

Okinawa Business Meetings & Exhibition

Date	Event Program	Details
Oct. 29 (Thu.)	Official Events * By Invitation	Opening Ceremony, Keynote Speech, and other events
	International Exchange Conference (tentative name) * By Invitation	An international conference with tourism ministers from various countries.
	Exhibition Business Meetings	Appointment-based business meetings will be held in the Exhibition Hall where buyers come to the exhibitors. A large number of industry professionals and media representatives will attend.
	Exchange Meeting * By Invitation	Ceremony to Commemorate Okinawa's First Time to Host the Expo
Oct. 30 (Fri.)	Exhibition Business Meetings (Industry professionals and media representatives)	Appointment-based business meetings will be held in the Exhibition Hall where buyers come to the exhibitors. A large number of industry professionals and media representatives will attend.
	Various Symposiums & Seminars	Share and present outbound, domestic, and inbound tourism models at a variety of conferences and seminars.
Oct. 31 (Sat.)	Exhibition (General consumers)	Opportunities to present the allure of tourism through direct promotions, test marketing, and travel products/commodity sales, targeting the general public with a strong desire and interest in domestic and outbound travel.
Nov. 1 (Sun.)		

TEJ Tokyo Business Meetings/Travel Festa

Date	Event Program	Details	Tokyo Big Sight
Jan. 7 (Thu.)	Exhibition Business Meetings (Industry professionals and media representatives)	Appointment-based through a 2-day matching system. A large number of industry professionals and media representatives based mainly in the Tokyo metropolitan area will attend.	West Exhibition Hall West Hall 1
Jan. 8 (Fri.)	Exhibition Business Meetings (Industry professionals and media representatives)		
Jan. 9 (Sat.)	Exhibition (General consumers)	Opportunities to present the allure of tourism through direct promotions, test marketing, and travel products/commodity sales, targeting the general public with a strong desire and interest in domestic and outbound travel.	West Exhibition Hall West Hall 3, 4
	Exhibition (General consumers)		

Tourism Expo Japan 2021 Exhibition Benefits

Tourism Expo Japan 2020		Tourism Expo Japan 2021
① Okinawa Business Meetings & Exhibition	➡	Benefits 10% OFF Exhibiting Fee
② TEJ Tokyo Business Meetings/Travel Festa Exhibition		
③ Exhibition for both ① & ②	➡	Benefits 15% OFF Exhibiting Fee

Tourism EXPO Japan Promotion Office

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Regarding Preventative Measures
Against Novel Coronavirus Infection

In order for participants to feel at ease while experiencing the "Power of Travel," the Tourism Expo Japan will be conducted taking all possible precautions to prevent novel coronavirus infection following the guidelines and protocols provided by all concerned parties.

2020.07.22

Turnaround Strategies for Market Recovery



Tourism Expo Japan

Okinawa Business Meetings & Exhibition



TEJ Tokyo Business Meetings Travel Festa

Guide to the Exhibition

Okinawa Business Meetings & Exhibition

VENUE: Okinawa Convention Center and Surrounding Facilities

DATES: Oct. 29 (Thu.) - Nov. 1 (Sun.), 2020

No. of Buyers Attending Business Meetings: 150 (expected)

TEJ Tokyo Business Meetings/Travel Festa

VENUE: Hall 1, 3, & 4, West Exhibition Hall, Tokyo Big Sight

DATES: Jan. 7 (Thu.) - Jan. 9 (Sat.), 2021

No. of Buyers Attending Business Meetings: 250 (expected)

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

Special Cooperation: All Nippon Travel Agents Association (ANTA)

This represents the greatest opportunity to restore demand for tourism in order to revitalize Japan and the world through the “Power of Travel”!!

The Tourism Expo Japan will be held as an opportunity for turnaround strategies for operators in the tourism industry who suffered huge losses due to the spread of the novel coronavirus infection. It represents the perfect timing to get together with industry professionals (buyers) involved in travel product development and planning from all over Japan through appointment-based business talks and to disseminate the latest local information to encourage travelers to visit with peace of mind.



Tourism Expo Japan
Okinawa Business Meetings & Exhibition
Venue: Okinawa Convention Center
Ginowan Municipal Gymnasium

- Appointment-based business meetings with 150 planners with travel companies nationwide (domestic and overseas). (Including a portion of the business talks held online)
* The details of the online business meetings will be announced separately.
- Amid the backdrop of the increasing population this is an opportunity to promote to the residents in Okinawa Prefecture who have proven to be active consumers.
- A variety of programs will demonstrate the “Power of Travel” and high light the strong presence of the travel industry even after the crisis caused by the novel coronavirus pandemic.



Tourism Expo Japan
TEJ Tokyo Business Meetings/Travel Festa
Venue: Hall 1, 3, & 4, West Exhibition Hall, Tokyo Big Sight

- Appointment-based business meetings with 250 planning managers in travel companies nationwide (domestic and overseas) for two days. (Including a portion of the business talks held online.)
* The details of the online business meetings will be announced separately.
- Information regarding the safety measures implemented in different regions will be sent to the media.
- Promote directly to consumers who are highly interested in travel products through promotions targeting the Go To Travel Campaign and the After Go To Travel Campaign, and business recovery promotions in various countries.
- Exhibitions can be held in both halls - “Targeting Industry Professionals (Hall 1)” which holds appointment-based business meetings and “Targeting General Public (Halls 3, 4).” Discounts on the exhibiting fees are not available.
* Example: When applying for 5 booths, you can choose either Targeting Industry Professionals (Hall 1): 5 booths (20m²) or Targeting General Public (Halls 3, 4): 5 spaces (20m²).

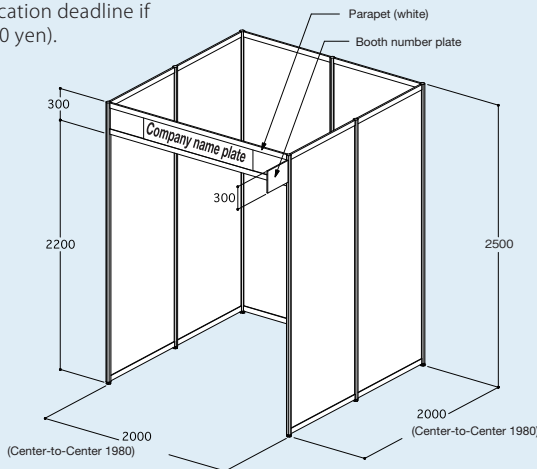


Okinawa Exhibiting Fees, Booth Specifications

	By application	Application deadline	Fees (Consumption tax not included)
Standard Booth	Super early-bird Expired	November 30 (Sat.), 2019	¥252,000
	Early-bird	July 31 (Fri.), 2020	¥266,000

* During the exhibition, companies will be able to exhibit even after the application deadline if there is an opening in the venue by paying the usual exhibiting fees (280,000 yen).

- [Included]
- System panels
 - Company name plate
 - Booth number plate
 - Free 100V500W power supply and outlet (one)
 - Exhibitor pass (3 per booth)



Tokyo Exhibiting Fees, Booth Specifications

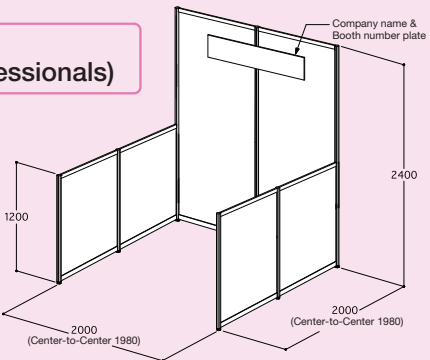
* The upper limit on the number of booths an exhibitor can apply for is 30.

	By application	Application deadline	Fees (Consumption tax not included)
Standard Booth	Super early-bird Expired	November 30 (Sat.), 2019	¥360,000
	Early-bird	July 31 (Fri.), 2020	¥380,000
	Regular	September 18 (Fri.), 2020	¥400,000

* If there is an opening in the venue companies will be to exhibit even after the application deadline by paying the usual exhibiting fees (400,000 yen).

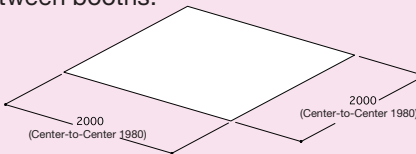
West 1 Hall
(targeting industry professionals)

- [Included]
- System panels
 - Company name plate
 - Booth number plate
 - Free 100V500W power supply and outlet (one)
 - Exhibitor pass (3 per booth)



West 3, 4 Hall
(Targeting general public)

- * Spaces will be provided. Please decorate the booth yourself.
- * For 1 to 7 booths, a wall will be placed between booths.



* Separate applications must be made for each standard Booth (4m²). Also, the open sides of the booth will vary according to the number of booths applied for. (Open sides of exhibition booth - 1 to 3 booths: 1 to 2 open sides / 4 to 7 booths: 3 open sides / 8 booths or more: 4 open sides) * 1 to 3 booths will be arranged in parallel (side by side) and 4 booths or more will be arranged in blocks (net area). * Rental rooms are not available.