



# Tourism Expo Japan

# 2024

# Sept. 26 (Thu.) - Sept. 29 (Sun.), 2024

## Tokyo Big Sight

Date & Time

Trade/Press Day

10:00 a.m. - 6:00 p.m. Sept. 26 (Thu.)

10:00 a.m. - 6:00 p.m. Sept. 27 (Fri.)

Public Day

10:00 a.m. - 6:00 p.m. Sept. 28 (Sat.)

10:00 a.m. - 5:00 p.m. Sept. 29 (Sun.)

ORGANIZED BY

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

JOINTLY HELD/Travel Solutions 2024 (Tentative)

Actual Results of the Tourism EXPO Japan 2023

2023 VISITORS

Total **148,062** Visitors

- Oct. 26 (Thu.) Trade/Press Day 23,071 Visitors
- Oct. 27 (Fri.) Trade/Press Day 26,089 Visitors
- Oct. 28 (Sat.) Public Day 48,305 Visitors
- Oct. 29 (Sun.) Public Day 50,597 Visitors

2023 EXHIBITORS

No. of exhibitors **1,442** **1,275**  
booths COMPANIES / ORGANIZATIONS

NUMBER OF APPOINTMENTS

**5,768**  
APPOINTMENTS

NUMBER OF PARTICIPATING SELLERS

**1,037**  
COMPANIES

NUMBER OF PARTICIPATING BUYERS

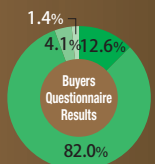
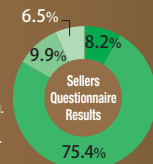
**529**  
COMPANIES

Questionnaire for Participants in Business Discussions

Were the Business Meetings beneficial?  
■ Yes, they were.  
■ No, they were not.



Were the results from the Business Discussions what you expected?  
■ More than expected.  
■ As expected.  
■ Less than expected.  
■ Other



## Fees

	Standard Booth	Space Only
Exhibiting Fees	Super Early-bird Discount (10% off) <b>¥551,100</b> (tax included) per booth (9㎡)	<b>¥496,100</b> (tax included) per space (9㎡)
	Early-bird Discount (8% off) <b>¥563,200</b> (tax included) per booth (9㎡)	<b>¥507,100</b> (tax included) per space (9㎡)
	Regular <b>¥612,700</b> (tax included) per booth (9㎡)	<b>¥551,100</b> (tax included) per space (9㎡)

### Standard Booth

**● Included**

- System usage fees for exhibitors and business meetings
- System panels
- Free 100V500W power supply and outlet (one)
- Exhibitor pass (5 per booth)
- Company name plate
- Booth number plate
- Seller registration (2 per booth)

\* Booth will be open on one or two sides.

### Space Only

• Space Only is offered at a minimum of 36㎡ (equivalent of 4 booths)

- Additional applications over 36㎡ will be in units of 9㎡
- The shape of exhibition space will be discussed upon request.
- Registration of 72㎡ or more is entitled to be arranged as an island shape.

**● Included**

- System usage fees for exhibitors and business meetings
- Exhibitor pass (5 per space (9㎡))
- Seller registration (2 per 9㎡)

\* Electric power supply is not provided.

\* Only space will be handed over

### Storage Rooms

**¥121,000** (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 will be accepted on a first-come, first-served basis, and adjustments may be made.

- Location will be assigned by Promotion Office.

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

Application Start Date **October 26, 2023 (Thu.)**

Super Early-bird Discount Application Deadline  
**December 29, 2023 (Fri.)**

Early-bird Discount Application Deadline  
**February 29, 2024 (Thu.)**

Regular Application Deadline  
**April 30, 2024 (Tue.)**

Click here to apply, view and download various information and materials

<https://t-expo.jp>

Tourism Expo Japan Promotion Office

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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."