

# Tourism EXPO Japan 2020

**October 29 - November 1, 2020**

Okinawa Convention Center

## Ginowan City Multipurpose Playground and Surrounding Facilities



October 30 (Trade / Press Day) **2,438**      November 1 (General Public Day) **10,445**

\*The numbers include visitors of simultaneously-held events (ResorTech Okinawa, Shima Zenbu de O-kinaioeikai, Tahitian Dance).

	2014	2015	2016	2017	2018	2019
No. of Exhibitors	151 countries / regions Japan's 47 prefectures 1,129 companies and organizations	141 countries / regions Japan's 47 prefectures 1,161 companies and organizations	140 countries / regions Japan's 47 prefectures 1,181 companies and organizations	130 countries / regions Japan's 47 prefectures 1,310 companies and organizations	136 countries / regions Japan's 47 prefectures 1,441 companies and organizations	100 countries / regions Japan's 47 prefectures 1,475 companies and organizations
No. of Visitors	September 26 (Trade / Press Day) September 27 (General Public Day) September 28 (General Public Day) A total of	September 24 (Trade / Press Day) September 25 (Trade / Press Day) September 26 (General Public Day) September 27 (General Public Day) A total of	September 22 (Trade / Press Day) September 23 (Trade / Press Day) September 24 (General Public Day) September 25 (General Public Day) A total of	September 21 (Trade / Press Day) September 22 (Trade / Press Day) September 23 (General Public Day) September 24 (General Public Day) A total of	September 20 (Trade / Press Day) September 21 (Trade / Press Day) September 22 (General Public Day) September 23 (General Public Day) A total of	October 24, (Trade / Press Day) October 25, (Trade / Press Day) October 26, (General Public Day) October 27, (General Public Day) A total of
	41,063  61,649  54,877  157,589	5,860  40,622  64,959  62,161  173,602	7,011  42,023  70,012  66,798  185,844	8,671  42,057  74,040  66,809  191,577	25,928  40,345  74,021  67,058  207,352	19,933  28,375  51,173  51,618  151,099

\*Visitors of JAPAN NIGHTS' street events at Nihonbashi Area : **15,200**

**See page 22 for the report of the event in Tokyo**

**Organizers:** Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)

# Tourism EXPO Japan in Okinawa Business Meetings & Exhibition

## Generating a Total of **24,174** Visitors Over the Four Days

### Showcasing Safe and Secure Events Amid New 'Normal Era'

### A New Form of Travel From Okinawa to the World!

Tourism EXPO Japan (TEJ) 2020 - Okinawa Business Meetings & Exhibition was organized by the Japan Travel and Tourism Association (JTTA), the Japan Association of Travel Agents (JATA) and the Japan National Tourism Organization (JNTO) from October 29 to November 1 at the Okinawa Convention Center and the Ginowan Municipal Multipurpose Sports Grounds. The event, the seventh in a series, marked the first time it was held in Okinawa under the theme "Using the Power of Travel to Inspire Japan and the World!" In addition to showcasing a safe and secure event model in the "new normal" era, the event delivered a new form of tourism in efforts to help revive the struggling tourism industry. The total number of visitors in the four-day event reached 24,174 with 285 exhibitors and organizations representing 18 prefectures in Japan and 30 countries and regions globally.

During the keynote speech session, Chairman Yoshiro Shimoji of the Okinawa Convention and Visitors Bureau and Bernadette Romulo-Puyat, Secretary of the Department of Tourism, Republic of the Philippines, addressed the audience, following the congratulatory speeches made by Secretary-General Zurab Pololikashvili of the World Tourism Organization (UNWTO) and President and CEO Gloria Guevara Manzo of the World Travel & Tourism Council (WTTC). At the International Tourism Forum, ambassadors to Japan from each country and tourism officials from Japan and abroad discussed (live and in video) how to resume international tourism. At the business meetings, the number of business appointments pre-arranged through matching reached 1,786 thanks to efficient use of real-time and online methods. Also, familiarization tours within Okinawa prefecture, including visits to remote islands, were conducted with some 100 buyers participated, aimed at producing tour products.

As for preventive measures against COVID-19, all visitors, exhibitors, industry players and organizers followed requirements of using masks and having their temperature checked via thermal cameras. To enhance preventive measures, TEJ introduced a pre-registration system for visitors by using various measures to prevent crowding, such as limit admission by time slots. For various events, the

number of visitors was controlled in real time by setting a limit on the number of attendants according to the time of day. The entire Ginowan Seaside Park area was used for the various concurrent events to promote social distancing.

At the general booths in the exhibition hall, VR and computer graphics were used to provide a life-like tourist experiences, and to propose new ways to enjoy travel by offering a variety of ways to enjoy the new normal in travel. In addition, JNTO's "Inbound Seminar in Okinawa," the "ResorTech OKINAWA Okinawa International IT Trade Fair," the "Okinawa Food Festa," the "Shima Zenbu de O-kinajouekai" and "The Islands of Tahiti - Passionate Tahitian Dance" were held concurrently, and were well received.

Tourism EXPO Japan 2021 will be held again in Osaka in the Kansai area (INTEX OSAKA) from November 25 to 28. The Osaka/Kansai area, where the World Exposition 2025 (World Expo) is scheduled to take place, will deliver a message of recovery of the tourism industry to the world.



At the press conference  
From left: Kana Iwamoto, Miss Okinawa Sky Blue; Satoshi Seino, President, Japan National Tourism Organization (JNTO); Minoru Kubota, President, Japan Travel and Tourism Association (JTTA); Nobuaki Sakamaki, Chairperson, Japan Association of Travel Agents (JATA); Hiroaki Takahashi, Chairman, Tourism EXPO Japan Executive Committee; Hikaru Yamazato, Miss Okinawa Cobalt Blue

## Tourism EXPO Japan in Okinawa Business Meetings & Exhibition **4** Events

- Keynote Speeches, International Conferences Linked to UNWTO, WTTC
- 1 Tourism EXPO Japan Forum & Seminars**
- Welcoming the First Event in Okinawa, Showcasing Traditional Performing Arts!
- 3 OKINAWA NIGHT**

- Exhibition Business Meetings to Stimulate Business for Exhibitors
- 2 Exhibition Business Meeting**
- Promotion of SDGs, Use of ICT, Efforts to Deal with COVID-19! Entries Reach 178
- 4 Japan Tourism Awards**

### Simultaneously Held / Jointly Held

Travel Trends and Measures after COVID-19, Sharing the Latest Information Among Countries  
**Inbound Seminar in Okinawa**  
(Organizer: Japan National Tourism Organization [JNTO])

Solutions Get Together to Go with "New Lifestyle"  
**ResorTech OKINAWA Okinawa International IT Trade Fair 2020**  
(Organizer: ResorTech OKINAWA Okinawa International IT Trade Fair Executive Committee)

Popular Food in Okinawa Gather Together under One Roof!  
**Okinawa Food Festa**  
(Organizer: Tourism EXPO Japan Okinawa Food Festa Managing Office)

Appreciating Ryukyu Dancing and Projection Mapping on Shuri Castle!  
**Night Reception in Shuri Castle**  
(Organizer: Okinawa Prefecture, Tourism EXPO Japan 2020 Okinawa Liaison Council, Tourism EXPO Japan 2020 Okinawa Supporting Organization)

Showing Region-oriented Movies!  
**Okinawa International Movie Festival 2021 Pre-Event Shima Zenbu de O-kinajouekai**  
(Organizer: Okinawa Prefecture / Operation: Laugh & Peace Mother Co., Ltd)

Introducing Elegant Dancing Under the Blue Sky!  
**The Islands of Tahiti ~Passionate Tahitian Dance~**  
(Organizer: Japan Association of Travel Agents [JATA])



### Grant Funding Presentation Ceremony to Support Reconstruction of Shuri Castle

A presentation ceremony was conducted by the Japan Association of Travel Agents (JATA), in which proceeds or a portion of tour costs from members was given to a relief fund to reconstruct Shuri Castle, while a support grant list was handed to Vice Governor Moritake Tomikawa of Okinawa Prefecture.

Nobuaki Sakamaki, Chairperson, Japan Association of Travel Agents (JATA); Moritake Tomikawa, Vice Governor of Okinawa Prefecture



# Opening Ceremony

October 29 1:15p.m. - 1:30p.m.  
Okinawa Convention Center



Kenichiro Yamanishi, Chairman & CEO, Japan Travel and Tourism Association (JTAA)



Tomohiro Kaneko, Vice Commissioner, Japan Tourism Agency

## Back to the Beginning, Okinawa Sends "Power of Travel" at Home and Abroad

At the opening ceremony, Kenichiro Yamanishi, Chairman and CEO of Japan Travel and Tourism Association, in a speech at TEJ2020, held amid the COVID-19 pandemic, which is causing heavy damage to the travel industry worldwide, remarked that the industry should go back to the starting point in reference to setting the theme of "Using the Power of Travel to Inspire Japan and the World." Taking thorough measures against the infectious diseases, TEJ this year sends a message of global turnaround in international exchanges to the world from Okinawa in effort to overcome the ongoing global crisis as soon as possible, he added.

Prime Minister Yoshihide Suga sent a congratulatory message to TEJ2020: Blessed with a wealth of tourism resources, our country will be unaffected by the ongoing COVID-19 pandemic and our government will ensure our commitment to restoring tourism demand in a way that will allow many

people to travel all over Japan while regional communities will recover their vibrancy.

On behalf of Kazuyoshi Akaba, Minister of Land, Infrastructure, Transport and Tourism (MLIT), Tomohiro Kaneko, Vice Commissioner, Japan Tourism Agency, MLIT, disclosed its efforts, aimed to produce attractive stay-contents, strengthen tourism infrastructure development, and improve added value and productivity in the travel industry amid difficulties in preparation to realize a true advanced tourism nation in a post-COVID-19 era.

**Guests:** Tomohiro Kaneko, Vice Commissioner, Japan Tourism Agency; Yoshiro Shimoji, Chairman, Okinawa Convention & Visitors Bureau (OCVB); Junichi Inagaki, Chairman, ResorTech Okinawa, Okinawa International IT Trade Fair Executive Committee

**Organizers:** Kenichiro Yamanishi, Chairman & CEO, Japan Travel and Tourism Association; Nobuaki Sakamaki, Chairperson, Japan Association of Travel Agents (JATA); Satoshi Seino, President, Japan National Tourism Organization (JNTO); Hiroyuki Takahashi, Vice Chairperson, Japan Association of Travel Agents (JATA)

## Congratulatory Messages / Keynote Speech

October 29 1:40p.m. - 2:30p.m.  
Okinawa Convention Center

### Theme Overcoming the COVID-19 Crisis; Building the Foundations for Future Resilience and Sustainable Tourism Growth

#### Making Full Efforts at Home and Abroad Resuming Tourism in Era of a 'New Normal'

The World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) were present in congratulatory video messages at TEJ 2020. UNWTO's Zurab Pololikashvili said as tourism is faced with many hardships, all-out efforts can help the industry overcome them. The Forum, he said, offered the perfect opportunity to bring together tourism leaders from the public and private sectors in collaborating, sharing ideas and looking toward the future.

WTTC's Gloria Guevara Manzo said that today's unprecedented crisis requires some unprecedented action and collaboration. The protocols that have been developed in corporation with WHO and CDC define how the industry can reduce the risk of getting COVID while having a good experience. There's a way to co-exist and maintain and keep health and protect lives while at the same time resuming travel, she said.

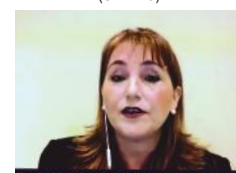
Yoshiro Shimoji in his keynote speech introduced two policy measures for Okinawa tourism in the new

normal era under the tag line of "Go and Chill Out in Okinawa" — the "promotion of epidemic-prevention tourism in Okinawa" to realize safe and secured travel, and the "improvement of tourist unit price" to shift from quantity to quality in tourism. Okinawa also plans to promote the concept of "workation" to attract more long-term travelers who require access to the medical and educational facilities.

In a video message, Bernadette Romulo-Puyat said that the Philippines is currently updating its NTDP to adapt to the new normal that includes assessing and evaluating policy measures initiated to mitigate the impact of COVID-19, and identifying and refocusing products in light of the new normal. Efforts include pursuing strategic thrusts such as ensuring responsive and timely formulation of policies in support of safe and fun tourism. It is collaborating with the Asian Development Bank and World Bank in providing assistance through the upgrade of local infrastructure, local economic development, disaster and crisis management and policy reforms.



Zurab Pololikashvili, Secretary-General, The United Nations World Tourism Organization (UNWTO)



Gloria Guevara Manzo, President & CEO, World Travel & Tourism Council (WTTC)



Yoshiro Shimoji, Chairman, Okinawa Convention & Visitors Bureau (OCVB)



Bernadette Romulo-Puyat, Secretary of Department of Tourism, Republic of the Philippines

# International Tourism Forum

October 29 2:45p.m. - 4:15p.m.  
Okinawa Convention Center

## Theme For Tourism to Re-start Growth



### Risk Management and Sustainable Development in the Coronavirus Era

In the midst of the COVID-19 pandemic, six panelists including ambassadors to Japan and top executives from the public and private sectors in Japan gathered in Okinawa to share their insights about tourism in the post-coronavirus "new normal," sustainable growth of the industry based on the collaboration among diverse stakeholders, the need for partnerships between the public and private sectors, as well as the prospect of cross-border travels

#### Recovery Includes Five Priority Areas Supporting Sustainable Development Goals

Supporting the livelihoods that depend on tourism means building a sustainable and responsible travel experience that is safe for host communities, workers and travelers. To aid recovery, I have identified five priority areas: mitigate the socioeconomic impact of the crisis; build resilience across the tourism value chain; maximize technology in the tourism sector; promote sustainability of green growth; and foster partnership to enable tourism to support SDGs. (Video Message)



Mr. Antonio Guterres,  
the ninth Secretary-General  
of the United Nations

#### Current Situation Provides Incredible Opportunities to Restart Tourism

If a solution to reopen borders and rebuild consumer confidence is not found in the months to come, over 100 million jobs are at risk globally. Nevertheless, the current situation has also given the industry an incredible opportunity to restart tourism and reassess the interdependence of the relationship between tourism, the economy, the environment and society. (Video Message)



Dr. Mario Hardy,  
CEO, Pacific Asia Travel  
Association (PATA)



H.E. Mr. Singtong Lapisatepun,  
Ambassador, Royal Thai  
Embassy in Japan

#### Domestic Travel Incentives to Boost Economy First

The Thai government has launched the Amazing Thailand Safety and Health Administration (SHA) to raise safety standards in the tourism industry and restore the confidence of domestic and international tourists amid the COVID-19 crisis. Tourism sectors in Thailand are able to apply for SHA certification. Thailand has issued a Special Tourist Visa (STV) for those from low COVID-19 risk nations as Thailand slowly opens up borders.



Mr. Tomohiro Kaneko,  
Vice Commissioner,  
Japan Tourism Agency

#### Restart of Tourism and Risk Management

To overcome the crisis of the tourism industry due to the COVID-19 pandemic, the Japanese government launched "Go To Travel Campaign," aiming to stimulate the domestic tourism demand and to promote infection prevention measures. With the gradual relaxation of immigration restrictions, the government is preparing to accept visitors from abroad and is promoting the creation of new tourism content to be ready for the restart of the international exchange through tourism.



H.E. Mr. Jorge Toledo,  
Ambassador, Embassy of the  
Kingdom of Spain in Japan

#### Every Crisis Brings Opportunities

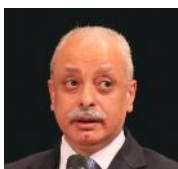
Several reactivation plans have been launched to guarantee the recovery of tourism amid the pandemic, including short-term financial support: Next Generation EU Recovery Fund (140 billion euros for Spain in 6 years). Future uncertainties must be faced with perspectives based on local communities to increase resilience, sustainable tourism to promote ecological transition, diversification of destinations, activities, and travel schedules. In these difficult times, we are seeking opportunities.



Ms. Akiko Yoshida,  
Executive Senior Vice President, Japan  
National Tourism Organization (JNTO)

#### Achieving Sustainability in Inbound Tourism

JNTO recognizes the importance of working with various stakeholders including local communities to make an enhanced effort to diversify tourist destinations to solve the "overtourism" problem amid development of sustainable tourism. Considering tourism as an essential tool to revitalize local communities and their cultural heritage, the JNTO continues to support the establishment of local systems to accommodate visitors, refine tourism contents, maintain relationships with travelers and share information.



H.E. Mr. Ayman Kamel,  
Ambassador, Embassy of the  
Arab Republic of Egypt in Japan

#### Protocols Introduced in Sector to Boost Recovery

Egypt was among the first to take measures to control COVID-19: locking down and restricting incoming air traffic on March 23, including the suspension of Narita-Cairo service, leading to an economic toll with tourism being the most impacted. In May, amid declining infections and pressing economic needs to return to business, Egypt began a comprehensive plan in compliance with WHO recommendations to resume domestic tourism through various incentive programs, then inbound tourism in July for all international visitors.



Mr. Eijiro Yamakita,  
President and CEO,  
JTB Corp.

#### Ecosystem of Customer Journey

Now is a good time to reconsider tourism. Sustainable tourism will be achieved by creating the ecosystem of customer journey that places the highest priority on improving the customer experience in all stages of travel. To realize this, a strong partnership needs to be formed among stakeholders including not only tourism business operators such as accommodation and transportation providers but also entrepreneurs that can offer digital technologies that help secure social distancing.

### UNWTO Urges Stakeholders to Work Together Toward Recovery



Mr. Zhu Shan Zhong,  
Executive Director,  
World Tourism  
Organization (UNWTO)

We will highlight the lessons learned from today's discussions, which can facilitate the recovery of the travel and tourism sector in the new reality. Surely, we are living in a challenging time, which we have never experienced before. UNWTO will stand stronger to be a global platform to make international cooperation possible. I encourage all stakeholders to continue to work on delivering thoughts and solutions on starting tourism in a sustainable way. (Video Message)

### Working Together to Reach Sustainable Tourism

Key points from the Q&A centered on how the issues of health, safety and confidence in travel among consumers can play an essential part in creating the circular ecosystem of tourism. Panelists expressed how opening up borders will depend on conditions in other countries and worldwide to ensure travel can begin. Travel must also reflect quality as part of SDGs while stakeholders can play a role in disseminating information that travel is indeed welcoming and safe. To conclude the session, Dewey said, "By working together, we can create sustainable tourism."



Ms. Marjorie Dewey,  
President, Connect  
Worldwide Japan Co., Ltd.



## Thematic Symposia

October 30 10:00a.m.-5:00p.m. Okinawa Convention Center

### Dark-sky Tourism Symposium

10:00a.m. - 12:00p.m.

#### Theme Dark-sky Tourism

#### “Starry Sky Protection” Efforts to Spur Tourist Demand and Restore Ecosystems

Starry sky tourism is drawing attention both in terms of tourism resources and environmental protection. Since Iriomote Ishigaki National Park was designated as Japan's first Dark Sky Sanctuary by the International Dark-Sky Association (IDA) in 2018, tourism demand, economic effect and light pollution (including all kinds of negative elements or excess light affect the local ecosystem) measures are expected to attract public attention.

At the outset, Mayor Yoshitaka Nakayama of Ishigaki City said that the Yaeyama Islands boasts the best starry sky because of the total of 88 constellations observable in Japan, 84 of them are visible on the islands. Adam Dalton said during his video lecture that it is quite probable that Japan can become a leader in Asia in this field. Meanwhile, Hideyuki Ozawa in a live-stream video from Tekapo, New Zealand -- designated as a dark sky sanctuary in 2012 -- introduced its post-designation impact.

In the panel discussion, Nobuaki Ochi referred to the Yaeyama Islands' present circumstances and issues, while Keiko Tomori expressed concern that people are yet less aware of the fact that light-pollution measures have a positive effect on ecosystems, human bodies and saving energy. Yasunori Takenaka cited a fact that the number of traffic accidents with Iriomote wild cats is increasing and expressed growing concern over ecosystems in which light pollution influences nocturnal wild animals.

**Guest Speaker:** Yoshitaka Nakayama, Mayor, Ishigaki City

**Keynote Speaker1:** Adam Dalton, International Dark Sky Places Program Manager (Video Message)

**Keynote Speaker2:** Hideyuki Ozawa, New Zealand TEKAPO Dark Sky Project Director (Live-Stream Video)

**Moderator:** Nobuaki Ochi, International Dark-Sky Association Tokyo chapter leader, Associate Professor at Toyo University

**Panelists:** Hideyuki Ozawa

Yasunori Takenaka, Ranger, Iriomote Ranger Office, Ministry of Environment

Keiko Tomori, Representative Director, General Incorp. Night Sky H2O Yaeyama Region Promotion Association

● Organizer: Ishigaki City, Taketomi Town, Yaeyama Visitors Bureau, International Dark-Sky Association Tokyo chapter, General Incorp. Night Sky H2O Yaeyama Region Promotion Association



Yoshitaka Nakayama



Adam Dalton



Hideyuki Ozawa



Nobuaki Ochi



Yasunori Takenaka



Keiko Tomori

### Adventure Tourism Symposium

1:00p.m. - 2:00p.m.

#### Theme Potential of Adventure Tourism in Okinawa

#### Value-added Community-based Travel Leading to Personal Change

Masaki Yamashita said at the outset that Adventure Tourism (AT) could lead the travel industry once the COVID-19 pandemic is settled. AT is a form of travel that encompasses two or more of the three major elements of activities: nature and culture experience. He also recited five points: unique experiences; personal transformation through travel; better health after travel; challenges; and low impact on culture and nature.

Citing an international AT event in Sweden, Tatsuya Sakai said popularizing AT in Okinawa is a priority since it is in its infancy. Preparing for tours based on a project to promote and attract tourists to national and quasi-national parks, Yuki Tanimura provides AT-based tours to meet customers' demands. Akito Noike said that AT could help offset the wide gap in numbers of tourists between winter and summer seasons in Nagano prefecture. Mentioning a range of different cases overseas, Ken Serizawa pointed out that developing human resources is an urgent task since knowledge of tour coordinators and guides is the key to the success of AT. He added that it is important for local people to let AT participants know about what residents want to preserve and use it as an appealing point.

**Moderator:** Masaki Yamashita, Board Member, Japan Adventure Tourism Organization / Chief Consultant, JTB Tourism Research & Consulting Co.

**Panelists:** Tatsuya Sakai, Supervisor, Planning & Facility Management Department, Okinawa Convention & Visitors Bureau (OCVB)

Yuki Tanimura, Sales Manager & Digital Marketing Representative - Inbound Department, Jumbo Tours

Ken Serizawa, Board Member, Japan Adventure Tourism Organization / President, Alpine Tour Service Co., Ltd.

Akito Noike, Board Member, Japan Adventure Tourism Organization / Chief Executive Officer, Nagano Tourism Organization

● Organizer: Japan Adventure Tourism Organization



Masaki Yamashita



Tatsuya Sakai



Yuki Tanimura



Ken Serizawa



Akito Noike

# ISCO Presents DX (Digital Transformation) Symposium 3:00p.m. - 5:00p.m.

## Theme Future of Okinawa Tourism: Learning from DX Advanced Areas

### DX: Effective COVID-19 Fighter, Creator of Sustainable Society and Jobs

Digital transformation (DX) is being considered the key to combatting the COVID-19 crisis impacting the travel industry. At the symposium, two case studies were introduced: Estonia leads the world in this field with 99% rate of electronic ID penetration; and an electronic ID service was introduced this summer in Kaga City, Ishikawa prefecture.

The roles and potential that DX will play in Okinawa tourism were discussed. In a live-stream video from Estonia, Kota Alex Saito said the electronic ID system has become widely used to provide people in the low-populated areas with efficient administrative services. The system has been highly evaluated for people with low mobility and the elderly, while also being environmentally friendly for social infrastructures. However, he said it is important to identify problems since DX is not the end but the means to solutions. Kenichiro Fukushima pointed out that DX has boosted public recognition as an efficient way to combat the COVID-19 pandemic and alleviate labor shortages amid a global tendency toward sustainable society. He also said that it is necessary to make it user-friendly by combining it with analog devices. Daiya Miyazato said that attracting advocates who understand its merits is the key to effective promotion, while moderator Junichi Inagaki said the creation of common platforms can lead to a better flow.

**Opening Speaker: Junichi Inagaki**, Board Chairman, IT Innovation and Strategy Center Okinawa (ISCO) / Chairman, ResorTech Okinawa Okinawa International IT Trade Fair Executive Committee

**Keynote Speaker Kota Alex Saito**, SetGo Estonia Co-founder/xID Biz Dev Lead (Live-Stream Video)

**Cross Talk**

**Moderator: Junichi Inagaki**

**Panelists: Kota Alex Saito**, (Live-Stream Video)

**Kenichiro Fukushima**, Representative Director, CIVIC TECH JAPAN

**Daiya Miyazato**, Senior Manager, OKINAWA CITY Department of Economic and Culture

● Organizer: IT Innovation and Strategy Center Okinawa (ISCO)



Junichi Inagaki



Kota Alex Saito



Kenichiro Fukushima



Daiya Miyazato

October 29 1:00p.m. - 3:00p.m. Okinawa Convention Center

## Inbound Seminar in Okinawa

● Organizer: Japan National Tourism Organization (JNTO)

## Communication Vital to Nurturing Future Travelers

At the seminar by Japan National Tourism Organization (JNTO), centering on the theme of future inbound promotion after the corona pandemic, inbound specialists emphasized the importance of continued communication as a way to nurture travelers from overseas. Kenji Yamamoto of the East Asia Group of the JNTO Overseas Promotion Department provided a lecture on "Travel Trends and Countermeasures After Corona" in which he said information dissemination in post-pandemic is vital to stimulating strong motivation for travel that must be enhanced by seamless exchange while taking into consideration diversity, the environment, realization of sustainability. Such efforts, he said can lead to more opportunities.

Tamaki Hatanaka, Chief of Economic Affairs Department, Taipei Office of Japan-Taiwan Exchange Association; and Hiroshi Yakumaru, Executive Director of JNTO Hong Kong Office, each shared the latest situation of each country and their promotion policies. Satoshi Seino, the chairman of JNTO, closed the seminar by sharing examples of efforts in both regions and pointed out the importance of creating new contents such as nature and culture through regional cooperation.



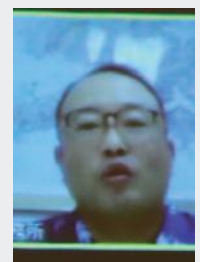
Satoshi Seino



Kenji Yamamoto



Tamaki Hatanaka



Hiroshi Yakumaru

**Kenji Yamamoto**, Director, East Asia Section Overseas Promotion Department

**Tamaki Hatanaka**, Chief, Tourism Exchange Unit / Director, Economic Affairs Taipei Office, Japan - Taiwan Exchange Association (Live-Stream Video)

**Hiroshi Yakumaru**, Executive Director, Hong Kong Office, Japan National Tourism Organization (JNTO) (Live-Stream Video)

**Satoshi Seino**, Chairman, Japan National Tourism Organization (JNTO)



## Seminar on Chartered Bus Tariff and Fees System



October 30 2:00p.m. - 3:30p.m.  
Okinawa Convention Center  
Organizer: Japan Tourism Agency

### Explaining Points Travel Agents Must Comply With To Secure the Safety of Chartered Bus Operations

In partnership with Japan Tourism Agency and MLIT's Road Transport Bureau, JATA continues to increase its efforts to fortify safety when travel agents deal with tour-bus operators ever since the Karuizawa ski bus accident on January 15, 2016. The Seminar on the Chartered Bus Tariff and Fee System, which has been conducted in major cities nationwide, was also held during TEJ.

Assistant Director Makoto Miyagi, Land Traffic, Land Transport Department, Okinawa General Bureau, Cabinet Office, discussed the tariffs and fees system for charter bus services based on the latest data while Senior Specialist Yuka Shigematsu, Counsellor for Travel Promotion, Japan Tourism Agency, explained approaches to safety and essential laws and regulations to know when travel agents deal with chartered bus operations. The seminar hall was filled with industry professionals, mostly from Okinawa-based travel suppliers. It was a significant opportunity for them to update themselves on the importance of safety.

## Build Back Better

~ Looking to Crisis-Resistant Okinawa Tourism ~



October 30 10:30a.m. - 12:00p.m.  
Okinawa Convention Center  
Speaker: Yuka Onaga, CEO & President, THUNDERBIRD Co., Ltd.

### From the Origin of Okinawan Crisis Management to Ways of "Living With COVID-19"

The seminar "Build Back Better – Looking to Crisis-Resistant Okinawa Tourism" was held to examine how to prepare for and what to do in a crisis that affects tourism. Yuka Onaga, a specialist in crisis management in tourism, discussed the catalyst that led Okinawa prefecture to start working on tourism crisis management and how Okinawa recovered from devastating crises, including the September 11, 2001 terrorist attacks on the U.S. and the Great East Japan Earthquake in 2011.

She also touched on important points to tackle when it comes to health and promotion amid the COVID-19 era, emphasizing the importance of being well prepared for the next crisis rather than doing nothing.



Yuka Onaga

## 7th World Heritage Summit in Okinawa



October 30 2:30p.m. - 5:00p.m.  
LAGUNA GARDEN HOTEL  
OKINAWA  
Organizer: Organization for the 20th Anniversary of the World Heritage Site Registration

### Showcase Attractiveness to Next Generation Under the Theme of "Japanese History and SDGs Buoyed by World Heritage Sites"

The World Heritage Summit was held to disseminate broadly the attractiveness of World Heritage sites, in addition to sharing a variety of methods and issues in using and preserving World Heritage. The seventh summit this year was held in Okinawa as the project "Gusuku Sites and Related Properties of the Kingdom of Ryukyu" commemorated the 20th anniversary of its designation as a World Heritage site.

Opening remarks were made by Okinawa Governor Denny Tamaki, House of Councilors Member Yosuke Tsuruho, House of Representatives Members Konosuke Kokuba and Tomohiro Yara. Tamaki introduced efforts to reconstruct Shuri Castle.

In the keynote lecture, Specially Appointed Prof. Hiroyasu Kumakura of Takasaki University of Commerce discussed the history of Japan – where 19 cultural heritage sites were designated in such a small country – under the theme of "Japanese History and SDGs Buoyed by World Heritage Sites." The state of Japan's World Cultural Heritage sites can serve as a benchmark to considering the integration of SDGs and diversity.

In addition to hosting the mayor's conference and releasing announcements from three subcommittee meetings a video from Mayor Hidetada Sudo of Fujinomiya City, unveiled the next venue for the event.

## Okinawa Tourism Crisis Management Seminar



October 30 11:30a.m. - 1:00p.m.  
Okinawa Convention Center  
Organizers: Okinawa Prefecture, Okinawa Convention & Visitors Bureau (OCVB)

### Introducing Case Examples to Address Tourism Crisis in Okinawa

The Okinawa Tourism Crisis Management Seminar was held to disseminate information and knowledge about Okinawa's tourism crisis management. Okinawa Vice Governor Moritake Tomikawa in his opening speech said that based on the basic plans Okinawa prefecture developed to protect tourists and the industry, the prefectural government is working on tourism crisis management in efforts to build a world-class tourist resort.

Makoto Shimoji from Okinawa prefecture introduced case examples of responses to COVID-19 and past efforts of tourism crisis management. Masato Maehara of OCVB said it was reassuring that safety and security significantly heighten the brand power of a tourist destination amid the COVID-19 pandemic, underscoring the need to let the residents understand such approaches in the past so Okinawa can welcome tourists with genuine hospitality.



Makoto Shimoji

# OKINAWA NIGHT

October 29 4:30p.m. - 5:15p.m. Okinawa Convention Center

## Welcoming the First “Tourism EXPO Japan” in Okinawa with Traditional Performing Arts

OKINAWA NIGHT was held on the first day to mark the first Tourism EXPO Japan in Okinawa. Okinawa Governor Denny Tamaki addressed the visitors, saying that Tourism EXPO Japan initiated the first major event held in Okinawa in fiscal 2020. With thorough measures to prevent the spread of infectious diseases, the prefecture will continue to spread the word that Okinawa is a safe and secure tourist destination which can serve as an example of how to effectively hold an event amid a new normal, while pledging a recovery from the sluggish demand in travel.

In showcasing typical Okinawan entertainment, leading experts of the Okinawa Karate Kamichi-ryu demonstrated their skills in karate “kata” techniques, the yakusoku/prearranged kumite and breaking of wooden boards, which generated fascination among visitors. Once the traditional Okinawan folk dance “eisa” began and the performances heated up, the entire venue and all visitors became one with their clapping, further heightening the excitement of hosting Tourism EXPO Japan in Okinawa.

### Guests:

Tomohiro Kaneko, Vice Commissioner, Japan Tourism Agency; Denny Tamaki, Governor, Okinawa Prefecture

### Organizer:

Hiroyuki Takahashi, Chairman, Tourism EXPO Japan Executive Committee



Hiroyuki Takahashi



Tomohiro Kaneko



Denny Tamaki



Impressive karate performances in Okinawa, the origin of karate



Traditional Okinawan performing arts, including eisa's representative song

## Night Reception in Shuriyo Castle

October 29 5:50p.m. - Shuriyo Castle Park



Welcome ceremony in front of Shurei-mon (Gate Shurei)

## Ryukyu-style Reception Held in Shuriyo Castle Working on “Visual Reconstruction”

Following the completion of OKINAWA NIGHT, participants were transported to the Shuriyo Castle Park on eco-friendly EV buses which were built in a way to combat the novel coronavirus disease and participated in the Night Reception in Shuriyo Castle. They were greeted by the governor and hosts at the entrance to the Shurei-mon Gate and visited the remains of Shuriyo Castle. In the reception hall, they enjoyed watching Ryukyu dances and a video of the castle the way it used to be.

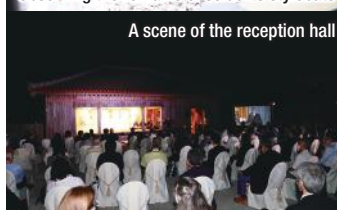
Okinawa Governor Denny Tamaki said in his speech, “Before dawn on October 31, 2019, the Shuriyo Castle's eight facilities, including front, north and south palaces, were burned to the ground, but we are grateful to those who supported us with warm words of encouragement. We also ask you, who were now familiarized with Okinawan history, culture, arts and food at today's event, to send your messages at home and abroad.” In the end, they appreciated the Shuriyo Castle Projection Mapping, one of the most influential events for the reconstruction of the castle at the Kankai-mon Gate.



Observing the remains of seiden's stylobate



Ryukyu dance “Kajadifu”



A scene of the reception hall



Ryukyu dance “Kashikagi”



Gov. Denny Tamaki making a greeting



Taking a commemorative photo in front of the stage



Shuriyo Castle Projection Mapping: Welcome Gate “Shuriyo Castle where Golden Dragon live in – Welcome/Hospitality”





# ResorTech OKINAWA Okinawa International IT Trade Fair 2020

October 29 - November 1  
Okinawa Convention Center

Organizer: ResorTech Okinawa,  
Okinawa International IT Trade Fair Executive Committee

## ResorTech Attracts Broad Range of IT Solution Companies under One Roof

Covering about half of the exhibition hall's floor space at the Okinawa Convention Center, ResorTech OKINAWA Okinawa International IT Trade Fair 2020 was held concurrently with TEJ. In addition to operators dealing with system development, software work, information and communications, many IT solution-related companies from a variety of fields including interpretation, VR, and education at home and abroad featured booths at the event. According to ResorTech's aim in conducting efficient business meetings between various industry sectors in and out of Okinawa prefecture and IT solution companies in Japan and abroad, most exhibitors opened their booths in anticipation of the new normal era

amid the COVID-19 pandemic. Also, the fair found many exhibits applicable to industrial progress in tourism to suit the new normal.

As a preventive measure against COVID-19, online exhibitions were featured at ResorTech where exhibit participants could view ResorTech-related symposiums and seminars. It attracted more than 1,800 participants in four days, underscoring a new form of trade exhibition that brings both face-to-face and online elements.

Various preventive measures were in place on the exhibit floors, including the use of masks or face shields by exhibitors, acrylic boards or transparent films placed in meeting spaces to prevent the spread of droplets.

### ResorTech

### Special Lectures and Interviews



Audrey Tang



Denny Tamaki

## Okinawa Governor Denny Tamaki and Taiwan's Digital Minister Audrey Tang Discuss SDGs and COVID-19

Taiwan's Digital Minister Audrey Tang gave a keynote speech online and later had a dialogue with Okinawa Governor Denny Tamaki in Conference Hall A1 from 4p.m. to 5p.m. on Saturday, October 31, 2020.

During her keynote speech, Tang said masks were distributed through strong support of 8,000 pharmacists in Taiwan amid the start of the spreading of COVID-19 worldwide in February 2020. She pointed to a successful effort in containing the virus in which a new system using IT was launched, making it possible to determine whether there was contact with infected individuals; and determine the specific

number of masks available with specific locations of each pharmacy. The system continues to be improved.

In a discussion with Tamaki, they covered the importance of mutual understanding and the social-economic-tourism integration for SDGs, and how confirming such efforts will depend largely on digitalization. Tamaki said Okinawa plans to create a sustainable world in tandem with all industries and technologies to support the resort destination through events such as ResorTech, expressing his intentions to accelerate exchanges with Taiwan to take advantage of its proximity.



## Business Meetings

October 29 3:00p.m.- 6:00p.m., October 30 9:00a.m. - 6:00p.m. Okinawa Convention Center, Ginowan Multipurpose Gymnasium

### Hybrid-type Business Meetings Adopted for the First Time to Avoid Three Cs

New “hybrid-type” business meetings that combine new online and face-to-face styles at respective booths were introduced this year. Computer terminals for online business meetings were placed in the Ginowan Multipurpose Gymnasium. Once a designated appointment time comes, a buyer takes a seat in front of each terminal to begin online discussions with the seller in a remote location. Also, some exhibitors set

some terminals at their own booths for online business meetings.

In addition to business meetings, for the first time, a total of 15 familiarization tours covering all of Okinawa prefecture were conducted for buyers and media representatives, in which some 100 buyers participated. The tours were designed to inspire participants to experience hands-on activities and sustainable development goals (SDGs).



### Business Meeting Scale

**Sellers: 178 (including 87 Okinawans/27 online)**

Exhibitors to Tourism EXPO Japan (TEJ) 2020 – Okinawa Business Meetings & Exhibition; Exhibitors to ResorTech Okinawa

**Buyers: 158 (including 10 Okinawans)**

Travel companies; Media; Exhibitors to Tourism EXPO Japan 2020 and those interested in products/services of buyers; and ResorTech Okinawa buyers (exclusive meetings limited to ResorTech sellers)

**Business Meeting Session Counts: 1,786**

### Characteristics of Business Meetings 2020

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>① Business meetings at each exhibition booth</li> <li>② Business meetings based on matching appointments</li> <li>◇ Implementation of the recommendation function of the most suitable business partners</li> <li>◇ Designing to arrange the business meetings for</li> </ul> | <ul style="list-style-type: none"> <li>maximum of 21 sessions in 2 days</li> <li>◇ Newly introduced online one-to-one business meetings</li> <li>③ New introduction of open sessions</li> <li>◇ Providing opportunities for participants to broaden local networking with buyers and media</li> </ul> |
|--|---|

### Individual Meetings with Foreign Media in Japan

Amid the ongoing overseas travel restrictions, Tourism EXPO Japan offered individual meeting opportunities to exhibitors and foreign media in Japan.

For the convenience of domestic exhibitors dealing with inbound travel promotions, individual business meetings were arranged in advance with foreign media in Japan willing to participate, including The Japan Times, Tokyo Weekender, Daily Telegraph and The South China Morning Post, for which matchmaking was conducted based on media information about fields of expertise of journalists and their professional interests. A total of 44 20-minute sessions were conducted on the day of the event, with 16 exhibitors and 10 representatives from foreign media in Japan.

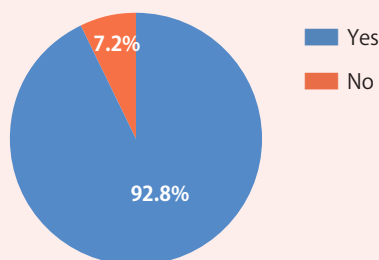




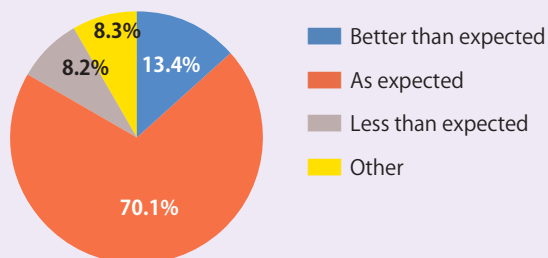
## Survey on Business Meetings Participants

### Sellers Survey Results (n=97)

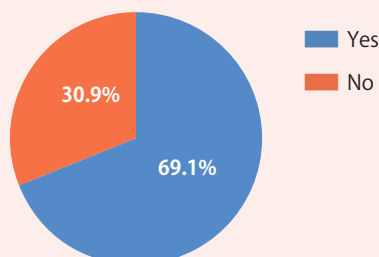
1. Were your business meetings beneficial?



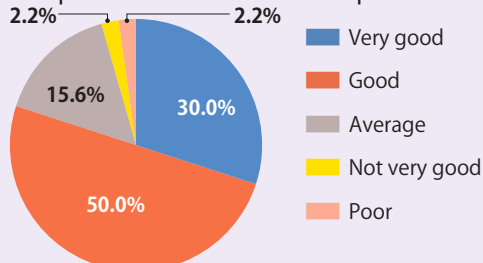
2. Were you able to conduct business meetings as you expected?



3. Did you have any meetings other than pre-arranged ones?



4. Rate your impressions of our overall COVID-19 preventive measures.



### Sellers Comments

#### About Business Meetings

##### ● Good points

- We were able to develop informative talks with travel agents to attract tourists for the future as business meetings were held amid the COVID-19 crisis.
- It gave us a good PR opportunity for our area and it is rare to see so many travel companies gathered under one roof.
- Meetings were efficient and fruitful with matching appointments.
- We feel a sense of relief as we could open the event amid much concern over the COVID-19 pandemic.
- Matching of appointments is a great idea. After securing a high number of appointments and sharing each other's information in advance, we were able to broaden specific discussions.

##### ● Issues

- The first day was useless with only 3 hours available. The second day was quite sufficient.
- We had to speak loudly during the business meetings because of the mask/face shield/partition board mandate to prevent the droplets in addition to the indoor noise, and repeated announcements on infection prevention. If preventive COVID-19 measures are needed, business meetings should be relocated.

### Buyers Comments

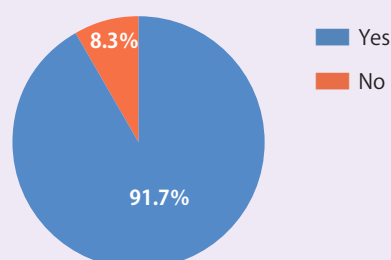
#### About Business Meetings

##### ● Good points

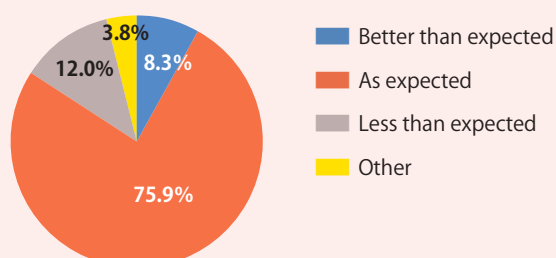
- We were confused with the matching system in the beginning because of so many incoming email responses, but it was very convenient after all.

### Buyers Survey Results (n=108)

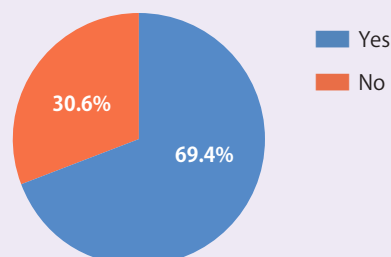
1. Were your business meetings beneficial?



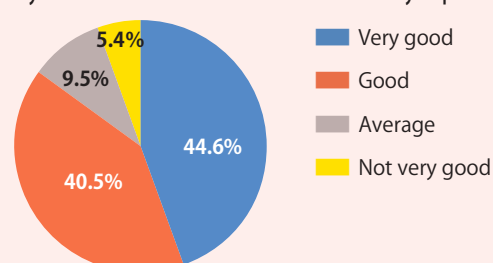
2. Were you able to conduct business meetings as you expected?



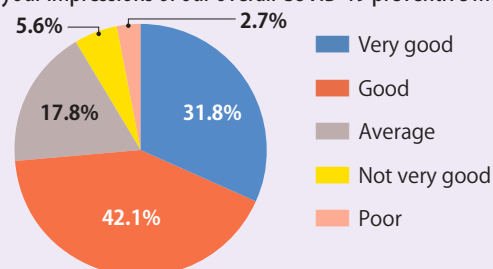
3. Did you have any meetings other than pre-arranged ones?



4. How do you evaluate the Okinawa FAM tour course you participated?



5. Rate your impressions of our overall COVID-19 preventive measures.

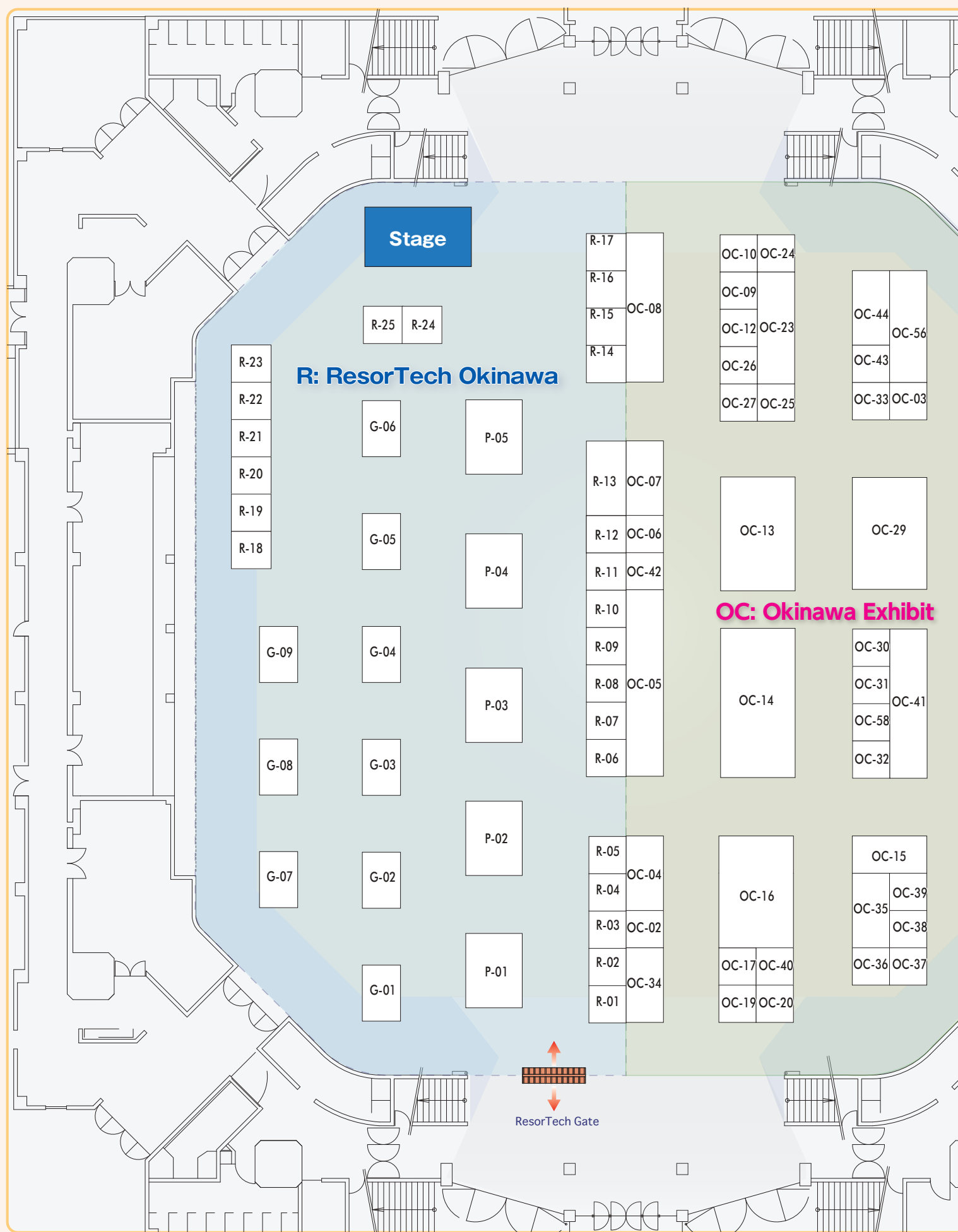


- We had no problems with transportation because many free shuttle buses were operating frequently.
- Business meetings went smoothly thanks to matching appointments. It was great that I was able to visit the booths I could not make an appointment with in my free time.
- The event was held amid the coronavirus catastrophe, but the well-thought-out measures were good.
- The event was divided into two venues, but it was effective in combating the virus.

##### ● Issues

- The number of sellers was limited due to the COVID-19 pandemic. It would be better to increase the number of participating companies particularly from overseas by informing sellers more in making the fullest use of the online tool.
- It was too much trouble to go back and forth between the two venues located far apart.
- The mask/face shield/acrylic board requirements hindered the discussions with the other side.

## BOOTH MAP 1 (Okinawa Convention Center, Exhibition Hall) As of October 15





## Exhibition Set into Two Sites Amid COVID-19 Measures

In efforts to avoid the 3Cs (closed spaces, crowded places, and close-contact settings), the exhibition was divided into two venues -- Okinawa Convention Center Exhibition Hall and Ginowan Multipurpose Gymnasium -- to ensure a safer environment for the event that included full-scale measures, including body thermometers, masks and hand sanitizers.

Representatives from the Okinawan communities and the travel industry gathered in the convention center. Taking advantage of Tourism EXPO Japan as a foothold for recovery, they delivered heart-felt messages from Okinawa to the visitors. Meanwhile, government tourism promotion offices and embassies from overseas, local governments in Okinawa and other prefectures, along with private business operators opened their booths on the gymnasium floor.

As for outbound travel promotions, a variety of ideas and efforts were showcased in their booths reflecting the ambience of their destinations in preparations for the lifting of the travel ban in the future.

## Preventive Epidemic Measures

With National/Prefectural and Original Measures to Ensure Safety and Reassurance in Managing of Event Amid Era Coexisting with COVID-19

### ●Promotion of Application Registration

<Health, Labor and Welfare Ministry>

Registration of the COVID-19 contact-confirming application (COCOA)

<Okinawa Prefecture>

Registration of the Real-time Interactive CORONA Catch Application (RICCA), or the LINE official account Okinawa - COVID-19 personal prevention support application, advising users of their infection status and possible infection in the prefecture.

### ●Fever, False-positive and Infection Consultation Measures

<Visitors from Other Prefectures>

Guide to "Traveler's Access Center Okinawa (TACO)" -- counseling center exclusive to travelers

<Visitors Within Okinawa>

Guide to infections counseling call center

### ●Key Measures by Organizers

- Advance reservation requirement for visitors; Restricted admission by time
- "Seven requests" for admission (announcement on COVID-19 measures)
- Requesting all visitors to complete health checkup in advance
- Infection prevention facility measures (thermal-imaging readers, antiseptic solutions, ventilation, various non-contact devices)



## On-site Measures



OC-45

OC-46

OC-47

OC-48

OC-57



OC-49

OC-50

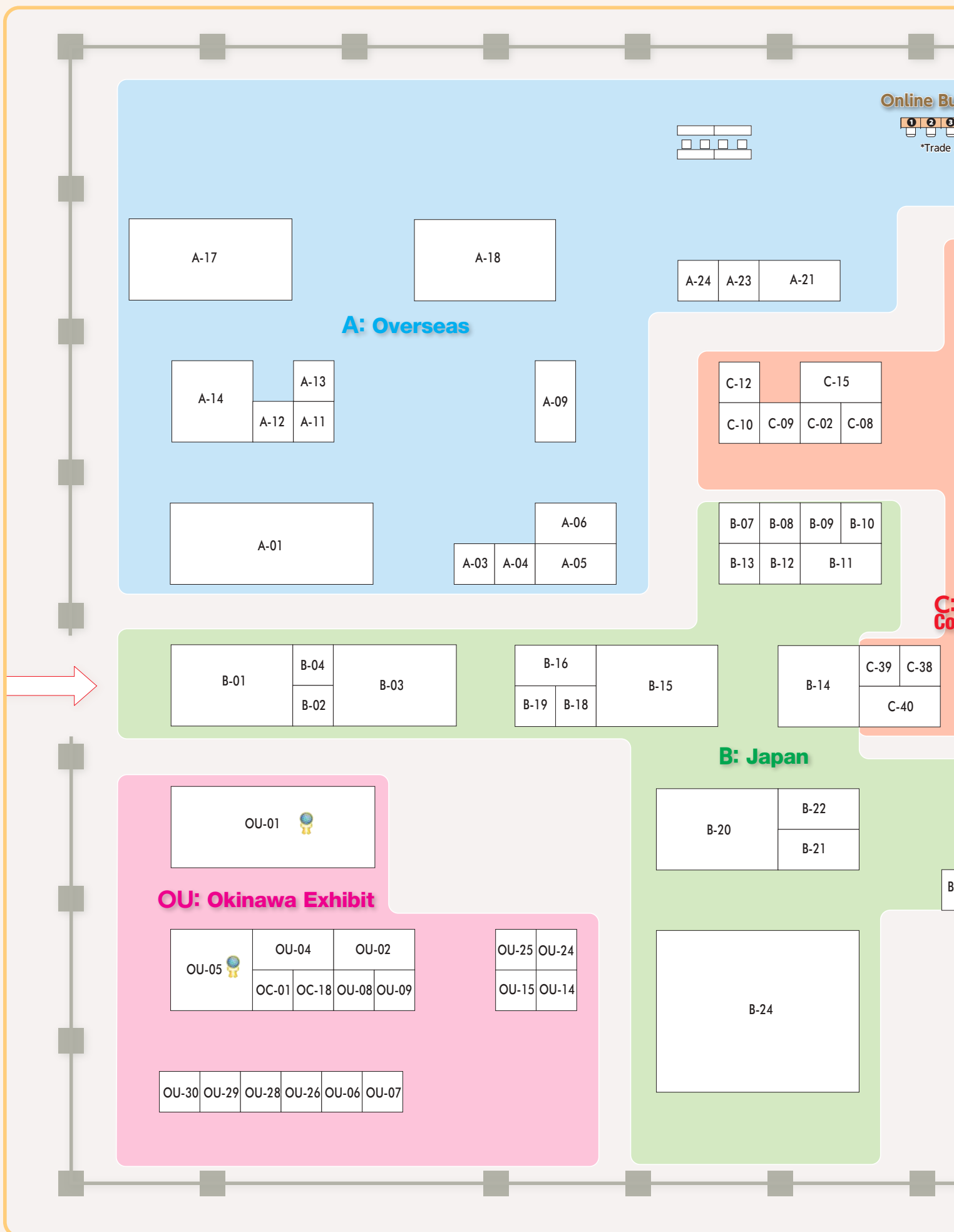
OC-51

OC-52

OC-53

OC-54

## BOOTH MAP 2 (Ginowan Multipurpose Gymnasium) As of October 15





## Business Meetings

4 5 6 7 8  
and Press Day Only

C-26 C-25 C-23

C-28

C-31

C-32

C-33

C-35

C-36

## Domestic / Related Companies and Organizations

C-37

-23

## Scenes of the Exhibitions



Okinawa Convention & Visitors Bureau (OCVB)



Naha City



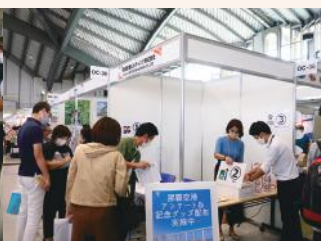
Chatan Town



Ginowan City Society of Commerce and Industry



Okinawa Churashima Foundation



NAHA AIRPORT BUILDING CO.,LTD



Philippines



China National tourist Office



Korea Tourism Organization



Taiwan Visitors Association



Tourist Office of Spain



JAPAN SPORTS AGENCY



Visitor Use Promotion Office, National Park Division,  
Nature Conservation Bureau, Ministry of the  
Environment, Japan



ALL NIPPON AIRWAYS CO.,LTD.



JAL Group

## Official Visits/Courtesy Calls



Konosuke Kokuba  
House of Representatives Member



Shunsuke Takei  
House of Representatives Member



Yosuke Tsuruho (left)  
House of Councilors Member



Toru Miki (right)  
House of Councilors Member



Tomohiro Kaneko  
Vice Commissioner  
Japan Tourism Agency



Denny Tamaki  
Governor, Okinawa Prefecture



Moritake Tomikawa (left)  
Vice Governor, Okinawa Prefecture



Hiroshi Osaki  
Chief Executive Officer  
Yoshimoto Kogyo Holdings Co., Ltd.



Hiroshi Kaneko (right)  
Country Manager, Japan Market  
Guam Visitors Bureau



## Awamori/Sakagura Tourism (Okinawa Awamori Distillers Association)

● Organizer: Japan Travel and Tourism Association

### All 47 Awamori Breweries in Okinawa Represented at Event with Tasting and Lectures from a Sommelier

During Tourism EXPO Japan – Travel Festival in Okinawa, the Okinawa Distillers Association ran its booths at the Okinawa Convention Center's exhibition hall where it featured all 47 Ryukyu Awamori (Okinawan shochu/distilled spirit) distilleries, 27 from the main island and eight from the remote islands. Each distillery displayed their specialties lined up in respective booths.

In addition to displays, Awamori sommeliers and a beauty queen gave lectures in the art of tasting and enjoying the Okinawan Awamori and food to enhance the experience. With displays of exclusive Awamori, the booths were widely popular during both the general public and trade/press days.

The Okinawa Distillers Association also opened its booths in the "Okinawa Brand Meat × Ryukyu Awamori Festa," where it served and sold Awamori and other alcoholic or non-alcoholic beverages.



## Open Booths Unveil New Travel Etiquettes in Era of Coexisting with COVID-19

● Organizer: Japan Association of Travel Agents

### Heighten and Share 'Safety and Reassurance of a New Travel Style' by Providing Information, Including Real / Online Seminars

"The New Travel Etiquettes in an Era of Coexisting with COVID-19" were set up at the Ginowan Multipurpose Gymnasium.

The booths demonstrated actual practices of preventive measures against infection in the mini-seminars, enhanced by panels and product displays. Educational activities were conducted as a model house of "preventive measures against infection" in response to inquiries and consultation from visitors.

Masato Takamatsu, president, Tourism Resilience Japan, gave a special lecture on October 31, under the theme of "Go To Travel's Preventive Measures Against COVID-19," which was broadcast live-stream in the "Greater Akita Tourism Forum in Odate" held in Odate City, Akita Prefecture (Hokushika Rokumei Hall). Counselor Toshihiro Katayama of the Japan Tourism Agency, the Ministry of Land, Infrastructure, Transport and Tourism, gave an opening address in the Hokushika Rokumei Hall, as part of the live-stream broadcast.



Masato Takamatsu, president of Tourism Resilience Japan and advisor to Go To Travel Secretariat, conducted a special lecture.



Toshihiro Katayama, Counselor, inbound tourism of Japan Tourism Agency, MLIT, made a speech at the Greater Akita Tourism Forum in Odate.







## Providing Popular Food Backed by Preventive Measures

Three different sites were arranged outdoors during the exhibition: Popular Okinawan restaurants gathered in the Okinawa Kitchen Car Festa; the Okinawan Beef × Ryukyu Awamori Festa where visitors could enjoy Okinawan beef and Awamori beverages; and a variety of curry delicacies from around the world and Japan, were available at the Traveling Curry Festa. COVID-19 preventive measures were implemented such as temperature checks upon entry to each site with cashless payments at each shop. The events generated high turnouts, thanks to a safe and reassuring environment amid ideal weather.

● Organizer: Tourism EXPO Japan Okinawa Food Festa Managing Office



### Area A

October 29 12:00p.m. - 6:00p.m.  
October 30 10:00a.m. - 6:00p.m.  
October 31 10:00a.m. - 6:00p.m.  
November 1 10:00a.m. - 5:00p.m.

### Okinawa Kitchen Car Festa

Popular kitchen cars in Okinawa gathered in the central square of the Okinawa Convention Center. Boasting a range of food such as Okinawan pork hamburgers, Okinawa noodles and some popular coffee, the square provided visitors with a place of relax.



### Area B

### Okinawa Brand Meat × Ryukyu Awamori Festa

October 30 12:00p.m. - 6:00p.m. / October 31 10:00a.m. - 6:00p.m. / November 1 10:00a.m. - 5:00p.m.



With shops serving a range of Okinawan meats, menchi katsu (minced meat cutlet) and sausages made of such brand pork as Agu and Benibuta, Okinawan steaks and grilled beef were offered in cooperation with the Okinawa Prefectural Livestock Industry Promotion Foundation. Through the participation of the Okinawa Distillery Cooperative Association at the Okinawa prefectural exhibition, Awamori drinks were available, further enhancing the experience for visitors.



### Area C

### Traveling Curry Festa

October 29 - November 1 11:00a.m. - 5:00p.m.



The Traveling Curry Festa was held in front of the Ginowan City Multipurpose Sports Gymnasium, which hosted the overseas, domestic and Okinawa prefecture exhibitions. Selections of popular curry dishes from such areas as Kyoto and Hokkaido in addition to world's renowned curries of India, Thailand and South Korea drew many visitors particularly during the day.



## Okinawa International Movie Festival 2021 Pre-Event Shima Zenbu de O-kinajoueikai

● Organizer: Okinawa Prefecture/Operation: Laugh & Peace Mother Co., Ltd  
November 1 10:30a.m. - 5:00p.m. Okinawa Convention Center



### Delivering Attractions throughout Japan with Showing of Region-transmitting Movies!

As a prelude to the "Shima Zenbu de O-kin Festival - the 13th Okinawa International Film Festival" scheduled to take place in spring 2021 - the screening of films showcasing attractions throughout Japan including Okinawa was concurrently held on November 1, in the Okinawa Convention Center's theater hall within the site of Tourism EXPO Japan - Travel Festival in Okinawa.

Garage Sale, a comic entertainer duo from Okinawa prefecture, moderated the event followed by the showing of four films set in various regions of Japan.

Film stars and directors made speeches at the post-screening premier presentation. A presenter said, "It was delighted that everyone could see the films since it was possible that COVID-19 could have prevented the screening. Please visit the filming sites since we believe that the movies fully reflect their attractiveness."

## The Islands of Tahiti

### ~ Passionate Tahitian Dance ~

● Organizer: Japan Association of Travel Agents (JATA)/Support: Tahiti Tourisme  
October 31 1:00p.m. - 4:30p.m. Ginowan Seaside Park, Multipurpose Ground



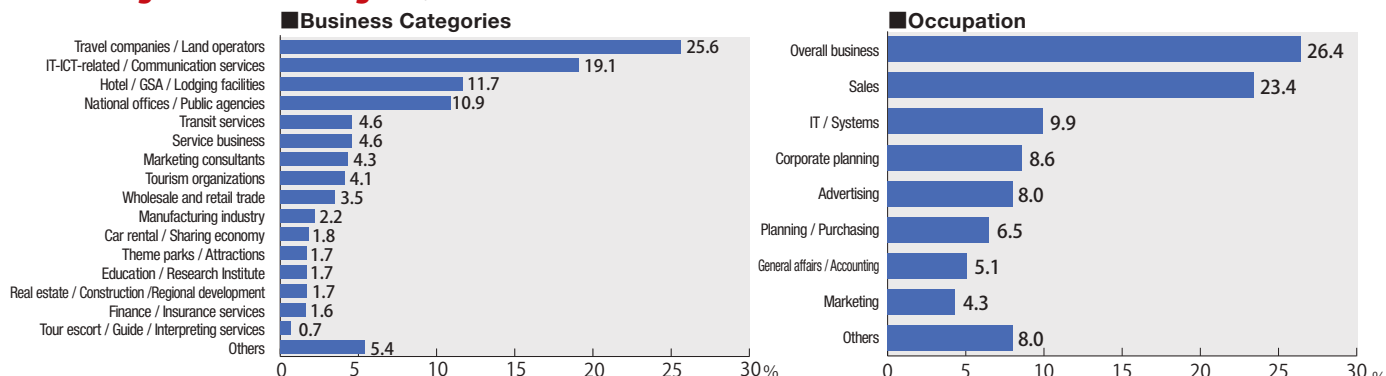
### The Power and Passion of Tahitian Dances Under a Blue Sky

The Islands of Tahiti ~ Passionate Tahitian Dance ~ supported by Tahiti Tourisme was performed on a special stage built in the Ginowan Seaside Park's multipurpose square on October 31. The event on this day was attended by adults and children from Tahitian dance schools or clubs in Okinawa as well as professional dancers from Tahiti. The blue skies created a southern island atmosphere ideal for the event, which opened at 1:00p.m. showcasing a total of six performances in five intervals. Many visitors attended the event to view the children's performances as well as those of others reflecting the power, elegance and passion of dance.

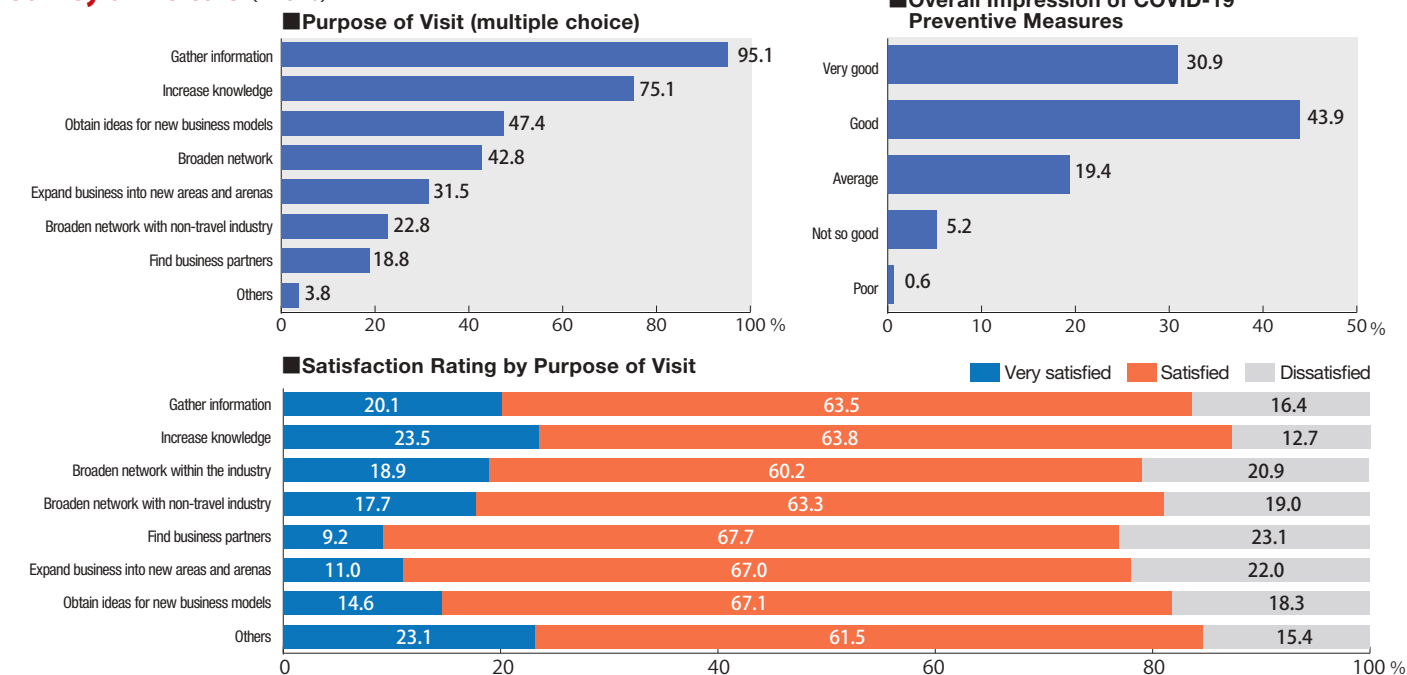
## Survey of Trade Visitors

The largest business category of trade visitors was “travel agency / land operator,” followed by “IT-ITC-related/communication service,” underscoring an increase of “IT-system professionals” in the occupation category. The major purpose of visits by category was to “gather information,” followed by to “increase knowledge,” but to “obtain ideas for new business models” and to “expand business into new areas and arenas” made some gains. With high marks for COVID-19 preventive measure, the survey revealed a positive attitude for visitors seeking new business opportunities.

### Visitor Registrant Counting (n=1,935)

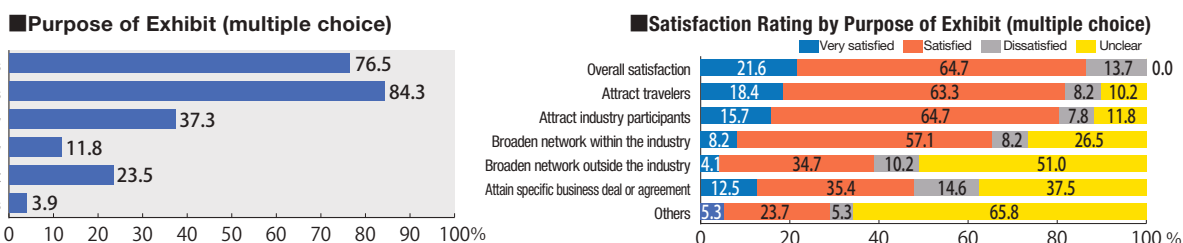


### Survey of Visitors (n=346)



### Survey of Visitors

By purposes, more than 80% of respondents selected “attract industry participants,” while those chose “attract travelers” by nearly 80% but revealing the high expectation to “broaden network within the industry” and to “attain specific business deal or agreement.” Despite the exhibition being held amid the COVID-19 pandemic, overall satisfaction as well as satisfaction by purpose of the exhibition reflected their hope.



### Results Achieved in This Exhibition

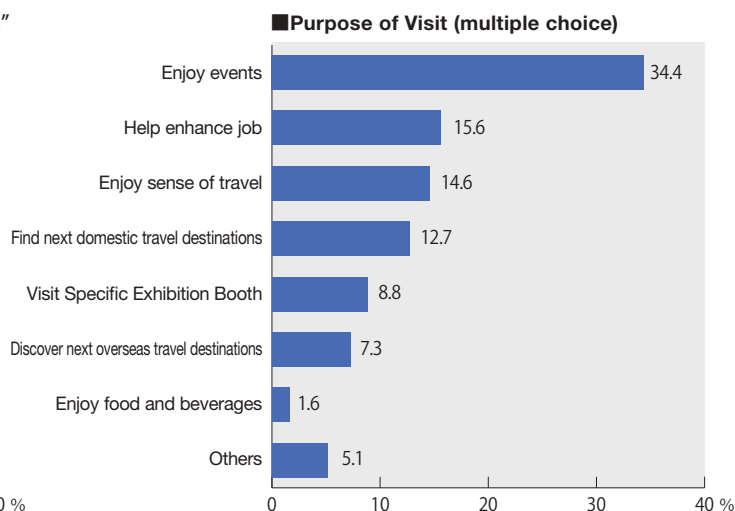
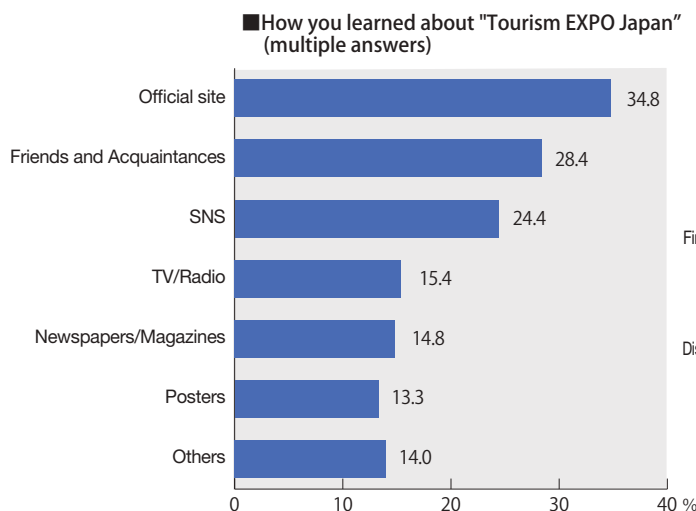
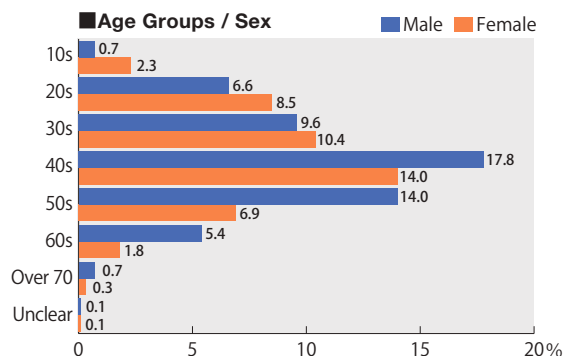
- Identified issues and measures in opening exhibits in the COVID-19 environment.
- Without expecting much PR impact in attracting Okinawan people, the exhibition provided a great opportunity to get our company's name known to visitors, more than expecting a high number of general visitors.
- Introduced new contents, still available in guidebooks, to travel agents looking for new approaches to satisfy diversifying traveler needs at this year's event and familiarization tours.
- Produced future tours with the companies we had business meetings.
- Delivered the message of “Japanese charms remain unchanged” to the many people who visited our booth on general public days, despite the COVID-19 pandemic (overseas).
- Informed visitors of the tourist promotion center scheduled to open in 2022; survey helped us confirm the current recognition level, and served as a useful reference in taking future measures.
- Business meeting gave us a great opportunity to create products in the future.
- Realized which of our facilities gain higher interest.
- Conducted sales calls to local DMOs and travel companies in efforts of the Tohoku-Okinawa partnership, which became possible because the event was held in Okinawa.
- Checked to see whether the concept of our message for the exhibition, which was “a bit too deep but showed a highly theme-oriented island,” was acceptable, even amid the market being in chaos due to the pandemic.
- Advertised ourselves to many visitors who stopped by at our booth; numbers of followers to our Instagram increased rapidly.
- Promoted our own products to domestic travel agents, communicated directly with the relevant travel agents and received specific inquiries.



## Survey of General Visitors (n=684)

The first TEJ event held in Okinawa generated an impression thanks to heightened distribution of information via the Internet through official websites, word-of-mouth communication and social media. As for visitors, some 55% were male, surpassing that of females (52.3% in 2019) for the first time. The largest age groups generated were those in their 40s, followed by 50s, 30s and 20s. Many respondents selected "enjoy events" and "enjoy the sense of travel" when it came to category of the purpose of visit, indicating that they wanted to enjoy the feeling of travel even amid travel restrictions due to the COVID-19 pandemic.

Thanks also to the thorough COVID-19 preventive measures, the first TEJ in Okinawa was recognized as a "travel festival" to general visitors in Okinawa.

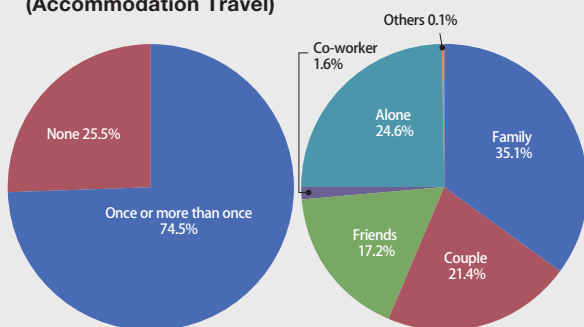


### Travel Trends of General Visitors

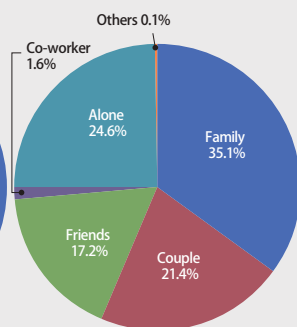
The survey results revealed that consumers overall have an extremely high level of motivation to travel, with some 75% enjoy domestic travel, among which nearly 90% have experienced overseas travel. As for travel companions, those choosing "alone" pointed to a growing trend in both domestic and overseas travel. As for travel styles, more than 80% of respondents in domestic travel and nearly 60% in overseas travel chose "individual arrangement," indicating that many frequent travelers prefer making their own travel arrangements. As for travel arrangement, although online bookings for domestic and overseas travel dominated this category, it appears that some changes have been seen with the popularization of the Internet environment.

#### Domestic Travel

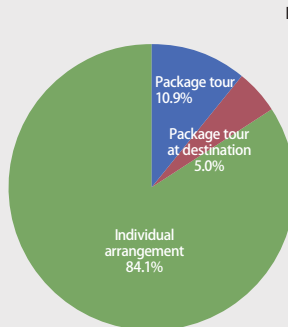
##### Travel Experience within 1 Year (Accommodation Travel)



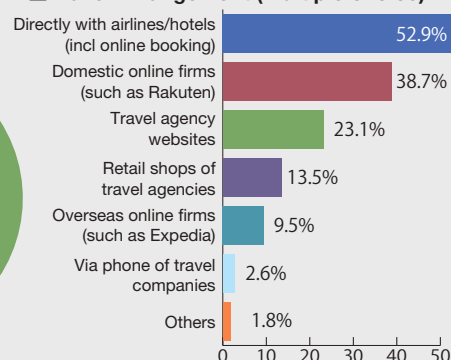
##### Travel Companion



##### Travel Style

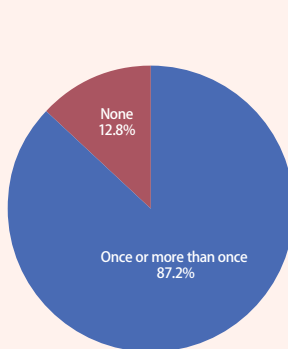


##### Travel Arrangement (multiple choice)

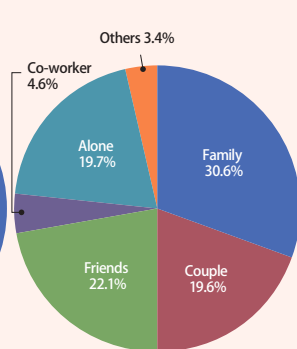


#### Overseas Travel

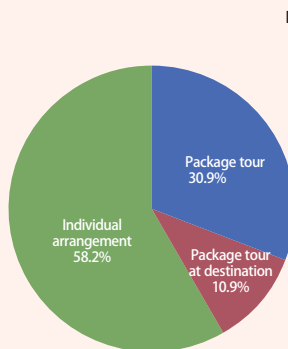
##### Travel Experience



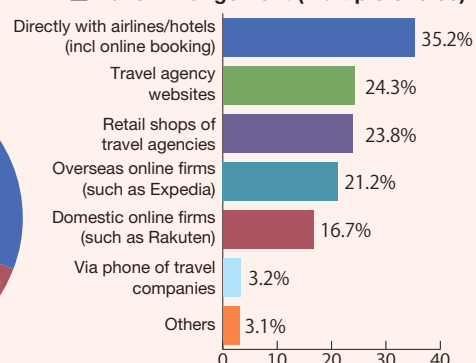
##### Travel Companion



##### Travel Style



##### Travel Arrangement (multiple choice)



## Theme Copy, Key Visuals

After the first (2014 to 2016) and the second (2017 to 2018) stages, this year has evolved and developed toward taking a more personal approach (B2C) from consumers' points of view. Focusing on Okinawa, the idea of "Creation and Potential of Tourism" was promoted to consumers under the slogan:

### Take your travel up a notch

#### Creative Concept

Copywriting and visuals enhanced the sense of "wanting to travel" in consumers' minds. The key visual depicts a person leaving on a trip with Okinawan and worldwide resort settings, helping viewers to imagine themselves in such a scene that can invoke feelings of the hope to travel to a resort again someday soon. Also, the key visual was aimed at leaving visitors to Okinawa with the impression of TEJ as a "travel event or festival."



## PR Activities

Continual coverage from organizers' message (at the press meeting), details of each program, in detail and highlights of exhibition booths by influential media in Okinawa was buoyed by the event organizers' efforts to accommodated broadcast, print and online media. Wide media coverage included the thorough safety measures put in place against COVID-19 as well as that of event sites, exhibition booths and the media's own experiences throughout the period of TEJ.

### Results of PR Activities

#### Report of media counts: 151

Exposure volume: 766 Media TV: 26

All local TV media in Okinawa (ground-based broadcasting), including NHK Okinawa, Okinawa Television, Ryukyu Broadcasting and Ryukyu Asahi Broadcasting, aired their respective coverages. In addition to exposure centering on press conferences and business meetings, exhibition booths and the announcements on general-public days helped draw visitors to the event.



"Kinyoubi No Yuuwaku" (RBC), Oct. 30 (Fri)



"JNN NEWS" (RBC), Oct. 30 (Fri)



"Okinawa HOTeye",  
"News 845 Okinawa" (NHK) Oct. 29 (Thu)



"Q plus" (QAB)  
Oct. 29 (Thu)



"RBC THE NEWS", "Repeat RBC THE NEWS"  
Oct. 30 (Fri)



"FNN Live News days" (OTV)  
Nov. 2 (Mon)

### Newspapers / Magazines: 75 Media

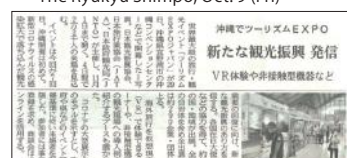
Okinawan newspapers such as Ryukyu Shimpo and Okinawa Times sent their reporters each day for coverage, both placing first-day stories on their front pages that led to greater exposure. From the second day onward, they covered program contents such as digital interviews on ResorTech and the World Heritage Summit with wider perspectives. The Nikkei included some event coverage in its Okinawa/Fukuoka edition.



The Ryukyu Shimpo, Oct. 9 (Fri)



The Okinawa Times  
Oct. 17 (Sat)



The Nikkei (Okinawa/Fukuoka)  
Oct. 30 (Fri)



The Yaeyama Mainichi  
Oct. 30 (Fri)

### WEB: 661 (Original 193)

Among online news published by newspapers, Yahoo! News generated overwhelming numbers of PVs and while other influential media such as 47 NEWS and ORICON NEWS posted their respective reprinted articles. Information of each booth was also reposted on Yahoo! News, further boosting the PV counts. Also, with its close affinity to ResorTech Okinawa, ASCII was invited from Tokyo to do its news coverage.



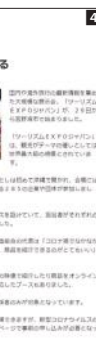
1 Yahoo! News (Reprint from The Okinawa Times), Oct. 9 (Fri)



2 Asahi Digital, October 10 (Sat)



3 Yomiuri Online (Digital PR Platform), Oct. 22 (Thu)



4 NHK NEWS WEB, Oct. 29 (Thu)

### Radio: 4

The announcement on the event was broadcast on four local radio stations leading up to the event.



## Advertising Activities

With the cooperation of various organizations and companies, including the Okinawa Liaison Council and Okinawa Supporting Organization (see page 23), the successful and concentrated efforts in generating multifaceted media exposure in leading up to the event greatly contributed to boosting the number of visitors.

### ◆ Advertising Visuals (Example)

- Leaflets for general visitors (A4 size) 22,150 sheets
- Leaflets for trade visitors (A4 size) 10,000 sheets



- Event announcement posters (B1 size) 1,040 sheets
- Event announcement posters (B3 size) 813 sheets



### ● CM (15-sec / 30-sec)

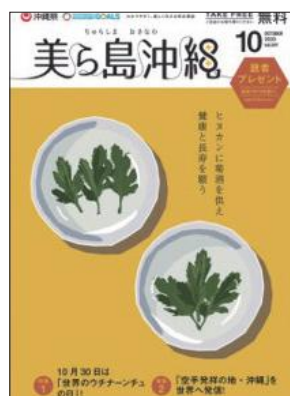


### ◆ Outdoor Ads/Posters



### ◆ Magazine

- "Coralway" September & October issue (Airline magazine of JTA)
- "Churashima Okinawa" October issue (public relations magazine of Okinawa Prefecture)
- "Porte" July issue (TOYO Planning & Printing, INC)
- "SKYWARD" September issue (Airline magazine of JAL)



- "TSUBASA GLOBAL WINGS" September issue (Airline magazine of ANA)
- "Okinawa Koren News" October issue (Okinawa Industrial Federation)
- "Tourism and Economy" October issue
- "OCVB News" October issue



### ◆ Newspaper

An article of a talk between Hiroyuki Takahashi, Chairman, Tourism EXPO Japan Executive Committee and Yoshiro Shimoji, Chairman, Okinawa Convention & Visitors Bureau (OCVB) was published besides an advertisement.



The Okinawa Times, Oct. 17 (Sat)

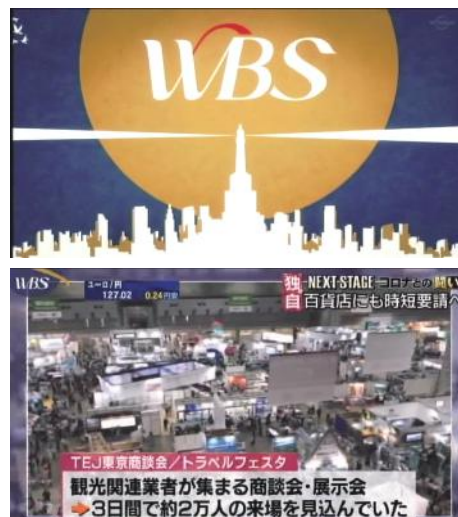


The Ryukyu Shimpo, Oct. 17 (Sat)

"Churashima Okinawa" October issue (public relations magazine of Okinawa Prefecture)



TEJ Tokyo Business Meetings/Travel Festa were originally scheduled to take place from January 7 to 9, 2021. However, since the governors of Tokyo and three nearby prefectures requested the central government to declare a state of emergency on January 2, 2021, leading to discussions of its issuance on January 4 by the government, the entire Travel Festa was cancelled on the same date. It was decided however, that the TEJ Tokyo Business Meetings online together with JNTO Inbound Business Meetings would be conducted as well as the JNTO Inbound Seminars (online).



"World Business Satellite (WBS)" (TV TOKYO)  
January 6, 2021

### TEJ Tokyo Business Meetings / JNTO Inbound Online Business Meetings

**Event Date:** January 7, 8, 2021

**Venue:** Limited to online meetings

**Organizers:** Japan Travel and Tourism Association (JTTA)  
Japan Association of Travel Agents (JATA)  
Japan National Tourism Organization (JNTO)

**Special Cooperation:** All Nippon Travel Agents Association (ANTA)

**Joint Event:** JNTO Inbound Seminars January 7, 2021

JNTO Inbound Online Business Meetings January 7, 8, 2021

#### TEJ Tokyo Business Meetings / JNTO Inbound Online Business Meetings

- **Numbers of Exhibiting Prefectures/Countries:** Providing information of 44 prefectures in Japan and 22 countries and regions overseas
- **Exhibitors:** 355 companies and organizations  
<Breakdown> Overseas: 80; Domestic: 137; Others: 138
- **Buyers:** 272 (including 59 buyers from abroad operating Japan-bound travel and 17 media buyers)
- **Sellers:** 327
- **Number of business arrangements by matching:** 3,054

January 7, 2021 2:00p.m. - 4:00p.m.

### JNTO Inbound Seminars

- Organizer: Japan National Tourism Organization (JNTO)

#### Introducing Inbound Promotion Cases of Each Country Amid the COVID-19 Pandemic

The Japan National Tourism Organization (JNTO) hosted online seminars themed "Inbound Tourism Promotions in the COVID-19 Pandemic."

First, Mr. Ito gave a lecture with JNTO on the theme Efforts in the COVID-19 Pandemic. He introduced a range of JNTO's overall efforts, including initiatives for the Tokyo Olympic and Paralympic Games using cross-market promotions and projects by different themes.

Then, Mr. Shoji and Ms. Tanaka shared the latest developments and promotion cases from respective countries assigned. Addressing the questions from the audience, the regional office managers responded based on local conditions.



A scene of the seminar

[Speaker] (Live-Stream Video)

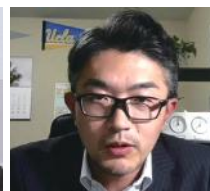
**Kazuhiro Ito**, Executive Director, Global Projects Department, Japan National Tourism Organization (JNTO)

**Kaoru Shoji**, Executive Director, Los Angeles Office, Japan National Tourism Organization (JNTO)

**Yoko Tanaka**, Executive Director, Sydney Office, Japan National Tourism Organization (JNTO)



Kazuhiro Ito



Kaoru Shoji



Yoko Tanaka





A Comprehensive Tourism Event Bringing Together the World's Tourism Professionals



# Tourism EXPO Japan 2021 OSAKA

"Tourism EXPO Japan 2021 Osaka / Kansai" exhibition application is being accepted!

November **25 - 28, 2021**

Following the 2019 expo, "Tourism EXPO Japan" will be held in Osaka and the Kansai area to revitalize Japan and the world through the power of travel in the "new normal" age.

News of the recovery of the tourism industry will be disseminated to the world from Osaka and the Kansai area where EXPO 2025 will take place.

**VENUE/** INTEX OSAKA and the Surrounding Area

**ORGANIZED BY/** Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA) and Japan National Tourism Organization (JNTO)

**JOINTLY HELD/** VISIT JAPAN Travel & MICE Mart (VJTM) 2021

**SIMULTANEOUSLY HELD/** Travel DX Solutions Exhibition (tentative) \*former Inbound Tourism Business EXPO

## 5 Benefits of Exhibiting at Tourism EXPO Japan

- 1** The venues are located in a large-scale commercial sphere which represents the gateway to Western Japan and include the three Kansai airports. High-quality business discussions about domestic, outbound, and inbound travel to Japan can be held.
- 2** Travel agency buyers (last year: 645 companies) from not only the Kinki region but also from around the country, including the metropolitan Tokyo and Kanto areas, will participate and business discussions will be held over two days based on an advanced matching system.
- 3** In addition to in-person business discussions through direct interaction at the Exhibition Business Meetings, there will also be opportunities for online business discussions held over the internet, making for a substantial range of selection of communication modes based on exhibition requirements.
- 4** This will be an outstanding opportunity to be able to promote new travel styles for the new normal directly to the general public in the Kansai region (Expected number of visitors: 100,000)
- 5** Held in conjunction with "VISIT JAPAN Travel & MICE Mart (VJTM) 2021," the event represents an opportunity to promote tourism services and products directly to buyers coming to Japan.

Exhibiting Price

	Standard Booth	Space ONLY
<b>Early-bird</b> Application Deadline Mar. 31(Wed), 2021	JPY <b>460,000</b> (TAX NOT included) / per booth (9m <sup>2</sup> )	JPY <b>414,000</b> (TAX NOT included) / per space (9m <sup>2</sup> )
<b>Regular</b> Application Deadline Jul. 31(Sat), 2021	JPY <b>500,000</b> (TAX NOT included) / per booth (9m <sup>2</sup> )	JPY <b>450,000</b> (TAX NOT included) / per space (9m <sup>2</sup> )

\* Early-bird Discount cannot be combined with Special Discount exclusively for 2020 Exhibitors (15% discount for Exhibitors both in OKINAWA & TOKYO, and 10% discount for exhibitors either in OKINAWA or TOKYO).

Click here to apply, view and download various information and materials

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

Tourism EXPO Japan Promotion Office

E-mail: [event@t-expo.jp](mailto:event@t-expo.jp) TEL: 03-5510-2004