

Tourism EXPO Japan 2017 Preliminary Report
Attendees reach a record breaking 191,500
over the duration of the Expo (Sept. 21–24)!

*Next year's Expo will be held from Sept. 20th (Thu)–23rd (Sun), 2018 at Tokyo Big Sight.

Tourism EXPO Japan 2017, one of the world's largest travel event now in its fourth year running, was held by Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), and Japan National Tourism Organization (JNTO) from September 21st (Thu) through the 24th (Sun) at Tokyo Big Sight and **saw a record-breaking 191,500 (4-day total amount) guests in attendance.**

Date	Number of people
Thursday, September 21	8,700 (Trade and Press Day)
Friday, September 22	42,000 (Trade and Press Day)
Saturday, September 23	74,000 (Public Day)
Sunday, September 24	66,800 (Public Day)
Total	191,500 (Reference : Total for 2016 : 185,800)

In an attempt to strengthen B-to-B relations, this year's Expo saw the addition of a new business meeting section for land operators visiting Japan to the existing outbound/domestic business meeting, as well as the implementation of policies for strengthening networking and increasing the quantity of overall business discussions, **resulting in an outstanding total of 6,886 business negotiations over the course of the Expo (2.5 times increase from last year).**

In addition, on the occasion of the International Year of Sustainable Tourism for Development 2017, the Ministerial Round Table was held for the first time. This year's Expo also saw the strengthening of cooperation with the JNTO's VISIT JAPAN Travel & MICE Mart 2017, as well as a comprehensive exhibition for inbound travel business held in conjunction with Nikkei, Inc.

The next and fifth installment of **Tourism EXPO Japan will be held from September 20th (Thu) through the 23rd (Sun), 2018 at Tokyo Big Sight.**

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