



Sports Tourism

Experience the benefits of everything from business meetings to market recognition at the Tourism EXPO Japan!

Thursday, Sept. 25 - Sunday, Sept. 28, 2025
Aichi Sky Expo

According to a survey conducted by the Japan Sports Agency, 87.8% of people in Japan have participated in sports in recent years through direct activity, spectator activity, or support, showing that people have many opportunities to experience sports in various forms. In 2024, professional athletes were particularly active overseas, and high-priced overseas sports event tours recorded outstanding sales.

As the leading tourism industry event, Tourism EXPO Japan 2025 Aichi/Central Japan is calling for exhibitors from among local government bodies, companies and organizations involved in activities to promote sports as a travel products both in Japan and overseas. There are plans for special articles on the EXPO website and venue guides. We invite you to take advantage of this opportunity.



image

<Project Goal>

A zone will be set up for overseas government tourism bureaus, local government bodies, tourism-related enterprises and organizations, sports competition bodies, sports equipment manufacturers and other parties engaged in activities to promote sports as a travel product. By publicizing this as a special project, the EXPO will attract attention and interest, increase the effectiveness of business meetings and improve the dissemination rate of information to meet a wide latent demand.

<Exhibition Price>

We offer a compact “ready-to-exhibit” and inexpensive exhibit plan!

JPY 242,000 (tax included) *Booth size W2m × D2m

*You can also participate in the special Sports Tourism program while exhibiting under the regular plan to match your exhibition strategy and plan. (Regular Exhibition Plan: JPY612,700/booth(9m²))

The Price includes the Following

• Exhibition Booth (W2m×D2m)

System panel, Company name plate, One table, Four chairs, 100V500W power supply and one outlet, 3 exhibitor passes

• Promotional Activities

Use of shared stage in special area (30 minutes once per period)

*Time slot may not be available depending on application levels.

Placement of exhibitors' descriptions in text format, photos and videos

*Period: Late July – December 31, 2025

• Business Meetings (Pre-arranged Appointments)

Two registrations/booth

*Maximum of 18 sessions can be arranged physically. 20minutes/session)

*Use of business communication online platform.

• Advertising and PR for the Special Project by Organizer

※Includes the following

- Project outline introduced on the feature page of our official website
- Special project exposure using venue billboards (the venue map, etc.)
- Project outline introduced in the venue guide (digital version)



Booth Image



Adventure Tourism 2019



Venue Guide (digital format)



Website (image)

**Application
Deadline**

**May 16,
2025**

Results of the Sports Tourism in the Tourism EXPO Japan 2024

Exhibition Period & Venue : October 26 -29, 2024／Tokyo Big Sight

Exhibitors: 4 companies and organizations within 6 booths

What is Tourism EXPO Japan?



This is a comprehensive, world-class tourism event that brings together members of the tourism sector and a variety of industry stakeholders around the theme of sightseeing/tourism, providing opportunities for all participants to share insights and have discussions in order to grow and develop while promoting overseas, domestic, and inbound tourism and stimulating local economies, as well as opportunities for exhibitions, business meetings, consumer promotions, and direct marketing.

Tourism EXPO Japan (TEJ) is a comprehensive tourism event that aims to lead the worldwide tourism industry. TEJ provides opportunities for business exhibitions, business meetings, consumer promotions and direct marketing for the development and growth of each of the participating businesses



Tourism Expo Japan 2025 Aichi/Central Japan will take place at Aichi Sky Expo under the theme "Travel for Discovery and New Encounters" as an iconic comprehensive tourism event that contributes to the enhancement of international exchanges.

Tourism Expo Japan 2025 Outline

Event Name	Tourism EXPO Japan 2025 Aichi/Central Japan (TEJ 2025)
Organizers	Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)
Special Collaboration	All Nippon Travel Agents Association (ANTA)
Dates	Thursday, September 25, 2025–Sunday, September 28, 2025 Trade & Press Days: September 25 & 26; General Public Days: September 27 & 28
Venue	Aichi Sky Expo (Aichi International Exhibition Center)
Business	Exhibition & Business Meetings/Exchange Programs/TEJ Conference/Award Programs
Total Visitors	100,000 (Trade & Press: 34,000; General Public: 66,000)
Concurrent Event	VISIT JAPAN Travel & MICE Mart (VJTM) 2025 Organizer: JNTO (Tentative)
Concurrent Event	Travel Solutions Exhibition 2025

* Result in 2024 [Exhibitors] 80 Countries and Regions, 1,384 Companies and Organizations
 [Visitors] 182,934 visitors (Trade & Business : 71,818 • General Public : 111,116)

Further Promotional Opportunities



The tourism industry’s largest business convention
Business discussions by advance appointment

The Tourism EXPO Japan will hold an appointment-based two-day business meetings. Two people are entitled to register for each booth, and each person will be able to pre-arrange maximum of 18 business meeting slots.

Your meeting partners will be travel agencies, overseas government tourism bureaus, domestic municipalities and DMO representatives looking for a new business model. Information for participants will be visible until December of 2025.

▼ Appointment business meeting ▼



A long-running promotion that starts before and continues after the exhibition!!
Available on Tourism EXPO Japan official website

Tourism EXPO Japan will set up a special site with exhibitor information (Free editorial exhibitor’s introduction, YouTube movies and photos).

Tourism EXPO Japan 2025
official website open
Monday, March 3

▼ Search Exhibitors ▼

