

## Tourism EXPO Japan in Okinawa Results A total of 24,080 visitors!

**We shared a safe, secure MICE model for the new age, bringing a new form of tourism**

The Japan Travel and Tourism Association, the Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO) held the Tourism EXPO Japan Okinawa Business Meetings & Exhibition from Thursday October 29 to Sunday November 1, 2020, at the Okinawa Convention Center and Ginowan Municipal Multipurpose Sports Grounds. This year's event, which was the seventh in the series, was titled "Using the Power of Travel to Inspire Japan and the World!" We shared a safe, secure event model for the new age, bringing a new form of tourism to help revive the struggling tourism industry. 285 companies and organizations from 30 countries and regions around the world participated, and the total number of visitors for the four days of the event reached a total of 24,080.

DATE	Weather	Exhibition Hall/ Multipurpose Grounds	Theater	Conference Room	Theater	Multipurpose Grounds	Total
October 29	Sunny	1,490	620	80	****	****	2,190
October 30	Sunny	1,850	****	580	****	****	2,430
October 31	Sunny	8,300	****	230	****	520	9,050
November 1	Sunny	9,680	****	220	510	****	10,410
<b>A Total (four days)</b>							<b>24,080</b>

### ■ Features of the Tourism EXPO Japan Okinawa Business Meetings & Exhibition

Following the message from the Secretary General of the United Nations World Tourism Organization (UNWTO), Dr. Zurab Pololikashvili and the President & CEO of the World Travel & Tourism Council (WTTC) Ms. Gloria Guevara Manzo at the opening ceremony, and the keynote speeches by Mr. Yoshiro Shimoji, Chairman of the Okinawa Convention and Visitors Bureau, and Mr. Bernadette, Minister of Tourism of the Philippines' Ministry of Tourism, we held a discussion at the I as the International Tourism Forum, where Ambassadors from various countries and tourism officials from Japan discussed restarting international tourism. The meeting was streamed live. Business meetings were held both in person and online, with the number conducted as a result of pre-matching reached 1,786. We also conducted a familiarization tour of Okinawa, including remote islands, with roughly 100 buyers to help promote travel product development.

To prevent the spread of infections, wearing masks was compulsory for all participants, temperatures were taken using thermal cameras, and only those with reservations were admitted.

The number of visitors was controlled in real time by setting a limit on the number of visitors according to the time of day. The entire Ginowan Seaside Park area was used for the various concurrent events to help spread people out. At the general booths in the exhibition hall, VR and computer graphics were used to provide a lifelike tourist experience, and to propose new ways to enjoy travel to fit offering a variety of ways to enjoy the new normal in travel. In addition, JNTO's "Inbound Seminar in Okinawa," the "ResorTech Okinawa International IT Fair," the "Okinawa Food Festa," the "Island Wide Film Screening," and "The Islands of Tahiti - Passionate Tahitian Dance" were held concurrently, and were well received.

**<Inquiries about Tourism EXPO Japan>**

Tourism EXPO Japan Promotion Unit

Phone: +81 3-5510-2004 E-mail: [event@t-expo.jp](mailto:event@t-expo.jp)