



Adventure Tourism

Experience the benefits of everything from business meetings to market recognition at the Tourism EXPO Japan!

Thursday, Sept. 26 - Sunday, Sept. 29, 2024 Tokyo Big Sight

Adventure tourism is a form of travel consisting of at least two of the three elements “activity,” “nature,” and “culture.” According to the Japan Tourism Agency’s “Knowledge Report on Enhancing Local Experiential Nature Tourism Content,” the adventure tourism (AT) market was valued at approximately ¥49 trillion in 2016, and it is forecast to expand to ¥147 trillion in 2023.

Moreover, spending by AT travelers is about twice that of typical travelers, and average expenditure by each traveler is forecast to be around ¥350,000 - 550,000, which is attracting considerable attention.

Tourism Expo Japan 2024 will feature a special area on adventure tourism which contributes to sustainable tourism infrastructure and helps stimulate local economies by balancing utilization and conservation of tourism resources, and we are seeking a wide range of exhibitors including local governments, DMOs, and businesses and travel companies that provide and manage tourism materials.

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: JPY612,700/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,

• Promotional Activities

Use of shared stage in special area (30 minutes once per period)

*Time slot may not be available depending on application levels.

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

*Period: Late July – December 31, 2024

• Business Meetings (Pre-arranged Appointments)

Two registrations/booth

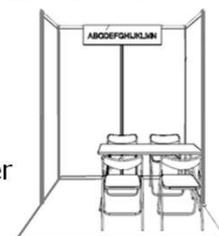
*Maximum of 18 sessions can be arranged physically. 20minutes/session)

*Use of business communication online platform.

• 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)



Booth Image



Adventure Tourism 2019



Venue Guide (digital format)



Website (image)

Application Deadline

April 30, 2024

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

Application Deadline

May 31, 2024

Results of the Adventure Tourism in the Tourism EXPO Japan 2023 Osaka / Kansai

Exhibition Period & Venue : October 26 -29, 2023 / Intex OSAKA

Exhibitors: 16 companies and organizations within 18 booths

What is Tourism EXPO Japan?



This is a comprehensive, world-class tourism event that brings together members of the tourism sector and a variety of industry stakeholders around the theme of sightseeing/tourism, providing opportunities for all participants to share insights and have discussions in order to grow and develop while promoting overseas, domestic, and inbound tourism and stimulating local economies, as well as opportunities for exhibitions, business meetings, consumer promotions, and direct marketing.

In 2023, in order to continue the trend that had been set in motion and showcase the future of the changing and diversifying tourism industry, we held a real event in the Greater Osaka/Kansai business region which is in the spotlight due to the upcoming World Expo.

In 2024, with an eye toward new value creation in the tourism industry for those inside and outside the industry along with media and ordinary attendees, as well as the Osaka-Kansai Expo 2025, we will host an exhibition with business gatherings on the theme of generating new value capable of contributing to sustainable local development.



Tourism Expo Japan 2024 Outline

Event Name	Tourism EXPO Japan 2024
Organizers	Japan Travel and Tourism Association , Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)
Special Collaboration	All Nippon Travel Agents Association (ANTA)
Dates	Thursday, Sept. 26 – Sunday, Sept. 29, 2024 Trade·Press Days: Sept. 26 & 27 General Public: Sept. 28 & 29
Venue	Tokyo Big Sight East Hall 2 - 6
Event Theme	Travel, An Encounter With New Value Awaits
Event Structure	Exhibition & Business Meetings/Exchange Programs/Forum & Seminars/Award Programs
Total Visitors	180,000 (Trade·Press: 58,000 and General Public: 122,000)
Joint Event	VISIT JAPAN Travel & MICE Mart (VJTM) 2023 ※Tentative Organizer: JNTO
Concurrently Held Events	Travel Solutions Exhibition 2024 Co-sponsor: Nikkei Inc.

* Result in 2023 [Exhibitors] 70 Countries and Regions, 1,275 Companies and Organizations
[Visitors] 148,062 visitors (Trade & Business : 49,160 · General Public : 98,902)

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, and each person will be able to pre-arrange maximum of 18 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 2024.

▼ 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 (Free editorial exhibitor's introduction, YouTube movies and photos).

Tourism EXPO Japan 2024
official website open

Monday, April 1

▼ Search Exhibitors ▼

