor: Guam Visitors Bureau / Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / WEST JAPAN RAILWAY COMPANY / Hankyu Harushio Holdings, Inc. / Kintetsu Group Holdings Co., Ltd. / NARITA INTERNATIONAL AIRPORT CORPORATION
      - Allied Sponsors: East Japan Railway Company / Central Japan Railway Company / Hokkaido Railway Company / Shikoku Railway Company / Kintetsu Railway Company
    - **Tourism EXPO Japan Forum**
      - VP Visitor Pass Sponsor: Tourism Authority of Thailand
      - Tourism Expo Japan Bag Sponsor: Travel Marketing & Assistance Inc.
    - **WELCOME RECEPTION**
      - Silver Sponsor: Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / NARITA INTERNATIONAL AIRPORT CORPORATION
      - Bronze Sponsor: ITQ EN, LTD. / Suntory Pharmacological Co., Ltd.
    - **Open Air Promotion Bureau**
      - General Manager, Osaka Promotion Bureau, Department of Civic and Cultural Affairs
      - Representative Director, KANSAI Tourism Bureau
      - Executive Director, Deputy Chief Commercial Officer (International), Kansai Airports
      - Director General, KANSAI Tourism Bureau
      - Deputy Director General, JAPAN TRAVEL AND TOURISM ASSOCIATION
      - President, Travel Mart Agency Inc.
    - **Business Meetings**
      - Pre-arranged Appointment Business Meetings Sponsorship: OAG Aviation Worldwide Limited

### Advertising Supporters

- **Off-site Advertising**
  - Entrance Gate Advertisement: JTB Corp., Ltd. / Philippine Department of Tourism / Kansai Airports / Malaysia Tourism Promotion Board / Ministry of Tourism of Indonesia / Tourism Office of Spain
  - RITEA Plus Pike Advertisement: JTB Corp., Ltd. / Guam Visitors Bureau / Italian State Tourism Board - ITALY PAVILION}
  - ENTRANCE PAVILION: EGYPTIAN TRAVEL PROMOTION BOARD

- **On-site Advertising**
  - Hanging Banne Advertisement: JTB Corp., Ltd. / Guam Visitors Bureau / Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / WEST JAPAN RAILWAY COMPANY / Hankyu Harushio Holdings, Inc. / Kintetsu Group Holdings Co., Ltd. / NARITA INTERNATIONAL AIRPORT CORPORATION
  - Full-Page Advertisement: Osaka Promotion Bureau / World Air-Sea Service Co., Ltd. / Kansai Airports
  - Full-Page Advertisement: Osaka Convention & Visitors Bureau / World Air-Sea Service Co., Ltd. / Kansai Airports

- **Web Promotion**
  - Website Advertisement: NARITA INTERNATIONAL AIRPORT CORPORATION
Tourism Expo Japan 2020 Okinawa offers the most valuable business occasion for tourism industry professionals with a variety of focused themes such as ocean and nature resorts.

[ DATES ] Oct. 29 (Thu.) - Nov. 1 (Sun.), 2020
[ VENUE ] Okinawa Convention Center and Surrounding Facilities
[ VISITORS ] 36,000 Visitors (Trade/Press: 1,000, General Public: 35,000)
[ ORGANIZER ] Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)

ResorTech Okinawa, Okinawa International IT Trade Fair

[JOINTLY HELD ] VISIT JAPAN Travel Mart (VJTM) 2020 -EAST ASIA- (Tentative)

- Hold appointment-based business meetings with 200 workers in charge of planning in travel companies (domestic/overseas) throughout Japan
- Set speed networking with buyers who are in charge of planning
- Conduct a sneak preview with 70 travel agency employees in charge of inbound travel planning (VJTM buyers)
- Take advantage of growing the traveling population and visitors, opportunities to appeal to Okinawans with positive buying
- Conduct the 4th TEJ Ministerial Round Table under the theme of Maritime Resorts, and deliver messages to media.

Now accepting applications for exhibition!

Tokyo Exhibition Offers Rich Business Results!!

TEJ Tokyo Business Meeting

This is an enriched and productive occasion to meet with about 300 of the tourism industry professionals and buyers to develop and plan tour products.

[ DATES ] Sept. 10 (Thu.) - 12 (Sat.), 2020
[ VENUE ] Hall A & B, Aomi Exhibition Halls, Tokyo Big Sight

Number of buyers in Business Meeting: 300 (Outbound buyers: 200 / Domestic & inbound buyers: 100)

https://t-expo.jp/en/biz

Contact: Tourism EXPO Japan Promotion Office
E-mail: event@t-expo.jp Phone: +81(0)3-5510-2004