

## BUSINESS OPPORTUNITIES FOR BUYERS AND SELLERS

### NUMBER OF APPOINTMENTS IN 2017

#### NUMBER OF PARTICIPATING SELLERS

**678**  
COMPANIES

(156% increase over the 435 in 2016)

Breakdown  
Outbound: 366 Companies  
Domestic: 223 Companies  
Japan Inbound: 89 Companies



**6886**  
APPOINTMENTS

(250% increase over the 2750 in 2016)

#### NUMBER OF PARTICIPATING BUYERS

**313**  
COMPANIES

(171% increase over the 183 in 2016)

Breakdown  
Outbound: 191 Companies  
Domestic: 91 Companies  
Japan Inbound: 31 Companies

#### SELLERS: Got business opportunities as expected



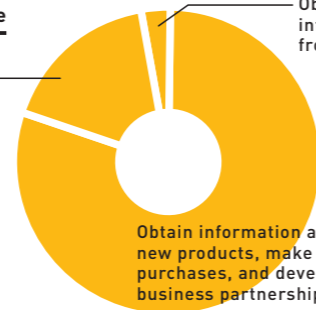
Better than expected.  
As good as expected.

**70%**

#### BUYERS: Purpose

Business Partnership Development

**3%**



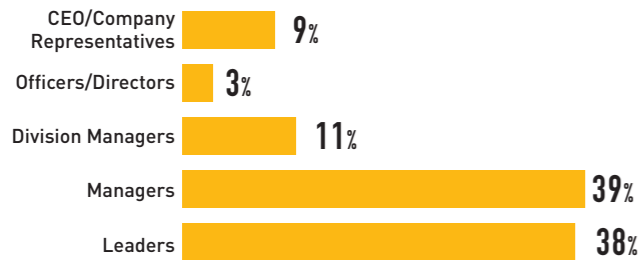
Obtain information about new products, make purchases, and develop business partnerships

**80%**

Obtain market information from sellers

**17%**

#### BUYERS: Job Positions



#### BUYERS: Networking opportunities

Better than expected.  
As good as expected.



**81%**

#### VOICES FROM OUR BUYERS



The event is important for my business because it provides opportunities to build new contracts.

I expanded my sales network and managed to sell many new tour products.

It helped us create new products in Europe and make contracts.

We met key persons and built strong partnerships during the meetings.

I connected with potential business partners, and overall it was a very fruitful experience.

I formed a new cooperative venture with people with the same needs.

#### Inbound Tourism Business EXPO (IB)

Businesses will offer high tech services, infrastructure and marketing to support expanding outbound, domestic and inbound travel.

#### Tourism EXPO Japan Promotion Office

ADD Zen-Nittsu Kasumigaseki Building 4F, 3-3-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-0013 Japan

TEL +81 (0) -3-5510-2004 FAX +81 (0) -3-5510-2012 E-mail event@t-expo.jp

Asia's most leading tourism trade show



# Tourism Expo Japan 2018

SEP 20<sup>Thu</sup> - SEP 23<sup>Sun</sup>

VENUE

Tokyo Big Sight  
Tokyo Conference Center Ariake

ORGANIZED BY

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

## INFORMATION ABOUT THE EVENT



#### 2017 VISITORS



Total

**191,577**

Visitors

● SEP21 (Thu) Trade/Press Day 8,671 People

● SEP23 (Sat) Public Day 74,040 People

● SEP22 (Fri) Trade/Press Day 42,057 People

● SEP24 (Sun) Public Day 66,809 People

#### 2017 EXHIBITORS

Hailed from 130 countries and regions worldwide, as well as 47 prefectures in Japan, representing 1,310 organizations and companies.

COUNTRIES / REGIONS IN THE WORLD

**130**

PREFECTURES

**47**

COMPANIES / ORGANIZATIONS

**1,310**

# ONE OF THE WORLD'S LARGEST TOURISM TRADE FAIRS

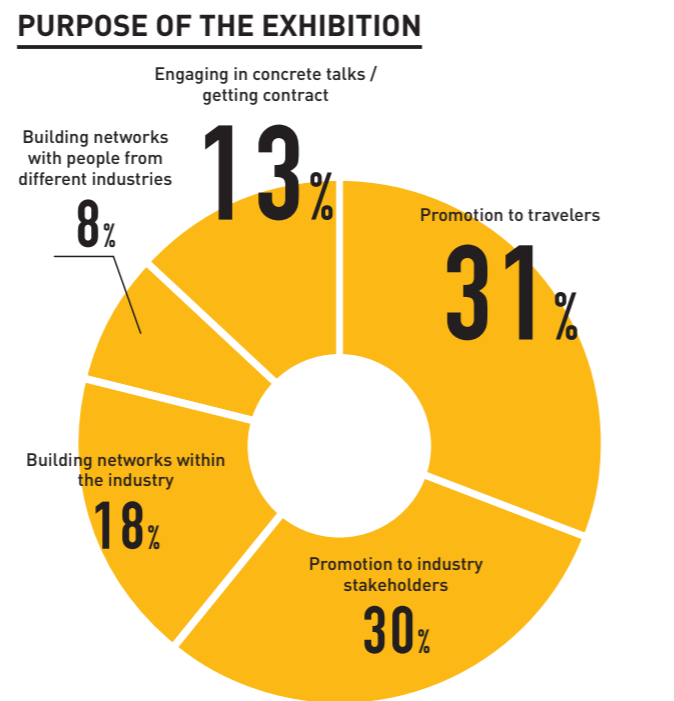
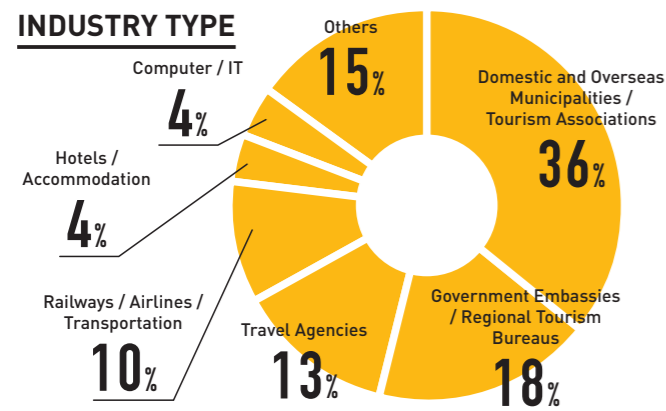
## THIS IS WHAT'S DIFFERENT ABOUT TEJ 2018!!

- POINT 1** Business meetings (made by prior appointment) held in the exhibition booths over 2 days
- POINT 2** The exhibition period has been extended to 4 days  
Meeting/Business Days: 2 days (September 20, 21), Public Days: 2 days (September 22, 23)
- POINT 3** Over 50,000 people in the tourism industry and over 140,000 consumers are expected to visit the event.  
~ Business networking and direct promotion to visitors from the general public ~

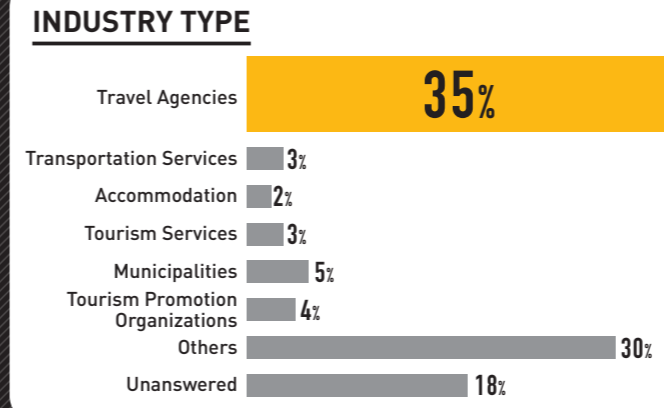
## MERITS OF THE EXHIBITION

- ▶ Join the 2 days of business meetings through an advance reservation system
- ▶ You will be provided with the Key Persons List, a collection of business contacts of buyers participating in the business meetings
- ▶ Expand your network with key people in the industry
- ▶ Business meetings with a variety of companies related to the tourism industry
- ▶ Promote directly to the visitor of the general public
- ▶ Build your name by winning at the Japan Tourism Awards
- ▶ Meet the top executives of the world travel industry!
- ▶ Participate in Forums and Seminars

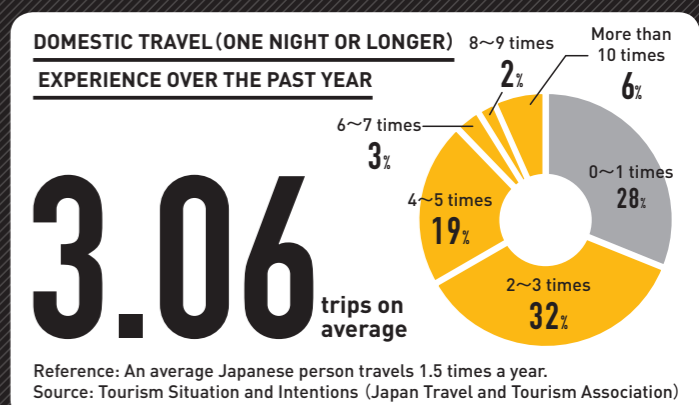
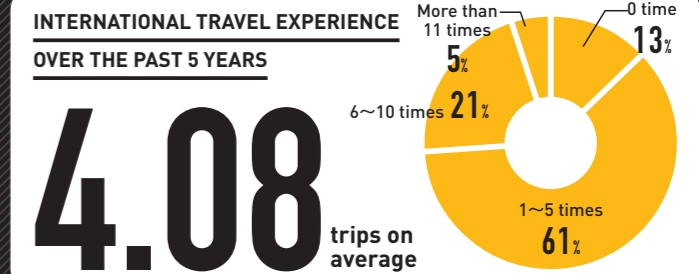
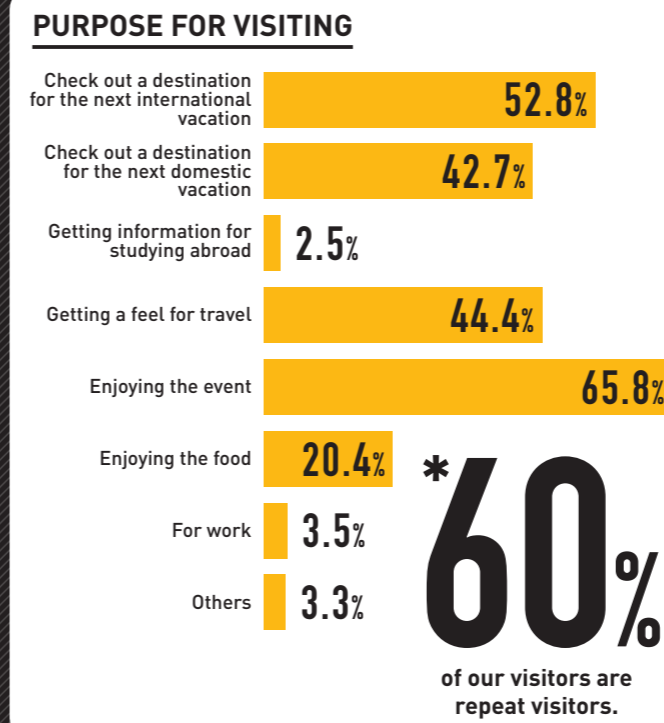
## EXHIBITORS



## INDUSTRY VISITORS



## GENERAL PUBLIC



# Tourism EXPO Japan 2018

"Tourism EXPO Japan (TEJ)", organized by Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), and Japan National Tourism Organization (JNTO) is the tourism trade show that creates new business.

## TARGETED EXHIBITORS

Tourism bureaus and embassies / municipalities and government agencies / tourism societies and federation / DMO / DMC / travel agencies (hosting, arrival, tour operators, inbound, OTA) / airlines, railways, bus, cruise, and other transportation companies / hotels / restaurants / souvenir shops / insurance companies / computer / ICT developers / local banks and credit unions / medical institutions / think tank / research institutions / event operators and event facilities / commercial shopping centers / media...and more!

## GUIDE TO THE EXHIBITION

### STANDARD BOOTH PACKAGE

### SPACE ONLY

EXHIBITING FEE

**486,000 yen** (tax included) per booth (9m<sup>2</sup>)

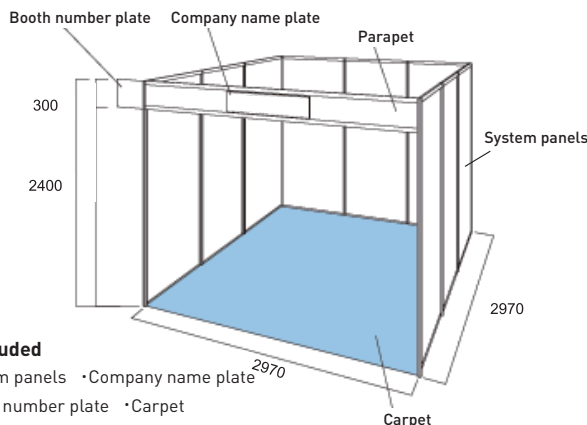
**432,000 yen** (tax included) per 9m<sup>2</sup>

**Early-bird discount of 8% will be applicable by March 2nd, 2018**

**447,120 yen** (tax included) per booth (9m<sup>2</sup>)

**397,440 yen** (tax included) per 9m<sup>2</sup>

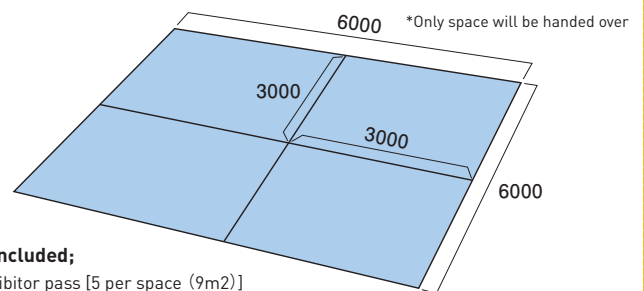
EXHIBITION BOOTH SPECIFICATIONS



◎ **Included**

- System panels
- Company name plate
- Booth number plate
- Carpet
- Free 100V500W power supply and outlet (one)
- Exhibitor pass (5 per booth)

※ In the case of applying in booths, it will be 1 to 2 side(s) open.



◎ **Included;**

Exhibitor pass [5 per space (9m<sup>2</sup>)]

◎ **Space Conditions**

- **Space Only is offered at a minimum of 36m<sup>2</sup> (equivalent of 4 booths)**
- Additional applications over 36m<sup>2</sup> will be in units of 9m<sup>2</sup>
- The shape of exhibition space will be discussed upon request.
- Registration of 72m<sup>2</sup> (equivalent to 8 booths) or more is entitled to be arranged as an island shape.
- Electric power supply is not provided.

STORAGE

**108,000 yen** (tax included) / per room W3000 x D3000 x H2700

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 warehouse for materials, staff room etc.

Storage is on a first-come, first-served basis and it can be ordered based

on the number of exhibiting booth (space) as following conditions;

up to 7 booth (space) / 1 storage 8-19 / 2 storages more than 20 / 3 storages ※ Location will be assigned by Promotion Of Office.

(Key is included / Shelf and Electricity require an additional order)

## APPLICATION DEADLINE

**Early-bird discount Application Deadline**

**March 2nd, 2018**

**Application Deadline**

**April 27th, 2018**

## OUTLINE

<b>DATE</b>	Thursday, September 20, 2018	Opening Ceremony / Japan Tourism Awards / Forums & Seminars / Travel Showcase (Business Meeting, Trade and Press Day) / WELCOME RECEPTION
	Friday, September 21, 2018	Forums & Seminars / Travel Showcase (Business Meeting, Trade and Press Day)
	Saturday, September 22, 2018	Forums & Seminars / Travel Showcase (Business Meeting, Trade and General Public Day)
	Sunday, September 23, 2018	Travel Showcase (Business Meeting, Trade and General Public Day)
<b>VENUE</b>	East Exhibition Hall and Conference Tower in Tokyo Big Sight Tokyo Conference Center Ariake	
<b>ORGANIZERS</b>	Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)	
<b>SUPPORT (PROVISIONAL)</b>	Ministry of Land, Infrastructure, Transport and Tourism / MLIT Japan Tourism Agency / Ministry of Internal Affairs and Communications / Ministry of Foreign Affairs / Japan Sports Agency / Agency for Cultural Affairs, Government of Japan / Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Ministry of the Environment / Tokyo Metropolitan Government / Tokyo Convention & Visitors Bureau / Japan External Trade Organization (JETRO) / Japan Business Federation (Keidanren) / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry	

~Inbound business talk session~

## VISIT JAPAN Travel & MICE Mart 2018 is jointly taking place!

Organizer: Japan National Tourism Organization (JNTO)

## UP TO THE EVENT SCHEDULE

Thursday, March 1st, 2018	Start accepting applications for the 4th Japan Tourism Awards (until May 31)
Friday, March 2nd, 2018	Early-bird application deadline
Friday, April 27, 2018	Application Form deadline
Mid-May	Start Business Meeting registration for sellers
Mid-June	Exhibitors Explanatory Meeting Tokyo and Osaka (Announcement of Booth Allocation)
In early July	Support plan application deadline
Late July	Decoration construction drawing and other application forms submission
Late August	Billing and Payment for additional electricity and leased equipment etc.
September 18th-19th	Exhibitor construction day *Details on installation time will be announced at a later date.
September 20th-23rd	Tourism EXPO Japan Period

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

## CONTACT

### Tourism Expo Japan Promotion Office

**ADD** Zen-Nitsu Kasumigaseki Bldg., 3-3-3 Kasumigaseki, Chiyoda-ku, Tokyo, 100-0013, JAPAN

**TEL** +81-(0)3-5510-2004 **FAX** +81-(0)3-5510-2012 **E-mail** event@t-expo.jp

