

Tourism Expo Japan 2023 OSAKA/KANSAI

“Tourism EXPO Japan 2023 OSAKA/KANSAI” exhibition application is being accepted!

2023
Oct. 26^{Thu} - Oct. 29^{Sun}

Date & Time **Trade / Press Day** 10:00 a.m. - 6:00 p.m. Oct. 26
10:00 a.m. - 6:00 p.m. Oct. 27 **General Public Day** 10:00 a.m. - 6:00 p.m. Oct. 28
10:00 a.m. - 5:00 p.m. Oct. 29

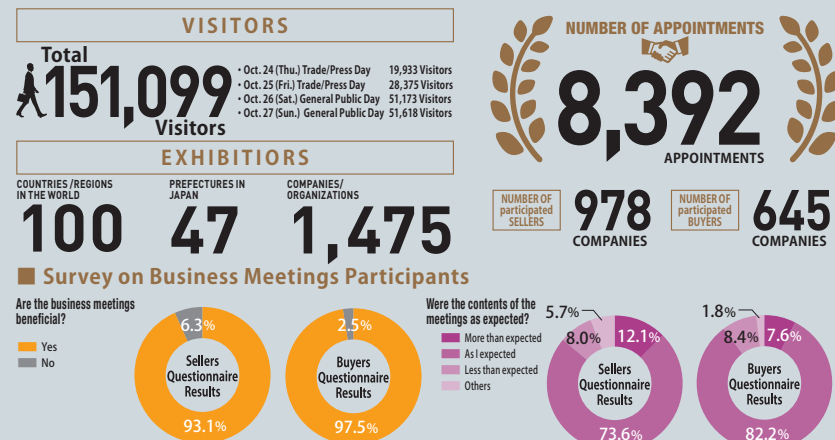
VENUE INTEX OSAKA **VISITORS** (Estimated) 150,000 Visitors (Trade/Press: 48,000, General Public: 102,000)

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

JOINTLY HELD/VISIT JAPAN Travel & MICE Mart (VJTM) 2023

SIMULTANEOUSLY HELD/ Travel Solutions Exhibition 2023 (Tentative) / GOOD LIFE FAIR 2023 (Tentative)

Results of the Tourism EXPO Japan 2019 OSAKA/KANSAI



5 Benefits of Exhibiting at Tourism EXPO Japan

- The venues are located in a large-scale commercial area which represents the gateway to Western Japan with the three Kansai airports. High-quality business meetings about domestic travel, outbound travel, and inbound travel to Japan can be conducted.
- Travel agency buyers (previous event: 645 companies) from not only the Kansai region but also from throughout the country, including the metropolitan Tokyo and Kanto areas, will participate and business meetings will be held for two days based on appointment matching system.
* Based on results of Tourism EXPO Japan 2019 OSAKA/KANSAI.
- Participants will be able to choose from in-person business meetings at the Exhibition booth or online business meetings via the internet.
- This will be an outstanding opportunity to promote a new style of travel directly to the general public from the Kansai region. (Expected number of visitors: 150,000)
- “VISIT JAPAN Travel & MICE Mart (VJTM) 2023,” an Inbound travel business meetings organized by the Japan National Tourism Organization to be held jointly. (Tentative)

Fees (tax included)

Exhibiting Fees	Standard Booth		Space Only	
	Super Early-bird Discount (10% off) December 27, 2022 (Tue.)		JPY 519,750 / per booth (9m ²)	
	Early-bird (8% off) December 28, 2022 (Wed.) - March 31, 2023 (Fri.)		JPY 467,775 / 9m ²	
	Standard May 31, 2023 (Wed.)		JPY 531,300 / per booth (9m ²)	
			JPY 577,500 / per booth (9m ²)	JPY 478,170 / 9m ²
			JPY 519,750 / 9m ²	

*Please check the website for basic booth and space specifications. In the case of space (site only), applications of 36m² or more will be accepted.

<https://t-expo.jp/en/exhibit2023>

[Contact] Tourism EXPO Japan Promotion Office

E-mail: event@t-expo.jp Phone: +81(0)3-5510-2004



The Power of Travel

Tourism Expo Japan 2022

September 22 (Thu) – 25 (Sun), 2022
Tokyo Big Sight

REPORT



No. of Exhibitors

78 countries & regions / Japan's **47** prefectures
1,018 companies and organizations

No. of Visitors A total of 124,074

Trade / Press Day Sept. 22 : **24,794** Sept. 23 : **18,811**
General Public Day Sept. 24 : **40,483** Sept. 25 : **39,986**

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



Tourism EXPO Japan 2022 — First in Two Years Due to COVID-19 First Since 2018 in Tokyo, Attracting 124,074 Visitors

The Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA) and Japan National Tourism Organization (JNTO) jointly organized the Tourism EXPO Japan (TEJ) 2022 at Tokyo Big Sight from September 22 to 25, 2022. The event was held for the first time in two years since the pandemic began and the first since 2018 in Tokyo, where it drew 1,018 companies/organizations from 78 countries and regions around the world including 47 prefectures in Japan to exhibit, attracting 124,074 visitors during the four-day event.

The theme for 2022 was "Taking on a New Era -ReStart!". On the first day (Sept. 22), the Keynote Speech was followed by the 5th TEJ Ministerial Round Table, bringing together tourism ministers and top tourism administrators from seven countries and representatives from four international tourism organizations. The Keynote Speech and the TEJ Ministerial Round Table were streamed live for the first time, and can be viewed in the archives on the official website. At a press conference on the first day, JATA Chairperson Hiroyuki Takahashi pointed to the start of a nationwide travel support, the lifting of the ban on individual travel from overseas, and the easing of border measures such as short-stay visa exemptions, each symbolic of a good start for the Japanese tourism industry.

At the business meetings, 5,114 business discussions were held on a pre-appointment basis. Exhibiting companies and organizations pioneered new tourism resources and initiatives for a new era of post-pandemic tourism, and proposed the latest in travel that is distinctly different from conventional tourism, taking into consideration sustainability such as the SDGs and travel diversity.

On the General Public Days (Sept. 24 and 25), contents using the latest technologies, such as Metaverse, VR, and 8D audio that allows visitors to experience a sense of being in a destination, were also popular and well-received.

Next year's Tourism EXPO Japan 2023, scheduled to be held in Osaka (INTEX OSAKA) from October 26 to 29, 2023, is expected to provide momentum for the Expo 2025 Osaka, Kansai, Japan which will be held in 2025 for the first time in 55 years.



From left: PRESIDENT & COO, JAPAN TRAVEL AND TOURISM ASSOCIATION; Minoru Kubota; Chairperson, Japan Association of Travel Agents (JATA), Hiroyuki Takahashi; President, Japan National Tourism Organization (JNTO), Satoshi Seino

Results of Tourism EXPO Japan

2014			
No. of Exhibitors	151 countries / regions Japan's 47 prefectures		1,129 companies and organizations
No. of Visitors	September 26 (Trade / Press Day)	41,063	
	September 27 (General Public Day)	61,649	
	September 28 (General Public Day)	54,877	
	A total of	157,589	
2015			
No. of Exhibitors	141 countries / regions Japan's 47 prefectures		1,161 companies and organizations
No. of Visitors	September 24 (Trade / Press Day)	5,860	
	September 25 (Trade / Press Day)	40,622	
	September 26 (General Public Day)	64,959	
	September 27 (General Public Day)	62,161	
	A total of	173,602	
2016			
No. of Exhibitors	140 countries / regions Japan's 47 prefectures		1,181 companies and organizations
No. of Visitors	September 22 (Trade / Press Day)	7,011	
	September 23 (Trade / Press Day)	42,023	
	September 24 (General Public Day)	70,012	
	September 25 (General Public Day)	66,798	
	A total of	185,844	
2017			
No. of Exhibitors	130 countries / regions Japan's 47 prefectures		1,310 companies and organizations
No. of Visitors	September 21 (Trade / Press Day)	8,671	
	September 22 (Trade / Press Day)	42,057	
	September 23 (General Public Day)	74,040	
	September 24 (General Public Day)	66,809	
	A total of	191,577	
2018			
No. of Exhibitors	136 countries / regions Japan's 47 prefectures		1,441 companies and organizations
No. of Visitors	September 20 (Trade / Press Day)	25,928	
	September 21 (Trade / Press Day)	40,345	
	September 22 (General Public Day)	74,021	
	September 23 (General Public Day)	67,058	
	A total of	207,352	
2019(Osaka)			
No. of Exhibitors	100 countries / regions Japan's 47 prefectures		1,475 companies and organizations
No. of Visitors	October 24, (Trade / Press Day)	19,933	
	October 25, (Trade / Press Day)	28,375	
	October 26, (General Public Day)	51,173	
	October 27, (General Public Day)	51,618	
	A total of	151,099	
2020 (Okinawa)			
No. of Exhibitors	30 countries / regions Japan's 28 prefectures		285 companies and organizations
No. of Visitors	October 29, (Trade / Press Day)	2,197	
	October 30, (Trade / Press Day)	2,438	
	October 31, (General Public Day)	9,094	
	November 1, (General Public Day)	10,445	
	A total of	24,174	

Visitors of JAPAN NIGHTS street events at Nishinomiya Area: 15,200



Tourism EXPO Japan 2022 4 Events

1 Forum & Seminars

Keynote Speech and the Ministerial Round Table took place under the theme of "Tackling Climate Change," Two Kinds of Sustainable Tourism Symposia were held at the Thematic Symposia.

2 Exhibitions

No. of exhibitors: 1,215 booths, 1,018 Companies / Organizations

Special exhibitions under the theme of "Taking on a New Era-ReStart!"

3 Business Meetings

Number of registrants: 626 sellers, 554 buyers

Number of business discussions: 5,114

Two days of exhibitions and business meetings to enhance networking for exhibitors

4 Networking Events

Networking Events, "Opening Reception" and "In-booth Reception", were held on the first day of TEJ, with performances of local traditional performing arts, and the handover ceremony (Tokyo to Osaka)

Cooperative Events to Boost Synergistic Effects

Jointly hosted VISIT JAPAN Travel & MICE Mart 2022 Organizer: Japan National Tourism Organization (JNTO)

A meeting where overseas travel agencies and Japanese tourism-related businesses could meet

Jointly organized event: Travel Solutions Exhibition 2022 Co-organizer: Nikkei Inc.

Companies / organizations supporting the tourism industry in a new era, along with DX-related service companies, etc. gathered at this event

Concurrent Event: GOOD LIFE FAIR 2022 Organizer: The Asahi Shimbun Company

An "experience media" event for companies and consumers to think together about a comfortable and prosperous future



Tourism EXPO Japan Opens in Tokyo for the First Time in Four Years Global Tourism Leaders Gather Under Theme: Taking on a New Era-ReStart!

At the opening ceremony on the first day, Kenichiro Yamanishi, Chairman & CEO of the Japan Travel and Tourism Association, one of the event's organizers, said that in efforts to provide an opportunity to overcome the COVID-19 pandemic and open up a new future for tourism, "Taking on a New Era-ReStart!" was set as the theme of the event, which is aimed at serving as a stepping stone toward the revival of the tourism industry by introducing globally new forms of travel from Tokyo.

On behalf of the guests, Hiroo Ishii, State Minister of Land, Infrastructure, Transport and Tourism, pointed to the importance of "working to stimulate domestic and international tourism demand while taking into consideration the infection situation." He added that he would also strive to develop new exchange markets such as "Workations" and "creating a second hometown."

Ion Vilcu, Director of the Affiliate Members Department, World Tourism Organization (UNWTO), who attended TEJ, touched on

global environmental issues such as climate change and inflation, and called for "the creation of new ideas and business models through TEJ. A ribbon cutting concluded the opening ceremony,.

Guests: Hiroo Ishii, State Minister of Land, Infrastructure, Transport and Tourism / Shoji Nishida, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism / Koichi Wada, Commissioner, Japan Tourism Agency / Ion Vilcu, Director of the Affiliate Members Department, World Tourism Organization (UNWTO)

Organizers: Kenichiro Yamanishi, CHAIRMAN & CEO, JAPAN TRAVEL AND TOURISM ASSOCIATION / Hiroyuki Takahashi, Chairperson, Japan Association of Travel Agents (JATA) / Satoshi Seino, President, Japan National Tourism Organization (JNTO)

Guests of ribbon cutting: Masaaki Okazaki, Board Member, Senior Executive Officer, JCB Co., Ltd. / Shahlimar Hofer Tamano, Undersecretary, Department of Tourism, Republic of the Philippines / Shinya Katanozaka, Representative Director, Chairman, ANA HOLDINGS INC. / Yoshiharu Ueki, Director, Chairperson, Japan Airlines Co., Ltd. / Teruyuki Omote, Senior Executive Officer, East Japan Railway Company / Hisayasu Suzuki, Executive Vice President, Japan Airport Terminal Co., Ltd. / Katsuji Doi, President & CEO, Tokyo International Air Terminal Corporation / Mitsue Varley, Country Director, Hawaii's Tourism Japan / Kenichi Yoshikawa, CEO, BRICK's Corporation / Maribel Rodriguez, Senior Vice President, World Travel & Tourism Council (WTTTC)

Keynote Speech

September 22 (Thu) 13:00 – 13:30
Tokyo Big Sight, Conference Tower 6th floor,
Conference Rooms 605-608

Theme OUR CHALLENGE For The FUTURE'S WONDERFUL SKY

Air Transportation and Travel Experiences for the Next Generation Through New Technologies and Collaboration

Keynote Speaker Shinichi Inoue, Chairman of the Scheduled Airlines Association of Japan and the President and CEO of ALL NIPPON AIRWAYS CO., LTD. Ltd., covered the theme of Air Transport and Travel Experiences Connecting to the Next Generation via New Technologies and Collaboration, and the industry's efforts to achieve a sustainable aviation industry.

"It is difficult to determine which country the CO₂ generated in air transport belongs to in international aviation that connects various countries and regions." Currently, on international flights, it is working to reduce CO₂ emissions using the scheme "CORSIA (Carbon Offsetting and Reduction Scheme for International Aviation)" established by the International Civil Aviation Organization (ICAO), and on domestic flights, it is complying with the laws and regulations of each country. Inoue explained that this is not an initiative for the sake of rules. This is because airlines themselves believe that sustainability measures are essential.

Decarbonization of air transport is technically very difficult, but IATA cites two perspectives toward 2050 net-zero emissions. One of them involves introducing a combination of multiple methods, including the use of sustainable aviation fuel (SAF), new technologies, and ingenuity on "operation." SAF, in particular, has a small amount of CO₂ emissions in its lifecycle, and can use existing engines and refueling facilities as they are, so it is "the technology that plays the biggest role," he explained.

The other perspective is unity with all industries such as fuel manufacturers, public-private partnerships including government support, investors and users. The Ministry of Land, Infrastructure, Transport and Tourism (MLIT) has set up the Carbon Neutrality Promotion Office in



Shinichi Inoue

Keynote Speaker
Shinichi Inoue
Chairman, The Scheduled Airlines Association of Japan / President and CEO, ALL NIPPON AIRWAYS CO., LTD.

the Japan Civil Aviation Bureau, and a public-private council has been established to promote the domestic production of SAF. It is working to solve problems from raw material procurement to manufacturing and supply chain establishment in Japan.

Nationwide initiatives are underway as airlines, fuel manufacturers and related ministries, including MLIT, participate in the council.

As for the future aviation industry, it is making efforts to transform transportation infrastructure that will not increase CO₂ by 2050 through technological innovations. "We want to collaborate across public-private sectors as well as the industrial sector to connect sustainable air transport and travel experiences to the next generation."



The 5th TEJ Ministerial Round Table

September 22 (Thu) 13:50 - 15:50
Tokyo Big Sight, Conference Tower 6th floor,
Conference Room 605-608

Main Theme: Tackling Climate Change – Tourism Stakeholders' Endeavors
Sub Theme: Coexisting with COVID in the Post - Pandemic World
– Solutions for the New Tourism Industry

Collaboration: **SUSTAINABLE DEVELOPMENT GOALS**
UNWTO

Exploring New Public-Private Partnerships on Climate Change

Held in a hybrid format (in person or virtual), the 5th TEJ Ministerial Round Table brought together tourism ministers and top tourism leaders from seven countries with representatives from the World Tourism Organization (UNWTO), World Travel and Tourism Council (WTTTC), Pacific Asia Travel Association (PATA) and Adventure Travel Trade Association (ATTA). And Hiroo Ishii, State Minister of Land, Infrastructure, Transport and Tourism, attended as a representative of Japan.

In the opening remarks, Ion Vilcu, Director of the Affiliate Members Department, World Tourism Organization, said that the COVID-19 pandemic "provided a valuable opportunity to reconsider the promotion of sustainable tourism and public-private partnership" and that he looks forward to exchanging views. The session was divided into two parts: the first half devoted to sharing the status of tourism in each country and organization involving COVID-19 and their efforts to address climate change and sustainable tourism, while the second half centered on exchanging views on new public-private partnership in order for tourism to contribute to combating climate change.



Moderator's Perspective



'Tourism Stakeholders' Contribution to Tackling Climate Change

Marjorie Dewey
President, Connect Worldwide Japan Co., Ltd

Seven nation's Tourism Ministers and four international tourism organizations' senior executives joined the Roundtable. Under its main theme "Tackling Climate Change through Tourism Stakeholders' Endeavors," they addressed their nations' or organization's climate challenges, countermeasures, how the nations incorporate the measures into their national policies, and public-private partnership to overcome the challenges and promote tourism in the post-pandemic world depending on their circumstances. It's notable that a key word "education" is noticed by a speaker on top of "sustainability."

Panelists



Changing Our Perception Toward Tourism Today
Ion Vilcu
Director of the Affiliate Members Department
World Tourism Organization (UNWTO)

The tourism sector has bounced back after being hit hard by the COVID-19 pandemic, proving itself to be one of the most resilient sectors. The pandemic, however, also highlighted our vulnerabilities, and its impacts are not fully recovered yet in the Asian and the Pacific region.

This roundtable is held as the world begins to open up again. In today's uncertainties and difficulties, we are here to discuss one of the greatest challenges of our time; climate change and the endeavor of the tourism sector.

The UN Climate Change Conference COP 26 held in Glasgow last year brought our attention to a strengthened climate ambition and actions for the future, and it also secured strong actions and commitment from the tourism sector to cut tourism emissions at least in half over the next decade and to reach Net Zero emissions before 2050.

To tackle these challenges and advance climate actions in tourism in the post-pandemic world, a strong Public-Private Partnership as a platform is required. "The crisis has shown what we can – and must – do better."

It is therefore critical for us to share our strategic views on tourism from various perspectives including policymakers and governments and to establish a common approach for the future of international tourism at this roundtable. The behavior of consumers is changing after the pandemic, and they will be and must be economically and socially more responsible to the climate causes when traveling. COVID-19 has brought us the biggest opportunity to change our perception and our agenda.



Keys for Revival; Ecological Sustainability, Economic Sustainability and Equity
H.E. Shahlimar Hofer Tamano
Undersecretary

Department of Tourism, Republic of the Philippines

Moving forward in the post-pandemic world, the tourism sector takes a crucial role for mitigating climate change effects and promoting sustainable development while balancing business opportunities and social responsibility. Effective local governance, strong national government coordination, and each business' efforts, of course, are required to be integrated for the mitigation and promotion. Then the elements of them are essential to revive the tourism industry; ecological sustainability, economic sustainability and equity. The Philippines leads ASEAN members in climate change action and tourism.

Panelists

To Be More Environmentally Friendly and World-Class Destination**H.E. Dr. THOK Sokhom**Under Secretary of State, Ministry of Tourism
Kingdom of Cambodia

Cambodia has established frameworks to ensure environmentally sustainable and socially responsible tourism development. It launched campaigns, including "One Tourist, One Tree" to reduce emission from deforestation, a 3Rs campaign to reduce plastic waste, and set standards such as Cambodia Green Hotel Standard to save and preserve energy, to promote Cambodia as a more environmental-friendly nation and a world-class destination. It also built the private-public partnership to determine private sector's needs and held meetings with tourism-related associations to materialize climate measures.

For Tourism to Bounce Back Healthier in Every Way**Benjamin Liao**Vice Chair
Pacific Asia Travel Association (PATA)

In the Asia-Pacific region where the impact of climate change is dire, the rise of sustainability-conscious travelers and communities is a key trend to take into consideration in the recovery of tourism. To make not only tourism but also workplaces sustainable and fair, PATA has conducted many initiatives including the Tourism Destination Resilience Program while advocating best practices in work culture, fair conditions and policies to reattract talents with an aim to bring back tourism to communities in a healthier form.

Human Capital Development is Key to Tourism Resilience**H.E. Edmund Bartlett**

Minister of Tourism, Jamaica



COVID-19 highlighted the need for greater global partnerships and redefinition of tourism. While leaders are making efforts to enhance tourism resilience through innovative solutions and Public-Private Partnership, all stakeholders must address emerging challenges to the global tourism, as "the recovery from the pandemic is not linear but it will be more disrupted by the disruption of the pandemic itself." As to sustainable tourism, we need to "educate, educate, and educate people" to appreciate the importance of environment and to take actions.

Promote Tourism Sector as an Economically Strategic Sector**H.E. Aziz Abdulkhakimov**Deputy Prime Minister of the Republic of Uzbekistan
Minister of Tourism and Cultural Heritage, Republic of Uzbekistan

The government launched special programs to support the tourism sector during the pandemic, devote significant financial resources to preserve historical sites, and to promote the use of smart and green technology because the sector is strategically essential for the economy. To overcome climate change, it makes efforts to solve "green issues" and preserve natural resources, and to reduce greenhouse gas emission, by launching initiatives, including the Green Economy Transition Strategy. Additionally, it focuses on international cooperation, especially, among Central Asian nations.

Tourism Destinations Play a Role In Reducing Climate Change**H.E. Fernando Valdés Verelst**Spanish Secretary of State of Tourism
Kingdom of Spain

We've seen how figures have grown and maintained security and safety of residents as well as tourists. When passing the worst pandemic now, we can again face our main threats, one of which is obviously climate change. "Sustainability" is the main part of our strategy against challenge. But it's not only for the environment but for the society. It is in tourism destinations where we can really make a change efficiently work, reduce climate change with co-governance with autonomous communities and local entities.

Mobilize Resource and Raise Awareness of The Green Tourism**H.E. Lulama Smuts Nkonyama**

Ambassador of the Republic of South Africa to Japan



The major challenges South Africa faces in combating climate change is the shortage of human and financial resources, lack of awareness and training on the climate change impacts and their management. We are trying to enhance public awareness of climate measures through public-private partnerships. We have also developed a program to ensure that tourism responds rapidly and effectively to the impact of climate change, build resilience in the tourism sector to reduce GHG emissions from tourism activities.

Promote Sustainable Tourism, Overcoming Climate Change and Coexisting with COVID-19**H.E. Hiroo Ishii**State Minister of Land, Infrastructure,
Transport and Tourism, Japan

We have embarked on a path toward recovery from the pandemic. It made more people more conscious of "sustainable travel." The UNWTO and governments should take a lead role to respond to the change. We, therefore, established our own Sustainable Tourism Guidelines together with the UNWTO. Tourist destinations also need to manage themselves sustainably from environmental as well as economic and social aspects. Public-private cooperation is essential to realize sustainable development by tourism, toward overcoming climate change and coexisting with COVID-19.

Creating Roadmap to Net Zero 2050 in Tourism**Maribel Rodriguez**Senior Vice President
World Travel & Tourism Council (WTTC)

Climate change is one of the greatest global challenges, and urgent actions are required to avoid devastating effects on destinations, businesses, and the economy. A climate-friendly travel sector has crucial roles to play, and the sector needs to accelerate efforts to scale up climate actions. Governments must support increased ambitions through tourism climate mitigation and adaptation strategies. WTTC in 2021 developed the first sector-wide Net Zero Roadmap for Travel & Tourism for a sustainable growth to support these initiatives.

Collective Power of Travel Sector to Climate Cause**Shannon Stowell**

CEO, Adventure Travel Trade Association (ATTA)



Policies can motivate better behavior instead of punishing. Since a good proportion of travel-related businesses are from small operators, they require support in transforming to sustainable tourism, as in tax credits for companies shifting to electric vehicles and lodging providers transitioning to renewable energy. Government policies can encourage and support such actions. Since we live in an unpredictable world with climate change, we need to inform and incentivize stakeholders to take collective actions in solving social environmental issues.

Thematic Symposia

September 23 (Fri) Tokyo Big Sight, Conference Tower 6th floor, Conference Rooms 605-608

Sustainable Tourism Symposium

●Organizer: Japan National Tourism Organization (JNTO)

10:00 - 11:30

Theme — Tourism for Post COVID-19 - what you can do today to make tourism sustainable**Local wisdom and values are the base; choose a certification system that will lead to company growth**

Kumi Kato, in her Keynote Speech, said that the foundation of sustainable tourism is to focus on local wisdom and values, which do not have to be expensive, nor is it only for wealthy people. Regarding the more than 400 sustainability-related certification programs currently in existence, selecting those that support the company's growth and direction, and those that are transparent and trustworthy will motivate employees and lead to significant change.

Koichiro Suzuki, in the next Panel Discussion, emphasized that Hokkaido's advantage can be leveraged by offering adventure travel to the wealthy overseas. He has been working on adventure travel for the wealthy, and last year he became a registered partner of Travelife, an international certification organization. He said that tourism management should be regionally driven, while marketing and PR should be done with the help of experts from outside the region.

Tadamasa Saito, who in 2008 played a role in having the first Japanese lodging facility obtain Green Key certification, said that being in the mountains of Shinshu, and being affected by natural disasters, gave him the opportunity to think about a region where he could continue to live. He says that although the certification was a difficult process, it has been useful as an indicator for acquiring new employees, making improvements and identifying future goals.

Olivia Jeung, who is developing a "Sustainable Travel" badge certification system for lodging facilities, cited improved review scores and conversion rates as benefits.

Moderator Rieko Nakayama concluded that the overwhelming message was for "strong tourism of the region, by the region, and for the region."

Keynote Speech: Kumi Kato (Professor, Faculty of Tourism, Wakayama University)**Moderator: Rieko Nakayama** (Executive Vice President, Japan National Tourism Organization [JNTO])**Panelists: Koichiro Suzuki** (President & CEO, Hokkaido Treasure Island Travel Inc.)**Tadamasa Saito** (Owner / CEO, Tobira Holdings Co., Ltd.)**Olivia Jeung** (Area Manager, Eastern Japan, Booking.com Japan K.K.)

Kumi Kato



Rieko Nakayama



Koichiro Suzuki



Tadamasa Saito



Olivia Jeung

Sustainable Tourism Symposium

●Organizer: JAPAN TRAVEL AND TOURISM ASSOCIATION

13:00 - 14:30

Theme For the future of new educational travel based on the SDGs**Emphasis on inquiry learning, introducing the latest examples of landing and departing destinations**

"The importance of school trips that were cancelled or postponed due to the COVID-19 pandemic is being emphasized again," Minoru Kubota told a well-attended hall by educators. He explained that in the future, school trips must include experiential SDGs learning. While Hideki Furuya, in his Keynote Speech, said that "surveys have shown that awareness of the climate change crisis is lower in Japan than in other countries, making education on the SDGs is necessary.

Mitsuhiro Takano, in his Keynote Speech, said that the revised curriculum guidelines for elementary, junior high, and high schools from 2020 to 2022 emphasize "inquiry-based learning," in which students consider issues for which there are no right answers, and that such elements will be required in educational tours. Introducing the concept of ESD (Education for Sustainable Development), he pointed out its importance: ESD underpins all SDGs goals and is also emphasized by the Ministry of Education, Culture, Sports, Science and Technology.

Akio Tsubota, speaking for the landing side, introduced Fukui Prefecture's SDGs programs, such as "Wakasa de Umi Garbage," in which participants collect and survey marine debris and think about how to reduce the amount of garbage. Yuka Nakajima, speaking on the departure side, introduced "Think the Blue Planet," an educational travel program developed by KNT that allows participants to offset carbon dioxide emissions through a game-like approach using bingo.

Hideki Furuya led a Cross Talk session among the three speakers, which Takano concluded by saying that it is desirable for school excursions to provide learning in the context of a larger story over the course of several days.



Minoru Kubota



Hideki Furuya



Mitsuhiro Takano



Akio Tsubota



Yuka Nakajima

Opening Remarks: Minoru Kubota (PRESIDENT & COO, JAPAN TRAVEL AND TOURISM ASSOCIATION)**Keynote Speech: Hideki Furuya** (Professor, Faculty of International Tourism Management, Toyo University)**Keynote Speech: Mitsuhiro Takano** (Executive Director, Japan School Trip Bureau)**Case Study Presentation (1): Akio Tsubota** (Executive Director, Fukui Prefectural Tourism Federation)**Case Study Presentation (2): Yuka Nakajima** (Team Leader, Toyohashi Sales Office, Kinki Nippon Tourist Co., Ltd.)

Exemplary Initiatives Highlighting SDGs

Call to Publicize Exhibitors' Outstanding Initiatives

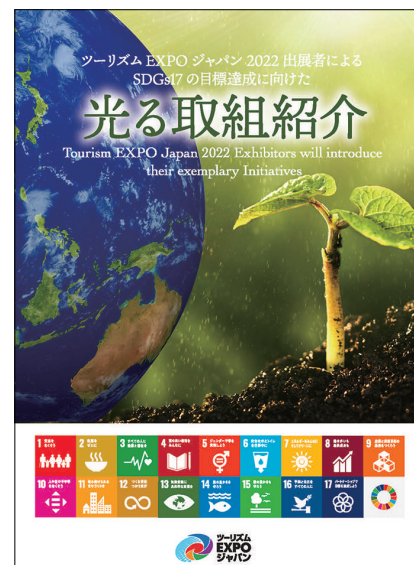
As interests in the SDGs in Japan, especially in post-COVID-19, have increased dramatically, this year's Tourism EXPO Japan called for exhibitors to submit their outstanding initiatives involving the 17 SDGs for which they are actively promoting.

A booklet was prepared, containing details of the 57 submitted initiatives, then distributed at the venue as well as projected on monitors on the stage during the general public days. The project was also disseminated through publicity channels of related companies and organizations -- both domestically and internationally -- to promote the companies/organizations that are committed to the universal goal of a sustainable and better society.

Applicants: Regions, companies / organizations exhibiting at TEJ 2022

Eligibility: Companies / organizations that have already started initiatives to achieve one of the 17 SDGs

No. of applicant: 57



"Tourism EXPO Japan 2022 Exhibitors' Outstanding Initiatives to Reach Targets of 17SDGs" Booklet

Tourism EXPO Japan 2022's SDGs Event Management

"Contribute to the achievement of the SDGs" through business activities from the planning of the exhibition and business meetings to execution!

At Tourism EXPO Japan 2022, we were able to achieve a certain level of impact not only by contributing to the SDGs from a tourism aspect, but also by taking on the challenge of "contributing to achieve the SDGs" in business activities -- from the planning of exhibitions and business meetings to their execution -- as the responsibility of the organizers of one of the world's largest travel fairs.

Specific efforts as the organizers (recommendations to exhibitors)

1. Digitization of materials

- Digitalization of materials at the planning stage and information for visitors on the day of the exhibition promotion and encouragement of digitization of materials used at the planning stage and information to visitors on the day of the event.

2. Reduce usage of utilities at the event

- Promote and encourage the use of LEDs and other environmentally friendly lighting fixtures, etc.
- Plan the same policy for the optional menu for exhibitors.

- Thoroughly manage air conditioning, lighting, and water supply during set-up, opening, and tear-down.

3. Reduce event waste by adopting reusable materials for set-up, etc.

- Promote reduction of industrial waste through active use of system materials and rental items, etc.

4. Others

- Promote or encourage exhibitors who sell food and beverage to reduce food waste and plastic waste to achieve the SDGs.
- Encourage visitors to use public transportation.

*In addition to the above, a "Tourism SDGs Digital Stamp Rally" was held to allow visitors to learn about the SDGs that exhibitors are working on and to enjoy a tour of the venue. For details, see p. 21.



Opening Reception

September 22 (Thu) 17:00 - 18:00 Tokyo Big Sight, East Exhibition Hall A Stage



A toast was given by Tamano, Undersecretary, Department of Tourism Republic of the Philippines.



Satoshi Seino, President, Japan National Tourism Organization(JNTO)

Hiroo Ishii, State Minister of Land, Infrastructure, Transport and Tourism

Yoshihide Suga, Former Prime Minister, Member of the House of Representatives

Shahlimar Hofer Tamano, Undersecretary, Department of Tourism, Republic of the Philippines



Guests and organizers wearing matching happi coats made from eco-friendly materials

Bringing Smiles to the World" Lively Atmosphere With Top Global Tourism Leaders

The opening reception was held by invitation to prevent the spread of COVID-19 infections. At the venue before the opening, participants were seen everywhere rejoicing at the reunion after a long time.

At the beginning of the event, JNTO President Satoshi Seino, representing the organizers, said, "I have just arrived at the venue, and I was greeted with cheerful smiles from exhibitors at every booth. I believe that by sharing these smiling faces with the world, we can make it a better place."

Two guests of honor took to the stage. Former Prime Minister Yoshihide Suga said, "I attended this event with the hope of reviving the 32 million inbound visitors. We are moving in the direction of easing immigration restrictions, and with the yen's depreciation, we have the best chance to do so. The people here are the ones who can lead the way in this endeavor." Meanwhile, Hiroo Ishii, State Minister of Land, Infrastructure, Transport and Tourism, expressed hope that "this year's TEJ will provide an opportunity for visitors from around the world to experience the good qualities of our country and promote international mutual understanding through tourism."

A total of 20 people, including the organizers, guests such as Suga and Ishii, sponsors, and top tourism leaders from various countries participating in the Tourism Ministers' Roundtable, took to the stage wearing matching happi coats made of environmentally and eco-friendly materials. Shahlimar Tamano,

Undersecretary of the Department of Tourism, Philippines, gave a toast, saying, "TEJ 2022 is a symbol of the resilience of the travel industry and aims to unite and join hands for the revival of the industry."

The "Kikusui" dance troupe, founded in 1964 and belonging to the Tokyo-Koenji Awa-Odori Group, which has performed overseas many times, then took to the stage. After a gorgeous and powerful dance performance, one of the members said, "Let's dance together," and explained the basic movements of the Awa-Odori dance in fluent English. The participants got up from their seats and enjoyed the Awa-Odori dance, filling the venue with excitement.



The "Kikusui" dance troupe performed a spectacular and powerful Awa-Odori dance that excited the audience.

From Tokyo to Osaka, the 2023 Host City Flag Handover Ceremony

The flag handover ceremony was held from Tokyo -- the host city of this year's TEJ -- to Osaka, the host city in 2023, with JATA Chairman Mr. Takahashi (chairman of the TEJ Executive Committee), saying, "TEJ 2019 in Osaka was a great success, and we hope to make it an even greater event next year."

Mr. Suzuki of the Tokyo Convention & Visitors Bureau said, "Last December, we and the Osaka Convention & Visitors Bureau signed a comprehensive cooperation agreement in which we would like to contribute to the development of tourism in Japan together." Mr. Fukushima of the Osaka Convention & Visitors Bureau, who appeared on stage with "MYAKU-MYAKU," the official character for the Expo 2025 Osaka, Kansai, Japan, said, "We are delighted to host TEJ 2023, which will be connected with the Expo 2025 -- Expo to Expo. We hope to provide full support through an all-Kansai team."

From left: Masaru Suzuki, Director general, Tokyo Convention & Visitors Bureau; Hiroyuki Takahashi, Chairman of Tourism EXPO Japan's Executive Committee; Shinichi Fukushima, Chairman, OSAKA CONVENTION & TOURISM BUREAU; and MYAKU-MYAKU "Expo 2025," the official character of Expo 2025 World Osaka, Kansai



In-booth Reception

Receptions were held of the exhibitors' booths for their inviting customers.

Business Meetings

September 22 (Thu) 10:00 - 17:00 September 23 (Fri, Holiday) 10:00 - 18:00
Tokyo Big Sight, East Exhibition Halls 1-2 & 4-5 / No. of Business Sessions: 5,114

High Expectations for Japan's Inbound and Outbound Sectors Obtaining Latest Info Efficiently Through Pre-appointments

Business meetings were held on September 22 and 23 for buyers such as Japanese travel agencies and sellers including tourism bureaus, local governments, travel agencies, accommodation, transportation, and tourist facilities in prefectures in Japan and abroad. A total of 626 sellers and 554 buyers participated, generating a total 5,114 business sessions.

Despite various restrictions on entry into Japan from overseas due to the COVID-19 pandemic, "we were able to exceed our target of 70% of the previous event's total," stressed Hiroyuki Takahashi, chairman of the Japan Association of Travel Agents (JATA), underscoring the high expectations for Japan in terms of both inbound and outbound travel.

The business meetings were held in hybrid format: traditional face-to-face style in the exhibition hall, using chairs and desks set up in the corner of each of the elaborately designed exhibition booths

or online with remote operators, introduced since the start of the pandemic in 2020. A buyers' waiting lounge, also set up in the venue, was well received by the busy participants, who were able to exchange information efficiently in settings that conveyed the destinations' atmosphere.

Business meetings were held in 20-minute slots on both days. Sellers and buyers who registered for the event were asked to complete pre-appointments through a matching system that determined the schedule for the day's meetings. The event was a lively gathering of travel industry professionals, who came together for the first time in many years to discuss the latest information on tourist attractions and familiar sightseeing spots, reflecting the scenes of a full-scale restart of tourism.



Individual Business Sessions with Foreign Media in Japan

Individual business sessions were held on September 23 for foreign media in Japan and Japanese exhibitors to engage in inbound promotions. The foreign media in Japan included The Japan Times, NATIONAL GEOGRAPHIC, Tokyo Weekender, Daily Telegraph, TTG Asia, in-flight magazines of various airlines, travel guidebooks and other media that provide information about Japan. Nine foreign media representatives participated, generating 36 sessions with 60 exhibitors from 30 organizations.

It marked the third time the event was held, with questions provided to the media in advance, allowing the media to prepare specific responses. In the exhibitor questionnaire, some of responses

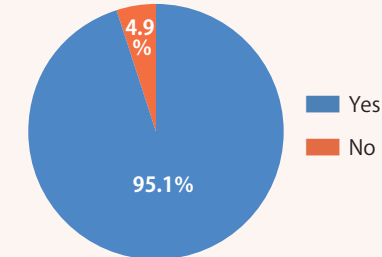
were: "I received concrete advice from a foreigner's perspective," "I appreciated the opportunity to interact in Japanese," "I had a chance to connect with foreign media," "It led to the publication of an article."



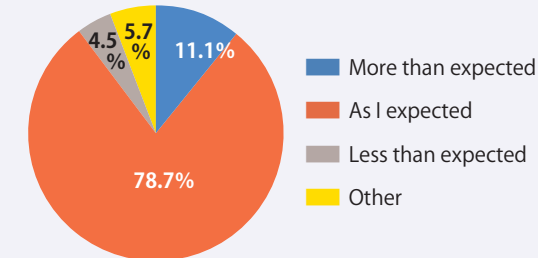
Survey on Business Meetings Participants

Sellers (Exhibitors)

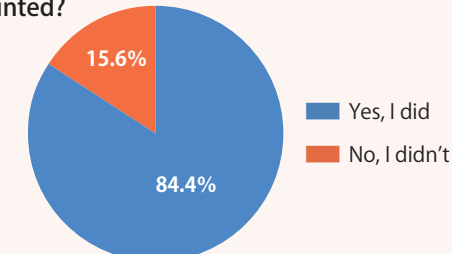
(1) Are the business meetings beneficial?



(2) Were the contents of the meetings as expected?



(3) Did you have any meetings other than those pre-appointed?



Sellers' Comments

Positive

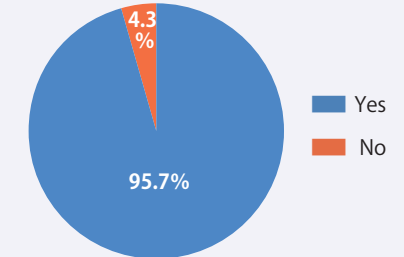
- The trade fair was a particularly useful opportunity to exchange information, and I felt appreciative for the face-to-face formatted event and that the travel industry has regained its vitality.
- It was the first time in a while that we had in-person meetings in Tokyo, which were very useful in meeting many important buyers whom we had not met before.
- Thanks to the participation of many people from far away, we were able to promote our products and services to those we could not visit for sales calls on a daily basis. We learned about the current situation and needs of each travel agency, which will motivate us in the future.
- It was very useful to have new discussions like, "Let's work on it right away!"
- The matching site has become very easy to use, and the functions of registering favorites and making recommendations were very useful.
- I felt that it was possible to match with more desirable partners by searching for matching partners by myself. I was able to have good business discussions with companies with whom it is difficult to have contact at business meetings. I hope the program will be continued.

Issues

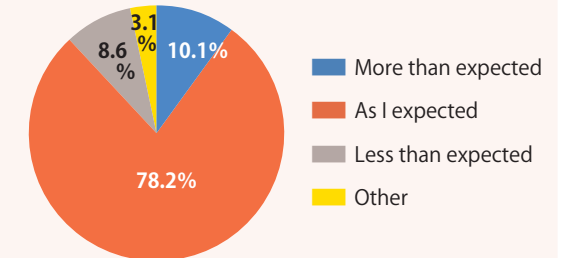
- I felt that it would be better to have a standardized break time since we could not take breaks because the appointments have been booked in full.
- In order to make the most of the short time available, I felt that it is important to know what the customers or clients want by utilizing communication platform in the system, and that it is effective to organize and prepare for the appealing points.
- The acrylic panels prepared to prevent COVID-19 infections is understandable but during business meetings they made it very difficult to talk, and the excessive noise from some exhibitors interfered with the business sessions. We request that the organizers manage the event to ensure that the regulations are followed.

Buyers (Travel Companies)

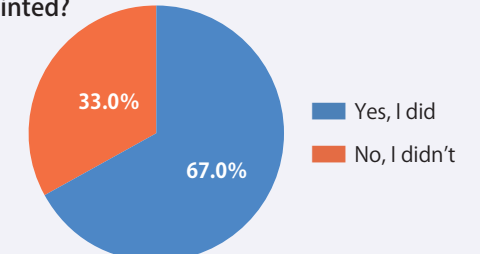
(1) Are the business meetings beneficial?



(2) Were the contents of the meetings as expected?



(3) Did you have any meetings other than those pre-appointed?



Buyers' Comments

Positive

- The efficiency of the business meeting was very good, as the participants were matched in advance on the site and then had business discussions.
- The business meetings were very efficient, as we were able to share what has changed since the COVID-19 pandemic, new initiatives, issues and problems, etc. It was a fruitful business meeting.
- The QR code-readable materials were useful for sharing information.
- It was good to have business meetings with people from unfamiliar areas and from different regions, as well as with new facilities and DMOs.
- It was good to be able to communicate in advance and hear the expected information in an organized manner.

Issues

- We were unable to develop many new business this time.
- It would be better if more hotels and tourism businesses could participate in the business meetings.
- We hope to see more participation from overseas, as this is a valuable opportunity to look for overseas potential customers.
- While we were able to update our materials, there were some areas where there were no specific changes from the information we already knew.
- The matching system allows participants to register at the same time to discuss with sellers who are more interested in the event, so we request that the timing of the system be improved.
- Some exhibitors did not have a good grasp of how to develop products for travel agencies and ended up giving one-sided explanations.

VISIT JAPAN Travel & MICE Mart 2022 Jointly Held

●Organizer: Japan National Tourism Organization (JNTO), Tokyo Big Sight East Exhibition Hall 6

VISIT JAPAN Travel & MICE Mart 2022 (VJTM&VJMM) brought together tourism-related businesses from all over Japan with overseas travel agencies to offer business opportunities to a total of more than 5,000 sessions aimed at creating inbound travel tours to grow the numbers of foreign visitors to Japan. The event, designed to create a variety of inbound-related business opportunities, has been held jointly with Tourism EXPO Japan in the past. Due to the spread of COVID-19 globally, participants from overseas finally were invited to Japan for the first time in three years for this in-person event.

From September 22 to 24, business meetings were held at East Hall 6, with September 24 to 27 devoted to familiarization trips to Yamagata,

Niigata, Ishikawa / Gifu, Nagano, Yamanashi / Shizuoka, and Tokyo/Hakone, for a total of six courses.

Sellers: 217 companies/organizations; Buyers: 253 from 29 countries/regions;
No. of business meetings: 5,394



Tourism Expo Japan **NIKKEI** Travel Solutions Exhibition 2022

~From COVID-19 Measures to DX Strategies in the Tourism Industry~

September 22 (Thu) 10:00 - 17:00 September 23 (Fri, Holiday) 10:00 - 18:00

Tokyo Big Sight, East Exhibition Hall 1

● **Organizers:** Tourism EXPO Japan, Nikkei Inc.

Tourism EXPO Japan and Nikkei Inc. co-hosted the Travel Solutions Exhibition 2022, held for two days: September 22 and 23.

The exhibition was a B to B project held as part of Tourism EXPO Japan's Fair within a Fair, with approximately 50 companies exhibiting tools and services to support regional revitalization, reservation systems for accommodations, experiences and activities, and DX-related companies, such as movement of people big data analysis and metaverse solutions. In addition to telecommunication companies, electrical equipment manufacturers, and those engaged in navigation services, small-and medium-sized companies and start-ups that support the tourism industry

with advanced technology were also notable exhibitors. Held in conjunction with Tourism EXPO Japan, where many key persons, user firms, and organizations in the tourism industry were in attendance. It drew the attention of many concerned parties as a venue to generate new business and opportunities for active discussions.

During the exhibition, not only industry professionals but also representatives from local governments, DMOs, lodging facilities and transportation companies exhibiting at Tourism EXPO Japan visited the booths to talk enthusiastically with visitors and experience demonstrations of products and services.

Exhibitors' Fields of Business

- New Tourism Support Using Digital Infrastructure
- Products and Services for the Tourism Industry, Mobility-related
- Marketing Systems and Data Provision Services
- Visiting Travel Media



2022 Seminar

Tourism Professional Seminar

September 22 (Thu) - 23 (Fri, Holiday)
Tokyo Big Sight, East Exhibition Hall
A Stage & Seminar Room

The Tourism Professionals Seminar, a program for those in the tourism industry aiming to strengthen their "professionalism," featured a range of must-see and must-hear content from the tourism industry, which is making a fresh start after the COVID-19 pandemic. With high enthusiasm, many industry people were in attendance.

PICK UP!

Cruise Seminar / Safe and Secure Cruise Travel



Associated Organizations Prepare for Restart of Cruises

At the seminar themed "Safe and Secure Cruise Travel," Mr. Matsuda of Japan Cruise Line explained infection prevention measures, including the installation of PCR testing equipment aboard three Japanese vessels. Mr. Itokawa of Silversea Cruises said that the establishment of guidelines, cabotage regulations, border measures and inspection systems are Japan's agenda, but added, "We are targeting the resumption of operations during the year-end and New Year holidays with full-scale operations to follow from next spring onward."

Mr. Ikemachi of the Ministry of Land, Infrastructure, Transport and Tourism's Port and Harbor Bureau said that "it first needs to create guidelines for international cruises. As a port authority, 'we will support ports of call and shipping companies to create a safe and secure environment,' he said, noting that he will focus his efforts on the resumption of ocean-going cruises."

Lecturers:

Domestic Ships: Yoshinori Matsuda, Japan Oceangoing Passenger Ship Association (JOPA) Preventive Measures Against COVID-19 Infections for Oceangoing Cruise Ship Operators Committee for Guideline Revision, Japan Cruise Line Inc., Deputy General Manager of Shipping Department
International Ships: Yusuke Itokawa, Japan International Cruise Council (JICC) Vice Chairman, Silversea Cruises Japan and Korea Offices, General Manager, Cruise Administration; Madoka Ikemachi, Promotion Office, Port and Harbor Bureau, MLIT
Coordinator: Kazuhiro Okita, Japan Cruise Research Institute, Deputy director general

PICK UP!

15th Awards Ceremony of Community Development Through Industrial Tourism



Non-Profit Organization, ORGAN Wins Gold Prize, Five Prizes Awarded!

The 15th Awards Ceremony of Community Development through Industrial Tourism was held, with ORGAN, a non-profit organization, receiving the Gold Prize for its multi-faceted efforts to revitalize the industry of traditional crafts, including the "Nagaragawa Teshigoto Machiya CASA," an industrial tourism base.

At the panel session, the recipients, Mr. Kaba, Mr. Nakada, Mr. Kurabayashi, Mr. Tanaka, and Mr. Funahashi, introduced their projects. Professor Emeritus Teruhiko Mochizuki of Tama University, who served as the vice chairman of the panel, commented on the five organizations, saying that "they are working on community development for the next generation and how to revitalize their industries. He added that the areas have excellent tourism resources, which will lead to the creation of their future."

Winning Organizations

Gold Prize: Non-Profit Organization, ORGAN (Gifu Prefecture)
Minister of Economy, Trade and Industry Award: Yamanashi Tourism Organization (Yamanashi Prefecture)
Director-General of Japan Tourism Agency Award: Yokosuka City (Kanagawa Prefecture)
Silver Prize: Team "DISCOVER ECHIZEN COAST" (Fukui Prefecture)
Special Prize: Bizen Tourism Association, Minna de Bizen (Okayama Prefecture)
● **Organizers:** National Council for Industrial Tourism Promotion / Japan Travel and Tourism Association

PICK UP!

Workcations in Companies and Communities



Introduction to Significance, Benefits of Workcations in Companies and Communities

Mr. Tomita of the Japan Tourism Agency, speaking on "Workcation," which is attracting attention as a new style of work and travel, explained that "in addition to equalizing tourism demand, Workcation can also help reform the way people work and foster regional 'creation.'" Mr. Watanabe of Shinshu Tateshina Tourist Association introduced a case study of Tateshina Town, in which 90% of the work camps are for business purposes, such as system development."

He added that it is essential to have coordinators who are familiar with the local environment and can reach out to companies.

Ms. Shimada of YeeY evaluated workcations from a corporate perspective as a means to maximizing performance and developing self-directed employees. Mr. Irie of the Japan Workcation Association noted that "if you take your family on a workcation, the place you visit will become your second hometown," with attention will be given to the growing of the population. Mr. Kato of Pasona JOBHUB expressed his expectations for the future, saying that "it will change not only the way people work, but also their entire lifestyle."

Greeting

Kenzo Tomita, Ministry of Land, Infrastructure, Transport and Tourism, "Japan Tourism Agency," Tourism Regional Development Department Director

Case Study / Panel Discussion

Takeshi Watanabe, Shinshu Tateshina Tourism Association, Executive Director
Yuka Shimada, YeeY Co., Ltd., Representative Director
Shintaro Irie, Japan Workcation Association, Representative Director
Ryo Kato, Pasona JOBHUB Co., Ltd., General Manager of Social Innovation and Business Development Department

● **Organizer:** MLIT, Japan Tourism Agency



Travel Showcase

Features Exhibits for the New Era, Plus SDGs Awareness!

The 2022 event was held for the first time in two years post-COVID-19, and for the first time since 2018 in Tokyo. It featured special areas to reflect its theme “Taking on a New Era-ReStart!” such as Workation, Drive Tourism and Dark Sky Tourism as well as those centering on Academy, Tourism SDGs, Adventure Tourism, Cruise Tourism and Sports Tourism. There was even a Tabi Square.

In addition, each exhibition booth was SDGs-conscious and provided hands-on content, making the exhibition more advanced than ever before.

Special Area

Workation



Drive Tourism



Special Corner

Special Corner East 1 StageSpecial Corner East 4 Stage



Dark Sky Tourism



Academy



Tourism SDGs



Adventure Tourism



Cruises



Sports Tourism



Tabi Square



General Public Day (Exhibition Booths)



Booth Grand Prix Program

- Grand Prix**
Special Award
- Semi-Grand Prix**
Executive Committee Chairperson Award

The Booth Grand Prix is an award program to select the booths that made the exhibition more exciting, based on votes from visitors. The four criteria for judging are "originality and attractiveness," "provides excellent customer service and hospitality," "inspiring contents (memorable and recommendable)" and "presents impression of the country, region, company, or organization that changes the minds of visitors upon experiencing it."

The Grand Prix (2 exhibitors) were in two categories: "Travel Professionals' Choice of Booth Grand Prix" based on votes from industry insiders on trade days and the "Travel Enthusiasts' Choice of Grand Prix" selected by votes on general days. The Semi-Grand Prix (2 exhibitors), Special Award (2 exhibitors), and Executive Committee Chairperson Award (2 exhibitors) were selected for a total of eight awardees.

~Travel Professionals' Choice of Booth Grand Prix~

Decided by voting on Trade Day! (Voters: Trade Day Visitors)

- Grand Prix**
Noboribetsu International Tourism & Convention Association



- Semi-Grand Prix**
Korea Tourism Organization



- Special Award**
KANNON Hot-Springs



- Executive Committee Chairperson Award**
TAIWAN VISITORS ASSOCIATION



Floor Map 1 (East Hall 1 and 2)

Participating Organizations of Tourism SDGs Digital Stamp Rally

Organizations that carry out Exemplary Initiatives

Information Food and Beverage corner



Floor Map2 (East Hall 4 and 5)

Participating Organizations of Tourism SDGs Digital Stamp Rally

Organizations that carry out Exemplary Initiatives

Information

Food and Beverage corner

East 3East 2East 1

East 6East 5East 4



~Travel Enthusiasts' Choice of Grand Prix~
Decided by voting on General Public Day! (Voters: General Public Day Visitors)

Grand Prix
Korea Tourism Organization

Semi-Grand Prix
KYUSHU

Special Award
KANNON Hot-Springs

Executive Committee Chairperson Award
OKINAWA

Official Visits



Courtesy Calls



Tourism SDGs Digital Stamp Rally

September 24 (Sat) - 25 (Sun)
Tokyo Big Sight, East Exhibition Hall
Sponsor: JCB Co., Ltd.

New Project at Booths to Learn About Global Tourism SDGs and Win Prizes

As part of a direct contribution to SDGs in tourism toward strengthening efforts to promote sustainable tourism, Tourism EXPO Japan 2022 ran a "Tourism SDGs Digital Stamp Rally" for the general public for two days (September 24 and 25).

Visitors could participate by reading the QR codes posted inside the venue guides and at the venue entrance using their smartphones or devices. Some 39 exhibitors and organizations participated in this project, with each introducing their SDGs

initiatives through a panel set up at their booth. Visitors scanned the QR codes in the panel, collected stamps, with those reaching more than 10 could win prizes via lottery. At the Goal booth, many people were busy each day attempting to win the lottery prizes provided by participating exhibitors. In the venue, participants were seen walking around each booth with their smartphones in hand while learning about SDGs initiatives in various tourism destinations.



Furusato Support Festa

September 24 (Sat) - 25 (Sun)
Tokyo Big Sight, East Exhibition Hall 1

Pay Your Hometown Tax and Enter Raffle Ball Lottery! Ten Areas Nationwide Participated

Under the theme of "Learn About and Enjoy Your Hometown via Tax Payment," "the Furusato Support Festa in Tourism EXPO Japan" was held two days (September 24 and 25). This was a promotion event for the hometown tax payment by municipalities that offer Rakuten Travel Coupons as a gift for completing their hometown tax payments. Ten municipalities exhibited their products: Izumisano, Kamakura, Kofu, Kobe, Shirahama, Fuji-Kawaguchiko, Bekkai, Beppu, Minami-boso, and Yaizu City.

By selecting their favorite gift and pay the hometown tax on the spot, visitors could participate in a

Raffle Ball lottery to receive local products from each area, as well as answer questionnaires at each exhibition booth where they could receive products and taste grilled meat. Many people visited the booths, where they were given detailed instructions on how to pay their taxes via smartphone.



GOOD LIFE FAIR 2022

September 23 (Fri, Holiday) - 25 (Sun)
Tokyo Big Sight, East Exhibition Hall
Organizer: The Asahi Shimbun Company

Encounters SDGs, Things and Time! Hands-on Events for Families to Enjoy!

From September 23 to 25, visitors could learn, study and experience things around them that they can start doing the next day and lead to a comfortable and fulfilling life. "GOOD LIFE FAIR 2022" was held by the Asahi Shimbun Company as a "hands-on media" event to discover options. This year's first event was held concurrently with Tourism EXPO Japan (free admission for TEJ visitors), aiming to create a synergistic effect.

The venue consisted of six categories

centering on clothing, food and housing as well as an "SDGs Market." The many hands-on events geared for parents and children held at the booths drew many families.



Stage Program
Captivating Performances, Events Representing Global
Regions, Countries

9/24 sat.	East Hall 2 A Stage		East Hall 5 B Stage	
	Time	Place	Time	Place
10:30	10:30 - 11:00	WAKAYAMA REFRESH STAGE Wakayama Tourism Federation	10:30 - 11:00	Iga City & KENTO MORI "Feel Like Ninja" project Live Performance KENTO MORI,NINJA Dancers
	11:00	11:20 - 11:50 Welcome to Shikoku Shikoku	11:20 - 11:50	Mālama Hawai'i ~Take a trip that gives back~ Special guests from Hawai'i
12:00	12:10 - 12:40	Traditional Dance in AMAMI "HACHIGATSUODORI" Tokyo Mountain Lily Society	12:10 - 12:40	Enchanting Tahitian Dance: The Islands of Tahiti TAHITI TOURISME
	13:00	13:00 - 13:30 Miki Asakura Live Cruise Talk Show Japan Association of Travel Agents' Cruise Subcommittee	13:00 - 13:30	Wonderful Indonesia Culture Performance Wonderful Indonesia Dancer Team
14:00	13:50 - 14:20	Kagoshima Battle Stage ~Izumi Tori Tori Girls vs. Kinko Kuwagata Girls~ People from Izumi City, Kinko Town, Guribu and Kagoshima	13:50 - 14:20	Thai dance performance Banrabum Thai Classical Dances
	14:40 - 15:10	Hattori Hanzo and the Ninjas Performance & Ieyasu-sama Quiz Contest Hattori Hanzo and the Ninjas *Canceled due to typhoon	14:40 - 15:10	Hawaii Adventure Tourism Hula dance performance Hula team Aoyama Gakuin University "Uluwehi", Sophia University "Hau'oli", Rikkyo University "Na Pua"
15:00	15:30 - 16:00	Do You Know All About It? Tottori Prefecture is "The Place" Tottori Tourism Goodwill Ambassador Trippy (Tottori Prefecture PR character)	15:30 - 16:00	Dance performance by Rakuten Monkeys Cheerleader, which has a partnership with Tigerair Taiwan Tigerair Taiwan
	16:20 - 16:50	The Birthplace of Karate, OKINAWA Karate Promotion Division of Culture, Tourism and Sports, Okinawa Prefecture Government	16:20 - 16:50	Cruise Along Japan's "Fantastic Views" With a Peace of Mind! Latest information introduced, JTB Royal Road Division. Kyoko Nishinaka Cruise Planet Co., Ltd., Takanao Kakui Seven Seas Relations Co., Ltd., Yuka Nakazato
17:00	17:10 - 17:40	Let's go to the beautiful world of space ! ~Experience the virtual space trip ~ Sora Tourism Promotion Council		
17:40				

9/25 sun.	East Hall 2 A Stage		East Hall 5 B Stage	
	Time	Place	Time	Place
10:30	10:30 - 11:00	Guess the correct answers and win local specialties from the 4 regions! Kagoshima four area sightseeing liaison council	10:30 - 11:00	Korea Tourism Organization Presents [Korea Tourism Talk Show] Korea Tourism Organization
	11:20 - 11:50	Hiroshima & Miyajima Goodwill Ambassadors with unique Hiroshima-born mascot characters introduce exciting & wonderful hands-on experiences and nature activities! Hiroshima & Miyajima Goodwill Ambassadors, unique Hiroshima-born mascot characters "KURESHI" and "BUNKACKY" presented by Hiroshima Convention & Visitors Bureau	11:20 - 11:50	Mālama Hawai'i ~Take a trip that gives back~ Special guests from Hawai'i
12:00	12:10 - 12:40	The charm of the 'Hometown of Stars' Bisei Town, and how to enjoy the stary sky Ibara City, Okayama Prefecture	12:10 - 12:40	Peruvian National Dance Sol y Luna Peruvian Dance School Japan
	13:00	13:00 - 13:30 Let's enjoy YOKOHAMA & MINATOMIRAI by Airi Koyama Maritime Bureau, Ministry of Land, Infrastructure, Transport and Tourism	13:00 - 13:30	Meet & Discover Central Asia ~Journey of Silk Road~ Central Asia 5 Countries Performer
14:00	13:50 - 14:20	Large-scale Promotion Presentation to Attract Inbound Visitors and Stimulate Tourism in Anticipation of the Post-COVID-19 Era Japan Shopping Tourism Organization	13:50 - 14:20	South Africa Talk show : The Goodwill Ambassador Ms. Hitomi Takahashi & Let's dance ! with African drum South African Tourism
	14:40 - 15:10	HOKKAIDO LOVE ! / Jomon, Upopoy and Hokkaido Ballpark F Village (HOKKAIDO NIPPONHAM FIGHTERS' new home field and surrounding area) HOKKAIDO TOURISM ORGANIZATION	14:40 - 15:10	Malaysia talk show by Yuumi Kato, Miss Universe 2018. JAPAN Malaysia Tourism Promotion Board
15:00	15:30 - 16:00	Why Not Come and Experience Delicious Fish in Ishikawa's Four Seasons? Ishikawa Prefecture/Ishikawa Prefecture Fisheries Cooperative Association	15:30 - 16:00	Voice from the Mongolian Steppe Mongolian Tourism Association
	16:30 - 17:00	Grand Finale ORGANIZERS CEREMONY		
17:00				



Closing Ceremony / Grand Finale

September 25 (Sun) 16:30 - 17:00
Tokyo Big Sight, East Exhibition Hall A Stage

Tokyo Closes With 124,074 Visitors After 4-Year Absence
Osaka to Welcome TEJ 2023, Host for the Second Time

In his remarks at the closing ceremony, Mr. Takahashi, Chairman of the Executive Committee, said that "the tourism industry had almost lost its confidence due to the COVID-19 pandemic, but TEJ 2022 has boosted the confidence we need to move forward." He added that "We will go on the offensive from here and do our best so that people will say that this event was the beginning of a fresh start," stressing that the event was a great success. Mr. Okazaki of JCB, in his remarks, said that the event has become "a symbolic event" in post-COVID-19. "I believe that new forms of travel will expand in the future," expressing his hopes for the future.

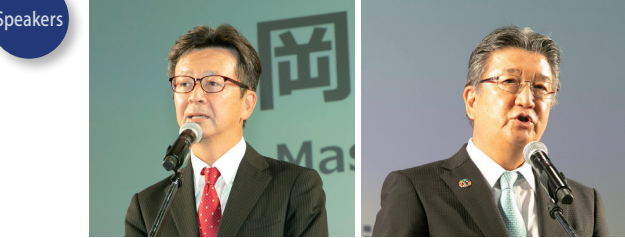
The closing ceremony also featured the "Booth Grand Prix" awards ceremony. This year, the event was categorized into industry days and general days divisions, with one awardee each selected for the Grand Prix, semi-Grand Prix plus a Special Award in each category. In addition, one organization from each division was awarded the Executive Committee Chairperson Award for their exhibit that left a significant impression on visitors before and after their booth visits.

At the end of the event, local character mascots from all over Japan gathered for a grand finale.

The event closed with a promise to meet again in Osaka, the host city in 2023.



*Refer to the photos on pages 16 & 19 for winners.

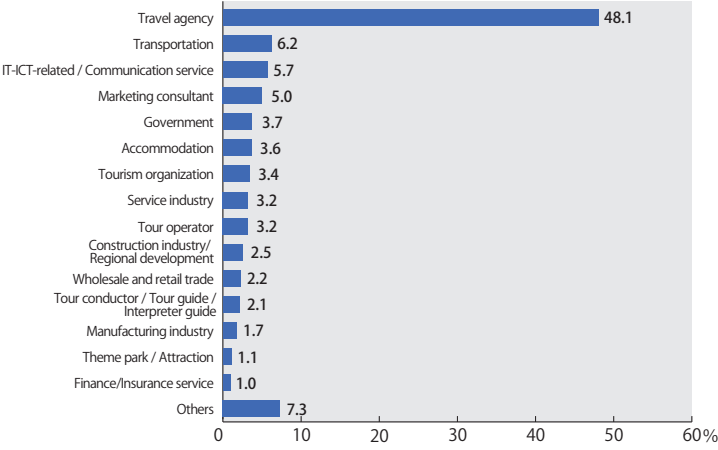


Closing Ceremony
Masaaki Okazaki, Board Member, Senior Executive Officer, JCB Co., Ltd.
Hiroyuki Takahashi, Chairperson, Japan Association of Travel Agents (JATA)
(Chairperson, Organizing Committee, Tourism EXPO Japan)
Grand Prix Award Winners
Grand Finale
Exhibitors (Local mascots / characters throughout the country)

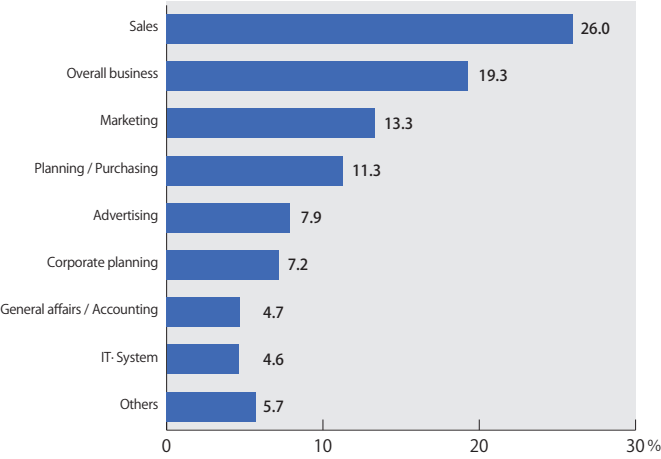
Survey of Trade Visitors

Although travel agencies were the most prominent industry sector -- accounting for just under 50% of visitors -- those from "Transportation," "IT-ICT-related / Communication service" and "Marketing consultant" were prominent, indicating a spread of visitors to industries other than the travel industry. Looking at the purpose of the visit, "Gather information" and "Increase knowledge" were more noticeable than in previous years, indicating that many industry professionals were seeking travel-related information that could not be updated amid the COVID-19 pandemic, and satisfaction levels with the show were extremely high.

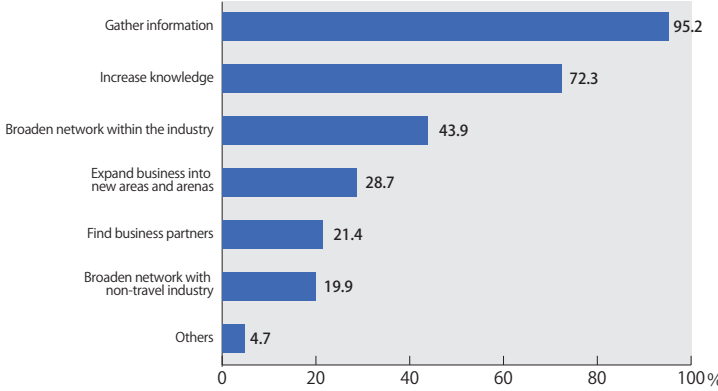
Business Categories



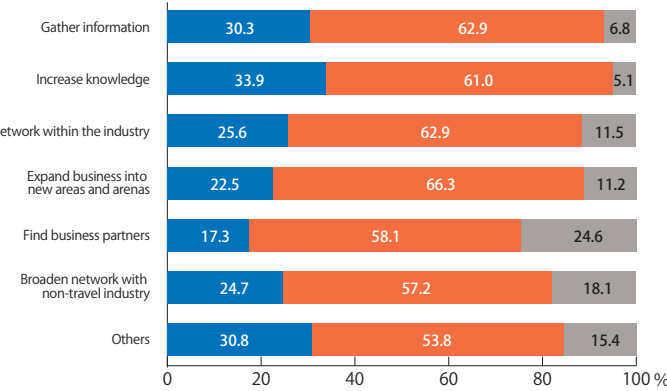
Occupation



Purpose of Visit (multiple choice)



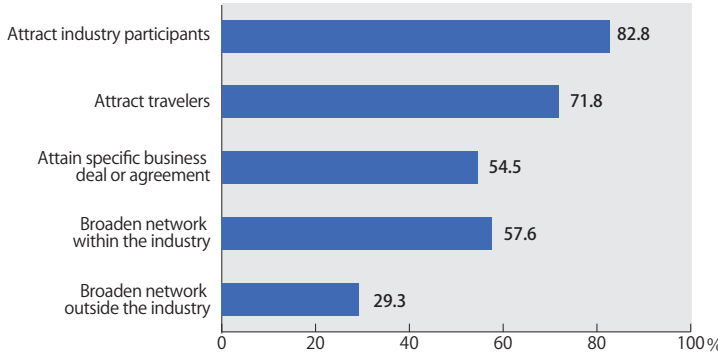
Satisfaction Rating by Purpose of Visit



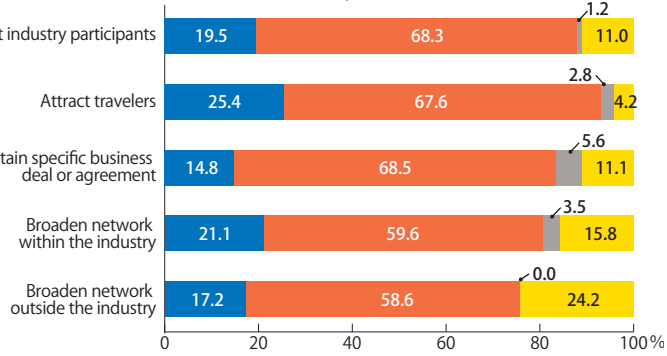
Survey of Exhibitors

The main purposes of exhibiting were "Attract industry participants" and "Attract travelers," accounting for between and 70% and 80% of the total, but compared to TEJ 2019, "Broaden network within the industry" (up 13.2% from 2019), "Attain specific business deal or agreement" (up 5.2%), and "Broaden network outside the industry" (up 9.5%) were the three main reasons for exhibiting at the trade show. This indicates that expectations for the trade show are increasing. The satisfaction rate by purpose also increased from 70% to 90%, with zero respondents marking "Dissatisfied" with "networking outside of the industry."

Purpose of Exhibit (multiple choice)



Satisfaction Rating by Purpose of Exhibit



Results Obtained From this year's Exhibition

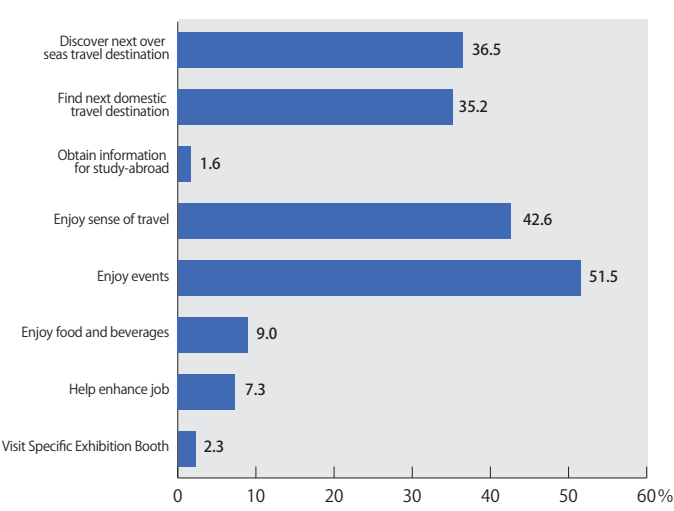
- In Tokyo for the first time in four years, we had the opportunity to promote to both industry officials and general consumers, and we had a good start to resuming to full scale our travel business.
 - In moving toward a post-COVID-19 era, we explained the latest information and attractions of the region through business talks directly with domestic and overseas travel agencies, etc., which led to higher recognition and promotion of customer referrals. Also, I was able to hear various requests and current situations from the other party.
 - I was able to build a trade network with people who had been cut off due to the COVID-19 pandemic, and could grasp the level of efforts to attract customers in each region.
 - It was a real event that you could feel the high interest in tourism in both B to B and B to C by selling directly to people who are interested in travel.
- We were able to conduct effective PR activities to industry professionals and consumers in the Tokyo metropolitan area, who normally have few opportunities to contact us.
 - We were able to effectively promote the name of the region by exhibiting independently this time.
 - I was able to engage with so many people that I could not imagine as my first exhibition, and I reaffirmed the necessity of our association's project.
 - People from a wide variety of industries came to the booth and were able to conduct PR, exchange information, and conduct questionnaires to general visitors.
 - It was helpful to learn about the efforts and trends of other municipalities, as well as the way to showcase and publicize their products.

Survey of General Visitors

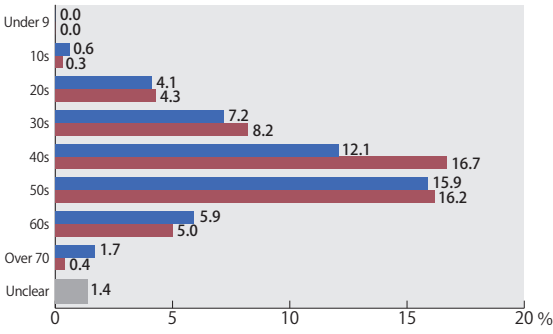
The gender of visitors was almost evenly split between males and females, although females slightly outnumbered their male counterparts at a 51.1% share. By largest age groups, visitors were in their 50s, 40s, 30s, 60s and 20s. The most popular reasons for visiting were "to enjoy the event" and "to get in the mood for a trip," with the deregulation of travel-related measures also providing a tailwind. Attracting many "travel enthusiasts" with a strong desire to "consider the next overseas destination" and "consider the next domestic destination" to visit as satisfaction levels were generally high.

The exhibition, the first to be held in Tokyo in four years, attracted a large number of visitors for this time of the year.

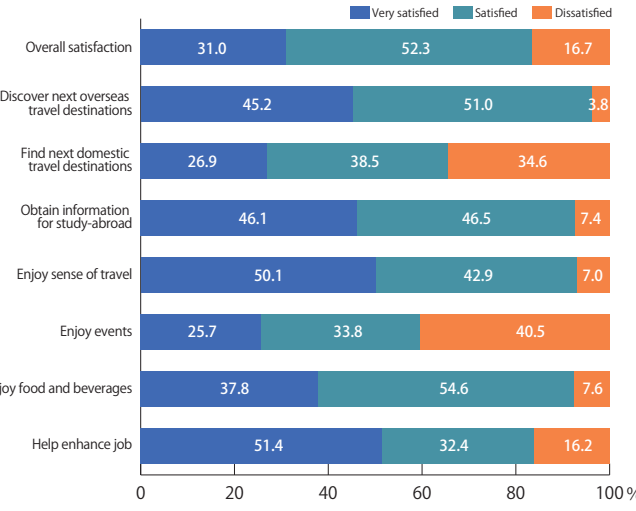
Purpose of Visit (multiple choice)



Age Groups / Sex



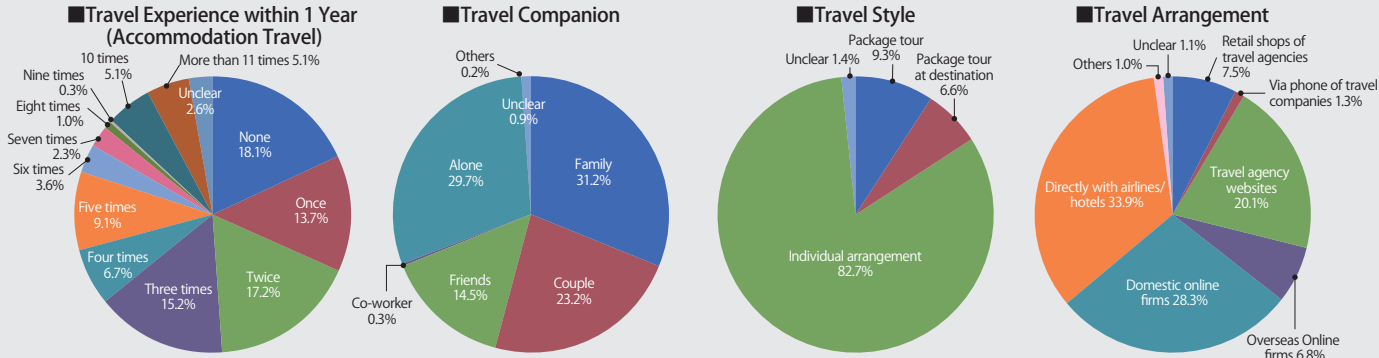
Satisfaction Rating by Purpose of Visit



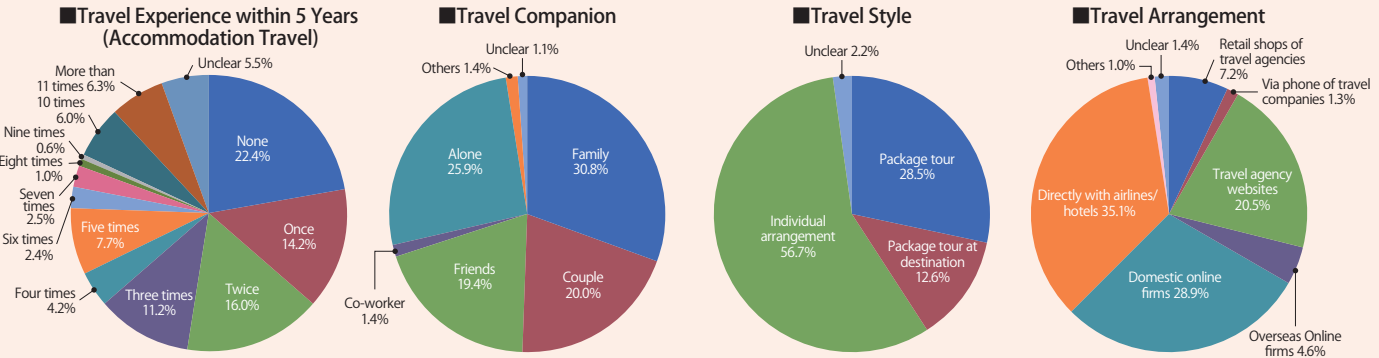
Travel Trends Among General Visitors

Regarding travel experiences in the past year, the top response was "None" for both domestic and international travel, as the coronavirus pandemic continues to prevent visitors from traveling even if they want to. As for traveling companions, "Family" remained in first place for both domestic and international travel, but "Alone" came in second place, with the percentage of those traveling alone also increasing. As for the type of travel, more than 80% of domestic travelers chose "Individual arrangement," and fewer than 60% of overseas travelers selected "Individual arrangement." Travel arrangements were made directly with airlines and hotels, or via the Internet at both OTAs and travel agencies, a trend that is becoming more common.

Domestic Travel



Overseas Travel





Food Court

Experience Local Food From Around the World!

Up close food demonstrations and sales by 11 organizations offering gourmet foods from around the world, such as curry and hamburgers as well as local specialties – sweets and ramen from various regions of Japan - were featured. The appetizing aroma of "grilled oysters, grilled/salted sweetfish river fish, rice balls rolled with meat, Nakatsu "karaage," Miyazaki spicy noodles, Sapporo ramen, Indian curry, kebabs and more all attracted many visitors to the venue, absorbing the feeling of travel through food.



Gourmet Order Corner

A new event to experience food and drinks at the venue, or even order online!

At Tourism EXPO Japan 2022, the "Gourmet Order Corner," a collection of gourmet specialties and specialty products from around Japan that exhibitors offered for sampling at the venue, has been available on the official website. In the past, many exhibitors have offered tastings of sake, sweets, fruits, etc., but many visitors expressed a desire to purchase such items later.

A total of 63 items are listed in the "Gourmet Corner" via official website for online purchase through December 2022.



Image of official website



A Dynamic Visual of Traveling Style Needed in the New Normal Era

The official website was relaunched on April 1, with regular distribution of e-mail newsletters beginning in May and press conference in July announcing the outline of the event. It was followed by full-fledged promotional activities in cooperation with the Brand PR Subcommittee and other related organizations. Press releases, e-mail newsletters, social networking services, ticket giveaways, etc. were implemented. The information was continuously disseminated, leading to approaches by the media.

As a result, during the exhibition period, the brand rode the current trend of the easing of border control measures and implementation of a nationwide Japan travel discount program. It gained a great deal of exposure in major media outlets, including TV, newspapers and the Internet. The event was particularly successful in generating exposure for this year's slogan, "Experience a New Form of Travel," by proactively presenting a number of opportunities for coverage, particularly on TV.

Event Theme

Under the theme of "Taking on a New Era-ReStart!," this year's event unveiled new forms of travel in the so-called "new normal" era, aimed at contributing to regional development through the power of travel, promoting sustainable tourism, and offering a new style of international exchange from Japan.

Tourism EXPO Japan 2022, one of the world's largest tourism industry events, was held in Tokyo for the first time in four years under the theme "HELLO NEW JOURNEY" for the general public, emphasizing a new form of travel in a new era to the many people who want to travel.

Key Visual

●Creative Concept●

The long period of self-imposed curfews and travel restrictions have heightened people's desire to travel, and the exhibition revived the excitement and exhilaration of travel, appealing to visitors by directly visualizing their emotions and smiles through rhythmic beats and movements.



Total media exposure: 1,710 items, total ad value: 443,839,663 yen (April-October)
Media attendance: 1,012 (total) including TV stations, newspapers, and other major media

Press Conference

(1) **Event:** Tourism EXPO Japan 2022 Organizers' Press Conference

Date: Monday, July 11, 2022

Venue: JATA Conference Room

Contents: Part 1: Overview of TEJ 2022

Part 2: Concurrent Events

Attendees: 32 members from 30 companies (1 TV station, 1 radio station, 9 newspapers and news agencies, 9 magazines, 7 web media, 3 industry media)

7/11(Mon) ●Nippon TV "news every." (Broadcast time: 15:50 - 19:00)



(2) **JATA Regular Press Conference**

Date: Wednesday, September 14, 2022

Venue: JATA Conference Room

Contents: Highlights of the exhibition, Forum & Seminar, other points to be covered

Attending Media: 18 members from 17 companies (2 TV stations, 7 newspapers and news agencies, 8 industry media)

(3) **Organizing Organization Press Conference**

Event: Tourism EXPO Japan 2022

Organizing Organization Press Conference

Date: Thursday, September 22, 2022

Venue: Tokyo Big Sight, East Exhibition Hall 2, Stage A

Attending media: 32 members from 22 companies (1 TV station, 3 newspapers and news agencies, 18 industry media)

News papers

●The Asahi Shimbun
July 12

旅の見本市 4年ぶり東京開催
観光産業の業界団体などが主催する旅の見本市「ツーリズム EXPO ジャパン」が9月22～25日、東京・有明の東京ビッグサイトで開催される。東京開催は4年ぶり。22～25日には、心地よく豊かな暮らしをコンセプトにした一般向けの展示会「GOOD LIFE フェア」(朝日新聞社主催)も同時開催される。「ツーリズム EXPO ジャパン」では、国内外の観光協会や自治体などが1千を超える展示ブースを出し、観光地の魅力をアピールする。一般向けの展示会は24、25日。4日間で15万人の来場を見込む。「GOOD LIFE フェア」は約100社・団体が出展し、衣食住や健康、人生設計など六つのテーマにちなんだ製品やサービスを紹介する。

●The Yomiuri Shimbun July 12

旅行EXPO 2年ぶり開催
観光産業の業界団体などが主催する旅の見本市「ツーリズム EXPO ジャパン」が9月22～25日、東京・有明の東京ビッグサイトで開催される。東京開催は4年ぶり。22～25日には、心地よく豊かな暮らしをコンセプトにした一般向けの展示会「GOOD LIFE フェア」(朝日新聞社主催)も同時開催される。「ツーリズム EXPO ジャパン」では、国内外の観光協会や自治体などが1千を超える展示ブースを出し、観光地の魅力をアピールする。一般向けの展示会は24、25日。4日間で15万人の来場を見込む。「GOOD LIFE フェア」は約100社・団体が出展し、衣食住や健康、人生設計など六つのテーマにちなんだ製品やサービスを紹介する。

TV Exposure: 5 stations, 6 programs, 7 items (September-October)

Sept. 22 ●NHK Shutoken Network
Broadcast time: 18:00 - 19:00
Tourist Attraction PR / One of the largest events in Japan
Exposure length: 38 seconds



Sept. 23 ●Nippon TV "ZIP!"
Broadcast time: 6:30 - 8:00
<ZIP! LIFE BIZ>
Travel Festival - latest trends
Exposure length: 3 minutes 44 seconds



Sept. 23 ●TV Asahi "Good! Morning"
Broadcast time: 4:55 - 8:00
"Travel Festival" held in Tokyo for the first time in 4 years
Exposure length: 1 minute 2 seconds



Sept. 23 ●Fuji TV "Nonstop!"
Broadcast time: 9:55 - 10:20
Have fun with your family!
Tourism EXPO - Experience corner full of travel vibe
Exposure length: 1 minute 8 seconds



Sept. 24 ●Fuji TV "Mezamashi Doyobi"
Broadcast time: 6:00 - 8:30
Exposure length: 3 minutes

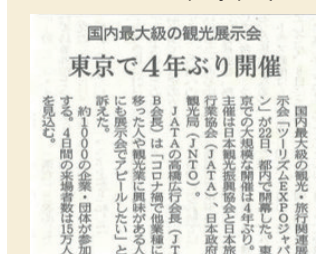


Sept. 26 ●TV Asahi "Good! Morning"
Broadcast time: 4:55 - 8:00
"I want to know more! NEWS"
Japan Travel Discount Program - Details announced today
Exposure length: 1 minute 27 seconds

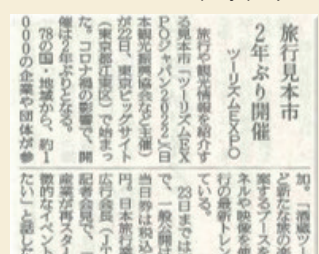


Newspapers & Magazines Exposure: 170 items (September-October)

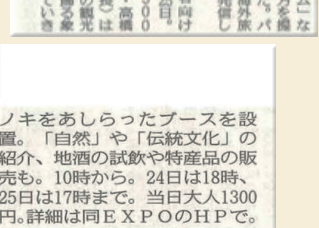
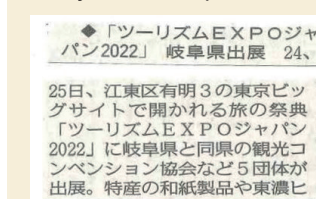
●Yomiuri Shimbun (Tokyo) Sept. 23



●Nihon Keizai Shimbun (Tokyo) Sept. 23



●Tokyo Shimbun Sept. 22



Number of WEB/SNS requests: 1,054 (September-October)

●Travel Watch Sept. 22



●Kyodo News Sept. 22



Production Items

●Flyer (for trade visitors)



●Flyer (for general public visitors)



●Signage (15 seconds/30 seconds)



SNS Campaign

A campaign was conducted on official SNS by exhibitors from the Brand PR Committee and related companies and organizations, aimed to promote attendance at the event, servicing as one publicized for the entire tourism industry to get excited about. *Below is examples of Committee and related companies posting.

●Bunkaru [Agency for Cultural Affairs official site] (46,243 followers)



●Japan Tourism Agency (100,470 followers)



●ANA (official site) (1,151,982 followers)



●Hawaii-gohawaii.com (official site) (2,390,916 followers)



●HIS_japan (H.I.S. official site) (106,006 followers)



●Tahiti Tourisme (1,051,780 followers)



●JTB (Official site) Domestic/Overseas Travel (198,746 followers)

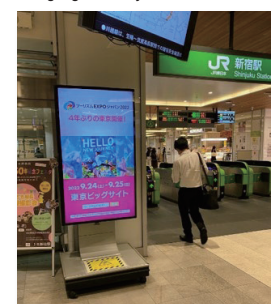


●Japan Airlines Co., Ltd. (JAL) (1,960,635 followers)



East Japan Railway Company

●Business cooperation Signage at Shinjuku Station



ALL NIPPON AIRWAYS CO., LTD.

●"TSUBASA GLOBAL WINGS" magazine, Aug issue



Ryoko Yomiuri Publication Co., Ltd.

●"Ryoko Yomiuri" magazine, Oct issue

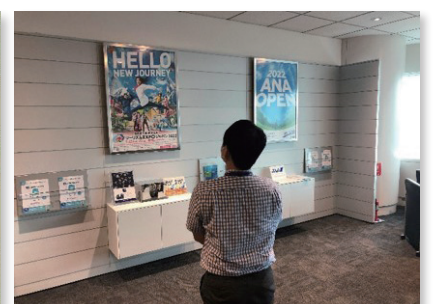


Japan Airlines Co., Ltd.

●"SKYWARD" magazine, Aug issue



Office visitor space Poster display



Production Items

●B1 Poster



●B3 Poster



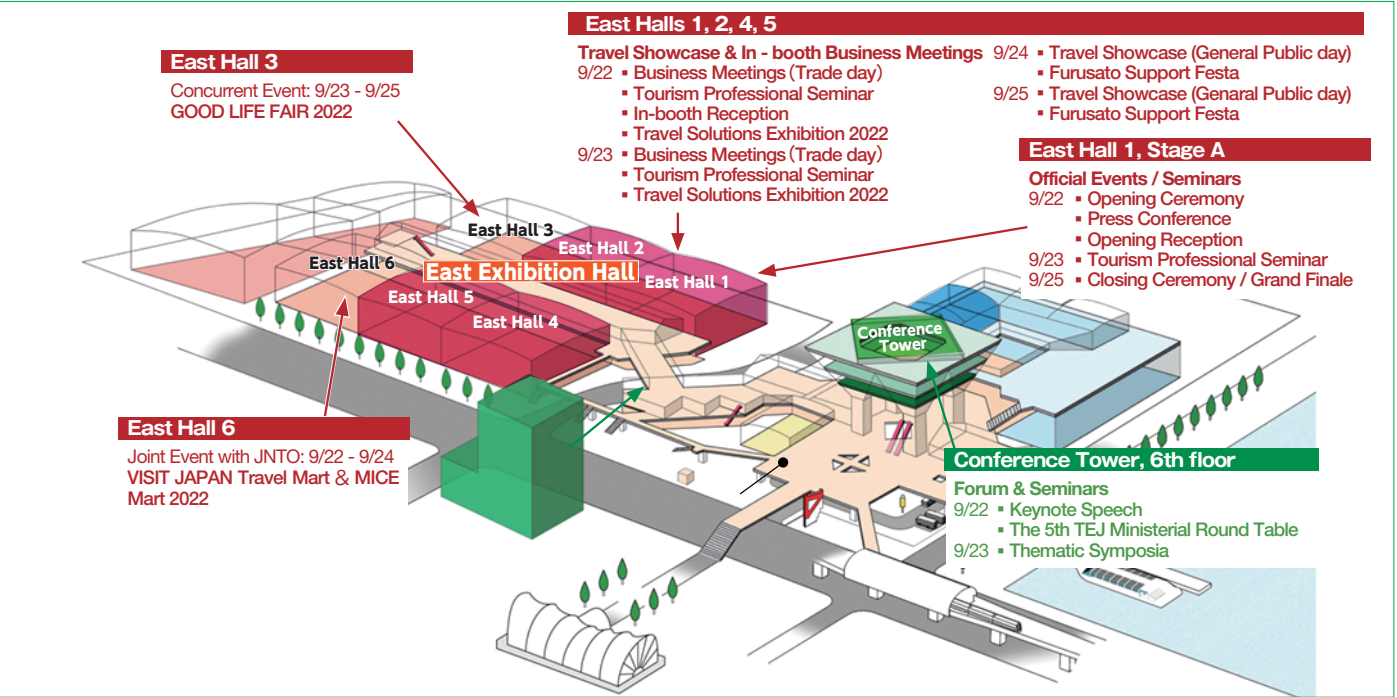
●2022 TEJ DAILY NEWS



Tourism EXPO Japan Overall Schedule

Date	Venue	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00
Thursday, Sept. 22	Conference Rooms 605-608	Opening Ceremony 9:30 - 10:00	Press Conference 10:15 - 10:45		Keynote Speech 13:00 - 13:30		The 5th TEJ Ministerial Round Table 13:50 - 15:50					
	East Exhibition Halls 1, 2, 4, 5			Travel Showcase & In - booth Business Meetings 10:00 - 17:00							Opening Reception 17:00 - 18:00	In-booth Reception 17:00 - 19:00
				Travel Solutions Exhibition 2022 10:00 - 17:00								
				Tourism Professional Seminar 10:30 - 17:00								
	East Exhibition Hall 6	VISIT JAPAN Travel Mart & MICE Mart 2022 9:00 - 18:00										
Friday, Holiday Sept. 23	Conference Rooms 605-608		Sustainable Tourism Symposium 10:00 - 11:30		Sustainable Tourism Symposium 13:00 - 14:30							
	East Exhibition Halls 1, 2, 4, 5			Tourism Professional Seminar 10:30 - 18:00								
				Travel Showcase & In - booth Business Meetings 10:00 - 18:00								
				Travel Solutions Exhibition 2022 10:00 - 18:00								
	East Exhibition Hall 3		GOOD LIFE FAIR 2022 10:00 - 18:00									
	East Exhibition Hall 6	VISIT JAPAN Travel Mart & MICE Mart 2022 9:00 - 18:00										
Saturday, Sept. 24	East Exhibition Halls 1, 2, 4, 5		Travel Showcase (General Public Day) 10:00 - 18:00									
	East Exhibition Hall 3		GOOD LIFE FAIR 2022 10:00 - 18:00									
	East Exhibition Hall 6	VISIT JAPAN Travel Mart & MICE Mart 2022 9:00 - 12:00										
Sunday, Sept. 25	East Exhibition Halls 1, 2, 4, 5		Travel Showcase (General Public Day) 10:00 - 17:00							Closing Ceremony / Grand Finale 16:30 - 17:00		
	East Exhibition Hall 3		GOOD LIFE FAIR 2022 10:00 - 17:00									

Tourism EXPO Japan 2022 Venue



■ Tokyo Big Sight:
Approx. 3 minutes' walk from Tokyo Big Sight Station by Yurikamome Line.
Approx. 7 minutes' walk from Kokusai-tenjijo Station by Rinkai Line.

List of Tourism EXPO Japan 2022 Sponsors, Supporting Organizations

Event Name: Tourism EXPO Japan 2022 / Organizers: APAN TRAVEL AND TOURISM ASSOCIATION / Japan Association of Travel Agents (JATA) / Japan National Tourism Organization (JNTO)

Organizing Committee

<Chairman>

Kenichiro Yamanishi CHAIRMAN & CEO, JAPAN TRAVEL AND TOURISM ASSOCIATION

<Vice Chairmen>

Hiroyuki Takahashi Chairperson, Japan Association of Travel Agents (JATA)
Satoshi Seino President, Japan National Tourism Organization (JNTO)

<Members>

Yoshiharu Ueki Director, Chairperson, Japan Airlines Co., Ltd.
Masayuki Onishi Chairman, JAPAN RYOKAN & HOTEL ASSOCIATION
Masaaki Okazaki Board Member, Senior Executive Officer, JCB Co., Ltd.
Naohisa Okuda Director-General, Nature Conservation Bureau, Ministry of the Environment, Government of Japan
Shinya Katanozaka Chairman, ANA HOLDINGS INC.
Yoichi Kise Executive Vice President, East Japan Railway Company
Takashi Goto President and Representative Director, SEIBU HOLDINGS INC.
Yoshiteru Koyano PRESIDENT & CEO, NIPPON TRAVEL AGENCY CO., LTD.
Koji Kondo Vice-President, All Nippon Travel Agents Association
Masahiko Sakamoto Director General, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government
Toru Takahashi Chairman, Managing Director, Japan and Micronesia Sales, Board of Airline Representatives in Japan (BOAR), United Airlines, Inc.
Noriko Takeuchi Vice Chair of the Board of Councillors, Chair, Committee on Tourism, KEIDANREN / President, Congrès Inc.
Tokura Shunichi Commissioner for Cultural Affairs, Agency for Cultural Affairs, Government of Japan
Nomoto Hirofumi Chairman, Japan Private Railway Association
Frédéric Mazenq Chairman, ANTOR-JAPAN / Director of Japan, ATOUT FRANCE
Koji Murofushi Commissioner, Japan Sports Agency
Tadashi Mogi Director-General for Commerce and Service Industry Policy, Ministry of Economy, Trade and Industry
Eijiro Yamakita President & CEO, JTB Corp.
Fumihiko Yuki President and Chief Executive Officer, East Nippon Expressway Company Limited
Koichi Wada Commissioner, Japan Tourism Agency

<Auditors>

Toshiyuki Urushibara Manager Internal Audit, ANA HOLDINGS INC
Tanaka Masato Officer, Tanaka Masato Tax Accountant Office

Planning Committee

<Chairman>

Hiroyuki Takahashi Chairperson, Japan Association of Travel Agents (JATA)

<Vice Chairmen>

Minoru Kubota PRESIDENT & COO, JAPAN TRAVEL AND TOURISM ASSOCIATION
Kyoji Kuramochi Executive Senior Vice President, Japan National Tourism Organization (JNTO)

<Members>

Yoshiaki Hompo Chief, UNWTO Regional Support Office for Asia and the Pacific
Takashi Ikemitsu Vice Commissioner, Japan Tourism Agency
Tomoji Ishii EXECUTIVE VICE PRESIDENT DIRECTOR OF PASSENGER MARKETING, CUSTOMER EXPERIENCE MANAGEMENT & PLANNING, ALL NIPPON AIRWAYS CO.,LTD.
Norihiko Imaizumi Chair, Sub-Committee on Planning Committee on Tourism, KEIDANREN / SENIOR FELLOW MACRO ENVIRONMENT RESEARCH DIV. POLICY AND MACRO ENVIRONMENT RESEARCH DEPT, DAI-ICHI LIFE RESEARCH INSTITUTE INC.
Tomotsugu Iwasaki General Manager, Education and Group Tour Department, Official Affairs and Regional Co - Creation Business Department, Kinki Nippon Tourist Co., Ltd.
Kiyotaka Uchimoto Representative of Secretariat, Council for Global Communication Development and Promotion
Katsumi Endo Executive Vice President, Japan National Tourism Organization (JNTO)
Takahiro Okano Director, Visitor Use Promotion Office, National Park Division, Nature Conservation Bureau, Ministry of the Environment, Government of Japan
Takashi Sakamoto PRESIDENT, YOMIURI TRAVEL SERVICE
Tetsuo Shimizu Professor, Department of Tourism Science, Vice-Director, Research Center for Co-creating System of Regional Planning and Management, Tokyo Metropolitan University

Tadashi Shimura President, Japan Association of Travel Agents (JATA)
Akihisa Suzuki VICE-PRESIDENT, JAPAN TRAVEL AND TOURISM ASSOCIATION
Mayumi Tsukuda Senior Director, Tourism Division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government
Hoshiko Nakano Executive Officer, Deputy Senior Vice President - Passenger Sales and Marketing, Japan Airlines Co., Ltd.
Hirohiko Nakahara Director General, Agency for Cultural Affairs, Government of Japan
Tetsuya Hirasawa General Manager, Regional Development Division, The Tokyo Chamber of Commerce and Industry
Takayuki Fujiwara Executive Officer, Head of Purchasing & Products Management Business Division, JTB Corp.
Hideki Furusawa General Manager, Tourism Strategy Office, East Japan Railway Company
Yoshitaka Hoshino Deputy Director-General, Japan Sports Agency
Shin Miyazawa General Manager of Regional Development Division, The Japan Chamber of Commerce and Industry
Takukazu Murami Director Domestic Travel Department, TOBU TOP TOURS CO., LTD.
Naofumi Yoshida Marketing Strategy Headquarters, Co-Head, Nippon Travel Agency Co., Ltd.

Special Cooperation All Nippon Travel Agents Association (ANTA)

Support Ministry of Land, Infrastructure, Transport and Tourism
Japan Tourism Agency
Ministry of Internal Affairs and Communications
Ministry of Foreign Affairs
Japan Sports Agency
Agency for Cultural Affairs
Ministry of Health, Labour and Welfare
Ministry of Agriculture, Forestry and Fisheries
Ministry of the Environment
Tokyo Metropolitan Government
Tokyo Convention & Visitors Bureau
Japan External Trade Organization (JETRO)
Japan Business Federation (KEIDANREN)
The Japan Chamber of Commerce and Industry
The Tokyo Chamber of Commerce and Industry

Planning / Operation Tourism EXPO Japan Promotion Office

Sponsors

● **Official Sponsor** JCB Co., Ltd.
● **Travel Showcase**
Gold Sponsor Philippine Department of Tourism
Silver Sponsor Hawai'i Tourism Japan
ALL NIPPON AIRWAYS CO., LTD.
Japan Airlines Co., Ltd.
East Japan Railway Company
Japan Airport Terminal Co., Ltd.
Tokyo International Air Terminal Corporation
BRICK's Corporation
Bronze Sponsor Oriental Land Co., Ltd.
Tokio Marine & Nichido Fire Insurance Co., Ltd.

Supporter Central Japan Railway Company
West Japan Railway Company
Hokkaido Railway Company
Shikoku Railway Company
Kyushu Railway Company

● **Opening Reception**
Silver Partner ALL NIPPON AIRWAYS CO., LTD.
Japan Airlines Co., Ltd.
Operational Cooperation Tokyo Convention & Visitors Bureau
Tokyo-Koenji Awa-Odori / Kikusui Ren

● **VIP Pass Strap Sponsor**
Travel Marketing & Assistance Inc.

● **Forum & Seminar Sponsor**
Produce216, co.

(as of Sept. 1, 2022)