



Information gathering and business talks were actively conducted at more than 1,500 exhibition booths at each country and region (left). President Ibrahim Mohamed Solih of the Maldives visited the Maldives booth (top right). At the Okinawa booth, a handover ceremony for Tourism EXPO Japan 2020 Okinawa Resort Exhibition was held (middle right). "Railways KANSAI" booth by seven regional railway companies is unique to Osaka (lower right).

DAY 3

(Exhibition Space Halls 1-6)

9:30~14:30	VISIT JAPAN Travel & MICE Mart 2019
10:00~18:00	Travel Showcase (General Public Day)
10:00~18:00	IR GAMING EXPO 2019

New Approaches, Technology Highlight Second Day Themed Symposia, From Digital Marketing to Entertainment

Tourism Expo 2019 Osaka-Kansai – exclusive to travel professionals in the first two of four days – provided new opportunities to enhance their knowledge on key issues with case examples through theme-based symposia on Oct. 25 that drew regions and industries together.

The number of foreign visitors to Japan marked a new record in 2019, which greatly contributed to two-way tourism where inbound and outbound travel continued to grow, including that for Kansai International Airport.

Yoshiyuki Yamaya, Representative Director and CEO of Kansai Airports addressed four elements in its growth strategies, including strengthening of security at the airport, and how to adapt to new styles of traveling.

Meanwhile, digital marketing continues to be of major interest among participants as it serves as a driving force for tourism development, with its role heightened along with the introduction of new technology.

Global expansion of mobile phones enables travelers to search useful information or make reservations even in mid-trip. At the Digital Marketing Symposium, four presenters introduced best practices of using effective digital marketing in tourism, including the efforts by Universal Studios Japan to actively use social media to attract new visitors. Possible contributions of AI to the industry can help draw attention, such as multilingual AI chat services that can be used in times of disaster.

Meanwhile, Iga City Mayor Sakae Okamoto, dressed in a Ninja costume surprising participants, served as one of the panelists in the Entertainment Symposium, which identified how purposes of travelling are shifting from just sightseeing to experiencing something “heart-moving.” Entertainment is regarded now as a new effective tool to revitalize local communities, and aimed at meeting the diversifying interests of visitors. The symposium generated active discussion among

panelists. Tatsuo Okutani, Vice President of Yoshimoto Kogyo, the largest entertainment company in Japan, introduced the project to build a theater by public-private funds to attract more visitors to the region while Joung Jin-Su, Executive Director of the Korea Tourism Organization Tokyo Office, covered solutions for challenges that the Japanese entertainment industry faces. One solution is non-verbal entertainment, which is useful when the industry struggles with language barriers.

New this year at Tourism Expo Japan is the IR Gaming EXPO, with leading Integrated Resorts (IR) companies such as Las Vegas Sands and MGM showcasing various elements including entertainment. Shinya Hashizume, Osaka Prefecture and Osaka City Special Adviser, underscored the growing importance of developing IR to boost tourism in Japan as Osaka prefecture/city is aiming to introduce IR at Yumeshima (an artificial island in Osaka Bay area).

(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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Thematic Symposia

Digital Marketing Symposium

Theme Future Perspective of Tourism Industry Utilizing Digital Marketing



CEO and President,
Travel Voice Japan Ltd.
Mr. Koji Tsurumoto (Moderator)



Vice President, Sales & Alliance
Marketing Department, USJ LLC.
Mr. Ryo Kanazawa



Co-founder & CEO,
Venture Republic Inc.
Mr. Kei Shibata



Founder & CEO, Bespoke Inc.
Ms. Akemi Tsunagawa



Executive Senior Vice President, Japan
National Tourism Organization (JNTO)
Mr. Shuichi Kameyama



Insights of Digital Marketing in Tourism Industry

Digital a Plus in Today's Travel Landscape

Effective use of digital marketing in tourism is essential for the growth of related businesses and the entire industry today when more and more people are relying on digital devices and the Internet to not just gather but transmit information about travel.

Four panelists shared their insights about what digital marketing can bring to tourism and examples of digital marketing activities. In the discussion moderated by Koji Tsurumoto, CEO and President of Travel Voice Japan Ltd., he said that the connection between tourists' in-destination actions and digital technology has become stronger than ever over the past year.

Eyes on Digital Platforms

Ryo Kanazawa, vice president of Sales and Alliance Marketing Department, USJ LLC, said that USJ uses social media marketing to attract new visitors and data-driven marketing to make them want to come back. "Information found on social media such as Facebook, Twitter and Instagram is more effective than one-sided ads by companies because consumers find it more trustworthy," he explained. USJ uses geomagnetic sensors to gather data that shows when, where and how long visitors spend their time inside the park. "The accumulated data is analyzed and used to design personalized recommendations and information to encourage them to visit us again," he added.

Kei Shibata, co-founder and CEO of Venture Republic Inc., explained that his company provides travel information and services through digital platforms such as LINE. "LINE has the kind of assets that travel-related companies do not have, for example, location information, payment

platform and point programs, which make it possible to offer comprehensive and consistent services." Shibata also stressed the importance and merit of collaborating with applications like LINE that are already part of people's lives by saying that people do not travel as often as they look at their smartphones.

Akemi Tsunagawa, founder and CEO of Bespoke Inc., develops and provides a multilingual AI chat service, which is used by one out of four foreign visitors to Japan, mainly at airports, stations and municipal facilities. "It is worthless to use manpower for things that do not affect people's satisfaction level," she said. AI chat service not only answers users' questions, but also contributes to congestion relief and trend survey, and helps identify opportunity losses, Tsunagawa explained.

Shuichi Kameyama, executive senior vice president of Japan National Tourism Organization (JNTO) explained that the organization collaborates and shares data they have collected through its own website, social media and application with various regions in Japan to promote effective marketing campaigns. "We are also using AI for answering questions from users including during times of disaster, but we still have to edit AI's answers from time to time. I expect that AI's capability will continue to improve rapidly," he added.

Future of Travel & Digital in Five Years

There are huge changes such as VR and Voice, which are progressing at a tremendous speed. You must study and be strong in digital, emphasized Shibata. "It is urgent to strengthen the development of young people." Rather than just tracking travel-related movements, he said that the industry should "Look closely at the global digital movements such as super apps and Google."

Overseas Travel Symposium

Theme The Outlook of Outbound Travel Market in the Age of 40 Million Inbound Travel -New business opportunities by leveraging the advantage of Kansai Airport



Representative Director and CEO,
Kansai Airports
Mr. Yoshiyuki Yamaya (Keynote Speech)



Consulting Department,
JTB Tourism Research & Consulting Co.
Mr. Hiroshi Kurosu



Executive Officer Leisure Business Department, Head of
Overseas Purchasing & Products Management, JTB Corp.
Mr. Shuichi Endo



General Manager Japan, Finnair
Mr. Hiroaki Nagahara



Director, General Manager, International Affairs
Department, Kansai Economic Federation
Mr. Takeshi Inoue



Outbound Travel Amid Age of 40 Million Visitors

Leverage New Opportunities Through Kansai Airport

Amid the growth of inbound travelers flowing through the three airports in the Kansai Region – Kansai International Airport, Osaka Airport and Kobe Airport – with Kansai International Airport serving as the core, how can businesses create an even balance for two-day tourism?

As part of a discussion to address the question, Yoshiyuki Yamaya, Representative Director and CEO of Kansai Airports, explained the future strategies and demand at Kansai Airport.

In its strategy, it has four elements to consider: Safety (New BCP), Technology Innovation (Fast Travel), population increase globally amid the decline in Japan, and more flexible travel styles, which would potentially heighten the importance of the travel agencies among consumers. He also said that travelers customize their needs for the extra services or to save time – a trend that is prominent in Europe.

Perspectives on Using Kansai Airport

The discussion – moderated by Hiroshi Kurosu from Consulting Department, JTB Tourism Research & Consulting Co. – included panelists Takeshi Inoue, Director, General Manager, International Affairs Department, Kansai Economic Federation; Hiroaki Nagahara, General Manager Japan, Finnair; and Shuichi Endo, Executive Officer Leisure Business Department, Head of Overseas Purchasing & Products Management, JTB Corp.

Kurosu said that future strategies would entail maximizing growth together for both inbound and outbound travelers to Southeast Asia by destination development.

Inoue said its company developed a new ABC Platform (Asia Business Creation

Platform), which invites all Business Stakeholders annually to discuss each topic of interests to create new business. He explained that in its strategy for outbound travelers, Myanmar is identified as a destination development country. For inbound visitors, more services are developed for Muslim travelers such as a restaurant app that also introduces specialized meals.

As for the European market, Nagahara pointed to the appeal of the European gateway airport of Helsinki-Vantaa Airport, which draws Asian travelers to Europe via Helsinki, with a weekly frequency of 34 flights, including those to and from Kansai Airport. The airport in Helsinki reflects an operational-efficient airport with the "One-roof Concept" that enables smooth transfers on foot. Customer service has been especially strengthened for Japanese visitors including Japanese-speaking staff and an automatic passport control gate for Japanese passport holders. However, he said that the challenge is to lead transfer customers to stop by Helsinki for a visit.

Meanwhile, Endo introduced the Global Destination Campaign, which is conducted to generate full traveler satisfaction. Europe remains the target in 2019 as it targets the younger generation. "Land Cruise" is one of the new unique products, using the merit of Seat in Coach (SIC), which enables flexible customization of travel to reflect each need. He added that more is required to develop customer support at the onsite travel agent for younger generations.

Kurosu, the moderator of the first Overseas Travel Symposium in Osaka, in summarizing the panel discussion, said he would like the travel industry to explore more potential for travel to Asia from Kansai to further grow outbound travel while attracting the next generation.

Thematic Symposia

Entertainment Symposium

Theme Community Vitalization Through Entertainment!



Professor Emeritus,
Matsumoto University
Prof. Hiroyasu Sato (Moderator)



President, Takarazuka Revue Company
Mr. Tomotsugu Ogawa



Vice President,
Yoshimoto Kogyo Co., Ltd.
Mr. Tatsuo Okutani



Executive Director,
Korea Tourism Organization Tokyo Office
Mr. Joung Jin-Su



Mayor of Iga City
Mr. Sakae Okamoto



Vitalizing Communities With Entertainment

Entertainment Connects People's Hearts

Entertainment is a vital part of the lives of local people as well as an attraction for visitors was the overwhelming sentiment among four panelists participating in the Entertainment Symposium centering on how to vitalize communities.

In his opening words at the symposium, moderator Hiroyasu Sato, professor emeritus of Matsumoto University, pointed out how the role of entertainment in inbound tourism will become increasingly important. "To move and connect people's hearts, which is becoming central to the purpose of tourism nowadays, entertainment contents are very effective," Sato explained.

Entertainment With Long History

Two of the panelists represented entertainment companies: Tomotsugu Ogawa, president of Takarazuka Revue Company; and Tatsuo Okutani, vice president of Yoshimoto Kogyo Co., Ltd., an entertainment company established in 1912.

Ogawa said that a record high of 2.8 million people came to see the Takarazuka Revue Company's performances held throughout Japan in 2018. "But we were in the red for 80 years out of our 105 years of history since our start. It takes time and resource to continue," he noted. "Entertainment is part of nurturing people. We focus on enhancing integrity as a person, and the quality of a performance as a performer. And at the same time, we can have pride in our hometown, Takarazuka. I think that what is loved by the locals will also be loved by those who come from outside," Ogawa explained.

Okutani agreed, adding that, "Everything that makes you feel excited and want to tell someone about is entertainment." In addition to running halls, training and

managing entertainers and organizing live performances, the company conducts various regional events that encourage local participation such as film festivals and a project that involves sending comedians to all 47 prefectures to live and work there. "We would also like to discover and foster new talent in various parts of the country," he said.

Mass Cultures Can Stimulate Regions

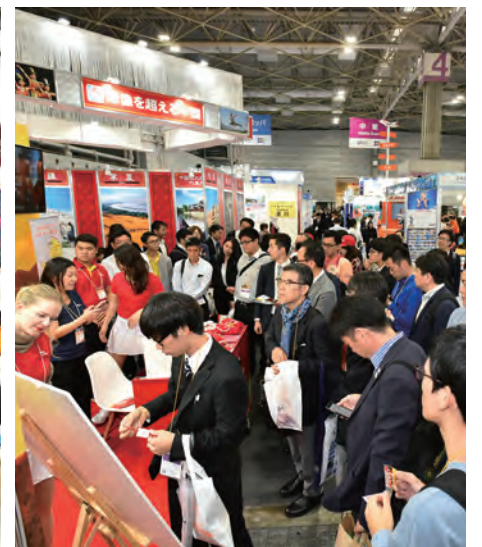
Meanwhile, Joung Jin-Su, Executive Director of Korea Tourism Organization Tokyo Office, discussed the trend of foreign tourists visiting shooting locations of scenes in Korean TV dramas aired internationally. "Mass cultures can stimulate regions, but local people's passion is necessary," Joung emphasized.

He said that the number of tourists visiting theaters to watch plays and musicals performed by Korean stars is increasing. "The key to attract inbound tourists is to promote non-verbal performances and offer nighttime activities," he said.

Sakae Okamoto, Mayor of Iga City, dressed in ninja costume, said that the city – a well-known mecca of ninja – has been promoting the city as a hometown of ninja for a long time, offering diverse activities for tourists such as a tour to experience the daily life of ninja and ninja trail-running race. "It is a way to generate the city's financial resources using what we already have, collaborating with the local people and businesses," he pointed out. Iga city receives about 2.5 million visitors annually, 40,000 of which are from abroad.

In summarizing, Sato said that "continuing to work on towns that are facing downturns amid the coexistence with residents" are the keywords to revitalizing the region through entertainment. "We should connect the region and entertainment with an eye on the future."

DAILY ONE SHOT

Kansai Drawing Attention
Interest in IR Gaming, Sporting Events

The Kansai region is becoming the choice for large-scale events, including the World Masters Games in 2021 and Osaka Expo in 2025.

Kansai's debut as the host of Tourism EXPO Japan 2019 is enhanced by a large booth "All Kansai." Under the concept of "Sports, Food, Wellness, Laughter," booths by the railway companies, the Chamber of Commerce, universities, and popular ramen shops are being featured.

Notable at the event is the IR business in Japan, which has finally begun momentum. At the "IR Gaming EXPO 2019," related suppliers such as MICE, drinks, lodging and entertainment are present. Manabu Hayasaka, IR Gaming EXPO Executive Committee Chairman, explained that "After the establishment of the IR Bill, we started to contribute to tourism promotion policies."

Besides the exhibits, business discussions were conducted at the overseas exhibition halls between suppliers and buyers in the first two days of the event.

Industry Seminars for Students Held
Keynote Speech: Dream for Youths

On Oct. 25, the second day of exhibitions, a "travel industry research seminar" was held for students aiming to work in the travel industry. JATA Chairman Hiromi Tagawa, in his keynote speech "The Future of the Travel Industry," told the students that a future in the travel industry is a profession that is important as it lends to changes in the lifestyles of customers in an era with AI. "AI technology cannot replace people." He also referred to data that 1.8 billion people will travel globally by 2030, underscoring how "the travel industry is a growth industry and international exchange between people will make the Japanese economy grow."

At the panel discussion following the speech, young employees with two to nine years of work experience in various departments at travel agencies took to the stage. He touched the shoulder of each of the 300 in an incentive tour he was in charge of, and introduced the appeal of the industry. "It was hard to devote time to your work, but the efforts are well worth it when you hear the words of the customer: 'It was the best trip.'" "I am proud to save the country town that is disappearing due to the declining birthrate and an aging population."

Series Column – Sustainable Tourism Action ③

‘Multicultural Co-existence’ Growing as a Crucial Tourism Issue

In April this year, the “Ordinance for the Improvement of Manners in Public Places in Kamakura City” went into effect in Kamakura City, Kanagawa Prefecture, aimed at maintaining an ideal and comfortable living environment enhanced by improving manners in public areas.

The ordinance – introduced to lead toward a “mature tourist city” where people can find a “good place to live and visit” – was ridiculed by some media as if it were prohibiting actions such as “eating while walking around.” In June this year, the city requested business operators in the city to cooperate in raising awareness of the ordinance, emphasizing that its intentions were not to prohibit or regulate such actions. The city distributed a brochure titled “Let’s Go to Kamakura With Good Manners” with understandable pictograms showing examples of nuisance behaviors.

With the wording “With harmony, let’s create a city where everyone can comfortably spend time,” it underscored the purpose of the ordinance, aiming to improve manners and create Kamakura as a better place for residents in Kamakura and visitors.

Trends to Improve Over-tourism

The surge in inbound tourists to Japan is also compounding the “over-tourism” issue where lives of local people are affected by congested local streets and infrastructure, etc., leading some municipalities with famous tourist sites to initiate actions to address such situations.

Kamakura City, striving to become a “Public Tech City” through the implementation of technology to solve social issues, concluded a survey implementation agreement in May this year. It would collaborate with private business operators in analyzing and identifying visitor behaviors and consolidating such information. The city’s policy is to envision a “city development for people to live continuously” based on the United Nation’s “Sustainable Development Goals (SDGs),” and to embark on solving issues such as serious congestion in areas such as the Komachi Street where many restaurants are located.

Kyoto City experimented with a demonstration project to decentralize travel demand in the Arashiyama area last year during the autumn

season known for its colored-leaves. It revealed a trend based on the usage of Wi-Fi access data such as from smartphones. As a result, about 50% of travelers who checked “Arashiyama Comfortable Sightseeing Navigation,” which gauges the comfort level of tourist traffic, avoided the peak hours to visit the area. The project identified the trend of a drop in tourists during peak hours and a rise during off-peak hours of the early mornings and evenings.

Radical Treatment to Remove ‘Psychological Barriers’

While so-called “symptomatic treatments” such as preventing nuisance behaviors and eliminating over-tourism are being promoted, a so-called radical treatment is needed to remove the “psychological barriers” by the host side.

The trend to grow the number of repeat visitors from abroad and to disperse the demand of inbound to suburban areas has led to an uptick of nuisance behaviors and over-tourism. There is a growing need more than before for foreign travelers setting foot in Japan to understand Japanese culture and customs. At the same time, as hosts Japanese people also need to make efforts to understand better the minds and behaviors of visitors with different cultures and customs.

Furthermore, it is also a pressing issue to provide evacuation guidance and to ensure safety by having appropriate information when foreign visitors encounter unforeseen circumstances such as a natural disaster while in Japan.

With the growing trend of “traveling like the locals” among visitors to Japan and the movement to bond with people from local communities, “multicultural coexistence” is no longer an issue between Japanese people and foreign residents in Japan but has become an extremely important topic for inbound tourism too.

Responsible Roles Needed for the Travel Industry

The Rugby World Cup (RWC) 2019 Japan, which kicked off on the Sept. 20, is generating great excitement with the historical success of the Japanese national team.

Fifteen players out of 31 members for the Japanese national rugby team are from foreign countries, although some of them are naturalized, nearly half of the 31 members. This phenomenon is unique to Rugby that does not consider players’ nationality for eligibility but instead draw players for the national team based on the rugby association of the region from where players belong. Foreign-born players in the Japan national team not only study Japanese history and culture but also learn the Japanese national anthem in their practice routine.

In the RWC2019 Japan tournament, the lyrics of national anthems of 20 participating teams as well as the rugby anthem are featured on its homepage, and a project to welcome visitors from abroad by singing their national anthems is helping to spread to support for the participating teams at the match venues.

For the Olympic and Paralympic Games Tokyo 2020, initiatives are underway to foster international sensitivity to respect diversity and to embrace a multi-cultural society that encourages people’s active participation.

The Global Code of Ethics for Tourism by UNWTO also declares “Tourism’s contribution to mutual understanding and respect between peoples and societies” in its Article 1. The travel industry must play a responsible role so that a multicultural society that is now becoming a key topic in the field of tourism takes root as a legacy of global big sporting events.



An example of pictograms created by Kamakura City calling for good manners. This calls attention to eating while walking or photographing on streets and railroads

Asia's most leading tourism trade show



Tourism Expo Japan 2020 Okinawa Resort Forum & Exhibition

Registration Available

2020 **Oct.29** Thu – **Nov.1** Sun

VENUE Okinawa Convention Center and Surrounding Facilities
VISITORS 36,000 Visitors (Trade/Press : 1,000, General Public : 35,000)
ORGANIZED by Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)

First time in OKINAWA!!

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.



Important Program Outline



VISIT JAPAN Travel Mart 2020 –EAST ASIA– (Tentative)
 ORGANIZED by : Japan National Tourism Organization (JNTO)

Features of EXPO in OKINAWA

- 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.

TEJ Tokyo Business Meeting **Special Event**

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.