



The Power of Travel

Tourism Expo Japan 2023

[OSAKA
KANSAI]

October 26 (Thursday) – 29 (Sunday), 2023
INTEX OSAKA

REPORT

Open the Door to the Future

See Your Future Travels

No. of Exhibitors

70 countries and regions

1,275 companies and organizations

No. of Visitors **Total: 148,062** Visitors

October 26 (Trade & Business Day) **23,071** October 28 (General Public Day) **48,305**

October 27 (Trade & Business Day) **26,089** October 29 (General Public Day) **50,597**

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



Tourism EXPO Japan 2023 The "Restart of Nippon" – TEJ Draws 148,062 Visitors to Kansai!

The Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), and Japan National Tourism Organization (JNTO) jointly organized "Tourism EXPO Japan (TEJ) 2023 OSAKA / KANSAI" from Thursday, October 26 to Sunday, October 29, 2023, at INTEX OSAKA. Under the 9th TEJ in 2023's main theme of "Open the Door to the Future," it drew 1,275 companies and organizations from 70 countries and regions around the world as exhibitors, attracting 148,062 visitors during the exhibition period. It underscored Osaka and Kansai as vibrant amid its preparation for the Expo 2025 Osaka, Kansai, Japan.

The theme of the trade and business day forums on October 26 and October 27 was "Rethinking Tourism for a Better Future." In addition to a keynote speech "Creating an Expo of the new era together" the 6th TEJ Ministerial Round Table brought together tourism ministers and leaders of tourism from nine countries and executives of five global tourism organizations. It featured a diverse exchange of views on sustainable tourism and communities. At a press conference, JATA Chairperson Hiroyuki Takahashi explained the significance of rethinking tourism, saying, "We need to develop travel that is appropriate for the post-COVID-19 pandemic," including responses to the SDGs and decarbonization. He also expressed his enthusiasm for "taking

the opportunity at TEJ, which exhibited a wide range of styles for the new era, to connect it to the World EXPO". The event was attended by 529 buyers and 1,037 sellers, generating 5,768 business discussions held on a pre-registration basis, with activities to ensure that the opportunities for renewed growth was not missed.

Many of the exhibitors were focused on the future, such as sustainable tourism, EXPO 2025, workcations, and virtual reality (VR) connecting the past with the future, which were well received by participants, including on general public days – the weekend on October 28 and 29.

Tourism EXPO Japan 2024, marking the 60th anniversary of the liberalization of overseas travel that opened the door to globalization for the Japanese, is scheduled from Thursday, September 26 to Sunday, September 29, 2024 at TOKYO BIG SIGHT.



From left: Tourism EXPO Japan 2023 OSAKA / KANSAI PR Ambassador NMB48 (Karin Kojima, Yuina Deguchi, Keito Shiotsuki); Japan National Tourism Organization (JNTO) President Atsumi Gamo; Japan Association of Travel Agents (JATA) Chairperson Hiroyuki Takahashi; Japan Travel and Tourism Association President Hitoshi Saimyo; OSAKA CONVENTION & TOURISM BUREAU Chairman Shinichi Fukushima; Osaka / Kansai World EXPO official character MYAKU-MYAKU

Results of Tourism EXPO Japan

Year	2014	2015	2016	2017
No. of Exhibitors	151 countries / regions Japan's 47 prefectures 1,129 companies and organizations	141 countries / regions Japan's 47 prefectures 1,161 companies and organizations	140 countries / regions Japan's 47 prefectures 1,181 companies and organizations	130 countries / regions Japan's 47 prefectures 1,310 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	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	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	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

*Visitors of JAPAN NIGHTS' street events at Nihonbashi Area : 15,200

Year	2018	2019 (Osaka)	2020 (Okinawa)	2022
No. of Exhibitors	136 countries / regions Japan's 47 prefectures 1,441 companies and organizations	100 countries / regions Japan's 47 prefectures 1,475 companies and organizations	30 countries / regions Japan's 28 prefectures 285 companies and organizations	78 countries / regions Japan's 47 prefectures 1,018 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	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	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	September 22 (Trade / Press Day) 24,794 September 23 (Trade / Press Day) 18,811 September 24 (General Public Day) 40,483 September 25 (General Public Day) 39,986 A total of 124,074

Tourism EXPO Japan 2023 4 Events

1 Forum & Seminars

Top leaders in the field of tourism from around the world gathered under the theme "Rethinking Tourism for a Better Future" The 6th TEJ Ministerial Round Table in collaboration with UNWTO, Keynote Speech, Thematic Symposia, Tourism Professional Seminars

2 Exhibitions

Number of exhibitors: 1,442 booths, 1,275 companies/organizations (including Travel Solution Exhibition)
Under the theme of "Open the Door to the Future," the special exhibition was heightened

3 Business Meetings

Number of registered participants: 1,037 sellers, 529 buyers
Number of business discussions: 5,768
Exhibitors held a two-day exhibition and business meetings to pursue business efforts.

4 Exchange Programs

"Welcome Reception" on the first day featured traditional dances, live music, and performances from India, Hyogo, and Osaka

Cooperative Events to Create Synergy

Jointly hosted by VISIT JAPAN Travel & MICE Mart 2023 Organizer: Japan National Tourism Organization (JNTO)
Overseas travel agencies (33 countries/regions, 258 companies) and Japanese tourism-related businesses (300 companies/organizations) gathered for business meetings (October 26-28) (7,395 business meetings held)

Co-host: Travel Solutions Exhibition 2023 Co-organizer: Nikkei Inc.
Gathering of companies, organizations, DX-related service companies that support the tourism businesses in the new era (43 companies/organizations)



NMB48 Appointed as PR ambassadors for Tourism EXPO Japan 2023 OSAKA / KANSAI.

Tourism EXPO Japan 2023 OSAKA / KANSAI featured three members of the performing group NMB48: Karin Kojima, Yuina Deguchi and Keito Shiotsuki, which was appointed as PR ambassadors for Tourism EXPO Japan 2023. At the press conference, they expressed their enthusiasm for the event, saying, that they hope to liven Osaka, which is also their base of business. During the event, they were very active as PR ambassadors, speaking at the Welcome Reception and enjoying the various booths and food corners.



Opening Ceremony

October 26 (Thu.) 9:30 a.m. - 10:00 a.m.
INTEX OSAKA / INTEX Plaza A Stage



Kenichiro Yamanishi,
Chairman & CEO,
Japan Travel and Tourism Association



Tomoyuki Ishizuka,
Vice Commissioner,
Japan Tourism Agency



Zoritsa Urošević
Executive Director,
World Tourism Organization
(UNWTO)

In Prime Minister Fumio Kishida's video message he said that "Tourism is the trump card in Japan's regional revitalization. While addressing the issues of domestic overtourism, Japan will also implement economic measures for overseas travel, which is moving recovery."

TEJ Opens in Osaka for the First Time Since 2019, Themed 'Open the Door to the Future'

At the opening ceremony on the first day, Kenichiro Yamanishi, Chairman & CEO, Japan Travel and Tourism Association, expressed his enthusiasm, saying that "People's values have changed dramatically after the pandemic, and the tourism industry needs to evolve for the future. This is a great opportunity for Japan's tourism industry to unite and present a vision of the future of travel to the world." He said it will continue to promote the three basic strategies of the "Tourism Nation Basic Plan" -create sustainable tourism destinations, recover inbound tourism, and expand domestic exchanges in efforts toward striving for the revival of Japan as a tourism-based nation.

"We saw a high level of public-private partnership at the TEJ," said Zoritsa Urošević, Executive Director of the World Tourism Organization (UNWTO), noting that its success will help ensure the success of the World EXPO.

[Hosts and Guests on the Stage]

Guests: Tomoyuki Ishizuka, Vice Commissioner, Japan Tourism Agency / Yasaburo Hikasa, Director-General, Kansai District Transport and Tourism Bureau / Zoritsa Urošević, Executive Director, World Tourism Organization (UNWTO) / Shinichi Fukushima, Chairman, OSAKA CONVENTION & TOURISM BUREAU / Maribel Rodriguez, Senior Vice President, World Travel & Tourism Council (WTTC) / Roshan M. Thomas, Director, Ministry of Tourism, Government of India, Republic of India / Francois Southarewsky, CCO-Aeronautical, Kansai Airports / Alhasan Aldabbagh, President of APAC Markets, Saudi Arabian Tourism Authority / Kenichiro Ochi, Managing Executive Officer, Japan Airlines Co., Ltd. / Shinya Katanozaka, Chairman, ANA HOLDINGS INC. / Hiroaki Iwaki, Administrative Officer, General Manager of Marketing Department, West Japan Railway Company / Daisuke Takagi, Manager, Group Business Development Div., Hankyu Hanshin Holdings, Inc. / Kentaro Shimada, Manager, Business Strategy Division, Kintetsu Group Holdings Co., Ltd. / Ryuta Teramoto, Director of Sales, Hawai'i Tourism Japan / Hisayasu Suzuki, Executive Vice President, Japan Airport Terminal Co., Ltd. / Kenichi Yoshikawa, CEO, BRIDGE MULTILINGUAL SOLUTION, INC..

Organizers: Kenichiro Yamanishi, Chairman & CEO, Japan Travel and Tourism Association / Hiroyuki Takahashi, Chairperson, Japan Association of Travel Agents (JATA) / Atsumi Gamo, President, Japan National Tourism Organization (JNTO)

Keynote Speech

October 26 (Thu.) 1:15 p.m. - 1:45 p.m.
INTEX OSAKA International Conference Hall

Theme Creating an EXPO of the new era together

Keynote Speaker Masaru Ishikawa,
EXPO Site Operation Producer, Japan Association for the 2025 World Exposition

The Legacy of EXPOs is "People" - Connecting Osaka-Kansai EXPO the Next Generation

In his keynote address, Masaru Ishikawa, EXPO Site Operation Producer, Japan Association for the 2025 World Exposition, discussed the changing nature of EXPOs and the relationship between Japan and EXPO '70, and expressed his enthusiasm for the Osaka-Kansai EXPO.

Since the first World EXPO in London in 1851, he explained that major cities around the world have hosted expositions, including the first official participation of the Meiji government in the 1873 Vienna EXPO, which led to Japan holding the inaugural National Industrial Exposition four years later.

EXPO '70, which was originally intended to showcase "national prosperity," was transformed after the two world wars into a site to present "affluent lifestyles" with the participation of corporations, and then into a place to highlight "solutions to problems" with the 1994 General Assembly resolution of the Bureau International des Expositions (BIE). The EXPO became a venue to present a "starting point" rather than an "arrival point," which led to the 2005 Aichi EXPO,

which focused on environmental issues.

He emphasized that the Osaka-Kansai EXPO will work on "EXPO DX," which will use electronic admission tickets and other means to reduce congestion, which was an issue at the Aichi EXPO. It will also feature theme weeks at regular intervals to discuss global issues, as well as a "Future Society Showcase Project" that will employ cutting-edge technologies and services from the private sector.

The legacy of the EXPOs is the "people," Ishikawa emphasized, noting that the 1970 Osaka EXPO had a great impact on the leaders of modern society. The EXPO you see is for a day, but the EXPO you attend is for a lifetime. I hope that you will join us in making this a historic event.



Masaru Ishikawa



The 6th TEJ Ministerial Round Table

October 26 (Thu.) 2:20 p.m. - 4:20 p.m.
INTEX OSAKA International Conference Hall

Theme Rethinking Tourism for a Better Future

Keywords: Sustainability and Community

The 6th TEJ Ministerial Round Table was held in a hybrid format, with a real venue and live streaming in English and Japanese, bringing together 14 ministers and tourism administrators from nine countries and representatives of five international tourism organizations: UNWTO, WTTC, ETC, PATA and ATTA.

In her opening remarks, UNWTO Executive Director Zoritsa Urošević said, "Many tourist destinations have seen a recovery in demand, with some regions even exceeding the pre-pandemic levels. We hope to use this resilience as a driving force for a better world."

Marjorie Dewey, President of Connect Worldwide Japan, moderated the session, which was followed by speeches by each participant on the theme of "Rethinking Tourism for a Better Future." Most of them stated that they would emphasize the promotion of tourism centered on sustainability and consideration for and contribution to communities, with a number of key words such as "responsible tourism" and "regenerative tourism" mentioned.

Collaboration:



Moderator



Time to "Rethink" the Challenges Amid Tourism's Revival

Marjorie Dewey
President, Connect Worldwide Japan Co., Ltd.

Tourism has great potential for economic growth, helping to establish communities and promote cultural understanding. While tourist destinations around the world are once again welcoming many tourists, issues such as regional impact and over-tourism are also emerging again. Opinions were exchanged from various perspectives on how to act toward these goals.

Signing Ceremony of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism

Five new companies/organizations signed

Five new companies/organizations have signed a commitment to the UNWTO's Global Code of Ethics for Tourism in the Private Sector. Discover Walks LLC, Kitahara Corp. (Ryokan Kohro), Kohaku Inc., RIDAS Corp. and Spirit of Japan Travel have signed the Charter, a code of reference for governments, the tourism industry, local communities, and other key stakeholders to achieve responsible and



sustainable tourism. It aims to develop the tourism industry while minimizing negative impacts on the world's environment, cultural heritage, and society. This brings the total number of Japanese signatories to 39.

Government of India, Republic of India Incredible India-Visit India 2023

Promoting India as a New Destination Offering Wide Range of Fun



The Ministry of Tourism, Government of India, became a Destination Partner of Tourism EXPO Japan this year for the first time. On the opening day of TEJ, a press conference was held to introduce India and promote its appeal as a new travel destination to Japanese tourists.

Roshan M. Thomas, visiting from Delhi, India, introduced a number of world-class historical buildings, UNESCO World Heritage sites, national parks where visitors can enjoy natural activities including the Himalayas, eco-tourism, and adventure tourism. He pointed to the wide range of ways to enjoy India-- from its religion and diversity to spiritual tourism that pursues mysticism -- with hopes of expanding the Japanese market.

Thematic Symposia

October 27 (Fri.) 10:30 a.m. - 5:00 p.m. INTEX OSAKA International Conference Hall

Symposium on Promoting Japanese Outbound Travel

● Organizer : Japan Tourism Agency

10:30 a.m. -
12:00 p.m.

Theme The post-pandemic comeback of Japanese outbound travel

How to harness quickly the potential of 23 million travelers

Following Ishizuka's statement that the Japan Tourism Agency has been implementing a policy package for early recovery of outbound travel since March 2023, Miyazaki reported on the Japanese outbound survey conducted later in August, which revealed that 45% of the respondents had traveled abroad. Of the 55% who have not traveled abroad, approximately 17 million are interested in overseas travel," he said, emphasizing that this potential market must be tapped in order to revive the market in the mid- to long-term.

In the panel discussion that followed, the three panelists reported on the trends of Japanese tourists in their respective countries, and noted that the return of demand was slower in Thailand and Malaysia than in other countries, at 50% of the pre-pandemic level. In Spain and Asia in general, including Japan, are at only 50% level.

As a recommendation to promote outbound travel, Kazama said, "In 2019, when the number of Japanese who visited Spain reached 680,000, there were two long major holidays, suggesting that long holidays are directly linked to demand of long-haul travel. Fujimura said that Thailand is presenting new approaches such as wellness, but awareness is not sufficient. He expressed hope that travel agencies would proactively update information and appeal to consumers.

Shimizu added that, "When charter flights from Malaysia depart from Japan, empty seats are conspicuous but expressed optimism that it can stimulate demand. In response, Ochi said he is hopeful that the government will promote overseas travel as a national policy in efforts to maintain air routes that support two-way tourism.



Tomoyuki Ishizuka



Toshiya Miyazaki



Yoshinori Ochi



Hiromi Kazama



Kimiko Shimizu



Yoshiaki Fujimura

Part 1

Greetings

Tomoyuki Ishizuka, Vice Commissioner, Japan Tourism Agency

Research Report

Toshiya Miyazaki, Leader, Tourism Policy Team, Mitsubishi Research Institute, Inc.

Part 2

Moderator

Toshiya Miyazaki

Commentator

Yoshinori Ochi, Visiting Professor, Department of International Tourism Management, Toyo University

Panelists

Hiromi Kazama, Promotion Manager, Tourist Office of Spain
 Kimiko Shimizu, Marketing Manager, Osaka Branch, Tourism Malaysia
 Yoshiaki Fujimura, Marketing Manager, Tokyo Office, Tourism Authority of Thailand

EXPO × Tourism Symposium

● Organizer: Japan Association of Travel Agents (JATA)

1:00 p.m. - 2:30 p.m.

Theme Sustainable Tourism Promotion Through International Exchange by the World EXPO

Develop tourism linked to EXPO to attract regional visitors

Toi, in his keynote speech, explored ways to maximize the 2025 Osaka-Kansai EXPO as an opportunity to attract inbound visitors to various parts of Japan and to promote sustainable tourism. He introduced the progress being made in creating a route for tourists to tour the Kansai region in conjunction with the EXPO, as well as the preparations underway to welcome them, adding that, "We will use the EXPO as a springboard to build a foundation for wide-area tourism."

In his presentation of case studies, Shimoji said he would like to take advantage of regional characteristics, such as using a science and technology-themed base in Okinawa as a satellite pavilion (for the EXPO). Yamakita explained the need for DX, improved CX and high value-added content aimed at leading to continuous exchange. Sakai explained that the official tourism portal site,

scheduled to open in April 2024, will create a system that will allow EXPO visitors to book travel products from various parts of Japan before and after the date of their admission reservation. Wakamatsu stressed that it is looking to promote the theme of the EXPO and sustainable tourism based on expanding exchanges, targeting Asia, anchored by China and Taiwan, as well as the U.S., Italy, Germany, and the Middle East, to attract visitors to regional areas.

However, some regions have yet to make more progress in their efforts to attract visitors in the lead-up to the EXPO. Karakita, the moderator, said the EXPO is an event not only for Osaka and the Kansai region, but for Japan as a whole. It is important to create a system that will benefit the economy of the entire nation.



Yoshitaka Toi



Yasushi Karakita



Yoshiro Shimoji



Eijiro Yamakita



Yoshimasa Sakai



Tsutomu Wakamatsu

Part 1

Keynote Speaker

Yoshitaka Toi, Representative Director, Senior Executive Director, Kansai Tourism Bureau

Part 2

Moderator

Yasushi Karakita, Representative Director, President, TOBU TOP TOURS CO., LTD.

Panelists

Yoshiro Shimoji, Chairman, Okinawa Convention & Visitors Bureau
 Eijiro Yamakita, President & CEO, JTB Corp.
 Yoshimasa Sakai, Section Director General (Small and medium-sized companies and Regional Cooperation), Japan Association for the 2025 World Exposition
 Tsutomu Wakamatsu, Executive Vice President, Japan National Tourism Organization (JNTO)

Adventure Tourism Symposium

● Organizers: Japan Adventure Tourism Organization / JTB Corp.

3:30 p.m. - 5:00 p.m.

Theme The Future of Adventure Tourism in Japan

Shifting Away from Overemphasis of Famous Tourist Spots

Takada, who spoke in the first part, said that the Adventure Travel World Summit (ATWS) held in Hokkaido in September was highly praised, including the opening ceremony at Okurayama Ski Jump Stadium and the post-summit tours. Japan has been recognized as a promising destination for AT, and "we want to promote AT correctly to be truly recognized," he said.

In the panel discussion that followed, Yamamoto pointed out the tendency for demand to be concentrated on famous tourist spots such as the Kumano Kodo. People should also pay attention to the surrounding attractions, he urged. In response to the question, "How to meet the needs of AT travelers?" Kawaguchi responded that there is a need to create a welcoming environment for the region and that the essence of AT cannot be achieved through technical aspects alone. Yamamoto called for local traditions that are repeated daily should be cherished, noting that unique local

customs are more likely to appeal to foreigners. Nishiki mentioned how a participant who was moved to tears on the final day of a tour he planned and guided, adding that it is paramount to train guides who can do this and that time has to be invested in such efforts.

When it comes to specific methods to draw customers, Kawaguchi said that marketing based on analysis is important, but equally vital is the element of "creating content that exceeds tourists' expectations." Yamamoto said that while there are materials available, more publicity of other places is needed to help shift away from concentration on a single area. However, Nishiki pointed out that pointed out that even if there is a big push yet can't meet public needs, then it will miss the mark. He added that they need to be do business steadily with reliable partners to gain a firmer foothold in the market.



Kensuke Takada



Masaki Yamashita



Hiroshi Kawaguchi



Yoshihito Yamamoto



Mao Nishiki

Part 1

Presenter

Kensuke Takada, Global Marketing Director (ATTA Ambassador), Japan Adventure Tourism Organization (JATO)

Part 2

Moderator

Masaki Yamashita, Executive Director, Japan Adventure Tourism Organization (JATO), AT Project Director, JTB Tourism Research & Consulting Co.

Panelists

Hiroshi Kawaguchi, General Manager, Oku Japan KK
 Yoshihito Yamamoto, Chairman, Yoshinoyama Tourism Association, CEO, Yoshinoso Yukawayaya
 Mao Nishiki, Chief Planning & Sales Manager, Travel Product Planning & Sales Promotion Division, Headquarters, Kyoto by the Sea DMO
 Kensuke Takada

Tourism Professional Seminar

Sustainable Travel AWARD Ceremony

First Grand Prize Won by Aso Onsen Ryokan Cooperative

The Japan Tourism Agency established the "Sustainable Travel AWARD" this year to recognize travel products related to sustainable tourism, with its award ceremony held at the TEJ venue. Ishizuka explained that the purpose of the award is to promote sustainable tourism initiatives in the travel industry by widely disseminating excellent travel products and initiatives to strengthen the partnership between travel agents and various stakeholders in the region, with travel agents leading the efforts to support the sustainability of tourism destinations. The grand prize was awarded to the Aso Hot Springs Tourism Ryokan Cooperative Association, which received special permission to cycle through the grasslands of the Aso Caldera on an E-MTB and with a portion of the tour price earmarked as a conservation price to help conserve the grasslands. The selection committee was chaired by Kobayashi, who said it had received many applications from community-based travel agencies. With an emphasis on involving local residents, planning objectively for the benefit of various stakeholders, and inbound measures, he said it made clear that sustainability is beginning to take root in Japan's tourism industry. He said the event serves as a good opportunity for the Japanese tourism industry to take root.

Miyata moderated a panel discussion with Shiotani, an experienced travel writer, along with Hirano, a food essayist.

[Greetings]

Tomoyuki Ishizuka, Vice Commissioner, JAPAN Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism

[Awards Ceremony]

Grand Prize:

Aso Hot Springs Tourism Ryokan Cooperative Association
 Selection Committee Chairman: Hidetoshi Kobayashi, Visiting Professor, Center for Advanced Tourism Studies, HOKKAIDO UNIVERSITY

[Panel Discussion]

Moderator: Takashi Miyata, Editor-in-Chief of "GLOBE-TROTTER"
 Speakers: Mai Shiotani, Essayist; Sakiko Hirano, Food Essayist

● Organizer: Japan Tourism Agency, MLIT



Resumption of International Cruises and Future Prospects - Revival from Zero and Forward

Lively Discussions on the Revival of International Cruises

With the resumption of international cruises in March 2023, the creation of a safe and enjoyable environment and product development is underway. The seminar reviewed the past and discussed prospects for the future based on shipping companies, land operators, travel agencies and ports. The panelists spoke of the quick resumption of cruises in overseas markets, while in Japan, tours have been created and then cancelled repeatedly. The panelists also discussed the challenges they faced during the three years of the COVID-19 pandemic, including their efforts to disseminate correct information, including infection control measures, and lobbying activities, as well as their efforts to integrate onboard products with bus services at Japanese ports of call, a concern for the full-scale resumption of cruises.

In addition, while inbound travel is expected to be brisk in the cruise industry, the delayed recovery of outbound travel has become an issue. The need to convey the enjoyment of cruising to a wide range of Japanese people, from luxury cruises for high-value-added travelers to casual cruises for families, was again pointed out. Proposals were also made for new types of travel, including collaboration among ports throughout Japan and "workations" aboard ships. How to buoy the Japanese cruise market in the future is a question that fueled lively discussions to further help toward a full-fledged recovery.

[Moderator]

Kazuhiro Okita, Deputy Director General, Waterfront Vitalization and Environment Research Foundation

[Panelists]

Yusuke Itokawa, Vice-president, Japan International Cruise Committee; Kazuya Hamano, General Manager, Tobu Top Tours Co., Ltd.; Shuji Nakashima, Manager, Planning Sales Section II, Royal Road Business Division, JTB Corp.; Takashi Sezawa, Promotion Division Manager, Kobe Port and Harbor Bureau Kobe City Government

● Organizer: Waterfront Vitalization and Environment Research Foundation / TEJ Promotion Office



JAPAN
TOURISM
AWARDS

The 7th JAPAN TOURISM AWARDS

共催:



October 26 (Thu.) 10:10 a.m. - 11:00 a.m.
INTEX OSAKA
INTEX Plaza A Stage
Organizers: JTTA / JATA / JNTO
Sponsors: JCB Co., Ltd. / Ministry of Tourism,
Government of India



Ensen Marugoto Co., Ltd.

*Simultaneous winner of Japan Tourism Awards Elected by Students
"We are a small company, but we have promoted the creation of stories for each station along the JR Ome railway line in depopulated areas so that we can contribute to tourism in Japan, even if only a little. We will continue to work together with local residents to create new tourism in the future."

The Minister of Land, Infrastructure, Transport and Tourism Award, the top prize, went to the "Ensen Marugoto Hotel" project in depopulated and aging areas. The Japan Tourism Award selected by students was also awarded at the same time.

This year, the Japan Tourism Awards were held for the seventh time after a three-year absence due to the impact of the COVID-19 pandemic, and were combined with the annual Japan Tourism Agency Director-General's Award by the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism. The event is a collaboration between the public and private sectors, which allows the awards to be presented to outstanding efforts from a broader perspective.

The top prize, the Minister of Land, Infrastructure, Transport and Tourism Award, was awarded to Ensen Marugoto Co., Ltd.'s "Ensen Marugoto Hotel" project, which is a solution to problems faced in depopulated and elderly areas, along with the student-selected Japan Tourism Award. This is an initiative that transforms local issues into value

by turning an unmanned station in Tokyo's unexplored area of Okutama into a hotel reception, empty houses into guest rooms, and residents working as hotel staff members.

The total number of applications received reached 140 (119 from Japan/visiting countries and 21 from overseas), and Yoshiaki Hompo, representative of the UNWTO office in Japan and chairperson of the judging committee, praised the entries, saying, "The efforts to anticipate the changing times and link them to sustainable tourism were outstanding. Many of the activities were highly socially beneficial for the promotion of SDGs, such as universal tourism and eco-tourism, and many of them symbolized new forms of travel, such as tourism DX-related activities and gastronomy tourism."



Minister of Land, Infrastructure, Transport and Tourism's Award

- **Ensen Marugoto Co., Ltd.**
(Field of Domestic and Inbound Travel)
"Ensen Marugoto Hotel" By considering the area along the railway line as one hotel, it is designed to revitalize this declining region so the visitors can enjoy the charms of the whole railway line.
* Simultaneous winner of Japan Tourism Awards Elected by Students



Japan Tourism Agency Commissioner's Awards

- **Kamaishi DMC Ltd.**
(Field of Domestic and Inbound Travel)
Recovery from the 2011 Tsunami and the Practice of Building a Sustainable Destination from Scratch - Viewing the Whole Town as a "Museum Without a Roof"
- **CORARE ARTISANS JAPAN, INC.**
(Field of Domestic and Inbound Travel)
Reviving Japanese traditional crafts through "A new way of interacting with tourists and craftsmen."
- **GoWithGuide.com**
(Field of Outbound Travel)
A Tour Marketplace that Connects Tourists and Tour Guide Professionals (GoWithGuide.com)



Executive Committee Award

- **Department of Tourism, Government of Tamil Nadu**
(Field of Outbound Travel)
Mannar Eco-tourism
- **Sustainable Tourism Awards (UNWTO)**
- **KYOTO MIYAMA TOURISM ASSOCIATION**
(Field of Domestic and Inbound Travel)
Local community and tourist participation in Sustainable tourism development
- **VELTRA Corporation**
(Field of Domestic and Inbound Travel)
[SDGs to learn in the world's most coral and people-friendly village.] Adult school excursion in Onna village



Japan Tourism Awards Elected by Students

- **Ensen Marugoto Co., Ltd.**
(Field of Domestic and Inbound Travel)
"Ensen Marugoto Hotel"
By considering the area along the railway line as one hotel, it is designed to revitalize this declining region so the visitors can enjoy the charms of the whole railway line.
* Simultaneous winner of Minister of Land, Infrastructure, Transport and Tourism's Award



Jury's Special Awards

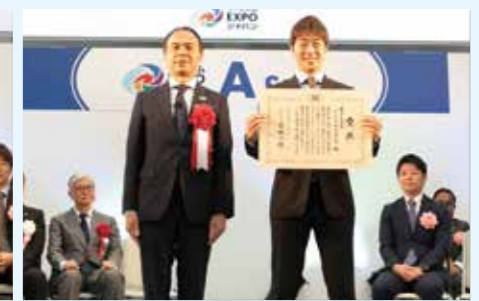
- **Field of Domestic and Inbound Travel: 7 Organizations / Field of Outbound Travel: 3 Organizations**
- **Hokkaido Treasure Island Travel Inc.** Specialty high-value and custom-made private tour services for wealthy inbound tourists, committed to the sustainability of all regions in Hokkaido. / **Nobu Matsuhisa** Spreading Japanese culture through his Nobu and Matsuhisa hotels and restaurants operating in over 60 locations in 5 continents worldwide. / **MOMIJI** Otsuchi Gibier Tourism: sustainable eating learning through hunting culture, ~Cooperative social project on Otsuchi Gibier Social Project~ / **NAVITIME JAPAN Co., Ltd.** NAVITIME Travel Platform provides support for the promotion of extensive sightseeing / **byFood.com** Future-proofing Japanese traditions through gastronomy tourism / **Japan Council for the Promotion of Sake Brewery Tourism** Promotion of sake brewery tourism / **Tanabe City Kumano Tourism Bureau** "Responsible, Respectful, Realizable" Sustainability & Innovation on the Kumano Kodo Pilgrimage Routes / **ANA NEO, Inc.** Virtual Travel Platform "ANA GranWhale" / **Tourist Office of Spain** Accessible Tourism / **JTB Corp Purchasing & Products Management Business Division** Malama Hawaii



Kamaishi DMC Ltd.



CORARE ARTISANS JAPAN, INC.



GoWithGuide.com



Department of Tourism, Government of Tamil Nadu



KYOTO MIYAMA TOURISM ASSOCIATION



VELTRA Corporation



Winners

Field of Domestic and Inbound Travel: 18 Organizations / Field of Outbound Travel: 2 Organizations

Coco Planning, LLC Development and operation of experience-based catalog gift products utilizing hometown tax payments / **Shirou Farm Ltd.** Sustainable ecotourism with aloe and goats. / **JTB Corp. Kumamoto Branch** Selected as one of the 100 sustainable tourist destinations in the world! — High Evaluation for Sustainability in Nabegataki Falls, Oguni Town's Main Sightseeing Spot — / **EXTREMO CO., LTD** Nationwide development of outdoor sports "Adventure Races" that make use of untouched nature. / **teamLab Planets TOKYO** Measures to revive inbound visitor attraction after the convergence of COVID-19 fostering expectations and data-driven promotion / **Kanuma Chamber of Commerce and Industry** A town-revitalization project by developing our new local specialty 'KANUMA Shiimai (dumplings)' / **michi-no-eki-aso** Bokuya guide project and wide-

area collaborative Cycle tourism using Aso's grasslands as activities / **Committee for the Future of Komatsu Crafts & Manufacturing** Promoting the Charms of Industrial City Komatsu ~Industrial revitalization through the GEMBA Project!~ / **Institute Shika Town Tourism Association** "Transforming Marine Debris Removal into an Attractive Tourist Resource: Safeguarding the Environment while Collaboratively Establishing an Exquisite Campground with the Local Community" / **Hiroshima Film Commission** Film Commission, a Driving Force for Screen Tourism — With the Case Study of "Drive My Car" / **Tohoku Tourism Promotion Organization** Promotion of Tourism DX in the Tohoku Region / **JTB Communication Design, Inc.** [Toward Carbon Neutrality in Social Interaction Scenes~"CO₂ ZERO MICE" "CO₂ ZERO STAY"] / **Pasona Group Inc.** Well-being Island Awajishima~toward Future Society for Our Lives~ / **Mitsui Fudosan Hotel Management Co., Ltd.** "Para-art (artistic and cultural activities of people with disabilities)" in hotels nationwide, and transmitting "Japan's respect for diversity" to the world. / **SANUKI ReMIX Executive Committee** SANUKI ReMIX



Ensen Marugoto Co., Ltd.
*Simultaneous winner of Minister of Land, Infrastructure, Transport and Tourism's Award

/ **JTB Corp. Business Solution Branch**
4 JTB Agri Workation / NIPPON TRAVEL AGENCY Educational Sales Div SB Student Ambassador / **General Incorporated Organization of ECOLOGIC** "To protect the world's diverse natural environment, local culture and people's dignity through Community-based Ecotourism" Act Locally in Mt. Fuji, Fujinomiya and Globally! / **Leofoo Tourism Group** Leofoo Senior Travel Service / **JTB Corp. Overseas Product Planning Division** Service Innovation through the development of the 'OLI'OLI Hawaii App

7th JAPAN TOURISM AWARDS Examination Committee



Prof. Yoshiaki Hompo

[Committee Chairman]

Yoshiaki Hompo, Chief, Regional Support Office for Asia and the Pacific, UNWTO

[Examination Committee]

David Atkinson, President, Konishi Decorative Arts and Crafts Co., Ltd.
Tomoyuki Ishizuka, Vice Commissioner, Japan Tourism Agency
Yoshiro Ishihara, General Editor, WING Aviation Press Co., LTD.
Prof. Yoshiyuki Oshita, Professor, Doshisha University
Hitoshi Saimyo, President, Japan Travel and Tourism Association
Waichi Sekiguchi, Representative Director, MM Research Institute, Ltd.
Koji Takahashi, Executive Senior Vice President, Japan National Tourism Organization
Hiroyuki Takahashi, Chairperson, Japan Association of Travel Agents
Akiyo Miyakawa, Manager, Development Bank of Japan Inc.
Prof. Masami Morishita, Professor, Department of International Tourism Management
Faculty of International Tourism Management, Toyo University
Prof. Masayuki Wakui, Professor, Landscape Architect (J.R.L.A.),
Faculty of Environmental Studies, Tokyo City University

Japan Tourism Awards elected by students Student Examination Committee

Masaki Takai, Faculty of Regional Development Studies, Otemon Gakuin University
Ayaka Imura, College of Business Management, J. F. Oberlin University
Natsuki Tsukazaki, Department of Tourism, Osaka University of Tourism
Nayu Kishida, Faculty of Global Human Sciences, Kobe University
Hiyori Fujinuma, Faculty of Tourism and Community Development, Kokugakuin University
Sayaka Inami, Department of International Communications, Saitama Women's Junior College
Mao Kojima, College of Business Administration, Shukutoku University
Junya Sugai, Graduate School of Urban Environmental Sciences, Tokyo Metropolitan University
Minami Takahashi, Faculty of International Tourism Management, Toyo University
Rita Murao, Nihon University College of International Relations
Haruka Nasu, Faculty of Commerce and Management, Hitotsubashi University
Yui Miyazaki, College of Tourism, Rikkyo University
Yoshiko Shiomi, Faculty of Human and Social Sciences, University of Marketing and Distribution Sciences
Nonoka Uemura, Faculty of Sociology, Ryutsu Keizai University
Honami Sano, Faculty of Tourism, Wakayama University
Haruka Nishie, School of Commerce, Waseda University

Welcome Reception

October 26(Thu.) 6:00 p.m. – 7:30 p.m.
INTEX OSAKA INTEX Plaza & SKY Plaza

[Hosts and Guests on the Stage]

Guests: Ryusho Kato, Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism / Yoshihide Suga, Former Prime Minister, Member of the House of Representatives / Toshihiro Nikai, President, All Nippon Travel Agents Association, Member of the House of Representatives, Supreme Advisor, Research Commission for the Establishment of a Tourism Oriented Nation / Motoo Hayashi, Member of the House of Representatives, Chairperson, Research Commission for the Establishment of a Tourism Oriented Nation / Hideki Miyauchi, Member of the House of Representatives, Chief Secretary, Research Commission for the Establishment of a Tourism Oriented Nation / Ichiro Takahashi, Commissioner, Japan Tourism Agency / Hirofumi Yoshimura, Governor, Osaka Prefectural Government / Motohiko Saito, Governor, Hyogo Prefectural Government / Tsuyoshi Yamamoto, Vice Mayor, City of Osaka / Shinichi Fukushima, Chairman, OSAKA CONVENTION & TOURISM BUREAU / Hae Guk (Harry) Hwang, Regional Director for Asia and Pacific, World Tourism Organization (UNWTO) / Maribel Rodriguez, Senior Vice President, World Travel & Tourism Council (WTTC) / Benjamin Liao, Vice Chair, Pacific Asia Travel Association (PATA) / Shannon Stowell, CEO, Adventure Travel Trade Association (ATTA) / Eduardo Santander, Executive Director, European Travel Commission (ETC) / Gotsileene MORAKE, Ambassador, Republic of Botswana / Tutiati Abdul Wahab, Permanent Secretary Ministry of Primary Resources and Tourism Brunei Darussalam / Roshan M. Thomas, Director, The Ministry of Tourism, Government of India / Ivana Jelinic, CEO, ENIT - Italian State Tourism Board / Datuk Mohd Zamri bin Mat Zain, Deputy Secretary-General (Tourism), Ministry of Tourism, Arts and Culture Malaysia / Mukhsinkhuja ABDURAKHMONOV, Ambassador, Republic of Uzbekistan / Ichiro Hamakawa, Chairman, JCB Co., Ltd. / Yoshiyuki Yamaya, Representative Director CEO, Kansai Airports / Kazuaki Hasegawa, President, Representative Director, and Executive Officer, West Japan Railway Company / Takuya Munetoshi, General Manager, Group Business Development Div., Hankyu Hanshin Holdings, Inc. / Jun Kobayashi, Officer, Kintetsu Group Holdings Co., Ltd. / Ryuta Teramoto, Director of Sales, Hawai'i Tourism Japan / Kenichiro Ochi, Managing Executive Officer, Japan Airlines Co., Ltd. / Tomoji Ishii, Executive Vice President, Director of Passenger Marketing, Customer Experience Management & Planning, ALL NIPPON AIRWAYS CO., LTD. / Kenichi Yoshikawa, CEO, BRIDGE MULTILINGUAL SOLUTION, INC. / Hiroyuki Ishige, Secretary General Japan Association for the 2025 World Exposition

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



Atsumi Gamo
President, Japan National Tourism Organization
Open the Door to the Future' is the theme of this year's event. With the aim of contributing to the sustainable development of the region through tourism, we are transmitting a vision of the future of travel. In addition to connecting to the 2025 Osaka/Kansai Expo, we want this to be an event that conveys the new appeal of Japan from here in Osaka, the gateway to Asia. We hope you will find many attractions at the venue.

Reunion in OSAKA / KANSAI Brings Joy, Pledges to Aim Toward the Future of Travel

At the Welcome Reception, participants were noticeably happy to see each other again after a long absence, since the last event in Osaka in 2019.

At the start, JNTO President Gamo, made the following remarks: "After overcoming difficulties, I am happy to see us gathered in Osaka again". Five guests of honor took the stage. Parliamentary Vice-Minister Kato said Inbound tourism is finally recovering thanks to the relaxation of border restrictions while former Prime Minister Suga pointed to the amount of spending by foreign tourists is expected to exceed that before the pandemic, helping to boost the economy. Nikai, a member of the House of Representatives, expressed his

heartfelt welcome to the representatives of the tourism industry, while Hayashi, also a member of the House of Representatives, expressed his gratitude. Osaka Gov. Yoshimura, appearing with "MYAKU-MYAKU" the official character of the Osaka-Kansai EXPO 2025, stressed that "Japan has a lot to offer, backed by its history and culture."

The organizers, guests of honor, sponsors and top tourism officials from the participating countries in the TEJ Ministerial Round Table took to the stage. Thomas of India's Ministry of Tourism made a toast, expressing pleasure that TEJ had been able to host the event. Gov. Saito of Hyogo Prefecture introduced the attractions of Hyogo Prefecture, which is developing a "Hyogo Field Pavilion" at the World EXPO that would represent the entire prefecture.

The event was a great success, with participants treated to gourmet foods, sweets, beer, and sake from the Kansai region, as well as Indian dances, a jazz session from Kobe, and a performance by Universal Studios Japan.



Ryusho Kato
Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism
The number of tourists visiting Japan has fallen sharply since the spread of COVID-19 worldwide, but it is finally starting to recover, partly due to the relaxation of border measures implemented in October last year. TEJ is one of the world's leading travel fairs, where inbound, outbound, and domestic travel professionals gather from around the globe. We hope that they will take this opportunity to experience Japan's nature, culture, and food. We would like you to experience it first-hand and feel the goodness of our country.

Yoshihide Suga
Former Prime Minister and Member of the House of Representatives
When I was Prime Minister, I worked on the renewal of tourist attractions and the improvement of tourism resources based on my belief that "Japan's nature, culture, and food will not be lost even if the COVID-19 pandemic struck. Now is the time to showcase the tourism resources that have been refined. Tourism is a pillar of our growth strategy and a trump card for regional development, and I hope that the TEJ will not only serve as a catalyst for tourism in Japan, but also helps strengthen international exchange.

Toshihiro Nikai
President, All Nippon Travel Agents Association, Member of the House of Representatives, Supreme Advisor, Research Commission for the Establishment of a Tourism Oriented Nation
I would like to extend a hearty welcome to you all. Tourism is a peaceful industry. It is a business that can only exist in a peaceful land. Our promotion of the tourism industry will lead to the promotion of peace. As the chairman of the Diet Members Caucus, I will make every effort to host the EXPO in Osaka in 2025. I hope that each and every one of you will become tourism ambassadors and promote the goodness and splendor of Japan to your home countries.

Motoo Hayashi
Member of the House of Representatives, Chairperson, Research Commission for the Establishment of a Tourism Oriented Nation
The spread of COVID-19 has created an unprecedented crisis for the tourism industry. With no way out of the darkness, who knows when the light will shine? My hometown, Narita Airport, was also in the same situation. The days continued without anyone there. Under such circumstances I would like to thank everyone in the tourism industry in Japan and around the world, who persevered against such a situation to what it is today. I would like to express my respect and am glad to see you here.

Hirofumi Yoshimura
Governor, Osaka Prefectural Government
Tourism has great power. We would like to further develop tourism in Osaka. In that sense, I would like to congratulate the TEJ for being held in Osaka for the first time in four years. As a local resident myself, I am very happy to see this event being held in Osaka. The theme of this year's event is "Open the Door to the Future," with exhibitors from all over Japan and abroad, and many visitors. I hope that you will experience the beauty of travel here. We hope to see even more of the future at the Osaka / Kansai World EXPO in 2025.



Roshan M. Thomas, Director, Ministry of Tourism, Government of India, led a toast with all participants



Motohiko Saito
Governor, Hyogo Prefectural Government
The wisdom to achieve the SDGs lies in the local sites themselves, which have been handed down from our predecessors. Nada Gogo, a TEJ exhibitor, is promoting zero-carbon sake brewing. Hyogo also has other attractions such as food, local industries, culture, and leisure. We hope that visitors will visit the field pavilions at the Osaka / Kansai World EXPO.

From left: Hirofumi Yoshimura, Governor, Osaka Prefectural Government; Motohiko Saito, Governor, Hyogo Prefectural Government with World EXPO 2025 official character MYAKU-MYAKU



Tourism EXPO Japan 2023 OSAKA / KANSAI PR Ambassador NMB48 (from left to right: Karin Kojima, Yuina Deguchi, Keito Shiotsuki)



Bollywood dance, Performed by ABUNDANCE



KOBE Jazz [On-Off lihi Tabidachi Heal the World] performed by Miki Hirose Jazz Orchestra



TEJ Special Performance Played by Universal Studios Japan

Business Meetings

October 26 (Thu.) and 27 (Fri.) 10:00 a.m. – 6:00 p.m.
INTEX OSAKA Exhibition Hall 2 to 6 AB Zone

B2B Activities Fuel Full-fledged Recovery Post-pandemic; Matching System Boost Efficient Business Meetings and Information Gathering

The purpose of the event was aimed at facilitating business discussions between Japanese and foreign buyers, including Japanese travel agencies, and sellers from Japan and abroad, and to promote product development and information exchange in the areas of overseas travel, domestic travel, and inbound travel. This year's event was held in the same style as in previous years, with sellers and buyers conducting business negotiations in the exhibition booths in the exhibition hall.

Exhibitors welcomed buyers by arranging tables in their booths to facilitate business negotiations, and by setting up business meeting spaces that made the most of the unique characteristics of each destination. The number of business negotiations reached 5,768, a clear indication that the B2B market is becoming more active, partly due to

the fact that this was the first TEJ after the pandemic and partly because it was held in Osaka/Kansai for the first time in four years.

In the domestic booths, many visitors introduced new sightseeing spots and materials that are not well known yet, and some even going one step further by providing specific explanations on how to incorporate these materials into travel products. At the overseas booths, representatives from local suppliers who had come to Japan for the TEJ met directly with Japanese travel agency representatives to exchange information.

Appointments were set up through TEJ's pre-matching system, providing an environment that facilitated efficient business discussions. On both days, staff members were on hand to answer questions and provide support for business negotiations.



Scales of Business Meetings

Sellers: 1,037

Exhibitors at Tourism EXPO Japan 2023 Osaka / Kansai / Travel Solutions Exhibition 2023

Buyers: 529

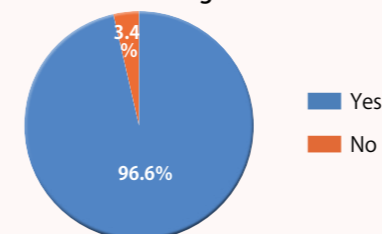
Travel Agents

Number of business sessions: 5,768

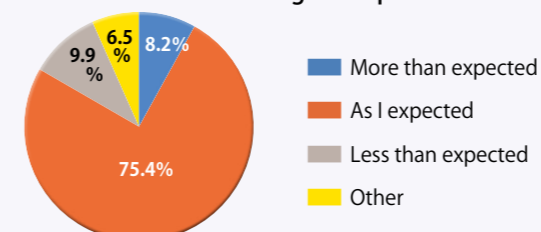
Survey on Business Meetings Participants

Sellers (Exhibitors)

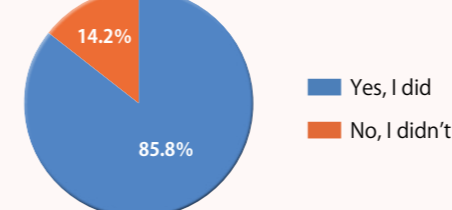
(1) Are the business meetings beneficial?



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



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

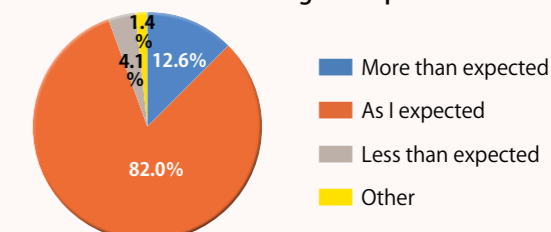


Buyers (Travel Companies)

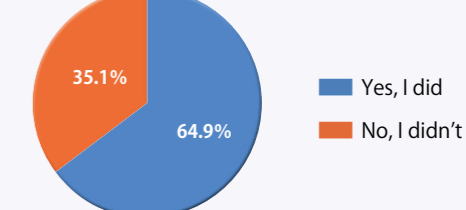
(1) Are the business meetings beneficial?



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



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



Seller Comments

Positive Points

- I was surprised that no buyers were absent from the pre-matching sessions.
- It was the first time for me to participate, but I am glad I did because I was able to have business talks that might lead to the acquisition of projects.
- The system is very useful for municipalities that do not usually engage in sales activities, as it enables efficient business negotiations.
- The participants were able to consult with each other on how to reinforce the information dissemination outside of their own offices.
- We were able to learn about the trends and sales techniques of each travel agency, which will be useful for our future development. We were able to obtain information that will be useful for future development. Travel agencies were also looking for new topics, and we could sense a growing interest in hands-on tourism and adventure tourism, such as overnight stays in agriculture. The seminar provided a good opportunity for local development.

Issues

- It would be easier to conduct business negotiations if we could distribute materials that the participants wanted to know in advance, such as attachments. We felt that if we could distribute materials that the participants wanted to know in advance, the business negotiations would go more smoothly.
- I would like to see the appointment time be shortened to increase the number of business meetings.
- I would like to see a function in the system that allows users to request appointment times to the parties with whom they wish to have business discussions.
- Most of the small exhibitors did not understand the appointment system and could not fully utilize it.
- It would be good if more buyers who are particular about their products and who are targeting niche markets could participate.
- The venue was large and buyers had a hard time moving around. It would have been better if a little more effort had been made in guiding visitors around the venue.

Buyer Comments

Positive Points

- I was able to get product information and other latest local information, and to conduct business negotiations that could lead to new contracts in developing new materials for tourist destinations.
- I was able to obtain information about the current tourism demand and the future acceptance system that could only be obtained through real-time information.
- There are many organizations that are working on sustainable tourism management that are unknown to the general public, which surprised me and was useful for attracting customers.
- When holding an event, I was able to hear the opinions of local people who said that this event would be a good idea if it was in this area.
- As a result of proposing various things that the business partner thought could not be done due to their assumptions, we both came up with interesting ideas that led to future developments.
- I realized that by taking a route that differs from the fixed idea of the itinerary, it is possible to avoid traffic jams and suggest stops at new tourist facilities.

Issues

- I wanted more sellers to come to Japan and have business negotiations with various countries.
- Since the venue was large, it took time to move around, making it difficult to find the desired booth.
- We would appreciate it if materials were digitized as much as possible.
- During a business meetings, it was sometimes difficult to hear what was being said due to the loud noises around me.
- It would be useful to have a list of seller entries.
- When a match is established, it would be good if we could decide the date and time of the business meeting.

VISIT JAPAN Travel & MICE Mart (VJTM) 2023

VJTM2023 was a successful event, bringing together 258 overseas buyers and 300 domestic sellers, generating a total of 7,395 business meetings. On October 27, five tours of the TEJ site were conducted during the lunch hour as a cooperative program with the TEJ. "World EXPO 2025 (Osaka/Kansai EXPO, Hyogo Expo Promotion Division)," "Sake Brewery (Japanese sake brewery tourism, Nada Gogo)," "Sustainable (Japanese national parks, farm stays)," "Adventure (Japanese adventure tourism, Japanese national parks)," "Japan Culture (Agency for Cultural Affairs/Japanese sweets, Kagoshima/Chiran green tea)," and "Japan Tourism (Japanese culture) participated. It generated a total of 109 people.

In addition to the 10 courses throughout Japan, a familiarization trip was conducted on October 28, with one MICE course.

Organizer: Japan National Tourism Organization (JNTO)



Tourism Expo Japan

Travel Solutions Exhibition 2023

NIKKEI

October 26 (Thu.) and 27 (Fri.) 10:00 a.m. – 6:00 p.m. INTEX OSAKA Exhibition Hall 6 B Zone

●Organizations: Tourism Expo Japan, Nikkei Inc.

Trade Fair for Technology Supporting Tourism Development

The BtoB trade fair "Travel Solutions Exhibition 2023," co-sponsored by Tourism EXPO Japan and Nikkei Inc., took place two days on October 26 and 27. It was held as part of Tourism EXPO Japan's "fair within a fair," and featured data and technology such as IT platforms, 5G, Wi-Fi, IoT, location information, biometrics, virtual reality/augmented reality, artificial intelligence, robots, and autonomous driving. Exhibitors included companies that support business with digital technology, automatic translation, and companies that support inbound tourism.

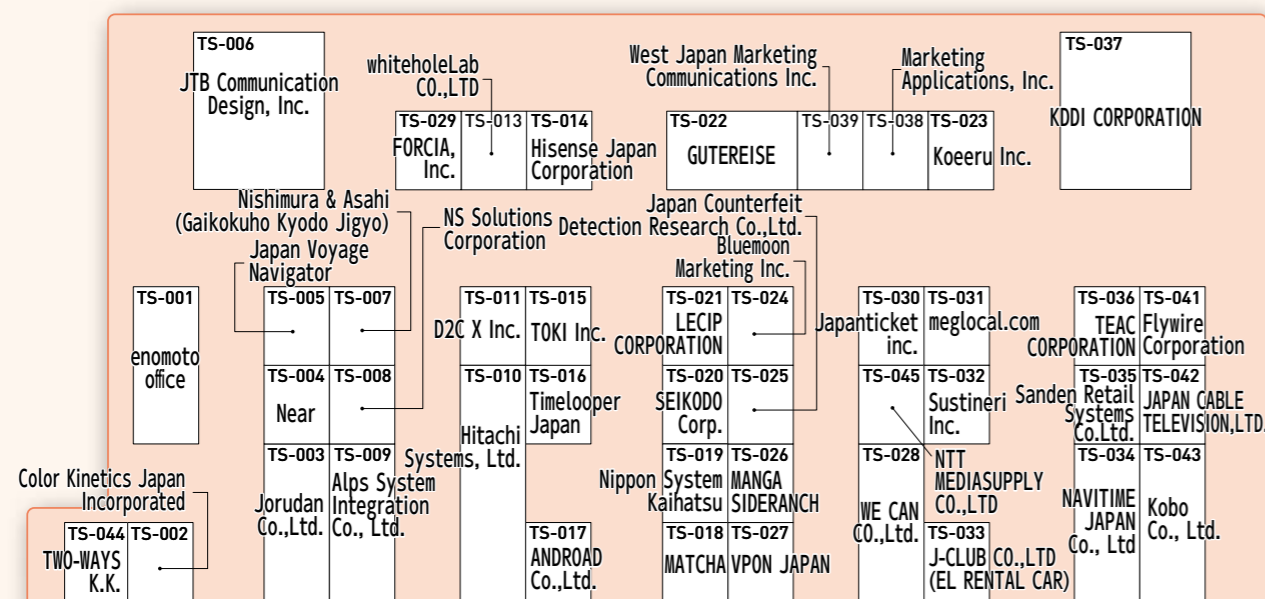
In addition to major companies, there were also notable exhibitors from start-up firms that provide services using their own technology to support the tourism business. The exhibits were wide-ranging, including multilingual services, translation tools, ICT solutions, VR

(virtual reality), AR (augmented reality), and services that support tourism DX. There was also an exhibition of solution services to resolve the labor shortage that has become apparent in the post-pandemic. It also featured services that visualize the movement of inbound tourism, which is showing a V-shaped recovery, and usage of AI to forecast traveler movements.

Many exhibitors held presentation seminars at their booths, drawing visitors to listen intently to explanations of next-generation solution services. In addition, similar to TEJ's exhibition business meetings, the exhibition also provides a matching system between exhibitors and tourism industry workers. There was high activity of people having business talks and exchanging information inside the booths.

Exhibitors' Fields of Business

- DX-related services (IT platform, 5G, Wi-Fi, IoT, location-based information, biometrics, virtual and augmented reality, artificial intelligence (AI), robotics, automatic translation, etc.)
- Inbound acceptance support services and regional development, etc.



Tourism Professional Seminars

 October 26 (Thu.) and 27 (Fri.)
INTEX OSAKA Exhibition Hall 5
Seminar Room and INTEX Plaza A Stage

Information on Future Travel Styles and Upcoming Destinations!

The Tourism Professional Seminars, a program for tourism industry professionals, was held to update information on destinations in anticipation of the recovery of domestic and inbound travel and the resurgence of overseas travel following the COVID-19 pandemic as well as to present future-oriented content such as eco-tourism and sustainable travel.

The A stage and seminar rooms were packed with industry professionals.



Tourism Professional Seminars Time Table

Date	Time	Venue	Lecture Name	Organizers
Oct. 26 (Thu.)	10:30 p.m. - 0:00 p.m.	Room 1	Travel DX Seminar, Travel DX in Practice	Nippon Steel Solutions Co., Ltd.
	0:30 p.m. - 2:00 p.m.		Now is the Time to Think about Ecotourism - Sustainable Tourism Destinations Created by Local Communities	Ministry of the Environment
	2:30 p.m. - 4:00 p.m.		Tourism Promotion Opportunities Amid Latest Regulatory Details on Stealth Marketing; Promotion w/ Influencers	Nishimura Asahi Law Office
	4:30 p.m. - 6:00 p.m.		Saudi Arabia, the Hottest New Destination - From Ancient Ruins in the Desert to Future City of Mirrors	Saudi Tourism Authority
	0:30 p.m. - 2:00 p.m.		Bosnia and Herzegovina: The Most Exciting Destination in the World	USAID Developing Sustainable Tourism in Bosnia, Herzegovina
	2:30 p.m. - 4:00 p.m.	Room 2	Importance of Regional DMPs - From Tourism Forecasting Platforms and Beyond to Tourism DX	Tourism Forecast Platform Promotion Council (Secretariat: Japan Tourism Promotion Association)
	4:30 p.m. - 6:00 p.m.	Room 3	Inbound Frontline! Snow Resorts Open the Way to Inbound Visitors and Regional Revitalization	JATA, JTITA
	0:30 p.m. - 2:00 p.m.		Sasaki Liquor Store, Kuma Shochu Distillery Tourism Council, Okinawa Awamori Distillers Association, etc.	Japan Sake Brewery Tourism Promotion Council
	10:30 a.m. - 0:00 p.m.		Airports are a Second Destination	Plaza Premium Lounge
	0:30 p.m. - 2:00 p.m.		Common platform for the tourism industry* that contributes to improved operational efficiency, productivity	JATA Domestic Travel Promotion Division
	10:30 a.m. - 0:00 p.m.		Sustainable Tourism Award	Japan Tourism Agency
Oct. 27 (Fri.)	2:30 p.m. - 4:00 p.m.	A Stage	Resumption of International Cruises and Future Prospects--From Zero Forward	Waterfront Vitalization & Environment Research Foundation/TEJ Promotion Office
	4:30 p.m. - 6:00 p.m.		Expo 2025 Osaka, Kansai, Japan, "Pavilions for Private Sectors Concept Presentation"	Japan Association for the 2025 World Exposition
	10:30 p.m. - 0:00 p.m.		Management of destinations using a nat'l tourism DMP, data strategy for sustainable regional expansion	JTITA
	0:30 p.m. - 2:00 p.m.		Legal Seminar on Home Agent Travel Agency; Interpretation of Advertising Labeling, etc.	JATA Legal and Compliance Office
	2:30 p.m. - 4:00 p.m.		Examples of "Japan Heritage Experience Tourism Project" organized by JTITA	JTITA
	4:30 p.m. - 6:00 p.m.	Room 1	Destination wellbeing - definition, measurement & assessment	Wakayama University Faculty of Tourism
	10:30 a.m. - 0:00 p.m.		Kansai=Doha Daily Flights Resume! Qatar Airways Update Seminar ~ Network from Kansai, Narita and Haneda	Qatar Airways
	0:30 p.m. - 2:00 p.m.		Tourist Attractions in Peru; Invitation to Northern Andes Cultural Landscapes	Commercial Office of Peru in Japan
	2:30 p.m. - 4:00 p.m.		Tourism and Regional Revitalization Utilizing Space	Sora Tourism Promotion Council, NTA Sola Travel Club
	4:30 p.m. - 6:00 p.m.		Portugal Tourism Seminar	Portuguese Tourism Board within the European Travel Board
	10:30 a.m. - 0:00 p.m.	Room 2	Tohoku Fan Meeting Spin-off; Connecting the Future of Tourism in Tohoku	Japan Reconstruction Agency
	0:30 p.m. - 2:00 p.m.		Tourism Promotion Opportunities Amid Latest Regulatory Details on Stealth Marketing; Promotion w/ Influencers	Nishimura Asahi Law Office
	2:30 p.m. - 4:00 p.m.		Japan Tourism Award 2023 Special Jury Award Commemorative Seminar Japan Sake Brewery Tourism Promotion Council member, GI (geographical Display) Introduction of initiatives, introduction of sake and 100-year food from the Food Culture Counselor's Office of the Agency for Cultural Affairs	Japan Council for Promotion of Sake Brewery Tourism
	4:30 p.m. - 6:00 p.m.		Airline and Travel Analyst on Current Situation and Challenges of DX in Tourism Industry: Next Generation MaaS by Connecting Data	Faurecia Co., Ltd.
	10:30 a.m. - 0:00 p.m.		Osaka/Kansai EXPO and Post-EXPO Legacy and Changes in Inbound Market	JTB Communication Design Co., Ltd.
	0:30 p.m. - 2:00 p.m.	Room 3	Utilizing regional characteristics and consider approaches to the reviving inbound market.	JTB Communication Design Co., Ltd.
	2:30 p.m. - 4:00 p.m.		An introduction to the charms of Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, and Turkmenistan connected by Silk Road to Japan	Japan International Cooperation Agency
	4:30 p.m. - 6:00 p.m.		Maro's Round Trip to Jordan & THE JORDAN TRAIL	Jordan Tourism Board

Travel Showcase

October 26 (Thu.) to 28 (Sat.), 10:00 a.m. to 6:00 p.m.
October 29 (Sat.), 10:00 a.m. - 5:00 p.m.
INTEX OSAKA

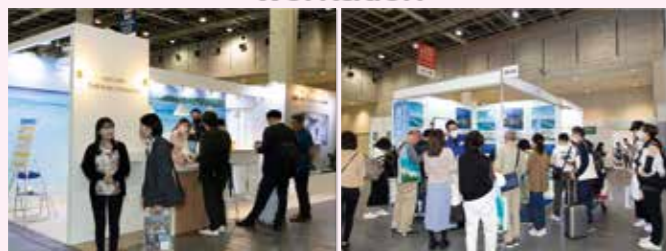
Experience a "Open the Door to the Future" With Awareness of the SDGs at Each Booth!

In 2023, the first time in four years that this event was held in Osaka, Next Destinations were introduced, where visitors could experience space travel and new overseas travel experiences, while Workation, Drive Tourism, Dark Sky Tourism, Academy, Tourism SDGs, Adventure Tourism, Cruises, and Sports Tourism were also featured.

In addition, the Osaka/Kansai Future Zone was set up to give visitors a glimpse of the 2025 Osaka-Kansai EXPO, making the exhibition a perfect fit for the event theme, "Open the Door to the Future"

Special Area

Workation



Drive Tourism



Dark Sky Tourism



Panel to support the recovery of severely damaged Maui, Hawaii

Special Corner

Academy



Tourism SDGs



Adventure Tourism



Cruises



Sports Tourism



Tabi Square



Special Corner Stage



Osaka-Kansai Future Zone

October 26 (Thu.) to 28 (Sat.), 10:00 a.m. to 6:00 p.m.
October 29 (Sat.), 10:00 a.m. - 5:00 p.m.
INTEX OSAKA Exhibition Hall 4

Pre-experience the EXPO 2025 Osaka-Kansai and the future Kansai area

The "Osaka-Kansai Future Zone" was set up from Thursday, October 26 to Sunday, October 29 to allow visitors to experience the future of Osaka-Kansai region, centering on the "EXPO 2025 Osaka-Kansai" ahead of others. The zone was open to the press, industry and general public for a total of four days, featuring a variety of exhibits designed to encourage visitors to learn more about the future of the Kansai region.

The EXPO 2025 Osaka-Kansai booth attracted visitors' attention with its prominently displayed MYAKU-MYAKU, the official character of event, in every corner of the booth, introducing the concept and highlights of the EXPO. Other booths included a VR zipline experience, an exhibition of NTT Group's efforts toward the EXPO, an introduction to the World Masters Games, and an exhibit

that communicated the attractions of not only Osaka and Kyoto, but the entire Kansai area as a whole through collaboration. The booth of Yoshimoto Kogyo sold original goods and other exhibits that showed the uniqueness of the Kansai region. Visitors stopped at booths that interested them.

A total of 10 lectures were held on a special stage in the Osaka-Kansai Future Zone during Tourism EXPO Japan. The content of the lectures ranged from the appeal of the international exposition to the efforts of Hyogo Prefecture, the neighboring prefecture, in preparing for the EXPO. Many people listened to the lectures on both the Trade & Business Days and the General Public Days, underscoring the high level of interest and anticipation for the EXPO.



Exhibitor's List

4-051	EXPO2025 KANSAI Tourism Council •Kansai Tourism Bureau •JAPAN TRAVEL AND TOURISM ASSOCIATION KANSAI
4-053	MUIC Kansai
4-054	The World Masters Games 2027 Kansai
4-055	UNION OF KANSAI GOVERNMENTS
4-056	AMUSE Inc. •KM adventure •ryokosapo
4-057	Osaka Prefectural Government •azabuko-hi-ten •chiki •dejitaruakkusu •happyokan •kameyashigehiro •midoriseika •NSW •Rabbit Farm •tenmaosakakonbu •Zen
4-059	Hyogo Prefectural Government EXPO2025 Regional Promotion Division
4-060	Expo 2025 Osaka, Kansai, Japan
4-061	NTTGroup
4-062	YOSHIMOTO KOGYO CO., LTD.



EXPO 2025 Osaka-Kansai 'Private Sector Pavilion' Concept Presentation

Exhibitors of the Osaka-Kansai Future Zone Unveil Pavilion Concepts

The TEJ hosted the "Private Sector Pavilion Concept Presentation" for EXPO 2025 Osaka-Kansai. Akinobu Takami, Director of the Planning Division of the Japan Association for the 2025 World Exposition, who attended the event, said that the economic impact of EXPO 2025 will be significant, with construction proceeding smoothly. In the private-sector pavilions, each exhibitor devised and presented unique exhibits in line with the theme of the EXPO, "Designing Future Society for Our Lives." with the aim of providing visitors with an experience of a future society that will move and inspire them.

All 13 exhibitors -- NIPPON TELEGRAPH

AND TELEPHONE CORPORATION, The Federation of Electric Power Companies, Sumitomo EXPO 2025 Promotion Committee, Panasonic Corporation, Mitsubishi General Committee for EXPO 2025 Osaka, Kansai, Japan, YOSHIMOTO KOGYO HOLDINGS CO., LTD., Pasona Group Inc., ZERI Japan, Bandai Namco Holdings Inc., Tamayama Digital Tech CO., LTD., The Japan Gas Association, Iida Group Holdings CO., LTD., and Osaka Food Service Industry Association -- gathered to present their specific concepts for pavilions that would make full use of both real and virtual media to provide awareness of social issues, revive the ocean, and demonstrate

the power of laughter with children around the world. The EXPO character "MYAKU-MYAKU" also made an appearance.



Booth Award Program

- Grand Prize**
- Semi-Grand Prize**
- Special Prize**
- Chairman Prize The TEJ Executive Committee**

The Booth Grand Prix is an award program in which visitors vote to select the booths that made the exhibition the most exciting among the exhibitors. The judging five points are "whether the booth design was full of originality and attractive presentation," "whether the staff provided excellent customer service and hospitality," "whether the contents were moving (memorable)," "whether the impression of the country, region, company/organization changed significantly before and after visiting the booth," and "whether the country, region, company / organization addressed SDGs (newly added in 2023)."

The "Booth Award Selected by the Professionals" and the "Booth Award Selected by the Public" were selected in two categories: "Travel Trade Professionals' Choice Booth Grand Prize" and "Travel Enthusiasts' Choice Booth Grand Prize," respectively, by voting on the Trade & Business Day, and "Travel Lovers' Choice Booth Grand Prize" on the general day. In addition, two organizations were selected for the Organizing Committee Chairman's Prize for expressing this year's theme, "Open the Door to the Future."

~Booth Award Selected by the Professionals~

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

- Grand Prize**
Taiwan Visitors Association
- Semi-Grand Prize**
KOREA TOURISM ORGANIZATION



- Special Prize**
Kadena Town
- Chairman Prize The TEJ Executive Committee**
JTB Corp.



~Booth Award Selected by the Public~

Decided by voting on General Public Day! (Voters: General Public Day Visitors)

- Grand Prize**
KOREA TOURISM ORGANIZATION
- Semi-Grand Prize**
Taiwan Visitors Association



- Special Prize**
URUMA City Okinawa
- Chairman Prize The TEJ Executive Committee**
Saudi Tourism Authority



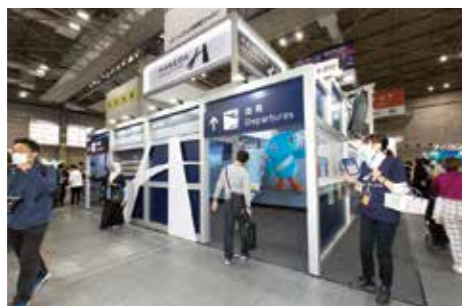
JAPAN AIRLINES oneworld



Kansai Airports



ALL NIPPON AIRWAYS



Japan Airport Terminal Co., Ltd.
Tokyo International Air Terminal Corporation



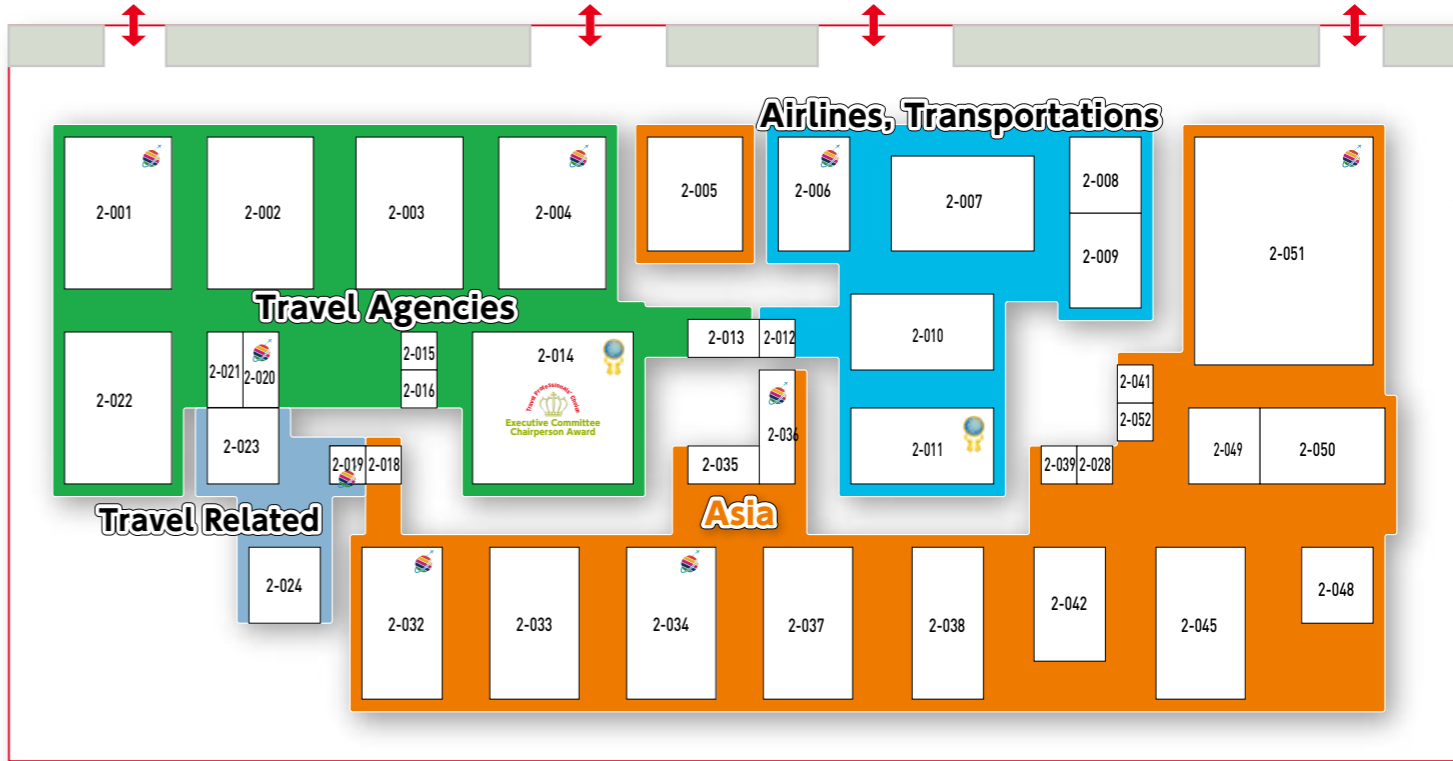
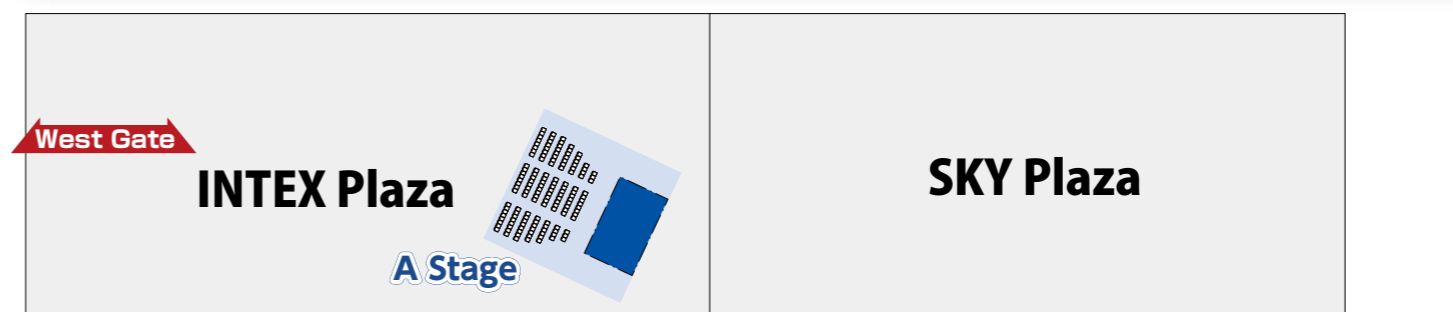
BRIDGE MULTILINGUAL SOLUTIONS



Hall 5: Kyushu / Okinawa / Hotels, Accommodations / Travel Related Hall 2: Asia / Airlines, Transportations / Travel Agencies / Tourism Related

Participating Organizations of Tourism for SDGs Digital Stamp Rally JAPAN TOURISM AWARDS

Hall 5



Hall 2

Hall 4: Kansai / Chugoku / Shikoku / Osaka/Kansai Future Zone / Tourism Related / Special Exhibition Corner

Hall 3: Asia / Europe / Pacific

Participating Organizations of Tourism for
SDGs Digital Stamp Rally JAPAN TOURISM AWARDS

Hall 4



Hall 6B: Kanto / Chubu / Dark Sky Tourism / Workation / Drive Tourism / Travel Solution 2023 / Tourism Related / B Stage / Food Court
Hall 6A: Middle East / Asia / Central Asia / Africa / North America / Central & South America, Caribbean / Tourism Related / Special Exhibition Corner / Food Court / Hokkaido / Tohoku / The local "Donburi" Grand Prix ~Extra Edition~

Hall 6 Zone B



Hokuriku Tourism Promotion Association & West Japan Railway Company



Hawai'i Tourism Japan



Ministry of Tourism, Government of India



DISCOVER WEST / Japan Travel and Tourism Association Chugoku Branch / West Japan Railway Company



Railways KANSAI



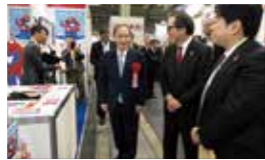
Saudi Tourism Authority



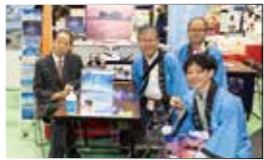
Official Visits



Ryusho Kato
Parliamentary Vice-Minister, Ministry of Land,
Infrastructure, Transport and Tourism



Yoshihide Suga
Former Prime Minister
Member of the House of Representatives



Toshihiro Nikai
President, All Nippon Travel Agents Association, Member of the House
of Representatives, Supreme Advisor, Research Commission for the
Establishment of a Tourism Oriented Nation



Motoo Hayashi
Member of the House of Representatives,
Chairperson, Research Commission for the Establishment
of a Tourism Oriented Nation



Hideki Miyauchi
Member of House of Representatives
Chief Secretary, Research Commission for the
Establishment of a Tourism Oriented Nation



Shunsuke Takei
Member of the House of Representatives



Yosuke Tsuruho
Member of the House of Councillors



Masashi Adachi
Member of the House of Councillors



Hirotaka Ishikawa
Member of the House of Councillors



Hisatake Sugi
Member of the House of Councillors



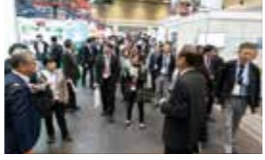
Ichiro Takahashi
Commissioner, Japan Tourism Agency



Kaiji Shinko Renmel



The Tokyo Chamber of Commerce and Industry
The Travel and Tourism
Promotion Committee



Tourism Officials of Aichi Prefecture

Courtesy Calls



Masaaki Okazaki
Board Member, Senior Executive Officer, JCB CO., LTD.



Ministry of Tourism, Government of India



African Diplomatic Corps / TRINVEC



The State Tourism Agency of the Republic of Azerbaijan



Ministry of Tourism and Creative Economy, the Republic of Indonesia



Greek National Tourism Organization



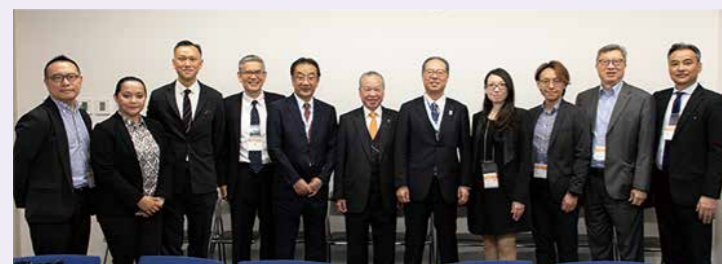
BOTSWANA TOURISM



Tourism Development Support Fund of the Kyrgyz Republic



Taiwan Visitors Association



Hong Kong Tourism Board

Booths Visits



Don Farrell
Minister for Trade and Tourism, Australia



European Travel Commission (ETC)



Tourism SDGs Digital Stamp Rally

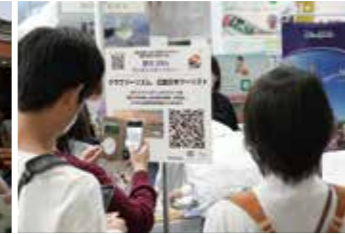
October, 28 (Sat.) and 29 (Sun.)
INTEX OSAKA Exhibition Hall 2 to 6 AB Zone
Sponsorship: JCB Co., Ltd.
Saudi Tourism Authority

Opportunities to Realize, Learn about SDGs at TEJ Exhibition

The Tourism SDG Digital Stamp Rally was held on the weekend on October 28 and 29 to visualize "SDG initiatives" in the tourism sector in the 17 SDGs and 169 targets set by the United Nations in efforts to realize a sustainable, diverse, and inclusive society. The event provided visitors with opportunities to "notice" and "learn" as they walked around the exhibition venue. Visitors accessed the Tourism SDGs Digital Stamp Rally website from the QR codes at the exhibition venue to participate.

Many participants visited the booths of participating organizations where they could deepen their knowledge while enjoying the digital stamp rally.

The goal points of the stamp rally were also used for a student-only event, the "Youth International Travel Support Lottery," which appealed to young people's interest in international travel and encouraged them to take action. The raffle was a big hit with the students who came to the event.



Furusato Support Festa in Tourism Expo Japan

October, 28 (Sat.) and 29 (Sun.)
INTEX OSAKA Exhibition Hall 6 B Zone

Support the Hometowns by Enjoying Local Products and Sake from Hokkaido, Fukushima!

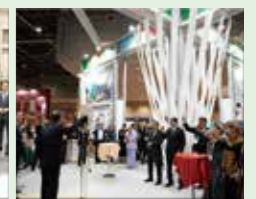
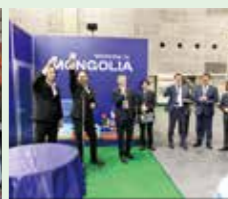
"Hometowns Support Festa in TEJ" was held on the weekend of October 28 and 29 under the theme of "Cheering for Hokkaido and Fukushima Prefectures." At the Hamadori (Fukushima) booth, a long line of visitors waited to try the local sake tasting service. The venue was also lined with kitchen cars offering scallops and other seafood from Hokkaido.

The two-day event was a success among visitors who had heard the news about the plight of Hokkaido producers and Fukushima Prefecture and came to the venue to support these regions.



Exhibitor Receptions

Receptions were held at exhibitors' booths on October 27 (Fri.), inviting interested visitors.



Stage Schedule

Captivating Performances, Events Representing Global

Oct. 28 (Sat.)	Place	A stage INTEX Plaza	B stage Hall 6
	Time		
10:30	45	10:30~11:00 Meet & Discover Central Asia ~Journey to the Silk Road~ Central Asia 5 Countries Performers	10:30~11:00 "NAMAGASHI with a Kamei (nerikiri and konashi)", which was registered as Registered Intangible Cultural Properties Demonstration Commentary JAPAN WAGASHI ASSOCIATION Demonstration MARUICHI-KASHIHO Co.,Ltd.
	11:00		
11:20	15	11:20~11:50 Nihao China Show Nihao China Performance Troupe	11:20~11:50 The Introduction to Bunraku, [showcase]Sambaso of OSAKA BUNRAKU Version BUNRAKU KYOKAI, and Fukuryu Katsura
	30		
12:10	15	12:10~12:40 Promotion Stage for Winter Youth Olympic Games Gangwon 2024 Lee Sang-Hwa (Speed Skating Olympic Games Gold Medalist) Tomomi Okazaki (Speed Skating Olympic Games Bronze Medalist) SALIY HIGASHIYAMA (a writer)	12:10~12:40 The Introduction to Bunraku, [showcase] Sambaso of OSAKA BUNRAKU Version BUNRAKU KYOKAI, and Fukuryu Katsura
	30		
13:00	15	13:00~13:30 Wonderful Indonesia - Balawan and Batuan Ethnic Fusion Wonderful Indonesia - Balawan and Batuan Ethnic Fusion	13:00~13:30 Saudi Traditional Dance Ardah Saudi Tourism Authority
	30		
13:50	15	13:50~14:20 Tourism Malaysia Cultural Dance Show Malaysia Cultural Dance Troupe	13:50~14:20 A large gathering of Niigata's stars! Delicious! Want to visit! Talk Show & Rock-Paper-Scissors Competition to introduce the attractions Niigata Prefecture Tourism Association & NIIGATA SAKE Fair 2023
	30		
14:40	15	14:40~15:10 Tigerair Taiwan Presents "How to Walk in Taiwan's Alleyways" by Natsuki Yasuda, & Introducing the Latest Taiwan Café" by WHOSMING Tigerair Taiwan	14:40~15:10 Not Just Crabs: Tottori Tourism Promotion Tottori Tourism Goodwill Ambassadors, Iradori Biyori (Tottori Umbrella Dance Troupe), and Toripy (Tottori Prefecture PR Character)
	30		
15:30	15	15:30~16:00 Folk Songs of Amami islands Yurika Ohyama	15:30~16:00 Not IBARAKI*! AIRPORT, We are IBARAKI*! AIRPORT!! Ibaraki Airport x Skymark Co., Ltd.
	30		
16:20	15	16:20~16:50 GUAM Chamorro Dance Show Guma Taotao Kinahulo Atdao na Tano	16:20~16:50 Himeji Tourism Promotion Stage 30th Anniversary of World Heritage Registration The Queen of Himeji Castle
	30		
17:10	15	17:10~17:40 Colombia, the Country of Beauty with Salsa Dance Performance PROCOLOMBIA	17:20~17:40 Join Macao Quiz & Fly with Air Macau Macao Government Tourism Office AIR MACAU Company Limited
	30		
18:00	45		



Oct. 29 (Sun.)	Place	A stage INTEX Plaza	B stage Hall 6
	Time		
10:30	45	10:30~11:00 Come & Say G'day! Live performance Tourism Australia	10:30~11:00 Select the correct answers and get local specialties from the 4 regions! Kagoshima Four Regions Sightseeing Council
	11:00		
11:20	15	11:20~11:50 Hiroshima & Miyajima Tourism Goodwill Ambassador and BUNKACKY, the first Yurukyara character, introduce popular sightseeing spots, activities, and specialties of Hiroshima especially introduced at the G7 Hiroshima Summit! Hiroshima & Miyajima Goodwill Ambassadors, the unique Hiroshima-born mascot character BUNKACKY, Kure City's official character KURESHI and Hiroshima Convention & Visitors Bureau	11:20~11:50 The Introduction to Bunraku, showcase Sambaso of OSAKA BUNRAKU Version BUNRAKU KYOKAI, and Fukuryu Katsura
	30		
12:10	15	12:10~12:40 Meet & Discover Central Asia - Journey to the Silk Road - Central Asia 5 Countries Performers	12:10~12:40 Let's Travel Shikoku ! Shikoku
	30		
13:00	15	13:00~13:30 Performances of Traditional Ainu Dance & Traditional Ainu Musical Instrument UPOPOY National Ainu Museum and Park	13:00~13:30 The Fast & Furious Travel ! First Trip to the Moon Hidehiko Agata/Sora Tourism Promotion Council Osamu Nakajima/Nippon Travel Agency Co.,Ltd.
	30		
13:50	15	13:50~14:20 Wonderful Indonesia Ethno Art Wonderful Indonesia Ethno Art	13:50~14:20 Join Macao Quiz & Fly with Air Macau Macao Government Tourism Office AIR MACAU Company Limited
	30		
14:40	15	14:40~15:10 Peruvian National Dance ESTE ES MI PERU Japon - Osaka	14:40~15:10 Idol stage show scent special effects production. SceneryScent.co.,Ltd.
	30		
15:30	15	15:30~16:00 Welcome to Mongolia Play Entertainment XXX	15:30~16:00 Do You Know Tottori? Discover Tottori Prefecture Tottori Tourism Goodwill Ambassador: Toripy (Tottori Prefecture PR Character)
	30		
16:00	15		
	30		
17:00	45	16:30~17:00 Grand Finale	
	17:00		



The Local "Donburi" Grand Prix ~ Extra Edition ~

The "National Local Donburi Championship" is a very popular corner of the "Hometown Festival Tokyo - Japanese Festivals' Tastes of Hometown" held at Tokyo Dome, where local donburi (bowl food) from around Japan compete for honors. At TEJ 2023 Kansai/Osaka, as an "extra edition" of the championship, 10 local bowls nationwide, including regular participants in the championship, as well as newly participating local bowls, were gathered at the venue.

Long lines formed at each booth, especially around lunchtime, where visitors could be seen enjoying the freshly made rice bowls served in front of them.



Food Court

[Kansai Good Food Corner]

Five stores exhibited Kansai's kushikatsu (skewered pork cutlets), okonomiyaki, takoyaki, yakiniku (grilled meat), and long-established ekiben (boxed lunches), all drawing long lines. Visitors enjoyed gourmet foods from famous restaurants unique to the Kansai region at the venue.



[Domestic, international food corner]

In addition to local sake and craft beers from Niigata, -- known as an sake-producing region and seasonal Japanese sweets -- booths from overseas selling food items as crocodile meat dishes from Africa and Chamorro items from Guam, were popular with visitors.



Closing Ceremony / Grand Finale

October, 29 (Sun.) 4:30 p.m. – 5:00 p.m.
INTEX OSAKA INTEX Plaza A Stage

This year's Osaka / Kansai Travel Exhibition, the second time in Osaka, attracted visitors

This year's TEJ 2023 Osaka / Kansai trade fair, the second time in Osaka, attracted exhibitors from 70 countries and regions, with a total of 148,062 visitors over the four days. A total of 529 buyers and 1,037 sellers participated, with the number of business meetings reaching 5,768, making it a very successful fair for tourism.

At the closing ceremony, Executive Committee Chairman Hiroyuki Takahashi emphasized the great success of the event, saying, "It would be my greatest pleasure if TEJ could be a turning point for the tourism industry to recover from the pandemic and pave the way to a new future. Okazaki of JCB said, "Every year I feel the tourism industry is growing and gaining momentum, and I am very happy that so many people came to Osaka for the first time in four years.

The "Booth Grand Prize" award ceremony was also held on stage. The "Booth Grand Prize" was awarded in two categories: the "Booth Award Selected by the Professionals" selected by votes on the trade days and the "Booth Award Selected by the Public" selected by votes on the general public days. The Grand Prize, Runner-up Grand Prize, Special Award, and Executive Committee Chairman's Award were awarded to a total of six organizations.

The event concluded with a grand finale featuring local mascot characters from all over Japan, and a promise to meet again in Tokyo in 2024 and Osaka / Kansai EXPO in 2025.



*Refer to the photos on page 18 for winners.



Hosts and Guests on the Stage

Closing Ceremony

Masaaki Okazaki, Board Member, Senior Executive Officer, JCB CO., LTD.
Hiroyuki Takahashi, Chairman, TEJ Executive Committee
Booths Grand Prix Winners

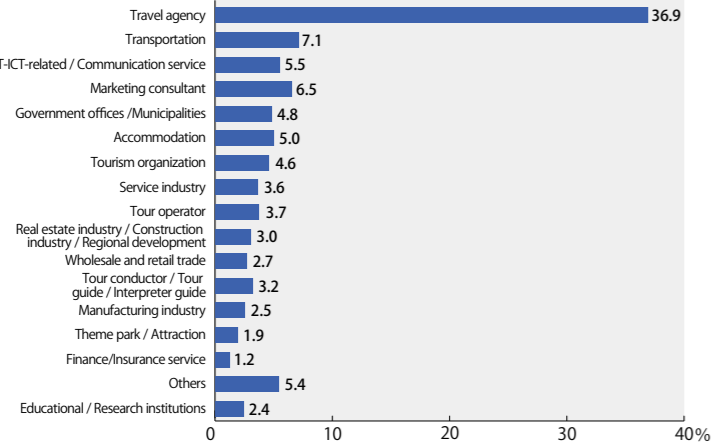
Grand Finale

Exhibitors (local mascots / characters throughout country)

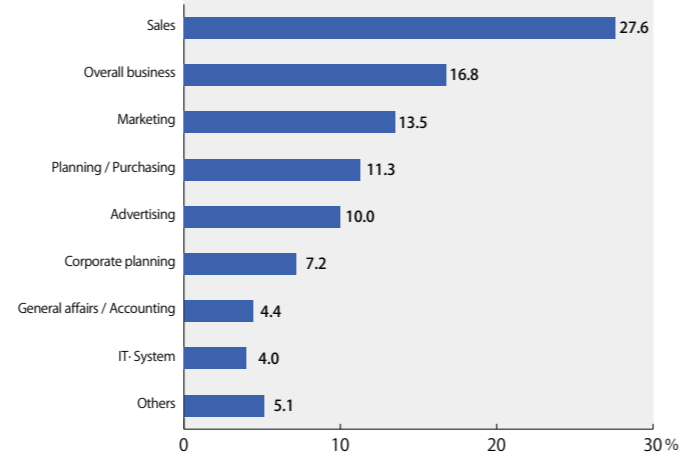
Survey of Trade Visitors

Travel agencies accounted for nearly 40% of all visitors, but it can be seen that the event has been attracting attention from industries other than the travel industry, such as transportation-related, marketing consultants, and information communication/IT-related, as that in the previous years. In terms of visits by purpose, in addition to "Gather information" and "Increase knowledge," many visitors came for "Broaden network within the industry" and "Hints for new business models," all of which received extremely high satisfaction ratings of over 90%.

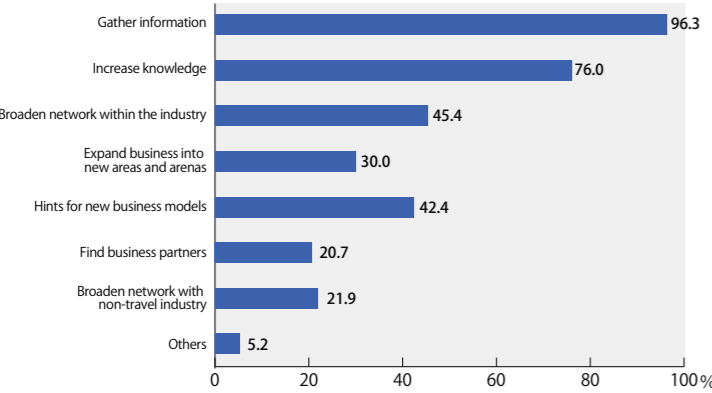
Business Categories



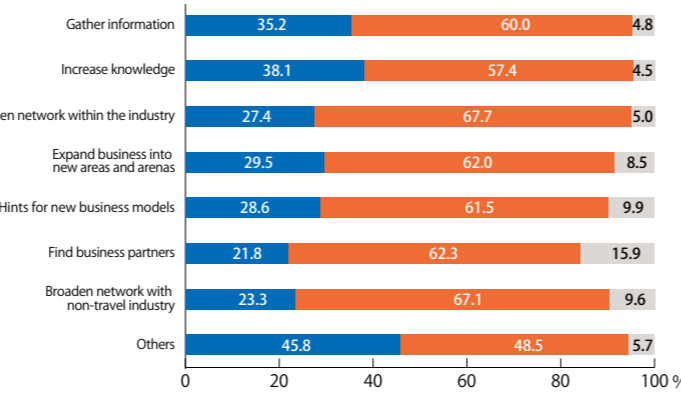
Occupation



Purpose of Visit (multiple choice)



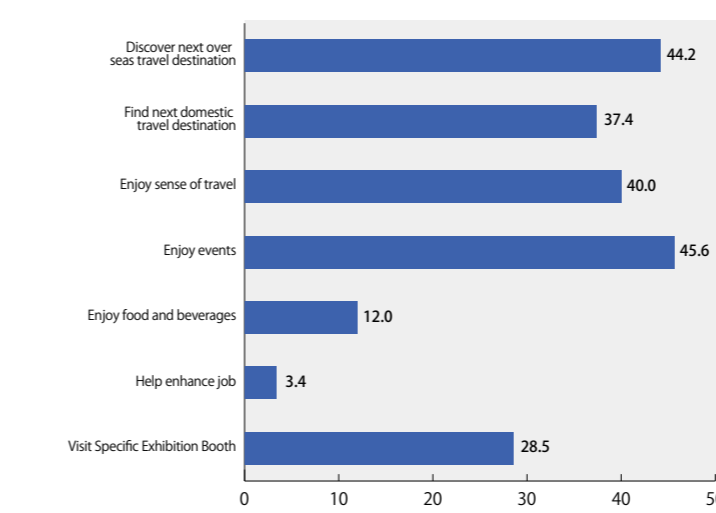
Satisfaction Rating by Purpose of Visit



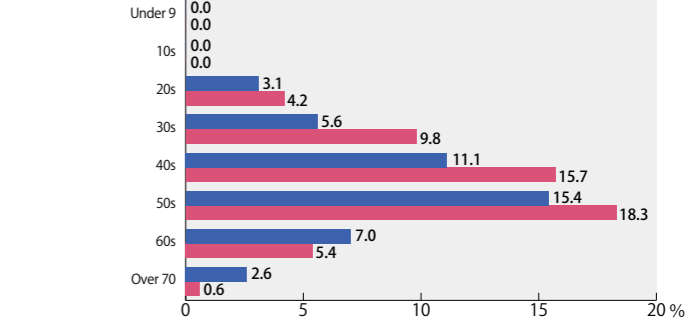
Survey of General Visitors

The gender ratio of visitors was almost 50/50, although the female visitors slightly exceeded the male visitors with 54.0%. By age group, visitors were in their 50s, 40s, 30s, 60s, and 20s, in that order. The purpose of the visit was "Discover next overseas travel destination," a close second to "Enjoy events" and "Find next domestic travel destination" accounted for just under 40% of the visitors. The result was a high level of satisfaction in general. As this was a large-scale travel event following the downgrading of the COVID-19 to the fifth category, visitors were seen actively talking with exhibitors in search of the latest information.

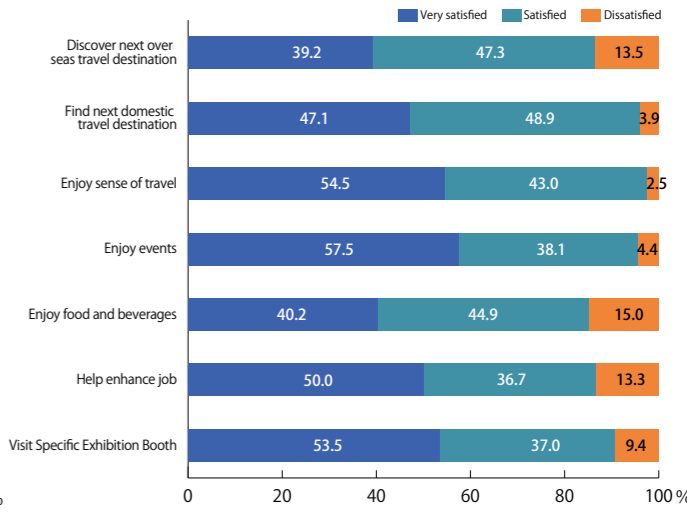
Purpose of Visit (multiple choice)



Age Groups / Sex



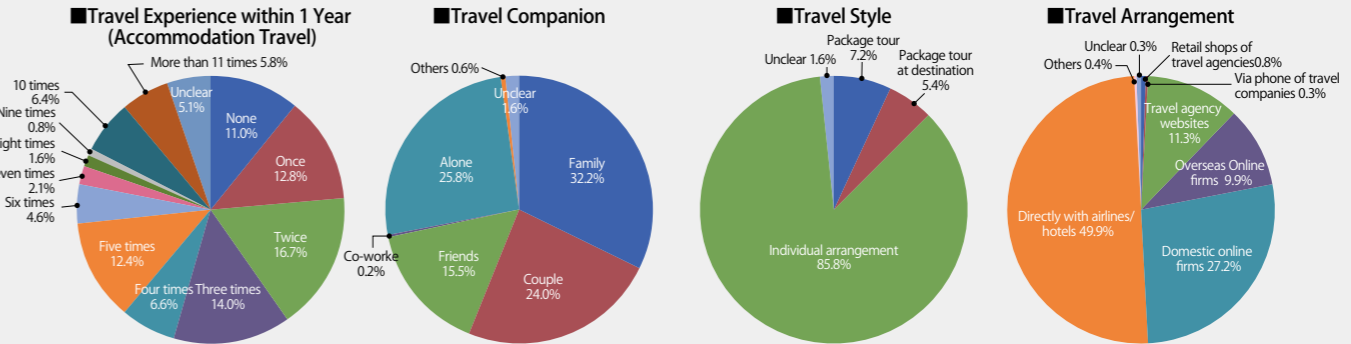
Satisfaction Rating by Purpose of Visit



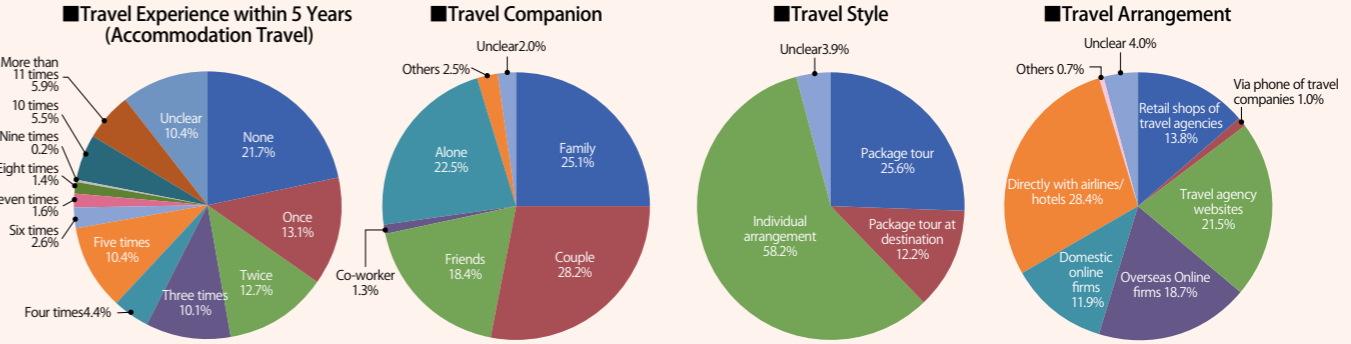
Travel Trends Among General Visitors

Although the top domestic travelers were those who had traveled 2, 3, and 1 times (in that order) in the past year, and the top overseas travelers were those who had traveled 0, 1, and 2 times (in that order) in the past 5 years, their willingness to travel did not wane, considering that it has been less than six months since the downgrading of COVID-19 to Category 5. Among travelers, "Family" "Alone" and "Couple" were the most frequent travelers for domestic travel, while "Couple" "Family" and "Alone" were the most frequent travelers for overseas travel. In terms of travel arrangements, online reservations, including those made "Directly with airlines/hotels", are becoming the norm.

Domestic Travel



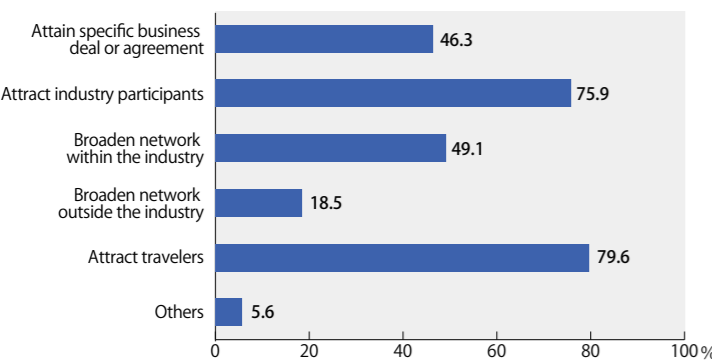
Overseas Travel



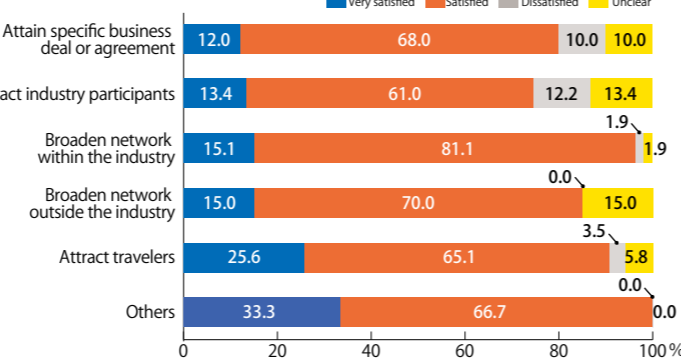
Survey of Exhibitors

While "Attract industry participants" accounted for just under 80% of exhibitors, "Broaden network within the industry" and "Attain specific business deal or agreement" followed at just under 50%, indicating that many exhibitors had more ambitious objectives. Overall, the results indicate that expectations are rising for business meetings.

Purpose of Exhibit (multiple choice)



Satisfaction Rating by Purpose of Exhibit



Results Obtained From the Exhibition

- It was meaningful to be able to get in contact with agents in the Kansai area who we would not normally meet.
- Since the event was held after the pandemic, many buyers said, it great to hold the event in person, which I agree.
- I was able to see how other booths showcased their appeal and their advertising activities, which served as a reference for future projects.
- I didn't have any networking or business negotiation opportunities in Japan, so by participating this time I was able to understand the current situation and do a lot of PR.
- It was good to see the reactions from overseas toward the resumption of inbound tourism and the people outside the travel industry watching.
- We were able to collect various opinions from consumers, and we were also able to create points of contact with overseas companies.
- This gave us an opportunity to reconsider two ways to appeal to the industry and to general travel enthusiasts.
- I was able to learn about the travel trends of visitors mainly from the Kansai area, and I felt that a PR method tailored to the region was needed, so I would like to pass on the information to each municipality.
- We were able to promote the event more effectively through costumes and photo shoots.
- More than 4,000 people visited our booth, and we were able to make a stronger impression.

Total media exposure: 1,185 (April to October) Total advertising conversion: JPY270,547,163-
Media attendance: 574 (total) including major media such as TV stations and newspapers

Press Conferences

- (1) Press Conference to Announce the Outline of the Event**
Date: Thursday, July 6
Location: Osaka International Convention Center (Grand Cube Osaka)
Contents: Overview of Tourism EXPO Japan 2023 Osaka / Kansai
Media in Attendance: 21 people from 17 companies (2 TV stations, 7 newspapers, 1 radio station, 1 news agency, 5 specialized media, and 1 other media)
- (2) JATA Regular Press Conference**
Date: Wednesday, October 18
Venue: JATA Conference Room
Contents: Highlights of the Exhibition, Forums & Seminars, key points for coverage
Media in Attendance: 21 people from 19 companies (1 TV station, 4 general newspapers, 11 media outlets, 2 news agencies, 1 business magazine)
- (3) Organizers Press Conference on the Opening Day**
Date: Thursday, October 26
Venue: INTEX Plaza, Stage A
Contents: The updated highlights of the event and introduction of the PR ambassadors
Media in Attendance: 34 media (6 newspapers and news agencies, 20 industry media)

Newspapers and magazines (125)

Kyoto Shimbun July 7 (Fri.), 2023 morning edition



Yomiuri Shimbun Osaka, July 7 (Fri.), 2023



TV: 6 stations, 8 programs (October)



Produced Items



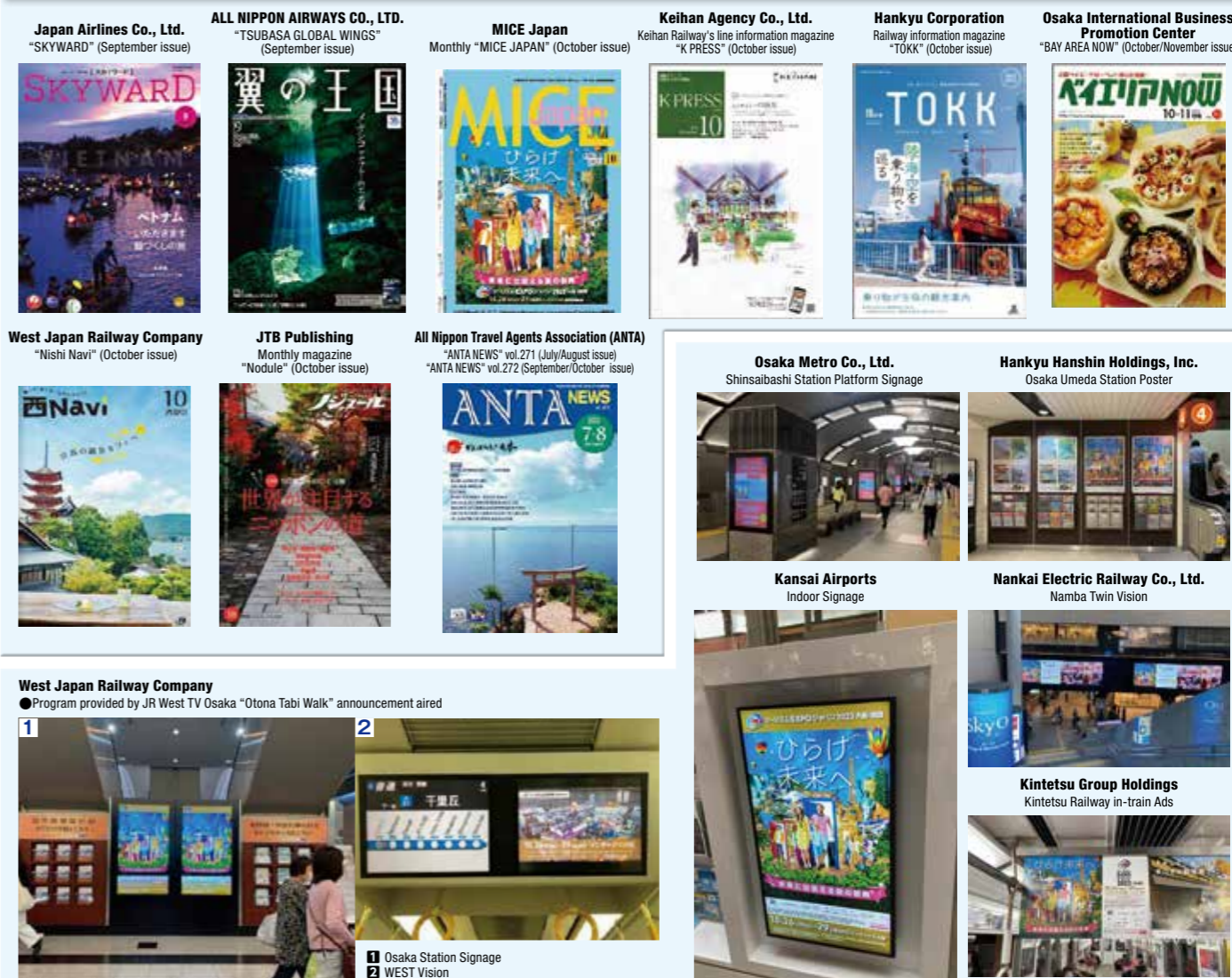
Cooperation with SNS announcements

In efforts to raise awareness of the event, unite the industry, and boost the momentum for travel, mainly in the Kansai region, the subcommittee members simultaneously posted notices of the event on their official SNS accounts every Thursday starting at the end of September. Dates: September 28, October 5, 12, 19, 26

Organizations/companies cooperating in publicity (excerpts)



Other cooperation



Tourism Expo Japan 2023 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, Oct. 26	INTEX OSAKA INTEX Plaza	Opening Ceremony JAPAN TOURISM AWARDS 9:30 - 10:00 / 10:10 - 11:00		Press Conference 11:15 - 11:45		Signing Ceremony of The Private Sector Commitment to The UNWTO Global Code of Ethics for Tourism 14:00 - 14:20			Welcome Reception 18:00 - 19:40					
	INTEX OSAKA International Conference Hall				Keynote Speech 13:15 - 13:45		The 6th TEJ Ministerial Round Table 14:20 - 16:20							
	INTEX OSAKA Exhibition Space Halls 2-6		Travel Showcase & In - booth Business Meetings 10:00 - 18:00											
			Travel Solutions Exhibition 2023 10:00 - 18:00											
			VISIT JAPAN Travel & MICE Mart 2023 11:00 - 18:00 Organizer: Japan National Tourism Organization (JNTO)											
	INTEX OSAKA Hall 5 Seminar Room			Tourism Professional Seminar 10:30 - 18:00										
Friday, Oct. 27	INTEX OSAKA International Conference Hall		Symposium on Promoting Japanese Outbound Travel 10:30 - 12:00			EXPO x Tourism Symposium 13:00 - 14:30			Adventure Tourism Symposium 15:30 - 17:00					
	INTEX OSAKA Exhibition Space Halls 2-6		Travel Showcase & In - booth Business Meetings 10:00 - 18:00											
			Travel Solutions Exhibition 2023 10:00 - 18:00											
			VISIT JAPAN Travel & MICE Mart 2023 9:00 - 18:00 Organizer: Japan National Tourism Organization (JNTO)											
	INTEX OSAKA Hall 5 Seminar Room			Tourism Professional Seminar 10:30 - 18:00										
Saturday, Oct. 28	INTEX OSAKA Exhibition Space Halls 2-6		Travel Showcase (General Public Day) 10:00 - 18:00											
		VISIT JAPAN Travel & MICE Mart 2023 9:00 - 12:00 Organizer: Japan National Tourism Organization (JNTO)												
Sunday, Oct. 29	INTEX OSAKA Exhibition Space Halls 2-6		Travel Showcase (General Public Day) 10:00 - 17:00								Closing Ceremony Grand Finale 16:30 - 17:00			

Event Theme and Key Visual

Tourism Expo Japan 2023 Osaka/Kansai Theme

OPEN THE DOOR TO THE FUTURE

A travel exhibition where you can meet the future

- (1) Held as a great opportunity to communicate the future vision of travel

(2) Held as an event in conjunction with the EXPO 2025 Osaka-Kansai

(3) Disseminating the new charm of Japan to the world from Asia's gateway Kansai

(4) Tourism contributes to regional sustainable development

Key Visual Creative Concept

The excitement of taking the first step toward new sceneries, experiences, and destinations, as well as a new style of travel unfolding right before your eyes. The motif was “doors of various colors (TEJ)” and expressed with the elated expression of a traveler opening the door (TEJ).

By creating images that look like they are surrounded by famous places and travel destinations around the world, we emphasized the “main character” at the center of the journey. The beginning of a new journey, new experiences, and a new future are all appearing right in front of your eyes. (Even at the event venue, there are many entry points to your journey.). A fantasy movie poster-like image, with its worldview, that strongly impresses on the intuitive pleasure of traveling.



List of Tourism EXPO Japan 2023 Sponsors, Supporting Organizations

Event Name: Tourism EXPO Japan 2023 / Organizers: Japan 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 Atsumi Gamo	Chairperson, Japan Association of Travel Agents (JATA) President, Japan National Tourism Organization (JNTO)
<Members> Yoshiharu Ueki Masayuki Oonishi Masaaki Okazaki Shinya Katanozaka Yoichi Kise Takashi Goto Yoshiteru Koyano Koji Kondo Atsushi Sakai Masahiko Sakamoto Takao Shiraishi Kazuo Sumi Toru Takahashi Noriko Takeuchi Shunichi Tokura Yuji Hara Kazuyuki Harada Shinichi Fukushima Frédéric Mazenq Koji Murofushi Tadashi Mogi Eijiro Yamakita Fumihiko Yuki Ichiro Takahashi	Director, Chairperson, Japan Airlines Co., Ltd. Chairman, JAPAN RYOKAN & HOTEL ASSOCIATION Board Member, Senior Executive Officer, JCB CO., LTD. Chairman, ANA HOLDINGS INC. Executive Vice President, EAST JAPAN RAILWAY COMPANY Chairman and Representative Director, CEO, SEIBU HOLDINGS INC. President & CEO, NIPPON TRAVEL AGENCY CO., LTD. Vice-president, All Nippon Travel Agents Association President, HANKYU TRAVEL INTERNATIONAL.CO.,LTD Director General, Bureau of Industrial and Labor Affairs, TOKYO METROPOLITAN GOVERNMENT Director-General, Nature Conservation Bureau, Ministry of the Environment, Government of Japan Vice Chairman, Kansai Economic Federation / Chairman, Hankyu Corporation Chairman, Board of Airline Representatives in Japan (BOAR) / Director, United Airlines, Inc. Vice Chair of the Board of Councillors, Chair, Committee on Tourism, KEIDANREN / President, Congrès Inc. Commissioner for Cultural Affairs, Agency for Cultural Affairs, Government of Japan President, Kaze Travel Co., Ltd Chairman, Japan Private Railway Association Chairman, Osaka Convention & Tourism Bureau Chairman, ANTOR-JAPAN / Director of Japan, ATOUT FRANCE Commissioner, Japan Sports Agency, Japan Sports Agency Director-General for Commerce and Service Industry Policy, Ministry of Economy, Trade and Industry President & CEO, JTB Corp. President and Chief Executive Officer, East Nippon Expressway Company Limited Commissioner, Japan Tourism Agency
<Auditors> Hiroshi Amano Masato Tanaka	Director Office of the Corporate Auditors, Japan Airlines Co., Ltd. Officer, Tanaka Masato Tax Accountant Office

Planning Committee

<Chairman> Hiroyuki Takahashi	Chairperson, Japan Association of Travel Agents (JATA)
<Vice Chairman> Hitoshi Saimyo Koji Takahashi	President & COO, Japan Travel And Tourism Association Executive Senior Vice President, Japan National Tourism Organization (JNTO)
<Members> Yoshiaki Hompo Tomoji Ishii Tomoyuki Ishizuka Norihiko Imaizumi Katsumi Endo Kuniharu Ebina Kiyotaka Uchimoto Hideyuki Urasaki Tsuyosh Kitamura Tetsuo Shimizu Akihisa Suzuki Yoshitaka Toi Hoshiko Nakano Hirohiko Nakahara Tetsuya Hirasawa Tomonori Hirata Kenichi Fujiwara Takayuki Fujiwara Hideki Furusawa Yoshitaka Hoshino Tsutomu Mizutani	Chief, UNWTO Regional Support Office for Asia and the Pacific Executive Vice President Director of Passenger Markting & Planning, ALL NIPPON AIRWAYS CO., LTD. Vice Commissioner, Japan Tourism Agency Chair, Sub-Committee on Planning, Committee on Tourism, KEIDANREN / Senior Fellow, Macro-Environment Resesrch Div., Policy and Macro-Environment Research Dept., DAI-ICHI LIFE RESEARCH INSTITUTE INC. Executive Vice President, Japan National Tourism Organization(JNTO) President, Japan Association of Travel Agents (JATA) Representative of Secretariat, Council for Global Communication Development and Promotion Executive Director and General Affairs Department Senior Director, Tokyo Convention Visitors Bureau Executive Officer, JTB Corp. Professor, Department of Tourism Science, Tokyo Metropolitan University / Professor, The New Frontier Institute of Tourism Sciences, Kanazawa University Vice President Japan Travel And Tourism Association Representative Director / Senior Executive Director, KANSAI Tourism Bureau Executive Officer Sales and Marketing, Japan Airlines Co., Ltd. Director, Agency for Cultural Affairs, Government of Japan General Manager, Regional Development Division, The Tokyo Chamber of Commerce and Industry Senior Executive Director, OSAKA CONVENTION & TOURISM BUREAU General Manager Corporate MICE Business Department, Kinki Nippon Tourist Co., Ltd. Executive Officer, Head of Purchasing & Products Management Business Division, JTB Corp. General Manager, Tourism Strategy Office, EAST JAPAN RAILWAY COMPANY Director-General, Japan Sports Agency, Japan Sports Agency Director, Visitor Use Promotion Office, National Park Division, Nature Conservation Bureau, Ministry of the Environment, Government of Japan

Shin Miyazawa Kazuhiro Mukai	General Manager of Regional Development Division, JCCI Senior Director, Tourism Division, Bureau of Industrial and Labor Affairs, TOKYO METROPOLITAN GOVERNMENT
Takukazu Murami	Executive Officer Domestic Travel Department, TOBU TOP TOURS CO., LTD.
Naofumi Yoshida	Marketing Strategy Headquarters, Co-Head, Nippon Travel Agency Co.,Ltd.

Tourism Expo Japan Osaka / Kansai Council

<Chairman> Shinichi Fukushima	Chairman, Osaka Convention & Tourism Bureau
<Vice Chairman> Ryoichi Nakano	Director, General Manager of Small Business Promotion Division, Osaka Chamber of Commerce and Industry
<Members> Makoto Ichimasa Junichi Otsuka Jem Okabe Koji Fujiwara	Director General, Planning and Tourism Division, Osaka Promotion Bureau, Department of Civic and Cultural Affairs Executive Officer, Hankyu Hanshin Holdings, Inc. General Manager, Kansai Airports Director, Tourism Department, Kansai District Transport and Tourism Bureau, Ministry of Land, Infrastructure, Transport and Tourism Director, Business Strategy Division, Kintetsu Group Holdings Co.,Ltd.
Atsushi Kishigami	Transportation Business Unit, General Manager of Traffic Planning and Programming Division, Sales Planning Section, Osaka Metro Co.,Ltd.
Kouichi Kuwahara	Department Manager, Corporate Planning Office Co-creation of Tourism Experience Value, KEIHAN HOLDINGS CO.,LTD.
Kaoru Chikano	Representative Director, Senior Executive Director, KANSAI Tourism Bureau
Yoshitaka Toi	President, Osaka International Business Promotion Center
Kazuo Nakamura Reiko Noguchi	Director General, Union of Kansai Governments Region-wide Tourism, Culture, and Sports Promotion Office
Tatsuhiro Tokuda	General Manager, Industrial Affairs Department, Kansai Economic Federation
Shigeo Hirose	Managing Director, Secretary General, Kansai Keizai Doyukai (Kansai Association of Corporate Executives)
Hiroaki Iwaki	Administrative Officer General Manager of Marketing Department, WEST JAPAN RAILWAY COMPANY
Mako Orihara	Director General for Tourism, Culture and Sports
Yuichi Imanaka	Economic Strategy Bureau, Osaka City Government Chief Manager, Public Transportation Group, Railway Business Division, Railway Business & Train Stock Department, Nankai Erec tric Railway Co., Ltd.

Special Cooperation All Nippon Travel Agents Association (ANTA)

Holding support Tourism EXPO Japan Osaka/Kansai Council

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 Economy, Trade and Industry / Ministry of the Environment / Osaka Convention & Tourism Bureau / Japan External Trade Organization (JETRO) / Japan Business Federation (KEIDANREN)
Kansai Economic Federation (Kankeiren) / Kansai Association of Corporate Executives / KANSAI Tourism Bureau / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / Osaka Chamber of Commerce and Industry

Planning / Operation Tourism EXPO Japan Promotion Office

Sponsors

Official Sponsor	JCB Co., Ltd.
Destination Partner	Ministry of Tourism, Government of India
Travel Showcase	
Gold Sponsors	Kansai Airports / Saudi Tourism Authority
Silver Sponsors	Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD. / WEST JAPAN RAILWAY COMPANY / Hankyu Hanshin Holdings, Inc. / Kintetsu Group Holdings Co.,Ltd. / Hawai'i Tourism Japan / Japan Airport Terminal Co.,Ltd. Tokyo International Air Terminal Corporation / BRIDGE MULTILINGUAL SOLUTIONS, Inc.
Bronze Sponsors	UNIVERSAL STUDIOS JAPAN / Tokio Marine & Nichido Fire Insurance Co., Ltd. / Oriental Land Co., Ltd.
Allied Sposors	East Japan Railway Company / Central Japan Railway Company / Hokkaido Railway Company / Shikoku Railway Company / Shikoku Railway Company / Kyushu Railway Company

VIP Pass Strap and Trade Visitors Pass Case Sponsor

Saudi Tourism Authority	
Tourism Expo Japan Bag Sponsor	Travel Marketing & Assistance Inc.

Welcome Reception	
Silver Partner	Japan Airlines Co., Ltd. / ALL NIPPON AIRWAYS CO., LTD.
Goods Sponsors	Suntory Holdings Limited / okonomiyaki CHIBO / takoyaki KUKURU
Cooperation	Nada Gogo Sake Brewery Association
Business Cooperation	Osaka Prefecture Government / Hyogo Prefecture Government

(*random order)
(as of October 1, 2023)



Tourism Expo Japan 2024

“Tourism EXPO Japan 2024” exhibition application is being accepted!

2024 **September 26** (Thu.) - **September 29** (Sun.)

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

VENUE TOKYO BIG SIGHT **VISITORS** (Estimated) 180,000 Visitors (Trade & Business: 58,000, General Public: 122,000)

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) 2024 (Provisional)

SIMULTANEOUSLY HELD/ Travel Solutions Exhibition 2024

Results of the Tourism Expo Japan 2023

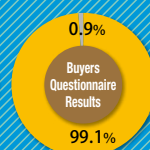


Questionnaire for Participants in Business Meetings

Were the Business Meetings beneficial?

Yes, they were.

No, they were not.



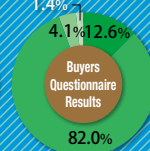
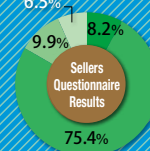
Were the results from the Business Discussions what you expected?

More than expected.

As expected.

Less than expected.

Other



Fees (tax included)

Exhibiting Fees	Application Deadline	Standard Booth	Space Only
	Early-bird (8% off) February 29, 2024 (Thu.)	JPY 563,200 per booth (9m ²)	JPY 507,100 per space (9m ²)
	Standard April 30, 2024 (Tue.)	JPY 612,700 per booth (9m ²)	JPY 551,100 per space (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/exhibit2024>

[Contact] Tourism EXPO Japan Promotion Office

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