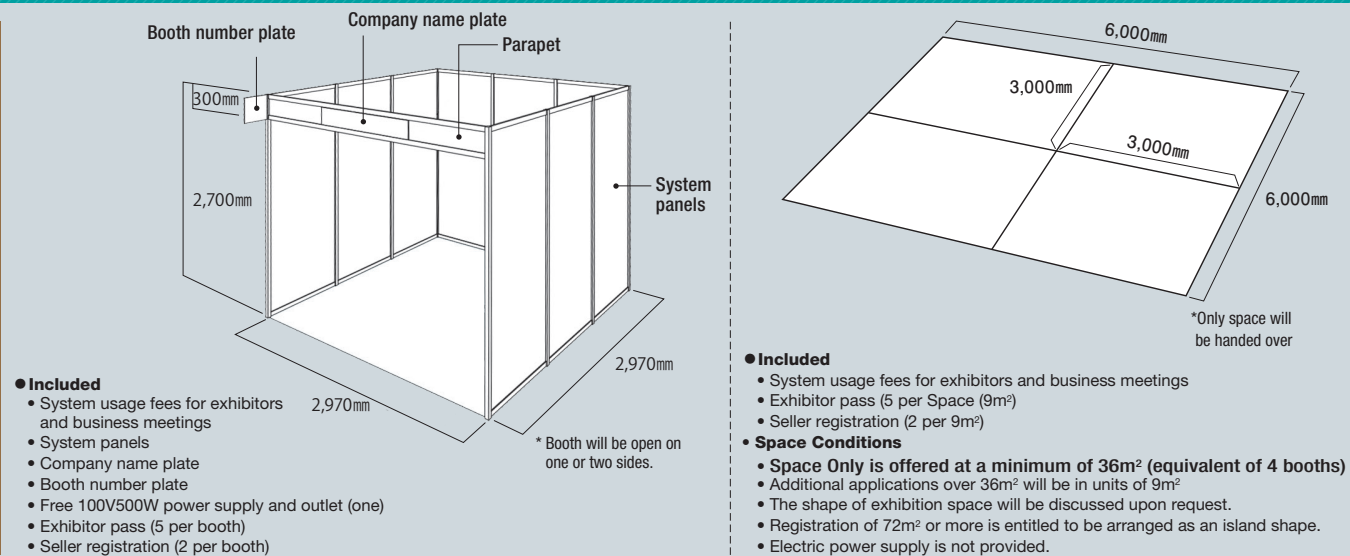


Fees

Exhibiting Fees		Standard Booth	Space Only
	Super Early-bird Discount (10% off)	JPY 519,750 Expired (tax included) / per booth (9m ²)	JPY 467,250 Expired (tax included) / 9m ²
	Early-bird (8% off)	JPY 531,300 Expired (tax included) / per booth (9m ²)	JPY 478,170 Expired (tax included) / 9m ²
	Standard	JPY 577,500 (tax included) / per booth (9m ²)	JPY 519,750 (tax included) / 9m ²

EXHIBITION BOOTH SPECIFICATIONS



Storage rooms

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

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

- Storage room(s) can be ordered based on the number of exhibiting booth (space) as following conditions. up to 7 booth space: 1 room, 8-19: 2 rooms, 20 or more: 3 rooms
- Please note that if space is available after the deadline, we may accept more applications than the number specified above.
- One application for (a) storage room(s) per exhibition application.
- There are limitations on the number of storage rooms.
- Applications are accepted on a first-come, first-served basis, and adjustments might be made.
- Location will be assigned by Promotion Office.

* Storage rooms can be locked, however, they do not contain any shelves or power sources. Those have to be arranged separately.

APPLICATION DEADLINE

Super Early-bird Discount Application Deadline
October 3, 2022 (Mon) **Expired** **December 27, 2022** (Tue.)

Early-bird Discount Application Deadline
December 28, 2022 (Wed) **Expired** **March 31, 2023** (Fri.)

Standard Application Deadline
June 30, 2023 (Fri.)

UPCOMING EVENT SCHEDULE

Dec. 27, 2022	Super Early-bird Expired Application deadline
Mar. 31, 2023	Early-bird discount Expired Application deadline
June 30	Regular Application deadline
Mid Jul.	Exhibitors Explanatory Meeting
Mid Jul.	Start of Business Meeting registration
Late Aug.	Deadline for submitting application documents
Early Oct.	Business Meeting schedule finalized

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

Tourism EXPO Japan Promotion Office

ADD: Zen-Nittsu Kasumigaseki Bldg 4F, 3-3-3 Kasumigaseki, Chiyoda-ku, Tokyo, 100-0013, JAPAN
TEL: +81-(0)3-5510-2004 FAX: +81-(0)3-5510-2012 E-mail: event@t-expo.jp

Regarding Preventative Measures Against COVID-19 Infection

To ensure the safety of the visitors while experiencing the "power of travel," the Tourism EXPO Japan will be conducted taking all possible precautions to prevent COVID-19 infection following the guidelines and protocols provided by the relevant authorities.

As a comprehensive tourism industry event leading a new era in tourism, "Tourism EXPO Japan" promotes "sustainable tourism" and lends support to the dissemination of a wide range of the "future of travel."

A Comprehensive Tourism Event Bringing Together Information & Industry Professionals Involved in the Tourism Business

Tourism Expo Japan 2023 OSAKA/KANSAI

"Tourism EXPO Japan 2023 OSAKA/KANSAI" Guide to the Exhibition



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) and Japan National Tourism Organization (JNTO)

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

SIMULTANEOUSLY HELD/ Travel Solutions Exhibition 2023

Share a vision of the future of tourism from Gateway Kansai

In 2022, under the theme of "Taking on a New Era -ReStart!" following the COVID-19 pandemic, the event was held in-person with safe and secure measures to prevent the spread of infection, symbolizing a successful restart and revival of the tourism industry. Tourism EXPO Japan 2023 will take place in Osaka/Kansai, a major commercial center that is attracting attention for hosting the World EXPO 2025 based on the theme of "Designing Future Society for Our Lives", in order to sustain emerging trends and present a future vision of the ever-changing and diversifying tourism industry.

3 Benefits of Exhibiting at Tourism EXPO Japan

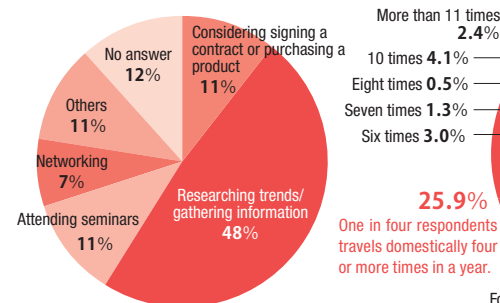
1 Opportunities for business meetings and promotions in Western Japan!

According to a survey conducted at Tourism EXPO Japan 2019 Osaka/Kansai, 48% of industry professionals visited the event to research trends and gather information. This was followed by 11% who were attending a seminar, networking, or considering signing a contract or purchasing a product, which indicates effective industry promotion and business negotiations are possible. A survey of travel trends conducted on general visitors revealed that overall travel motivation is extremely high, with more than

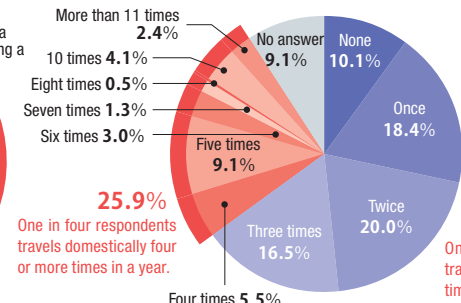
80% of respondents enjoying overnight trips in Japan at least once a year and one out of four respondents being frequent travelers who make four or more domestic trips a year. Nearly 60% of respondents have made at least one overnight trip abroad within the past five years, and one in three has made four or more trips abroad in 5 years. It is possible to promote and market directly to general visitors who have a strong desire to travel.

2019 VISITORS Total **151,099** Visitors
(Trade/Press Day 48,308 Visitors, General Public Day 102,791 Visitors)

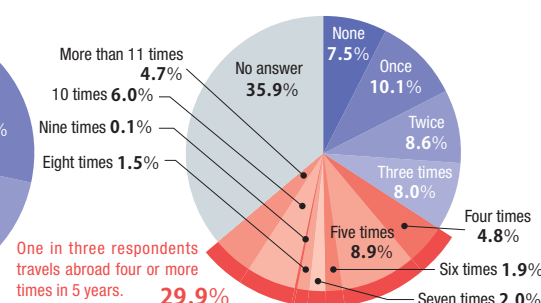
2019 Survey Results: Purpose of visiting the event



Travel experience in the past year (domestic travel)



Travel experience in the past 5 years (overseas travel)



2 New business opportunities only available at Tourism EXPO Japan

We are offering great opportunities to have business meetings with persons you can only meet at TEJ, including businesses in other industries that offer various business solutions to the tourism industry and travel agencies based not only in the Kansai region but also in the regions throughout Japan.

At the appointment-based business meetings, exhibitors can also conduct business meetings with other exhibitors from other countries and regions as well as companies in the same industry that would not usually have a chance to meet.

Buyers will be registered from all over Japan, with a focus on the Kansai region. We will also consider registration of buyers from overseas travel agencies.

Who Can You Meet?



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

Example: travel planners of domestic travel companies who are searching for travel products of domestic, inbound, and outbound travel, tourism industry professionals searching for the latest information, and companies and organizations in other industries seeking business opportunities in the tourism industry.

Travel professionals Involved with domestic, outbound and inbound travel
Tourism EXPO Japan Exhibitors

Example: Local governments, DMOs, overseas tourism bureaus, sales managers at hotels and accommodation facilities, etc. who are participating in Tourism EXPO Japan.

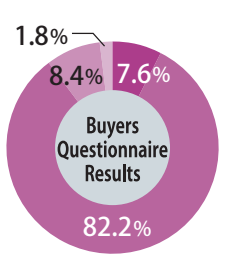
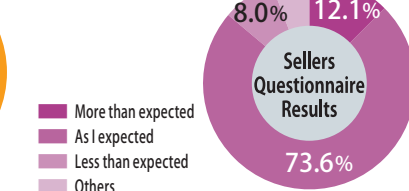
2019 NUMBER OF APPOINTMENTS **8,392** **APPOINTMENTS**
NUMBER OF PARTICIPATING SELLERS **978** **COMPANIES**
NUMBER OF PARTICIPATING BUYERS **645** **COMPANIES**

Survey on Business Meetings Participants

Are the business meetings beneficial?



Were the contents of the meetings as expected?



Appointment-based business meetings are held to enable buyers to directly meet with sellers in the exhibition booths by using the advance appointment system.

3 Long-term promotional support

We will support the exhibitors' promotion through our website such as placing the exhibitor information (videos, images, text) and a gourmet food ordering corner, not only during the event, but also before and after the event for up to six months.



Programs	Trade/Press Day	Oct. 26 (Thu.)	<ul style="list-style-type: none"> Opening Ceremony Keynote Speech TEJ Ministerial Round Table Travel Showcase & In-booth Business Meetings (Trade/Press Day) Travel Solutions Exhibition 2023 In-booth Reception Tourism Professional Seminars Opening Reception
	General Public Day	Oct. 27 (Fri.)	<ul style="list-style-type: none"> Travel Showcase & In-booth Business Meetings (Trade/Press Day) Travel Solutions Exhibition 2023 Tourism Professional Seminars Thematic Symposia
	General Public Day	Oct. 28 (Sat.)	<ul style="list-style-type: none"> Travel Showcase (General Public Day)
	General Public Day	Oct. 29 (Sun.)	<ul style="list-style-type: none"> Travel Showcase (General Public Day) Closing Ceremony/Grand Finale

* including tentative schedule

Tourism Expo Japan 2022 in Numbers

The Recovery Began in 2022 !

Tourism EXPO Japan 2022 Results	No. of Exhibitors	78 Countries/Regions, 47 Prefectures in Japan	1,018 Companies/Organizations	1,215 Booths
	No. of Visitors	Trade/Press: 43,605 Gen. Visitors: 80,469	TOTAL: 124,074	
	No. of Business Meetings	Sellers: 626 Buyers: 554	Total Meetings: 5,114	
	Media Exposure	No. of Exposures: 1,710	Ad value: Over 400 million yen	