



Scenes from TEJ 2023 which was held in Osaka for the first time in four years (1 The 6th Tourism Ministerial Roundtable with representatives from nine countries, 2 Scenes from the grand finale, 3 Exhibition booths bustling with visitors; 4 Thematic Symposiums featuring Expo 2025, adventure tourism, and so on.)



Creating a New Travel Journey, Promoting the Evolving Japanese Market Tourism EXPO Japan 2024 Kicks Off in Tokyo

Tourism EXPO Japan (TEJ) 2024, a world-leading comprehensive tourism event organized by the Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), and Japan National Tourism Organization (JNTO), kicks off today. Tourism industry professionals from Japan and abroad are gathering in Tokyo for the first time in two years at the event, which is being held at Tokyo Big Sight until September 29th.

With inbound and outbound tourism demand steadily recovering, this year's overall theme is "Travel, an Encounter with New Value Awaits." It highlights Japan's evolving tourism landscape, addressing changing traveler preferences and the growing emphasis on sustainable regional development through tourism. This includes efforts to distribute inbound tourists across local areas, support recovery of disaster-stricken areas, and align with the UN Sustainable Development Goals (SDGs).

The event also showcases how the industry has adapted to new challenges and opportunities for both Japanese and global audiences.

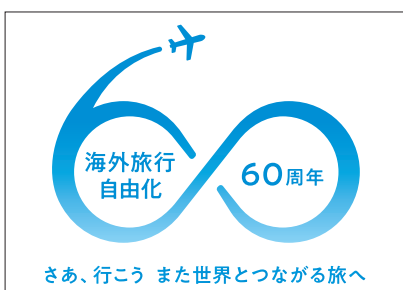
Celebrating 60 years since Japan opened its doors wider to outbound travel, this year's event sees participation from 80 countries, matching pre-COVID numbers. The robust international presence highlights the optimism for Japan's overseas travel sector, which has lagged the booming domestic and inbound markets. Such strong engagement could pave the way for a resurgence in Japanese outbound tourism. To boost business-to-business connections, the event welcomes buyers from countries that focus on outbound travel,

signaling a push towards the globalization of the tourism industry.

September 26th and 27th are trade and press days for tourism professionals to engage in business negotiations, while September 28th and 29th are open to the public, featuring exhibitions and events disseminating the latest travel information. In collaboration with the Japan Association for the 2025 World Exposition, Osaka, Kansai, the TEJ venue will also feature exhibits to build momentum towards the Expo 2025. A talk event by actor Tomoko Yamaguchi, TEJ's special supporter this year, will also be held.

The Forums & Seminars, with the theme "Creating a New Travel Journey," will include a keynote panel discussion focusing on expanding tourism exchange; the 7th TEJ Tourism Ministers' Roundtable; thematic symposiums on domestic, outbound, and inbound tourism; tourism professional seminars addressing various challenges such as the use of generative AI, the development of human resources for the industry's future, and adventure tourism; and the Japan Tourism Awards ceremony. Through collaborative dialogues and exchange of insights, these events aim to foster industry growth and innovation.

For the booming inbound market, JNTO will again co-host the Visit Japan Travel & MICE Mart this year, attracting 280 overseas buyers from around the world. A total of 180,000 visitors, comprising 58,000 on trade and press days and 122,000 on public days, is expected, as well as more than 7,000 business meetings during the exhibition.



Upper photo: TEJ Executive Committee Chairman Hiroyuki Takahashi shaking hands with actor Tomoko Yamaguchi, who has been appointed as the TEJ 2024 special supporter. Lower photo: JATA appeals for full revival of outbound travel, commemorating the 60th anniversary since Japan liberalized overseas travel.

MESSAGE



Hiroyuki Takahashi
Chairman, Tourism EXPO Japan Executive Committee

Japan's tourism sector fully rebounds, showcasing revitalized travel industry

As Tourism EXPO Japan (TEJ) marks its 10th anniversary this year, I would like to express my sincere gratitude to everyone who has supported us along the way.

I would like to highlight three key features of this year's Tourism EXPO Japan.

First, it presents an excellent opportunity to showcase the complete revival of domestic, outbound, and inbound travel in Japan. Notably for outbound travel, which has been lagging, more than 40% of exhibitors are from overseas reflecting high expectations for the recovery of overseas travel from Japan.

Second, it aims to build momentum for the Expo 2025 Osaka, Kansai, which is set to open in just six months. In the special area for Expo 2025, we will announce the exhibition contents of various pavilions participating in the event. We hope that visitors at TEJ will feel excited and that many of you will be inspired to attend the Expo 2025.

Third, I would like to highlight our support for the recovery of the Hokuriku region, which was hit by an earthquake earlier this year. At TEJ's Welcome Reception, we will have a virtual performance by the Wajima Gojinjo Daiko drummers who will bring you the vibrant spirit of Hokuriku, and on the 28th and 29th, we will hold a fair featuring specialty products from the Hokuriku region. We intend to continue providing long-term support for the region from the venue of TEJ. We also ask for your continued cooperation and assistance.

Message

Greetings, I am Tomoko Yamaguchi, and it is my honor to serve as the Special Supporter for Tourism EXPO Japan 2024. This year marks a significant milestone - the 60th anniversary since Japan opened up to overseas travel. By a delightful coincidence, this year I will celebrate my 60th birthday. I am truly grateful for the opportunity to share my passion for travel with you in this memorable year.

Travel is truly amazing, and our Earth is simply incredible. Our planet is brimming with encounters waiting to happen, moments that will take your breath away, and sights that will dazzle you. The world is waiting to be explored - waiting for you, for all of us. I warmly invite you to embark on this journey of discovery. Let's set out on new adventures together and experience the magic of travel.



Tomoko Yamaguchi
Tourism EXPO Japan 2024 Special Supporter

* Ms. Tomoko Yamaguchi is scheduled to appear at the talk event on Saturday, September 28th.

Shifting Traveler Mindsets and Travel Stakeholders Encouraged Gathering Global Insights on Demand Creation, Digital Transformation, Support for Disaster-



Tourism EXPO Japan 2024 spearheads the full revival of Japan's tourism industry by highlighting sustainable growth strategies for both local and global destinations. The pivotal event offers a diverse platform where industry leaders converge, fostering business partnerships and sharing innovative ideas related to tourism. Beyond immediate industry benefits, the event plays a crucial role in building aspiration for the upcoming Expo 2025 Osaka, Kansai.

Forums & Seminars

◎Keynote Panel Discussion on Expanding Tourism Exchange

The forums & seminars for industry professionals, themed Creating a New Travel Journey, address the changes in traveler behavior post-pandemic and focus on the resultant creation of new value. They also consider holistic strategies for the sustainable development of regions across the tourism sector.

The keynote panel discussion, titled Expanding Tourism Exchange Population, explores how diverse local and global regions and organizations can strengthen their tourism exchange and effectively leverage it for regional development. Panelists Mr. Shigeru Takada (Executive Director, Adventure Business Department at Tsuruga Resort Co., Ltd.), Mr. Shumpei Shimada (CEO, Satoyume), Mr. Eduardo Santander (Executive Director, the European Travel Commission (ETC)), and Mr. Eijiro Yamakita (President and CEO, JTB) will provide insights from their respective standpoints of adventure tourism, the development of depopulated areas, the UN Sustainable Development Goals, and travel agencies.

The 7th TEJ Tourism Ministerial Roundtable will see participation from tourism ministers and top tourism officials from various countries, including Greece (marking the 2024 Japan-Greece Year of Culture and Tourism), and representatives from five international tourism organizations: UN Tourism (UNWTO until 2023), the World Travel & Tourism Council (WTTC), the Pacific Asia Travel Association (PATA) and the ETC. Building on last year's consensus, which emphasized balancing responsible tourism development and sustainability with the protection of natural and cultural resources while enhancing tourism quality in light of rebounding global tourism demand, this year's discussion will center on each country's strategies for crafting innovative travel experiences to drive continued growth.

◎Diverse Symposiums on Regional Development Through Digital Transformation of Tourism, Student-Planned Contests, and More

The thematic symposiums will take a fresh look at domestic, outbound, and

Highlights of Tourism Expo Japan 2024

the Style of Travel: to Think Sustainable Talent Development, Tourism affected Areas, and More

inbound tourism. Domestic travel discussions will spotlight the crucial role of digital transformation (DX) in fostering sustainable growth of local communities through tourism. The agenda encompasses comprehensive regional tourism DX strategies, addressing key topics such as enhancing visitor experiences, elevating destination management practices, improving industry productivity, and cultivating a digitally skilled workforce.

The outbound travel sector faces challenges beyond economic factors such as currency fluctuations, inflation, and supply issues. A growing concern is the waning enthusiasm among youth for international travel, which could impact Japan's future global competitiveness. To address this, TEJ will leverage the Japan-U.S. Tourism Exchange Year 2024 to hold a U.S. Travel Planning Contest with university students to spark greater interest in travel. This initiative aligns with the Tourism Professional Seminar focusing on Japan-U.S. tourism relations. Winning proposals have the potential to be developed into travel products by agencies, combining academic creativity and industry application.

The inbound tourism segment will feature a first-time event: the inaugural 11th World Heritage Summit in Expo, organized by the Japan Tourism Agency. This summit will bring together mayors from municipalities that are home to World Heritage sites to engage in discussions on nationwide conservation efforts and sustainable utilization strategies. By integrating the gathering into the TEJ framework, the event gains broader recognition.

◎ Professional Seminars on Diverse Topics Including Human Resource Cultivation and Generative AI Utilization

The lineup of tourism professional seminars features a wide range of topics such as the use of generative AI, the latest systems for paid passenger transport using private vehicles, sake brewery tourism, travel styles of Generation Z and associated digital marketing, and tourism-oriented mobility as a service (MaaS). As labor shortages intensify with the rapid recovery of travel demand, there are seminars focusing on human resource development, offering insights from initiatives by academic societies and organizations.

In the award program, the 8th Japan Tourism

Awards ceremony will be held. The results have already been announced, with the Minister of Land, Infrastructure, Transport and Tourism's Award going to Aichi Prefecture's "Rest-Style Reform" project, and the newly established Minister of Economy, Trade and Industry's Award going to Navitime Japan's "Japan Travel by Navitime," a tourism navigation service for international visitors to Japan.

The Welcome Reception on September 26th will bring together domestic and foreign guests, sponsors, and business meeting buyers and exhibitors, creating an unparalleled business networking opportunity. It will showcase food and cultural performances from various parts of Japan, as well as traditional performances from the Noto region as part of earthquake recovery efforts.



The U.S. Travel Planning Contest expects innovative ideas from young people. (Photo: Monument Valley)

Exhibition and Business Meetings

◎ Towards Full Revival of Outbound Travel, 80 Countries and Regions Exhibiting

The exhibition booths, which can be viewed and experienced by the public on September 28th and 29th (public days) in addition to the trade and press days on September 26th and 27th, feature diverse content including the latest information on domestic and international travel, stage performances, and travel tech. The exhibition introduces innovative measures aligned with the UN Sustainable Development Goals (SDGs) including implementation of digital admission tickets and venue guides, and the adoption of carbon-zero MICE practices.

There are special areas for adventure tourism, cruises, sports tourism, and more. Notably, the cruise section shows a significant increase in exhibitors for international cruises and fly & cruise operations, which were most severely affected by the pandemic, indicating a complete recovery of the sector. Similar to the seminars for professionals, the academy for human resource development in tourism will see many university tourism departments appealing to both students and regional/tourism operators.

This year will see overseas exhibitors from 80 countries, on par with pre-pandemic levels. India, Saudi Arabia, and the Philippines are expanding

their booths, while Hawaii and the U.S. (which will mark the Japan-U.S. Tourism Exchange Year), South Korea, China, and European countries are exhibiting on as large a scale as usual. Additionally, to commemorate the 60th anniversary of outbound travel liberalization in Japan, there will be a panel exhibition tracing the valuable records left by the late Kaoru Kanetaka, a journalist who inspired greater numbers of Japanese people to travel overseas, allowing visitors to discover the charm and significance of travel.

◎ Exhibitions Related to the Expo 2025 Osaka, Kansai; Initiatives for the Recovery of Disaster-Stricken Areas

TEJ plays a significant role in supporting the Expo 2025 Osaka, Kansai. A special booth will display information on the latest pavilions, future showcase projects, and various events. Visitors can take photos with the popular official character Myaku Myaku. On trade and press days, a business negotiation desk will be set up for consultations related to Expo product planning, focusing on capturing regional demand related to the Expo. Joining major exhibitors like Okinawa and Hokkaido, Mie Prefecture, situated near Osaka, will have a large-scale booth, aiming to capitalize on the anticipated regional tourism surge and strategically position the region to attract visitors venturing beyond the Expo site.

TEJ also plans to include product sales and merchandise by travel agencies aimed at supporting the recovery of disaster-affected areas, centered on the Hokuriku region. The next TEJ, in 2025, will be held in Aichi Prefecture for the first time, which is expected to promote the diversification of inbound tourism, regional revitalization, and support the recovery from the Noto Peninsula earthquake, leading to a boost for the Chubu and Hokuriku regions next year.

Additionally, the Visit Japan Travel & MICE Mart will be held jointly in a separate Hall. The Travel Solution Exhibition, which brings together major companies and startups in tourism IT, will be co-hosted.



The Gojinjo Daiko drums will perform virtually at the welcome reception in support of the Hokuriku region recovery.