

The largest number of visitors (207,000) to Tourism EXPO Japan 2018!!

7,450 Business appointments (8% up from the previous year) took place. It's also the largest ever!

Tourism EXPO Japan 2018, organized by Japan Travel and Tourism Association (JTТА), Japan Association of Travel Agents (JATA), and Japan National Tourism Organization (JNTO), was held over 4 days from September 20 (Thu.) - 23 (Sun./ Nat. Hol.) at Tokyo Big Sight. A record number of 1,441 companies and organizations from 136 countries and regions exhibited in this time.

Date	Weather	The number of visitors
Sep 20 (Thu)	Cloudy after Rain	26,000 (Business day)
Sep 21 (Fri)	Rain	40,000 (Business day)
Sep 22 (Sat)	Sunny after Rain	74,000 (Public day)
Sep 23 (Sun)	Cloudy	67,000 (Public day)
Total		207,000

* Details of the number of visitors will be announced on October 2nd

<The point of Business day>

In the business day, Keynote Speech by Secretary-General, World Tourism Organization (UNWTO) and President & CEO, World Travel & Tourism Council (WTTC), The 2nd TEJ Ministerial Round Table, Thematic Symposia, Japan Tourism Awards, WELCOME RECEPTION took place. The travel showcase period was extended to 4 days from this year and in-booth business meetings by prior appointment was held for 2 days. The registry system has also been updated to greater increase the number of opportunities for business discussions with the most appropriate partners. The record number of **7,450 Business appointments (8% up from the previous year)** took place. And VISIT JAPAN Travel & MICE Mart 2018 organized by JNTO and Inbound Tourism Business EXPO organized with the NIKKEI.

<The point of Public day>

'A journey beyond anything you could imagine' is the theme for public day. Travel is becoming more diversified and so this year new zones has been created, industrial tourism, sake breweries, sports, resort weddings, adventure, and more. In domestic and oversea booth, visitors marvelled at the never-before seen installations virtual reality that allows visitors to experience the beautiful scenery of destinations, impressive 4DX attractions that surpass 3D, and even a planetarium giving the best views of the night sky.

■ Tourism EXPO Japan 2019 will be held in Osaka

Tourism EXPO Japan 2019 will be held in Osaka from October 24th 2019 to October 27th 2019. Toward 2019, Kansai area including Osaka will grab much attention from all over the world since the biggest international events is held in there. Please, check the details on the website. (<http://www.t-expo.jp/en/>)

Inquiries regarding Tourism EXPO Japan
 Tourism EXPO Japan Promotion Office
 Tel : +81(0)3-5510-2004 E-mail : event@t-expo.jp