



Danjiri (large wooden carts) appeared at the WELCOME RECEPTION. The MLIT Award as part of the "Japan Tourism Awards" was given to Hyakusenrenma (upper right), which promotes farms stays in Japan; a UNWTO World Tourism Ethics Charter signing ceremony (middle right); Paris Notre Dame Relief Activities (lower right).

DAY 2

10:00~12:00	Digital Marketing Symposium (International Conference Hall)
13:00~14:30	Overseas Travel Symposium (as above)
16:00~18:00	Entertainment Symposium (International Conference Hall)
16:00~18:00	Japan Industrial Tourism Forum (Hall 6 5F, Hall G)
16:30~18:00	Tourism Industry Study Seminar (INTEX Plaza, A Stage)
(Exhibition Space Halls 1-6)	
9:30~18:00	VISIT JAPAN Travel & MICE Mart 2019
10:00~18:00	Travel Showcase & In - booth Business Meetings
10:00~18:00	Inbound Tourism Business EXPO
10:00~18:00	IR GAMING EXPO 2019
10:30~18:00	Tourism Professional Seminar (Hall 5 Seminar Room)
18:30~20:00	VJTM Networking Reception

(Organizer)
Japan Travel and Tourism Association
Japan Association of Travel Agents
Japan National Tourism Organization
(Special Cooperation)
All Nippon Travel Agents Association
(Special Support)
Osaka Convention & Tourism Bureau
(Regional Support)
Tourism EXPO Japan Osaka/Kansai Council

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Series of Events Begin on First Day New Future of Tourism Growing from Osaka

Osaka City welcomed the opening of Tourism EXPO Japan 2019, marking the first time for the event to be held outside Tokyo in its six-year history. This event will be followed by other international events in the city, including the G20 and World Expo 2025.

Undergoing a recovery from recent natural disasters as early as several weeks ago is showcasing its resilience -- characteristic of the vibrant region, with the hosting of the largest trade show in Japan. The number of participating exhibitors has rivaled that of those in Tokyo, underscoring how the region is embracing travel and tourism as a vital pillar of its economy.

The opening ceremony was attended by top leaders in government and tourism, including Zurab Pololikashvili, Secretary-General of the UNWTO.

He acknowledged the value of the Japan Tourism Awards as it generated new ideas centering on rural tourism and ecotours that have grown important for many destinations looking to expand

demand or decentralize traffic to allow rural areas to share in the economic benefits.

He was joined by Hiroshi Tabata, Commissioner of the Japan Tourism Agency; Kenichiro Yamanashi, Chairman of the Japan Travel and Tourism Association; and Hiromi Tagawa, Chairman of the Japan Association of Travel Agents, each expressing their congratulations to Osaka for hosting the event.

Meanwhile, Tadao Ando, Osaka-born and globally-recognized architect, said that society today needs to have more vitality and curiosity in life. "Smartphones, itself, are not so interesting. You need to have an exchange with people," he emphasized.

At the 3rd TEJ Ministerial Round Table moderated by Anita Mendiratta, founder and president of ANITA MEDIRATTA & Associates, the theme discussed centered on "Community Vitalization: People and Culture" among the top tourism leaders and ministers from across the globe.

Gloria Guevara Manzo, President & CEO of World Travel & Tourism Council (WTTC), said during the Ministerial Round Table that three pillars that tourism must address: Initiatives for climate change, political instability (biggest crisis) and sustainable growth in which all stakeholders must work together.

Meanwhile, the Japan Tourism Awards Commendation Ceremony recognized competitors in various fields contributing to the tourism industry's development. A newly established "MLIT Award" - Minister of Land, Infrastructure, Transport and Tourism) was handed to Hyakusenrenma for its entry "Regional Invigoration Service to Unite "Farm Stays With the World." The Japan Tourism Agency Commissioner's Awards were given to Saga Ureshino Barrier Free Tour Center, Tanabe City Kumano Tourism Bureau and the Palau Tourism Board. The Award for Excellent Partner went to Philippines Department of Tourism while H.I.S. Co. Ltd. received the Japan Tourism Award elected by students.

Keynote Speech / An Unforgettable Journey

Future Tied to People’s Vitality, Children’s Welfare

New Developments in Osaka to Help Society

In his keynote address, Takao Ando, who grew up in Osaka, said that the vitality of people, especially those recently retired, must experience the world out of their room and not remain 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.



Architect
Mr. Tadao ANDO
Photo by 関野欣次

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 to reach 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. This, he said, is due to the high level of public “spirit” of

ancestors. Ando pointed to the “Sakura no Kai/Heisei Passage” established in 2004, as an example, in which some 3,000 cherry trees were planted in Nakanoshima. Former Prime Minister Junichiro Koizumi was the first to plant a tree in the area that is now referred to as the “greening wall” to enrich the scenery along the river.

Ando also touted efforts by Nakanoshima to create a library for children. Pointing to how recently young children -- not only in Osaka but nationwide -- have lower capabilities to think, he 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 by the mayor of Osaka.

Such attractions inspire people, he said, referring to how community involvement has fueled the developments in cities such as Paris and New York.

DAILY ONE SHOT



TEJ Opening Ceremony Reflects Osaka’s Global Posture

Global tourism leaders attended the opening ceremony of Tourism EXPO Japan 2019 Osaka-Kansai. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO), congratulated Osaka for its efforts in hosting the event where it introduced new ideas through the winners recognized at the Japan Tourism Awards Commendation Ceremony at the opening ceremony.

Tadao Ando, architect, addressed the audience, emphasizing the need to invest in the growth of children for the future of society.

Kenichiro Yamanashi, chairman of the Japan Travel and Tourism Association, said in his message that “Osaka is the most vigorous city where the G20 summit and the World Expo 2025 will be held. He recognized how various industries such as architecture and stationery manufacturers are also participating,” underscoring opportunities to create new business through the power of travel.

Hiroshi Tabata, Commissioner of the Japan Tourism Agency; and Hiromi Tagawa, Chairman of the Japan Association of Travel Agents, both expressed their congratulations to Osaka for hosting the event.



Sharing Examples of Regional Revitalization via Tourism

Participants Up by 7 Countries to 23 in Total

The 3rd TEJ Tourism Ministers Meeting was attended by a total of 23 tourism professionals including 19 tourism ministers and tourism administration heads and representatives from four tourism organizations such as the United Nations World Tourism Organization (UNWTO). The Commissioner of the Japan Tourism Agency took to the stage, increasing the total number of participating countries to a record high, up seven countries from 12 last year. Following the speech by UNWTO Secretary-General Zurab Pololikashvili, who expressed the sentiment of all participants that they would like to learn as much as possible about the advanced cases related to the theme and share them with countries that did not participate this time.

Growth Not Taken for Granted
President & CEO
World Travel & Tourism Council (WTTC)
Ms. Gloria Guevara Manzo

One out of 10 jobs in the world is created by the tourism, with expectations of steady growth. But this cannot be taken for granted. The world is facing challenges such as climate change, which impacts on the sector. The industry needs to prepare for crisis management and recovery. Sustainable growth in tourism will contribute to reducing poverty by sharing income among rich and poor nations.

Homestay That Benefits Communities
Minister of Tourism, Arts and Culture
Malaysia
H.E. YB Datuk Mohamaddin bin Ketapi

Malaysia's “Homestay Experience” is a popular tourism program that attracts 4,000 people yearly and provides tourists with opportunities to interact with local people and its culture. Not only that, it brings a total of US\$6.5 million to the region, and local handicraft centers have created more than 5,000 jobs last year alone. It can be said that it plays an important role in distributing profits obtained from tourism to the region.

Promote Tourism Aiming for People's Happiness
Secretary, Ministry of Home & Cultural Affairs
Kingdom of Bhutan
H.E. Mr. Sonam Topgay

Bhutan, opening its doors to international visitors in 1974, has promoted tourism in line with the country's overall development philosophy of Gross National Happiness, not emphasizing on the economic growth, but more focusing on people's happiness. The government has tried to ensure that tourism is promoted in a sustainable manner to meet the need of tourists and preservation of its tradition, with a “High value, low volume” policy.

Community-based Toursim
Union Minister, Ministry of Hotels and Tourism
Republic of the Union of Myanmar
H.E. Mr. U Ohn Maung

In Myanmar, community-based tourism is the major form, taking advantage of rich cultural and traditional diversity consisting of more than 130 ethnic groups. To share daily lives of local people, travelers enjoy directly learning their culture and tradition, which contributes to the development of local communities. For the further development as a whole, investment in infrastructure along with a strategic planning is needed.

Community-based Tourism to Bring Benefit to Locals
Minister of Tourism
Kingdom of Cambodia
H.E. Dr. Thong Khon

Cambodia has a clear vision of developing community-based tourism to ensure that the benefits go to the local community while achieving sustainability and inclusiveness in line with the principle of “Preservation for Development and Development for Preservation.” We focus on four factors: public, private, people, and partnership. We also promote service quality through the implementation of Cambodian Community-Based Tourism Standards.

Guest House Tourism
Deputy Minister of Tourism
Republic of Maldives
H.E. Mr. Asad Riza

The Maldives, relying on its beautiful resort resources, now use its local culture to attract more tourists. The government promotes “guest house tourism,” in which travelers can stay at local residences and experience culture. with 500 guesthouses in operation across the country. As guesthouse tourism rapidly gained its popularity, the country faces a conflict between local Muslims and travelers, protecting local culture by setting Muslim regulations.

The 3rd TEJ Ministerial Round Table / Community Vitalization: People and Culture



Japan Tourism Agency Commission Hiroshi Tabata stands at the opening ceremony.



Long-term Tourism Policies and Strategies

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

Creating a Culture of Sustainable Tourism is the main thrust of the Philippine Department of Tourism (DOT) for Sustainable Development. Rehabilitation of Boracay Island in 2018 reinforced the implementation of environmental laws and related ordinances to preserve the integrity and the welfare, which inspired other destinations. The DOT reduced operational costs and carbon footprint updating local standards and global campaign, inviting all local and foreign Stakeholders.

Keep Culture and Increase Tourism Growth

Minister of Nature Environment and Tourism
Mongolia
H.E. Mr. Tserenbat Namsrai

Mongolia is trying keep nature despite the tourism grow. For community satisfaction, we keep culture and increase the tourism-related jobs there. Challenges will be to improve the employment rate and reduce the unemployment rate. Digital technology is used to improve sales standard for the travelers' better satisfaction, promoting the locals and bringing the tourists.

Development Infrastructure for Preservation

Deputy Chairman
State Committee of the Republic of Uzbekistan for Tourism Development
Republic of Uzbekistan
H.E. Mr. Ulugbek Azamov

Tourism is a driving force for economic growth in Uzbekistan. The development of the tourism industry is expected to help solve such important social and economic tasks such as job creation, diversification of the economy and accelerated development of regions, increasing income and quality of life of people. Local products such as handy crafts and wine saw their new customers when travelers visit the region. The government believes that the development of infrastructure is necessary for preserving cities and national heritages.

Sharing the Benefits of Tourism in All Areas

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

Tourism is a key economic sector making up about 14% of GDP. To better balance the benefits of tourism in various regions, the Vietnamese government is implementing policies that prioritize the development of community-based and rural tourism as well as green tourism or eco-tourism, cultural, and agricultural tourism, encouraging more investments from the private sector in these fields.

Community-based Tourism is About Experiences

Vice Chairman
Pacific Asia Travel Association (PATA)
Mr. Wong Soon-Hwa

Listening to and understanding what a community needs is crucial in developing community-based tourism. It takes long-term vision and long-term commitment from the government as

well as the involvement of companies. Community-based tourism is not about efficiencies, but it is about experiences, which is what makes destinations different and that is what powers community-based tourism. Travel should be a privilege, not a right.

Bring Tourists to Rural Areas

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

Tourism is a pillar of the economic growth strategy in Japan, but the sector is facing two challenges: an aging society and depopulation. Major cities in Japan enjoy attracting global travelers, but this trend hasn't reached to rural areas. The government is working with local authorities and business communities to bring more travelers to the regions, using such as adventure program and history tours. Use of digital technologies is also expected to contribute to the sector.

Team Up With Private Sector, Use Slogans for Promotion

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

Income from tourism marked a new record in Egypt this year, supported by the government's new strategy in the sector. In its five-pillar strategy, E-Trip was introduced to rebrand Egypt, with legislative frameworks to ensure sustainability. It also believe it's effective to use simple and catchy phrases to attract involvement of private sector to work with, which can lead to promoting the country globally.

Community Involvement in Owning Tourism

Minister of Tourism
Republic of South Africa
H.E. Ms. Mmamoloko Tryphosa Kubayi-Ngubane

The South African Department of Tourism has been working to maximize economic, social and environmental benefits and minimizing costs to destinations since 1996, with the National Responsible Tourism Guideline in 2002 and the SANS1162 (South African National Minimum Standard for Responsible Tourism) in 2011. The challenge is to attract women into meaningful participation, expanding public program and encouraging the private sector. Inclusivity is considered in tribe communities or the disabled.

Maintain Quality, Avoid Overconcentration

Director General, Atout France
French Republic
H.E. Ms. Caroline Leboucher

Some issues for sustainability: encourage international tourists to increase their length of stay and to move around the country; touristic flows create environmental or social negative impact and prevent the economic benefits of tourism development; and the diversity of experiences that many regions offer all year can spread the value creation throughout the country.

Sustainability, Innovation, Accessibility to Correct Tourism Growth

President, ENIT - Italian State Tourist Board
Italian Republic
H.E. Mr. Giorgio Palmucci

Italy's long-term vision to relaunch its heritage, landscapes, cities and territories as a unique and distinctive factor of competitiveness and appeal to lead to satisfactory travel experiences. Value growth is the key to let tourists discover other small villages. Strategies, interventions and actions must contribute to systematically strengthen the sustainability of tourism in its various meanings related to environment, territory, heritage preservation, socio-economic system, culture and citizenship.

Engaging Local Communities is Key to Sustainable Regional Tourism

Managing Director, National Tourism Development Agency "Lithuania Travel"
Republic of Lithuania
H.E. Mr. Dalius Morkvėnas

Local communities are the driving force behind the creation of authentic cultural travel experiences. Their traditions, crafts and lifestyle increase cross-cultural understanding and facilitate the management of domestic and international tourist flows through the nation's regions in a sustainable manner. The Lithuanian Capital of Culture has been playing a great role in promoting the small locations since 2008. The awarded locations demonstrate their unique culture with the investment from the central government.

Long-term Vision, Short-term Strategy in Switzerland

State Secretary, Head of the Promotion Activities Directorate, Federal Department of Economic Affairs, Education and Research EAER, State Secretariat for Economic Affairs SECO
Swiss Confederation
H.E. Mr. Eric Jakob

The vision and strategy include flexibility with fast changes particularly to the digitization; sustainability as a guiding principle of action of tourism policy in all activities' outcomes; government approach and stakeholder involvement; entrepreneurship and strategy capabilities is needed for leadership and management of the qualified workforce. Also good framework conditions, coordination in education, transfer of knowledge, subsidiary support of innovative projects are the key measures for the challenge.

Community-based Decision Making

Director, National Travel and Tourism Office
United States Department of Commerce
United States of America
H.E. Ms. Isabel Hill

All the decision making is done at each local community in the U.S., enabling each destination

marketing and management of new services and capacity of the tourism such as AirBnB or Uber. This bottom-up approach is the feature of U.S. tourism and tourists can experience the U.S. even in small villages.

Innovation Key Maintain Uniqueness

Minister of Tourism
Jamaica
H.E. Mr. Edmund Bartlett

Caribbean countries rely heavily on tourism, with one out of five jobs generated by tourism. Jamaica promotes tourism through music, sports, food as well as local people. The government believes that innovation is important in keeping its uniqueness. One example is training local people to meet the required standard to secure jobs.

Managing the Growth of Tourism

CEO
Adventure Travel Trade Association (ATTA)
Mr. Shannon Stowell

There is need to manage and disperse the growth of tourism. Creating rural or community-based tourism and developing ways to divert traffic to rural areas should be good practices for both developed and developing countries to avoid over capacity. We have to keep in mind that we have only one planet, which we need to pass on to the next generations.

People and Culture: Keys to Community Activation

Executive Director
World Tourism Organization (UNWTO)
Mr. Zhu Shanzhong

The people who live there and the local culture are keys to revitalizing the community. Taking advantage of this, tourism plays an important role in developing the region. I am convinced that today's discussions will contribute significantly to achieving the development agenda by 2030, the 17 SDGs, and sustainable development goals.

Focus on Rural Tourism From 2020

Secretary-General
World Tourism Organization (UNWTO)
Mr. Zurab Pololikashvili

Participating countries shared their goals and specific policies for sustainable tourism development focusing on community vitalization in the round table discussion. One of the points for the future is rural tourism which will be a focus going into 2020. Tourism operation is an especially important factor in vitalizing communities for the people and culture of local regions. The Ministerial Round Table discussion will guide us toward maximizing the contribution of tourism to the 2030 development agenda, and the 17 Sustainable Development Goals.

Other Thoughts on Round Table



Tourism as Means to Vitalize Communities

Founder & President, ANITA MENDIRATTA & Associates
Special Advisor to the Secretary General UNWTO
Ms. ANITA MENDIRATTA

Anita Mendiratta, founder and president of ANITA MENDIRATTA & Associates and special advisor to the Secretary General UNWTO, kick started the 3rd TEJ Ministerial Round Table by calling the 23 participants colleagues and confidants who can discuss the beauty of tourism to vitalize communities not just when things are good, but also when there are difficulties.

In the opening remarks, Secretary-General Zurab Pololikashvili from the United Nations World Tourism Organization (UNWTO) stressed the importance of exchanging ideas, summing them up and issuing recommendations to all members of the UNWTO and act together. Mendiratta encouraged the 23 speakers to discuss approaches to managing Tourism's strong growth trend in a way that meaningfully and measurably translates into benefits for all nations, and particularly, for their local communities.

Series Column – Sustainable Tourism Action ②

IR Facilities to Enhance Tourism Potential

The Japan Tourism Agency announced on Sept. 4 this year the “Basic Policy,” the premise for selecting Integrated Resorts (IR) construction sites and business operators.

The basic policy explains the significance of establishing IR, aimed at realizing an “internationally competitive and attractive stay-type tourism” that can showcase Japan’s attractiveness, invite travelers from around the world and expand the international MICE business with IR as a base.

Also, the basic policy cites the purpose of IR development as a way to “boost the achievement of the government’s goal” which aims to heighten the number of foreign tourists visiting Japan to 60 million with the consumption amount to grow to 15 trillion yen by 2030. It would further increase tourists from abroad visiting destinations throughout the country and enhance the number of MICE events held in Japan. The basic policy intends to strengthen the development of new inbound source markets and consumption opportunities based on IR, as well as to improve Japan’s presence in the global MICE market.

Since IR facilities include casinos, deep-rooted concerns such as gambling addiction, crime and the adverse influences on youth exist. The basic policy also emphasizes that relevant parties work closely in tandem in taking initiatives and measures such as crime prevention, sound development of youth and dependence prevention, with the purpose of “eliminating the harmful effects of casino facilities.”

Stimulate Growth of Domestic and Inbound Travel

The Act of Promoting Development of Areas for Specified Integrated Resort Facilities (IR Act) passed the Diet in July 2018, paving the way to establish IR facilities nationwide pending the government’s approval of the plan.

IR facilities consisting of casino facilities, international conference halls, exhibition facilities, trade show halls and accommodation facilities will also offer performances representing Japanese traditions, culture and art. They will also provide tourist information of various destinations in Japan. Furthermore, as IR facilities make centralized arrangements for transportation and

accommodations needed for sightseeing tours, they are expected to contribute to the promotion of tourism in Japan too.

While the number of inbound travelers to Japan continues to rise, decentralization of travel demand has become an important theme, as demand tends to lean toward the metropolitan areas and famous tourist destinations. The potential is geared to have IR facilities play a major role in further dispersing demand.

IR facilities -- defined as “facilities that contribute to the promotion of tourists visits and stays both from home and abroad” -- are likely to be responsible for the expansion of content that generates repeaters and the decentralization of demand to different regions.

Economic and Social Effects as Criteria

Since the development of IR facilities in Japan is limited to three locations for the time being, the basic policy announced in September also presented criteria for accrediting outstanding plans.

The criteria for evaluation also stipulate “transmitting Japan’s charm with unprecedented quality” and “having a showcase function that conveys the attractions of various places.” IR facilities are also required to serve as a trigger to realize attractive stay-type tourism with competitiveness at an international level.

Furthermore, as the criteria also include “economic and social impact” -- in which the number of MICE events, the increase in tourists, the growth in travel consumption by visitors and the possibility of creating jobs in the local region, etc. are examined -- IR facilities are also expected to play a certain role in creating an impact to regional tourism and contributing to the local economy.

In the future, more than 10 IR facilities are expected to be developed nationwide. If IR facilities function as a base to generate demand for travel, the negative perception of IR, including its harmful



IR facilities in Japan are expected to widen inbound travel to other regions of Japan.

influence, should begin to change.

Establish Base for Regional Tourism Promotion

Satoshi Okabe, General Manager of Galaxy Entertainment Japan, which is exhibiting at “IR Gaming EXPO” within the “Tourism EXPO Japan 2019 Osaka-Kansai,” emphasized that the “IR Gaming EXPO” serves as “an invaluable opportunity for people in the tourism industry as well as visitors to deepen their understanding of IR.” Looking ahead to the future when IR facilities are deployed in various parts of the country, Okabe expressed his hope “to create a new business and market with the participation of various stakeholders including local companies, aiming to promote tourism by increasing the number of visitors together with the local people,” underscoring his expectations for the establishment and growth of IR business in Japan.

The birth of IR facilities in various regions contributes to strengthening Japan’s competitiveness as a destination in the international travel market, and the tourism industry, by making use of IR. It also contributes to creating business models and expanding travel demand. Okabe expressed his intention to collaborate with travel industry to establish an IR facility as a foundation for promoting regional tourism that leads to the development of sustainable tourism.

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VENUE Okinawa Convention Center and Surrounding Facilities

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

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ORGANIZED by : Japan National Tourism Organization (JNTO)

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- Exhibition Business Meetings and Forums will be held on the venue-related themes such as ocean resorts, adventure tourism, and ecotourism.
- Business Meetings will be held on an appointment basis with a well-established web system which is efficient and bring productive results.
- This is an opportunity to promote directly to the 35,000 consumers who are ambitious for travel.

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This is an enriched and productive occasion to meet with about 400 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

Buyers

- Number of buyers in Business Meeting: 200 (Outbound buyers: 100 / Domestic buyers & inbound buyers: 100)
- Targeted buyers for Business Meetings: Professionals from all over Japan involved in outbound, domestic, and inbound travel product development and planning.

Program

Exhibition Business Meetings : Appointment based through a 2-day matching system. Maximum 16 sessions.
 Exhibition : 2-day exhibition targeting general public with 20,000 visitors expected.

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