

A Comprehensive Tourism Event Bringing Together the World's Tourism Professionals with Latest Tourism information

Tourism EXPO Japan 2022

Tokyo Big Sight



September 22 - September 25, 2022

[PERIOD] September 22 - 23 for Trade & Business (2-day Appointment-based Business Meetings)
September 24 - 25 for General Public

[ORGANIZED BY] Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA) and Japan National Tourism Organization (JNTO)

[SPECIAL COOPERATION] All Nippon Travel Agents Association (ANTA)

[JOINTLY HELD] Visit Japan Travel & MICE Mart (VJTM) 2022 ORGANIZED BY: Japan National Tourism Organization *Tentative

[Held simultaneously] Travel Solutions Exhibition 2022 Jointly organized with: Nikkei, Inc.

[Held simultaneously] GOOD LIFE FAIR Organized by: The Asahi Shimbun Company

Price

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

*Special discount rate (10% or 15%) will be applied to Tourism EXPO Japan 2020 exhibitors. For more details please contact Tourism EXPO Japan Promotion Office.

Exhibition Booth Specifications

[Included]

- System panels
- Company name plate
- Booth number plate
- Free 100V500W power supply and outlet (one)
- Exhibitor pass (5 per booth)
- Booths are open on one or two sides
- Booth specifications are subject to change
- Two registrations per booth for the appointment-based business meetings
- * Booth specifications are subject to change

[Included]

- Exhibitor pass (5 per Space (9 m²))
- Two registrations per 9m² of space for the appointment-based business meetings

[Space Conditions]

- Space only is offered at a minimum of 36 m² (equivalent of 4 booths)
- Additional applications over 36 m² will be in units of 9 m²
- The shape of exhibition space will be discussed upon request.
- Registration of 72 m² or more is entitled to be arranged as island shape.
- Electric power supply is not provided.

Online Business Meetings

[Booth Price] JPY **165,000** (tax included)

[Cubicle Specifications] 1m×1m of the cubicle

The cubicle is furnished with the following equipment; Back panel, Exhibitor company nameplate, Booth number, Personal computer, Internet connection, Desk and chair (for buyer)

* The Price is for two days (September 22 and 23).

(image)

Storage Rooms

JPY **110,000** (tax included) / per room [Specifications] Space surrounded by 3m X 3m X 2.7m (height) panels

Storage room(s) set up at the venue can be ordered as an additional option for the exhibition application. It can be used as storage warehouse for materials, staff room etc.

- Storage room(s) can be ordered based on the number of exhibiting booth (space) as following conditions. (1-7 Booth(s)/Space(s): 1 room, 8-19: 2 rooms, 20 or more: 3 rooms)
- For joint exhibitors, the total number of booth(s) or space(s) will be considered.
- There are limitations on the number of storage rooms due to the conditions of the exhibition hall layout.
- The applications are accepted on a first come first serve basis, and adjustments might be made depending on the number of supplies.
- Location will be assigned by Promotion Office.
- * Storage room can be locked, however, they do not contain any shelves or power sources. Those have to be arranged separately.

APPLICATION DEADLINE

Early-bird

February **28**, 2022

Regular Applications

April **28**, 2022

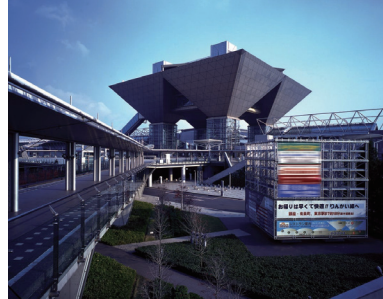
**Tourism EXPO Japan
Promotion Office**

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

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.

One of the World's Leading Tourism Industry Trade Shows

Tourism EXPO Japan (TEJ) is a tourism event targeting both business and consumers that “leads the world’s travel and tourism industry.” As a forum for business, it offers opportunities for exhibition and business meetings as well as promotion and direct marketing to consumers in order for each of the participating entities to develop and grow. For the first time in four years, it will be held at Tokyo Big Sight, as a comprehensive tourism event befitting the age of the new normal, shining as a beacon for the recovery of the tourism industry which has been impacted by the spread of the novel coronavirus.



Features of the Tourism EXPO Japan 2022

Tourism EXPO Japan highlights changes in the market environment and tourism trends, taking up the topics of “Workcation,” “MaaS,” “Drive Tourism,” “Astrotourism,” “Adventure Tourism,” and “Cruise.” In addition, it will conduct an “Academy” exhibition program that focuses on tourism education and human resources development. Furthermore, it will hold the “Online Business Meeting Exhibition” in 2-day Trade & Business days, mainly targeting companies and organizations who cannot travel to the venue of Tourism EXPO Japan physically.

*Companies and organizations considering exhibiting in the Special Themed Area are encouraged to inquire with the Promotion Office.



2018 in TOKYO BIG SIGHT

Total 207,352 Visitors

- September 20 Trade & Business Day 25,928 Visitors
- September 21 Trade & Business Day 40,345 Visitors
- September 22 Public Day 74,021 Visitors
- September 23 Public Day 67,058 Visitors

136
COUNTRIES / REGIONS

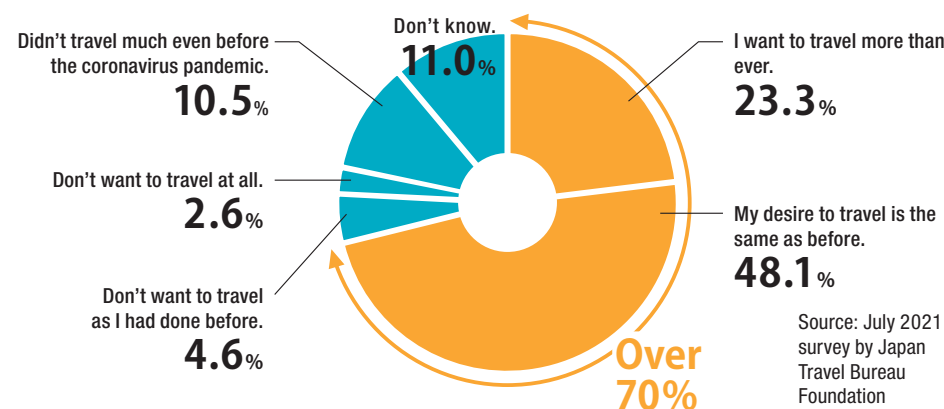
47
PREFECTURES

1,441
COMPANIES / ORGANIZATIONS

High consumer travel demand after the Covid-19

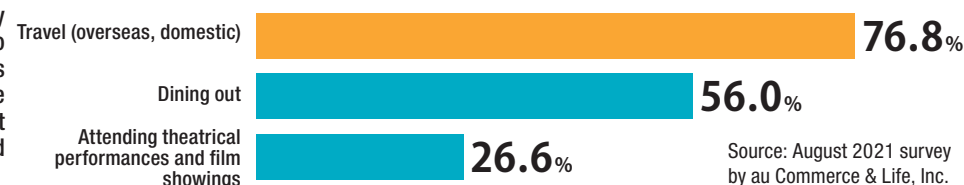
Would you want to travel when things return to normal after the novel coronavirus pandemic ends?

According to the JTB survey, when people are asked if they would like to travel after the coronavirus pandemic ends, approximately 70% of the respondents answered “Yes.”



What would you like to do when the spread of the novel coronavirus settles down?

According to the “Attitude Survey Regarding What People Wish To Do When the Coronavirus Settles Down” conducted by au Commerce & Life, Inc., the most frequent response was “Overseas and domestic travel.”



Benefits of Exhibiting

Tourism EXPO Japan is the only exhibition that allows for promotion to industry professionals, the media, and the general public at the same time.

The only exhibition event in Japan that enables operators involved in the tourism field to exhibit according to target customers and objectives, such as promotion and test marketing to businesses as well as general consumers is Tourism EXPO Japan.

B to B

B to G

● In addition to **being able to engage in direct business meetings** through the best-suited **advance business matching** in accordance with detailed business meeting requirements, more results from the business meetings can be expected by communication through the system after the Exhibition ends. In addition, the system is equipped with functions to recommend participants for the Business Meetings. Even new participating companies and groups without networks to the tourism industry will be able to have opportunities for business meetings.

● **A large number of key persons and professionals in the tourism industry** will attend in order to learn the latest trends and information on tourism (2018: 66,273 visitors). The event offers opportunities for visitors to acquire future potential clients and wide-reaching tourism industry networks to move on to the next step **through approaching them directly by exhibiting**.

● In addition to conducting in-person business discussions at the Exhibition venue, companies and organizations can also **choose to participate only in the Online Business Meeting**. This makes for more participate choices based on their exhibition requirements and environment. It will also enable the event to have **a hybrid approach**, encompassing both in-person as well as online exhibition.

* For more details, please inquire with the Promotion Office.

● **Advance Appointment-based Business Meetings** among exhibitors **are possible**. It is now possible for the first time to meet domestic local government officials, members of foreign government tourism bureaus, and other major players in the tourism operation industry who are normally not that easy to meet.



B to C

● Through opportunities to directly appeal **to the large number of general consumers attending with a strong desire and interest in traveling** (2018: 141,079 visitors), promotional and marketing activities as well as researches and surveys can be conducted, providing opportunities to stimulate revenue consumer spending.

● This will be an outstanding **opportunity to directly promote safe and secure New Travel / Tourism Styles** amid the backdrop of the New Normal era.



Who Can You Meet?



Travel agency, tour operator, transportation, car rental, cruise line, accommodation, theme parks and leisure facility, telecommunication and IT-related entity, marketing and consulting, insurance, financial, government office, educational institutions

Matching

Travel companies involved with domestic, overseas, and inbound travel Buyers and industry professionals registered for Business Meetings

Example: Managers in domestic travel companies who are searching for travel products for use in domestic, inbound, and overseas travel, tourism industry professionals wanting the latest information, and companies and groups in other industries seeking business opportunities in the tourism industry.

Travel professionals involved with domestic, overseas, and inbound travel Tourism EXPO Japan Exhibitors

Example: Managers in charge of attracting customers at local governments, DMOs, digital marketers of tourism bureaus in foreign governments, hotels, and accommodation facilities, etc. who are participating in Tourism EXPO Japan.

General Public

Example: General consumers with a strong desire to travel

According to a visitor questionnaire for the 2019 event, over 80% of the respondents took trips requiring accommodation domestically more than once a year, while 60% of those responding took overseas trips requiring accommodation more than once over the past 5 years.

Schedule Until the Exhibition

■ Early May: Business Meeting Registration
■ Friday, June 17: Exhibitors Explanatory Meeting *Held online (recorded)
■ Early July: Registration start for Appointment-based Business Meetings

■ Friday, July 29: Deadline for various applications for the Exhibitors
■ Wednesday, August 31: Deadline for payments for various applications

* Please be advised that the program and schedule of the Exhibition may change.