



# Tourism Expo Japan

# 2024

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

## Tokyo Big Sight

Date & Time

Trade/Press Day

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

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

Public Day

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

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

ORGANIZED BY

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

JOINTLY HELD/Travel Solutions 2024 (Tentative)

Actual Results of the Tourism EXPO Japan 2023

2023 VISITORS

Total **148,062** Visitors

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

2023 EXHIBITORS

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

NUMBER OF APPOINTMENTS

**5,768**  
APPOINTMENTS

NUMBER OF PARTICIPATING SELLERS

**1,037**  
COMPANIES

NUMBER OF PARTICIPATING BUYERS

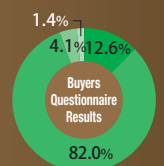
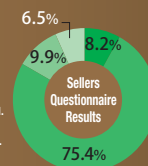
**529**  
COMPANIES

Questionnaire for Participants in Business Discussions

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



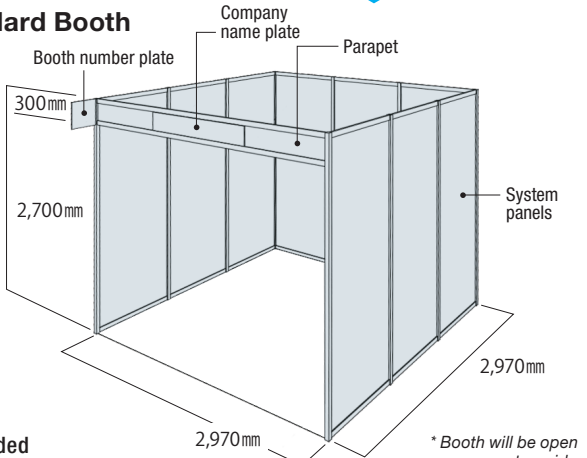
Were the results from the Business Discussions what you expected?  
More than expected. As expected. Less than expected. Other.



## Fees

	Standard Booth	Space Only
Exhibiting Fees	Super Early-bird Discount (10% off) <b>¥556,100</b> (tax included) per booth (9㎡) <i>Expired</i>	Super Early-bird Discount (10% off) <b>¥496,100</b> (tax included) per booth (9㎡) <i>Expired</i>
	Early-bird Discount (8% off) <b>¥568,200</b> (tax included) per booth (9㎡) <i>Expired</i>	Early-bird Discount (8% off) <b>¥507,100</b> (tax included) per booth (9㎡) <i>Expired</i>
	Regular <b>¥612,700</b> (tax included) per booth (9㎡)	Regular <b>¥551,100</b> (tax included) per space (9㎡)

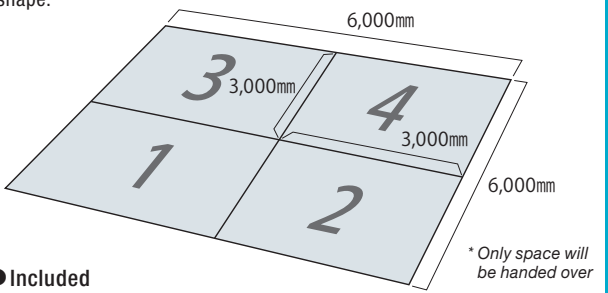
### Standard Booth



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

### Space Only

- Space Only is offered at a minimum of 36㎡ (equivalent of 4 booths)
- Additional applications over 36㎡ will be in units of 9㎡
- The shape of exhibition space will be discussed upon request.
- Registration of 72㎡ or more is entitled to be arranged as an island shape.



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

*\* Electric power supply is not provided.*

### Storage Rooms

**¥121,000** (tax included) / per room

Specifications: Space surrounded by 3m X 3m X 2.7m (height) panels

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

- Storage room(s) can be ordered based on the number of exhibiting booth (space) as following conditions. up to 7 booth/space: 1 room, 8-19: 2 rooms, 20 or more: 3 rooms. Please note that if space is available after the deadline, we may accept more applications than the number specified above.
- One application for (a) storage room(s) per exhibition application.
- There are limitations on the number of storage rooms.

Applications will be accepted on a first-come, first-served basis, and adjustments may be made.

- Location will be assigned by Promotion Office.

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

Super Early-bird Discount Application Deadline

**December 29, 2023 (Fri.)**  
*Expired*

Early-bird Discount Application Deadline

**February 29, 2024 (Thu.)**  
*Expired*

Due to some requests and inquiries, we have extended the application deadline as follows.

Regular Application Deadline

~~April 30, 2024 (Tue.)~~

Regular Application Deadline

**May 31, 2024 (Fri.)**

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

<https://t-expo.jp>

Tourism Expo Japan Promotion Office

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