



Tourism Expo Japan 2027



2027
Sept. 23 (Thu.)
-
Sept. 26 (Sun.)

Tokyo Big Sight

DATE & TIME

Trade & Press Day

10:00 a.m. - 6:00 p.m. Sept. 23 (Thu.)

10:00 a.m. - 6:00 p.m. Sept. 24 (Fri.)

Public Day

10:00 a.m. - 6:00 p.m. Sept. 25 (Sat.)

10:00 a.m. - 5:00 p.m. Sept. 26 (Sun.)

ORGANIZED BY

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

Concurrent Event/Travel Solutions Exhibition 2026

Actual Results of Tourism EXPO Japan (TEJ) 2024 at Tokyo Big Sight

Benefits of Exhibiting

BtoB (Business) Approximately 72,000 industry professionals will attend, generating around 6,300 business meetings. The pre-event matching system enables efficient, high-quality direct negotiations with travel agencies and buyers from various industries.

BtoC (General Consumers) About 113,000 highly motivated general consumers will visit. You can inspire their desire to travel by showcasing your attractions, conducting market research via surveys, and offering food or experiential programs.

PR & Brand Awareness Numerous media representatives will attend, supported by proactive media invitations and press conferences. you can expect a tremendous PR impact and increased brand awareness both domestically and internationally.

2024 VISITORS

Total

182,934 visitors

• Sept. 26 (Thu.) Trade/Press Day 36,459 visitors
• Sept. 27 (Fri.) Trade/Press Day 35,359 visitors

• Sept. 28 (Sat.) Public Day 54,869 visitors
• Sept. 29 (Sun.) Public Day 56,247 visitors

2024 EXHIBITORS

1,624

booths

1,384

companies / organizations

NUMBER OF APPOINTMENTS

6,239 appointments

NUMBER OF PARTICIPATING SELLERS

1,050

NUMBER OF PARTICIPATING BUYERS

736

Questionnaire for Participants in Business Meetings

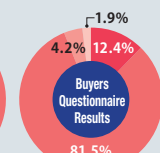
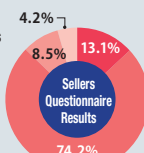
*Figures are based on TEJ 2024.

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



Were the results of the Business Meetings as you expected?

More than expected.
As expected.
Less than expected.
Other



Fees

	Standard Booth	Space Only
Exhibiting Fees	Super Early-bird Discount (approx. 10% off) JPY 609,400 (tax included) per booth (9㎡)	Super Early-bird Discount (tax included) per booth (9㎡) JPY 547,800
	Early-bird Discount (approx. 8% off) JPY 622,600 (tax included) per booth (9㎡)	Early-bird Discount (tax included) per booth (9㎡) JPY 559,900
	Regular JPY 676,500 (tax included) per booth (9㎡)	Regular (tax included) per booth (9㎡) JPY 609,400

Exhibition Booth Specifications	Standard Booth	Space Only
	Standard Booth Booth number plate, Company name plate, Parapet, System panels 2,970mm, 2,970mm, 2,700mm, 300mm ● Included - System usage fees for exhibitors and business meetings - System panels - Company name plate - Booth number plate - Free 100V500W power supply and outlet (one) - Exhibitor pass (5 per booth) - Seller registration (2 per booth) * Booth will be open on one or two sides.	Space Only ● Space Conditions - Minimum application unit is 4 spaces (36㎡). - Additional applications over 36㎡ will be in units of 9㎡. - The shape of exhibition space will be discussed upon request. - If applying for 72㎡ or more, the space will be provided as an island booth (open on 4 sides) where possible. ● 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. * Only space will be handed over.

Storage Rooms	JPY 134,200 (tax included) per room Specifications: Space surrounded by 2,970mm X 2,970mm X 2,700mm (height) panels Lockable storage room(s) set up at the venue can be ordered as an additional option for exhibition application and used for material storage, staff rooms, etc. - The number of rooms that can be applied for varies depending on the number of exhibiting booths/spaces. 1-7 booths/spaces: 1 room, 8-19 booths/spaces: 2 rooms, 20 or more booths/spaces: 3 rooms. More applications than specified above may be accepted if space is available after the deadline. - One application for storage room(s) per exhibition application. - The number of storage rooms is limited, so applications will be processed on first-come, first-served basis. - The Location will be assigned by the Promotion Office and announced in early September.
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Application Periods

Super Early-bird Discount Application Period
October 1 (Thu.), 2026 - January 15 (Fri.), 2027

Early-bird Discount Application Period
January 16 (Sat.), 2027 - March 12 (Fri.), 2027

Regular Application Period
March 13 (Sat.), 2027 - May 14 (Fri.), 2027

Schedule to the Event

Jan. 15, 2027	Super early-bird discount application deadline
Mar. 12	Early-bird discount application deadline
May 14	Regular application deadline
Late June	Exhibitors Explanatory Meeting
	Start of Business Meeting registration
Late July	Deadline for submitting exhibitor documents
Mid Sept.	The appointment matching schedule will be confirmed

* Please be advised that the schedule are subject to change.

Click here to apply!

<https://t-expo.jp/en>

Tourism EXPO Japan Promotion Office

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As a comprehensive tourism event leading a new era in tourism,
"Tourism EXPO Japan" promotes "sustainable tourism" and disseminates diverse travel information.

