



Adventure Tourism

Experience the benefits of everything from business negotiations to market recognition at the Tourism Expo Japan Special Event!

September 22 -25, 2022 Tokyo Big Sight

Adventure tourism is a new way of traveling that allows people to experience local culture and nature through activities.

Tourism EXPO Japan 2022 will prepare a special Adventure Tourism project to contribute to the creation of a sustainable tourism infrastructure and the revitalization of local economies.

To this end, we invite a wide range of exhibitors, including local governments, DMCs, businesses that provide and operate tourism materials, and travel agencies.



Image

Adventure Tourism



Adventure Travel consisting of two of the above three components: a physical activity, a cultural exchange, and engagement with nature.



Contributing to the Economy

Sustainable Tourism

<Project Goal>

By opening a wide variety of domestic and international adventure tourism-related materials, and publicizing this project as a special event, we will attract interest, improve the effectiveness of business meetings, and increase the reach of information to a wide range of potential customers.

<Exhibition Price>

We offer a compact “ready-to-exhibit” and inexpensive exhibit plan!

JPY 220,000 (tax included) *Booth size W2m × D2m

*You can also participate in the special Adventure Tourism program while exhibiting under the regular plan to match your exhibition strategy and plan. (Regular Exhibition Plan: JPY 550,000/booth(9m²))

The Price includes the Following

• Exhibition Booth (W2m×D2m)

System panel, Company name plate, One table, Four chairs, 100V500W power supply and one outlet, 3 Exhibitors’ pass

• Web-based Exhibitors’ PR Activities

Placement of exhibitors’ descriptions in text format, photos and videos
※Period: June 1 – December 31, 2022

• Business Meetings (Pre-arranged Appointments)

Two registrations/booth
※Maximum of 21 sessions can be arranged physically. 20minutes/session)

• Advertising and PR for the Special Project by Organizer

- ※Includes the following
- Project outline introduced on the feature page of our official website
- Special project exposure using venue billboards (the venue map, etc.)
- Project outline introduced in the venue guide (digital version)



Booth Image



Adventure Tourism 2019



Venue Guide (digital format)



Website (image)

Results of the Adventure Tourism in 2019

Exhibition Period & Venue: October 24 – 27, 2019 / Intex Osaka

Exhibitors: 12 companies and organizations within 15 booths

※ Exhibitors : Kualoa Ranch Hawaii, Inc, Hawaii Park Holdings, LLC Db/a: Wet 'n Wild Hawaii, Attractions Hawaii d/b/a Sea Life Park Hawaii, E NOA CORPORATION, Blue Hawaiian Helicopters, CLIMB works Keana Farms, ROBERTS HAWAII, Polynesian Cultural Center, And You Creations / Dolphins and You, USS Missouri Association, Inc., NASH Co., Ltd., Cook Islands Tourism Japan

What is Tourism EXPO Japan?



Tourism Expo Japan is a comprehensive tourism event designed to lead the world of tourism, bring together people from various industries, in addition to tourism, to promote overseas, domestic, and inbound tourism, and revitalize local communities. It also provides opportunities for sharing and discussing information, exhibitions and business meetings, consumer promotions, and direct marketing.

Tourism Expo Japan 2022 4 Programs

Exhibitions and Business Meetings



Forum and Seminars



Networking Program



Award Program

* Award Program will not be conducted in 2022

Tourism Expo Japan 2022 Outline

| | |
|---------------------|---|
| Event Name | Tourism EXPO Japan 2022 |
| Organizer | Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO) |
| Special Cooperation | All Nippon Travel Agents Association (ANTA) |
| Period | September 22 – 25, 2022 (22 & 23 for Trade & Business · 24 & 25 for General Public) |
| Venue | Tokyo Big Sight (East Hall) and Conference Tower |
| Programs | Exhibitions and Business Meetings · Networking Program · Forum and Seminars · Award Program * * Award Program will not be conducted in 2022. |

※Result in 2019 【Exhibitors】 100 Countries and Regions / 47 Prefectures
1,475 Companies and Organizations
【Visitors】 151,099 visitors (Trade & Business : 48,308 · General Public : 102,791)

Further Promotional Opportunities

Exhibitor promotion support, both before and after the event!!

Long term promotional activities

The online platform offers to store the exhibitors' description in text, image photos, and videos early in advance and the post exhibition.

*The website platform will be available between early-June and late-December.



During the event

Organizer conducts live video coverage on the official website to support exhibitors presentations and promotional activities.

* Organizer will determine the shooting contents depending on the exhibitors' contents.



Tourism Expo Japan 2022 Initiatives (image)

Tourism EXPO Japan
Promotion Office
(Weekday 9:30-17:30)

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

Anti-COVID 19 Measures

To help ensure all participants are able to safely experience the power of travel, Tourism Expo Japan will take all possible measures to prevent the spread of the novel coronavirus based on the guidelines and policies issued by the relevant authorities.