



Special Exhibition Plan

Adventure Tourism

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

Thursday, Oct. 26 - Sunday, Oct. 29, 2023
Tokyo Big Sight

"Adventure tourism" is a type of vacation that takes at least two of the three experiential elements of "activity," "nature," and "foreign culture," and is gaining popularity in North America and Europe. Adventure tourists are often wealthy and have a tendency to make longer trips.

At the Osaka/Kansai Tourism EXPO Japan 2023, we're preparing a special exhibit for Adventure Tourism that contributes to sustainable tourism foundation-building and local economic revitalization through the utilization and protection of tourism resources, and are seeking exhibits from municipal governments, DMOs, travel agencies, and other businesses dealing with tourism.

Adventure Tourism



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



Contributing to the Economy

Sustainable Tourism

<Project Goal>

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

<Exhibition Price>

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

JPY 242,000 (tax included) *Booth size W2m × D2m

*You can also participate in the special Adventure Tourism program while exhibiting under the regular plan to match your exhibition strategy and plan. (Regular Exhibition Plan: JPY 577,500/booth(9m²))

The Price includes the Following

• Exhibition Booth (W2m×D2m)

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

• Web-based Exhibitors' PR Activities

Placement of exhibitors' descriptions in text format, photos and videos

※Period: June 1 – December 31, 2022

• Business Meetings (Pre-arranged Appointments)

Two registrations/booth

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

• Advertising and PR for the Special Project by Organizer

※Includes the following

- Project outline introduced on the feature page of our official website
- Special project exposure using venue billboards (the venue map, etc.)
- Project outline introduced in the venue guide (digital version)
- Exhibit and business convention system use fees



Booth Image



Adventure Tourism 2019



Venue Guide (digital format)



Website (image)

Regular
Applications

June 30,
2023

Results of the Adventure Tourism in 2022

Exhibition Period & Venue : September 22 -25, 2022 / Tokyo Big Sight

Exhibitors: 16 companies and organizations within 13 booths

※ Exhibitors : FTS TURISMO LTDA, ONLYONE TRAVEL, And You Creations / Dolphins and You, Battleship Missouri Memorial, Blue Hawaiian Helicopters, CLIMB works Keana Farms, Kualoa Ranch Hawaii, Inc, Polynesian Cultural Center, Rainbow Helicopters, Wet 'n' Wild Hawaii, ACORN TRAVEL SERVICE CO.,LTD, Commercial Office of Peru in Japan, Lake-Yamanakako Tourism Association, Tsuwano Japan Heritage Council, Mt. FUJI Satoyama Vacation & En-Ya,Mt. FUJI Eco tours, Fukushima Prefecture

Application is available on the web → <https://t-expo.jp>

What is Tourism EXPO Japan?



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

In 2022, with the theme of “Taking on a New Era – ReStart!”, we had an event emblematic of an excellent new start to a revival of the tourism industry after the COVID-19 pandemic. In 2023, in order to produce a clear image of a future tourism industry which carries on that momentum and adapts to cultural change and diversity, the EXPO will be held in Osaka/Kansai, which has gained focus as the site of the World EXPO (EXPO 2025 Osaka, Kansai) with the theme of “Designing Future Society for Our Lives.”

Tourism Expo Japan 2023 Outline

Event Name	Tourism EXPO Japan 2023 Osaka/Kansai
Organizers	Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)
Special Collaboration	All Nippon Travel Agents Association (ANTA)
Dates	Thursday, Oct. 26 ~ Sunday, Oct. 29, 2023 Trade·Press Days: Oct. 26, 27, 2023 General Public: Oct. 28, 29, 2023
Venue	INTEX OSAKA
Business	Exhibition & Business Meetings/Exchange Programs/Forum & Seminars/Award Programs
Total Visitors	150,000 (Trade·Press: 48,000 and General Public: 102,000)
Joint Event	VISIT JAPAN Travel & MICE Mart (VJTM) 2023 ※Tentative Organizer: JNTO
Concurrently Held Events	Travel Solutions Exhibition 2023 Co-sponsor: Nikkei Inc. GOOD LIFE FAIR 2023 Organizer: The Asahi Shimbun

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

Further Promotional Opportunities



The tourism industry's largest business convention
Business discussions by advance appointment

The Tourism EXPO Japan will hold an appointment-based two-day business meetings. Two people are entitled to register for each booth or space (9m²), and each person will be able to pre-arrange maximum of 21 business discussion slots.

Your discussion partners will be travel agencies, foreign government tourism agencies, domestic municipalities, and DMO representatives looking for a new business model. Information for participants will be visible until December of 2023.

▼ Appointment business meeting ▼



A long-running promotion that starts before and continues after the exhibition!!

Available on Tourism EXPO Japan official website

Tourism EXPO Japan will set up a special site with exhibitor information (Youtube videos, photos, text), and Gourmet online order service. The promotion can last up to six months, including time before and after the EXPO.

Tourism EXPO Japan 2023
Osaka / Kansai
official website open

Monday, April 3



▼ Search Exhibitors ▼

Gourmet online order service ►

