



At the International Tourism Forum, wide-ranging discussions centered on tourism in the era of the COVID-19 pandemic. (Same as above) The exhibition hall is the site for various exhibitors. (Middle right) The event is being held after sufficient health and safety measures were introduced. (Same as above) Okinawa Convention Center serves as the TEJ venue in Okinawa for the first time.



(Upper photo) "Night Reception in Shuri Castle" was held to view the current situation of the castle, which has been one year since its closure. The reconstruction process is regarded as a "sightseeing show" aimed at underscoring the resilience of sightseeing in Okinawa. (Lower photo) "OKINAWA NIGHT" was quickly organized by Okinawa Gov. Denny Tamaki to celebrate the first hosting of Tourism EXPO JAPAN in Okinawa. Okinawan karate performances and traditional performing arts "Eisa" were also featured.

Sending a New Form of Travel From Okinawa to the World Tourism EXPO Japan 2020, Value Essential in the New Normal Era

"Tourism EXPO Japan (TEJ) 2020 Travel Festival in Okinawa" sponsored by Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), and Japan National Tourism Organization (JNTO) opened on Oct. 29th, marking its seventh time with the venue moving from Tokyo following last year's debut in Osaka. It marked the first time it was held in Okinawa, which is known globally as a marine resort.

JATA Chairman Nobuaki Sakamaki, in his greeting expressed his appreciation that the event could be held under the unusual circumstances where cross-border movement was restricted due to the COVID-19 pandemic leading to the travel industry globally being hard hit. "The current situation where people do not move or gather is also an opportunity to reaffirm the great power of travel."

Going back to the starting point, TEJ2020 aimed at two points with the comprehensive theme of "Energizing Japan and the world with the power of travel." By showing the "model of safe and secure MICE held amid the pandemic" in every aspect, with an attitude toward "a new form of tourism" and information can be disseminated, TEJ is positioned as a symbolic event for the revival of tourism.

First of all, in order to thoroughly prevent infection, TEJ has introduced a pre-registration system for visitors with various measures to avoid crowding, such as restricting admission by time. It has incorporated various attempts to become "TEJ's first" in realizing hybrid symposiums and business meetings that combine in-venue and a real-time platform utilizing digital tools.

At the exhibition booths at the exhibition

hall, TEJ proposed a variety of ways to enjoy traveling in line with the "new normal," such as providing an immersive sightseeing experience by making full use of VR and CG technologies. At "ResorTech Okinawa International IT Trade Fair 2020" held simultaneously, many of the latest solutions to support tourism amid COVID-19 pandemic were featured.

In his message at the opening ceremony, Minister of Land, Infrastructure, Transport and Tourism Kazuyoshi Akaba said that by working in partnership with relevant government ministries and agencies to revitalize international traffic, such as easing restrictions on entry, it looks forward to next year's Tokyo Olympics and Paralympics. Meanwhile, Prime Minister Yoshihide Suga sent a congratulatory message to TEJ2020. The number of general visitors is expected to generate 20,000 in two days.

Opening Ceremony

Congratulatory Messages



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

TEJ is Perfect Forum to Collaborate, Share Ideas for the Future

Tourism Expo Japan offers the perfect forum in bringing together tourism leaders from the public and private sectors to collaborate, share ideas and look to the future. This is the time to show the unique power of tourism: To create and support jobs and to drive economic growth. It is also the time to realize tourism's ability to transform lives and to build resilience.

(Video Message)



Ms. Gloria Guevara Manzo,
President & CEO, World Travel &
Tourism Council (WTTC)

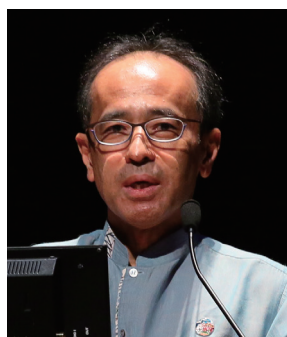
TEJ Plays a Crucial Role in Helping Travel Industry Recover

The International Tourism Forum at Tourism EXPO Japan plays a crucial role in helping toward the recovery of the tourism industry, which research showed that by the year's end 197 million globally could be impacted due to COVID-19. It is also an important milestone as well to demonstrate how this is possible in preparation for the Olympics and Paralympics

for 2021 that would be held in Tokyo.

(Video Message)

Keynote Speaker 1



Mr. Yoshiro Shimoji,
Chairman, Okinawa Convention &
Visitors Bureau (OCVB)

Rebuilding Travel Industry to Adapt to New Demand

The temperate climate, unique geography and warm hospitality as its advantages, Okinawa's travel sector had been enjoying a steady growth. In 2019, 9.46 million tourists visited Okinawa generating the revenue of over 700 billion yen, which accounted for over 20% of GDP.

Despite being hit hard by COVID-19, Okinawa is committed to rebuilding its tourism industry in the new normal by adapting to new demand, and establishing a sustainable travel sector which is resilient to external shocks.

We are focusing on two areas. One focus is to create a safe and secure environment which is crucial to win travelers' trust and confidence. A consultation facility catering to the incoming travelers called TACO at the Naha Airport, an alliance between medical facilities and the travel sector, a use of digital technology to reduce face-to-face interaction are some of the examples of the new measures.

Another emphasis is on the shift of our strategy "to quality from quantity." Okinawa will dedicate in providing higher quality travel experiences. To maximize Okinawa's abundant nature and culture as resources, we are preparing new travel content including dark sky tourism and adventure tourism. Okinawa also plans to promote a concept of "workation" to attract more long-term travelers which require an access to the medical and educational facilities.

Okinawa is hoping to resume Taipei flights in the fiscal year of 2021 and welcome back its first inbound travelers. Although Okinawa had to revise its target number of incoming travelers in 2020 to 3.7 million, all the stakeholders are ready to committed to making a transition to a more sustainable and resilient travel sector.

Keynote Speaker 2



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

'Health and Safety Will be the New Amenity' Amid Today's New Normal for Travel Industry

The Philippines is currently updating our National Tourism Development Plan to adapt to the new normal. This includes assessing and evaluating policy measures initiated by the Department to mitigate the impact of COVID-19, developing model scenarios to steer the industry during unprecedented times, and identifying and refocusing products to be prioritized in light of the new normal.

Also among the discussions on the NTDP are two of the current major plans and programs of the DOT, namely, the Transforming Communities Towards Resilient, Inclusive, and Sustainable Tourism, and the Tourism Response and Recovery Plan (TRRP). The TRRP was created in response to the adversities brought about by the COVID-19 pandemic. This called for swift and steady measures to abate the impact of the pandemic especially on our stakeholders. The main objective of the TRRP is to address and mitigate the immediate and prolonged impacts of COVID-19 crisis on tourism industry with emphasis on capacitated workforce, sustained businesses, and protected vulnerable groups. It also serves as the agency's master plan to guide the department and our stakeholders in navigating the tourism industry under the new normal in the next three years.

Recognizing that health and safety will be the new amenity, the DOT issued nationwide guidelines on minimum safety and health protocols for various tourism sectors.

As tourism is a cross-cutting, cross-border industry, these efforts will only come into fruition with the help of each and every one. We call for our stakeholders and our partners to remain relentless in pursuing the path toward a more resilient and more sustainable industry under the new normal. (Video Message)



Communication Vital to Nurturing Future Travelers Inbound Seminar in Okinawa

At the seminar by Japan National Tourism Organization (JNTO), centering on the theme of future inbound promotion after the corona pandemic, inbound specialists emphasized the importance of continued communication as a way to nurture travelers from overseas.

Kenji Yamamoto of the East Asia Group of the JNTO Overseas Promotion Department provided a lecture on "Travel Trends and

Countermeasures After Corona" in which he said information dissemination in post-pandemic is vital to stimulating strong motivation for travel that must be enhanced by seamless exchange while taking into consideration diversity, the environment, realization of sustainability. Such efforts, he said can lead to more opportunities.

Tamaki Hatanaka, Chief of Economic Affairs Department, Taipei Office of Japan-Taiwan

Exchange Association; and Hiroshi Yakumaru, Director of JNTO Hong Kong Office, each shared the latest situation of each country and their promotion policies.

Satoshi Seino, the chairman of JNTO, closed the seminar by sharing of examples of efforts in both regions and pointed out the importance of creating new contents such as nature and culture through regional cooperation.

International Tourism Forum

For Tourism to Re-start Growth

Risk Management and Sustainable Development in the Coronavirus Era

In the midst of the COVID-19 pandemic, six panelists including ambassadors to Japan and top executives from the public and private sectors in Japan gathered in Okinawa to share their insights about tourism in the post-coronavirus “new normal,” sustainable growth of the industry based on the collaboration among diverse stakeholders, need for partnerships between the public and private sectors, as well as the prospect of cross-border travels.



Mr. António Guterres,
the ninth Secretary-General of the United Nations

growth; and foster partnership to enable tourism to support SDGs. (Video Message)

Recovery Includes Five Priority Areas Supporting Sustainable Development Goals

Supporting the livelihoods that depend on tourism means building a sustainable and responsible travel experience that is safe for host communities, workers and travelers. To aid recovery, I have identified five priority areas: mitigate the socio-economic impact of the crisis; build resilience across the tourism value chain; maximize technology in the tourism sector; promote sustainability of green



Dr. Mario Hardy,
CEO, Pacific Asia Travel Association (PATA)

environment and society. (Video Message)

Current Situation Provides Incredible Opportunities to Restart Tourism

If a solution to reopen borders and rebuild consumer confidence is not found in a month to come, over 100 million in direct tourism jobs are at risk globally. Nevertheless, the current situation has also given the industry an incredible opportunity to restart tourism and reassess the interdependence of the relationship between tourism, the economy, the

(Video Message)



H.E. Mr. Singtong Lapisatepun,
Ambassador, Royal Thai Embassy in Japan

low COVID-19 risk nations as Thailand slowly opens up borders.

Domestic Travel Incentives to Boost Economy First

The Thai government has launched the Amazing Thailand Safety and Health Administration (SHA) to raise safety standards in the tourism industry and restore the confidence of domestic and international tourists amid the COVID-19 crisis. Tourism sectors in Thailand are able to apply for SHA certification. Thailand has issued a Special Tourist Visa (STV) for those from



H.E. Mr. Jorge Toledo,
Ambassador, Embassy of the Kingdom of Spain in Japan

sustainable tourism to promote ecological transition, diversification of destinations, activities, and travel schedules. In these difficult times, we are seeking opportunities.

Every Crisis Brings Opportunities

Several reactivation plans have been launched to guarantee the recovery of tourism amid the pandemic, including short-term financial support: Next Generation EU Recovery Fund (140 billion euros for Spain in 6 years). Future uncertainties must be faced with perspectives based on local communities to increase resilience, sustainable tourism to promote ecological transition, diversification of destinations, activities, and travel schedules. In these difficult times, we are seeking opportunities.



H.E. Mr. Ayman Kamel,
Ambassador, Embassy of the Arab Republic of Egypt in Japan

recommendations to resume domestic tourism through various incentive programs, then inbound tourism in July for all international visitors.

Protocols Introduced in Sector to Boost Recovery

Egypt was among the first to take measures to control COVID-19: locking down and restricting incoming air traffic on March 23, including the suspension of Narita-Cairo service, leading to an economic toll with tourism being the most impacted. In May, amid declining infections and pressing economic needs to return to business, Egypt began a comprehensive plan in compliance with WHO



Mr. Tomohiro Kaneko,
Vice Commissioner, Japan Tourism Agency

promoting the creation of new tourism content to be ready for the restart of the international exchange through tourism.

Restart of Tourism and Risk Management

To overcome the crisis of the tourism industry due to the COVID-19 pandemic, the Japanese government launched “Go To Travel Campaign,” aiming to stimulate the domestic tourism demand and to promote infection prevention measures. With the gradual relaxation of immigration restrictions, the government is preparing to accept visitors from abroad and



Ms. Akiko Yoshida,
Executive Senior Vice President, Japan National Tourism Organization (JNTO)

the establishment of local systems to accommodate visitors, refine tourism contents, maintain relationships with travelers and share information.

Achieving Sustainability in Inbound Tourism

JNTO recognizes the importance of working with various stakeholders including local communities to make an enhanced effort to diversify tourist destinations to solve the “overtourism” problem amid development of sustainable tourism. Considering tourism as an essential tool to revitalize local communities and their cultural heritage, the JNTO continues to support the



Mr. Eijiro Yamakita,
President and CEO, JTB Corp.

that can offer digital technologies that help secure social distancing.

Ecosystem of Customer Journey

Now is a good time to reconsider tourism. Sustainable tourism will be achieved by creating the ecosystem of customer journey that places the highest priority on improving the customer experience in all stages of travel. To realize this, a strong partnership needs to be formed among stakeholders including not only tourism business operators such as accommodation and transportation providers but also entrepreneurs



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

We will surely highlight lessons learned from today's discussions, which can facilitate the recovery of the travel and tourism sector in the new reality. Surely, we are living in a challenging time, which we have never experience before. UNWTO will stand stronger to be a global platform to make international cooperation possible. I encourage all stakeholders to continue our work in delivering thoughts and solutions on starting tourism in a sustainable way. (Video Message)

WTTO Urges Stakeholders to Work Together Toward Recovery

Working Together to Reach Sustainable Tourism



Ms. Marjorie Dewey,
President, Connect Worldwide Japan Co., Ltd.

Key points from the Q&A centered on how the issues of health, safety and confidence in travel among consumers can play an essential part in creating the circular ecosystem of tourism. Panelists expressed how opening up borders will depend on conditions in other countries and worldwide to ensure travel can begin. Travel must also reflect quality as part of SDGs while stakeholders can play a role in disseminating information that travel is indeed welcoming and safe. To conclude the session, Dewey said, “By working together, we can create sustainable tourism.”