



Recapturing scenes from TEJ2022 (Upper left: Tourism Ministerial Roundtable, Upper right: Thematic symposiums, Lower left: Exhibition booths, Lower right: Business meeting booths)



Upper photo: Three members from NMB48, (from left to right) Keiko Shiotsuki, Karin Kojima, Yuina Deguchi, working as public relations ambassador of TEJ2023 Osaka/Kansai, Lower photo: TEJ2019 opening ceremony in Osaka

## TEJ 2023 presents the future of diversifying tourism industry

### Tourism EXPO kicks off with “Rethink” as a forum theme to lead way to successful 2025 WORLD EXPO

Tourism EXPO Japan 2023 Osaka/Kansai (TEJ 2023), one of the largest tourism fairs in the world, is being held at INTEX Osaka from Oct. 26 to 29, organized by Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), and Japan National Tourism Organization (JNTO). This year's theme is “Open the Door to the Future.”

Overcoming the turmoil of COVID-19 and witnessing the growing momentum for domestic, inbound and outbound travel, tourism stakeholders from around the world will gather in Osaka for the first time in four years. The event will present the future of an ever-evolving tourism industry, putting a focus on four key topics: “Presenting the Future of Travel,” “Paving the Way for Expo 2025 Osaka, Kansai, Japan,” “Introducing the New Attraction of Japan from Kansai to the World,” and “Contributing to Sustainable Development.” Together with TEJ 2023, VISIT JAPAN Travel & MICE Mart (VJTM) 2023, business meetings

for inbound travel to Japan organized by JNTO is also set to be held at the same venue for further development of fast-recovering inbound travel.

Business meetings, forums and symposiums, etc. will take place for the tourism stakeholders on the Trade and Press days of Oct. 26 and 27. Exhibitions and events will be open to the public on Oct. 28 and 29 to introduce the latest information on traveling with a special area representing the future state of Osaka and Kansai at the venue.

The forums for industry stakeholders will be held under the theme of “Rethink” Tourism for the Future” to explore the development of the tourism industry by sharing knowledge and through discussions. Various sessions are planned, including a keynote speech highlighting EXPO 2025 Osaka, Kansai, a round table of tourism ministers, symposiums on adventure tourism and other topics, the Japan Tourism Awards ceremony presentation,

and professional seminars.

While COVID-19 had restricted in-person exchanges, it also renewed our perception of the power of tourism, a key to regional revitalization and the dynamics of travel that brings smiles to people worldwide. In addition, the environment surrounding businesses is changing rapidly, with the emergence of new concepts such as SDGs and DX. This year marks a milestone for reviving tourism demand in Japan and abroad on a full scale after the COVID-19 pandemic and creating a path to the success of EXPO 2025 Osaka, Kansai, Japan's national event, in a sustainable format. Amid a strong movement to create a new market for interaction with the power of traveling, there will be high expectations of what Osaka can deliver to showcase Japan's future of tourism.

During the four-day event, TEJ expects 150,000 visitors this year, the same level as in pre-pandemic 2019, and more than 8,000 business meetings.

## MESSAGE



**Hiroyuki Takahashi**  
Chairman, Tourism EXPO Japan Executive Committee

### From Osaka, the event delivers new tourism in Japan nationwide and globally

Welcome to Tourism EXPO Japan. We are delighted to hold our 9th event in Osaka, a city now attracting worldwide attention with the upcoming EXPO 2025 Osaka, Kansai and the opening of an integrated resort. We will introduce the latest trend of tourism in Japan from Osaka/Kansai and create a significant movement to revitalize Japan.

Our theme this year is “Open the Door to the Future.” We will present various products, services, innovations, and information leading the way to the 2025 EXPO and beyond.

This year, “VISIT JAPAN Travel & MICE Mart 2023” will return to a fully in-person format after four years. In addition, in marking the 50th anniversary of Japan-ASEAN friendship and cooperation this year, the Ministerial round table invites representatives mainly from the ASEAN countries to discuss the future of tourism. As an opening of the event, Mr. Masaru Ishikawa, the Site Operation Producer for the 2025 EXPO, will give the keynote speech.

We expect over 2,000 guests to the Welcome Reception, more than in pre-COVID 2019. Exhibitors from Japan and over 80 countries and regions will gather this year. We hope you enjoy the event and open the door to new forms of travel for the future.



**Shinichi Fukushima**  
Chairman, Osaka Convention & Tourism Bureau

### Powerful Event to Develop an Atmosphere for the 2025 EXPO

We are pleased to hold Tourism EXPO Japan in Osaka for the first time in the city after 2019. COVID-19 has struck tourism-related businesses for nearly three years, but domestic travel as well as inbound travel to Japan today is seeing a recovering trend, owing to the national travel support and relaxation of border control.

We have about 500 days until the 2025 EXPO, Osaka, Kansai. We are delighted to be able to hold Tourism EXPO Japan in the same city before such a big event in the best of times.

This year’s Tourism EXPO Japan is more powerful than ever. Participants come from various industries and organizations, which reminds us of the broad base of the tourism industry.

To create momentum for the 2025 EXPO, we will exhibit the future of Osaka and the Kansai region with 11 booths, all of which have a lot to offer. In addition, we will feature a full lineup of local specialty foods from Osaka with some famous shops.

Tourism EXPO Japan 2023 will trigger a complete revitalization of Japan and prepare the way for 2025 EXPO. We are looking forward to seeing you at the venue.

## A challenge of Kansai, the gateway to Asia

Rethink the industry upon a complete return of two-way tourism, with growing expectations on WORLD EXPO, AT, tourism SDGs and other new trends



Tourism EXPO Japan 2023 Osaka/Kansai delivers the new charm of traveling to the world from Kansai -- the gateway to Asia -- designing domestic, outbound, and inbound travel for Japan. This first TEJ being held in Osaka in four years intends to take on a challenge for the future, facilitate a regional economic revitalization in the Kansai region and to welcome participants with various programs poised toward the Expo 2025 Osaka, Kansai. The event also features new trends and issues surrounding the tourism industry, including Adventure Tourism (AT), global environment, tourism SDGs, and Travel Tech.

### Forum & Seminars

#### Sharing Local and Global Issues

##### ◎Keynote Speech on “Expo x Tourism”

The forums and seminars for the tourism stakeholders, with a theme of “Rethinking Tourism for a Better Future,” will focus on global environmental issues and the programs to build momentum for the Expo 2025, which is expected to be an activator for sustained growth in Japan.

The keynote speech will be given by Masaru Ishikawa, the Site Operation Producer for Expo 2025 Osaka, Kansai. Expo 2025 aims to expand business opportunities in Kansai and surrounding regions, revitalize the local economy through exchanges with different cultures, and promote Japan’s attraction to the world. Ishikawa’s speech, titled “Creating a New Era of Expo,” kicks off the four-day event, providing ideas on “Expo x Tourism.” The panel discussions will be moderated by Yasushi Karakita, President and CEO of Tobu Top Tours, welcoming Yoshiro Shimoji, Chairman at Okinawa Convention & Visitors Bureau; Eijiro Yamakita, President and CEO of JTB; and other leading figures in the tourism industry in Japan serving as panelists.

##### ◎Thematic Symposiums on Outbound Travel and AT

Symposiums this year will look into “Expo 2025,” “outbound travel,” and “Adventure Tourism.” Outbound travel has been having a slower recovery than domestic and inbound travel in Japan. Experts will discuss how to create an environment where Japanese people can enjoy overseas travel

## Highlights of TEJ 2023

amid the weak yen, skyrocketing air and land costs, and psychological hurdles.

Adventure Tourism is defined as a form of travel combining two or more of the three elements: physical activity, a cultural exchange, or activities in nature. It contributes to all three strategic pillars of an updated Tourism Nation Promotion Basic Plan approved by the Japanese government in March this year, which include (1) creating sustainable tourism destinations, (2) recovering inbound tourism, and (3) expanding domestic exchanges. It expects increasing medium- to long-term visitors and repeat travelers.

In September this year, the Adventure Travel World Summit (ATWS) was held in Hokkaido as the first event to be held in Asia and went successfully.

### ◎ The 6th Tourism Ministerial Roundtable

The world's top tourism leaders will also visit Osaka for the first time in four years. With 2023 marking the 50th anniversary of the friendship and cooperation between Japan and ASEAN (Association of Southeast Asian Nations), the 6th TEJ Tourism Ministerial Roundtable will invite tourism ministers and heads of tourism administrations from various countries, mainly from ASEAN, as well as the representatives from five international tourism organizations, namely the World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), the Pacific Asia Tourism Association (PATA), the European Tourism Commission (ETC), and the Adventure Travel Trade Association (ATTA).

The roundtable last year concluded with a plan to create a structure of public-private partnership solutions in terms of efforts by the tourism industry to combat climate change. The top executives will exchange opinions on tourism issues, the global environment, and the regeneration of tourism post-COVID-19. As a new attempt this year, a simple inflatable tent is used as a waiting room for the representatives, suggesting a potential use for MICE.

### ◎ Seminars of Various Topics for Professionals

Tourism professional seminars offer a variety of lineups such as tourism DX, eco-tourism guidance, sake brewery tourism, destination seminars of Middle East & Asia area, legal seminars, inbound-related seminars, and Space Travel. Amid a worldwide trend of digital technologies transforming traditional business models, seminars on DX, in particular, are expected to showcase various companies and organizations' efforts to increase the attraction of traveling experience by promoting DX in Japan.



Adventure Travel, one of the topics for thematic symposium (Left), initiatives of countries from the Middle East such as Saudi Arabia, and Central Asia draw attention at travel showcase (Right: Diriyah Ruins [World Heritage] from Saudi Arabia)



TEJ will also present the 7th Japan Tourism Awards, recognizing sustainable and outstanding efforts by groups, organizations and companies in Japan and abroad that have contributed to the development and expansion of tourism.

TEJ also offers a networking opportunity for guests, sponsors, buyers, and exhibitors from all over the world at the Welcome Reception on the first day, with dance and jazz performances as well as sake from Nada, Hyogo Prefecture, and other authentic local foods from Kansai.

### Travel Showcase & Business Meeting

#### Highlight Recovery of Tourism

##### ◎ New Possibilities

##### in the Middle East and Asia

The exhibition booths will be open to the public on Oct. 28 and 29 in addition to the trade and press days of Oct. 26 and 27. The booths will offer the latest information on stimulating outbound and domestic travel, gorgeous ethnic costumes, styles of local cuisine, and stage performances from around the globe. Many exhibitors develop tourism resources suitable for the future and appeal to visitors through events that make the best of regional characteristics and experiences using digital technologies which support the growing Travel Tech.

As exhibitors from abroad, the Saudi Arabian National Tourism Organization is one of the highlights, as the country is expanding investment in the tourism sector, and resort and smart city developments are underway in various regions. Other notable exhibitors include five Central Asian countries (Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, and Turkmenistan), and Mongolia. As usual, Hawaii, South Korea, China, the U.S., and Europe will present large exhibitions.

##### ◎ Showcasing New Styles of Travel

TEJ also has set up a special section to feature "new ways of travel." Teleworking has boosted Workation and Learcation -- a compound word of "learning" and vacation" today. "Drive

tourism" is rising with the growing popularity of roadside stations selling local specialties, and "Dark Sky Tourism" promotes nighttime and long-stay tourism.

In addition, "Cruises" for reviving travel on the ocean, "Academy" for fostering tourism human resources and building a network of industry-government-academia collaboration, and "Sports Tourism," "Adventure Tourism" and "Tourism SDGs" will be presented to drive the advancement of tourism and further open the door to the future.

##### ◎ To the Bright Future of Kansai

One of the features of the Osaka event is a space representing the future of the Osaka/Kansai area, offering a glimpse into the fun and bright future of the region. After being struck hard by COVID-19, Japan's tourism industry is now steadily moving toward a revival.

Starting with TEJ, Kansai will be hosting a series of major projects, including Expo 2025 Osaka, Kansai, World Masters Games 2027, and the opening of an IR (integrated resort). In 2024, Japan will celebrate the 60th anniversary of its liberalization of outbound travel. The future of the tourism industry will restart at TEJ.

##### ◎ Inbound and Travel Tech Business Meetings

VISIT JAPAN TRAVEL & MICE Mart, Japan's most significant business meeting for inbound travel, will be held by JNTO, with TEJ, bringing together 280 international and 300 domestic participants for over 6,000 business meetings. Subcommittee meetings will go over sustainable tourism, adventure travel, art & culture to encourage the creation of advanced travel tours. Familiarization trips will be held to introduce unique experiences around West Japan. "Travel Solution 2023" will also be co-hosted by TEJ and Nikkei Inc. The business meetings will be held between companies and organizations offering technologies such as 5G, biometrics, and robot technologies and TEJ exhibitors seeking solutions to their local issues.