

A Comprehensive Tourism Event
Bringing Together the world's tourism Professionals

Tourism EXPO Japan 2021 OSAKA

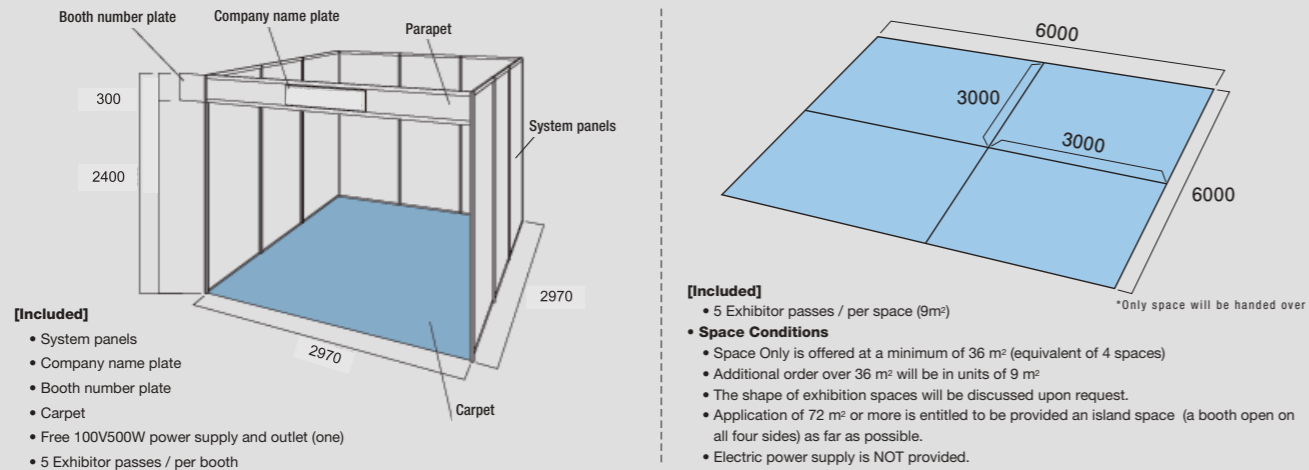
Price

	Standard Booth	Space ONLY
Early-bird	JPY 506,000 (tax included) / per booth (9m ²)	JPY 455,400 (tax included) / per space (9m ²)
Regular	JPY 550,000 (tax included) / per booth (9m ²)	JPY 495,000 (tax included) / per space (9m ²)

* Early-bird Discount cannot be combined with Special Discount exclusively for 2020 Exhibitors (15% discount for Exhibitors both in OKINAWA & TOKYO, and 10% discount for exhibitors either in OKINAWA or TOKYO).

Exhibiting Price

EXHIBITION BOOTH SPECIFICATIONS



"Tourism EXPO Japan 2021 OSAKA/Kansai" Guide to the Exhibition



JPY 110,000 (tax included) / per room [Specifications] W3m X D3m X H2.7m

As an additional option, storage room(s) in the venue can be ordered for the use of storage warehouse for materials, staff room etc.

- Depend on the number of your application booth / space, the available number of storage room will be varied. For joint Exhibitors, the TOTAL number of Booth(s) / Space(s) will be considered.
- The number of Storage rooms is limited and it is on a first-come, first-served basis.
- Location will be assigned by Promotion Office.

1-7 Booth(s) / Space(s): 1 room
8-19 : 2 rooms
20 or more : 3 rooms

(*) Spaces can be locked, however, they do not have any shelves or power sources. Those have to be arranged separately.

Storage room

APPLICATION DEADLINE

Early-bird Discount
Application Deadline

Wednesday June **30, 2021**

Regular Application
Deadline

Tuesday August **31, 2021**

Schedule Up To Event Opening

June 30, 2021	Early-bird Discount Application deadline	Early September 2021	Start of Business Meeting registration
August 31, 2021	Regular Application deadline	Early October 2021	Deadline for submitting Application documents
Early September 2021	Exhibitors Explanatory Meeting	Early November 2021	Fixing Business Meeting schedule

*Please be advised that the programs and schedule are subject to change.

November 25 - November 28, 2021

■ November 25 and 26 for Trade and Press

Travel Showcase / Business Meetings / Forum & Seminars

■ November 27 and 28 for General Public

Travel Showcase

VISITORS (Estimated) / 100,000 Visitors (Trade / Press: 26,000, General Public : 74,000)

VENUE/ Intex Osaka

ORGANIZED BY/ Japan Travel and Tourism Association (JTTA), Japan

Association of Travel Agents (JATA) and Japan National Tourism Organization (JNTO)

SIMULTANEOUSLY HELD/ Travel DX Solutions Exhibition (tentative) * former Inbound Tourism Business EXPO Japan

JOINTLY HELD/ VISIT JAPAN Travel Mart (VJTM) 2021

**Coming Once Again
to Osaka!!**

**Tourism EXPO Japan
Promotion Office**

Address Zen-Nittsu Kasumigaseki Bldg 4F., 3-3-3 Kasumigaseki, Chiyoda-ku, Tokyo, 100-0013, JAPAN

TEL +81-(0)3-5510-2004 **FAX** +81-(0)3-5510-2012 **E-mail** event@t-expo.jp

Regarding Preventative Measures Against COVID-19 Infection

The Tourism EXPO Japan will be conducted taking all possible precautions to prevent COVID-19 infection following the guidelines and protocols provided by all concerned parties.

Tourism EXPO Japan 2021

Why Not Exhibit at One of the World's Largest Tourism Industry Events!

International City

To Be Held in Osaka!!

Following the 2019 expo, "Tourism EXPO Japan" will be held in Osaka and the Kansai area to revitalize Japan and the world through the power of travel in the new normal age. News of the recovery of the tourism industry will be disseminated to the world from Osaka and the Kansai area where EXPO 2025 will be held.



5 Benefits of Exhibiting at Tourism EXPO Japan

- 1** The venues are located in a large-scale commercial sphere which represents the gateway to Western Japan and include the three Kansai airports. High-quality business discussions about domestic travel, outbound travel, and inbound travel to Japan can be held.
- 2** Travel agency buyers (last year: 645 companies) from not only the Kinki region but also from around the country, including the metropolitan Tokyo and Kanto areas, will participate and business discussions will be held over two days based on an advanced matching system.
* Refer to the Osaka actual event results on the page to the right.
- 3** In addition to in-person business discussions through direct interaction at the Exhibition Business Meetings, there will also be opportunities for online business discussions held over the internet, making for a substantial range of selection of communication modes based on exhibition requirements.
- 4** This will be an outstanding opportunity to be able to promote new travel styles for the new normal directly to the general public in the Kansai region (Expected number of visitors: 100,000)
- 5** Held in conjunction with "VISIT JAPAN Travel Mart (VJTM) 2021," the event represents an opportunity to be able to promote tourism services and products directly to buyers coming to Japan.

VENUE



INTEX OSAKA

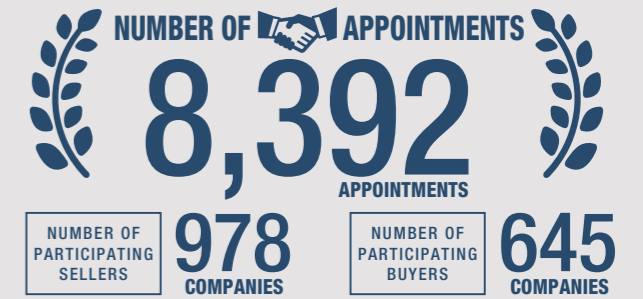
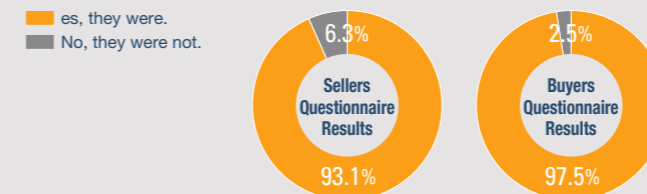
1-5-102
Nanko-Kita, Suminoe-ku, Osaka, 559-0034
<http://www.intex-osaka.com/>

Actual Results of the Previous Event Held in Osaka (2019)

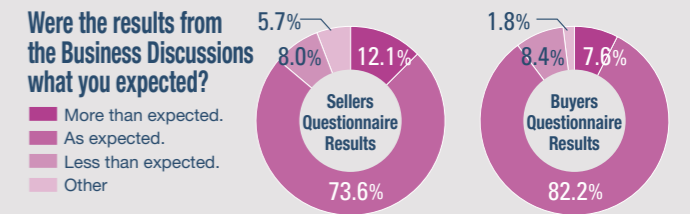


In an exhibitor questionnaire for the previous EXPO (2019), "To conduct PR activities targeting travelers and industry professionals" accounted for 80% of the purposes cited. Compared to 2018, the purpose "To conduct concrete business discussions and sign contracts" showed a greater than 68.3% increase, indicating a rise in expectations for the business meetings. In terms of the degree of satisfaction for exhibitors in achieving their purposes for exhibiting, this has resulted in satisfaction with the purpose "To conduct PR activities targeting travelers and industry professionals" exceeding 80%.

Feed back from Participants in Business Discussions Were the Business Meetings beneficial?

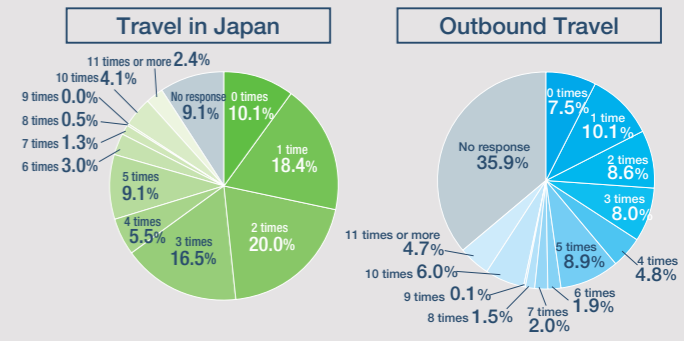


Benefits	
VOICES FROM OUR SELLERS	<ul style="list-style-type: none"> Gained new business contacts which generated the huge advantage of being able to exchange opinions and information from the viewpoint of the Kansai area and Western Japan. It could be felt that the significance of holding the event regularly in Osaka was large.
VOICES FROM OUR BUYERS	<ul style="list-style-type: none"> Buyer's journey mapping was extremely helpful. Buyers were able to move through the venues without wasting time. Continue these events by all means as there are hardly any other business meetings taking place on this scale.



Trends in Traveling During the COVID-19 Pandemic

The opinion poll for travelers regarding the COVID-19 conducted by Diamond Big, which publishes "Chikyu-no-Arukikata" (how to walk around the world) resulted in 63.8% of the responses to the question, "When the COVID-19 dies out and it becomes possible to travel, where would you like to go to first?" being "Want to travel overseas." 31.4% were for "Travel within Japan which offers accommodation." The general public attending Tourism EXPO Japan has a wealth of experience traveling both in Japan and overseas and overall has an extremely strong desire to travel even during the COVID-19 pandemic. Many people are involved in frequent domestic and outbound travel. (Refer to the graph on the right.)



Event Program (tentative)

