

Is JATA's Tourism Expo Japan becoming the quiet giant for Japanese tourism business?

Raising brand awareness in the Land of the Rising Sun with JATA

TOKYO, JAPAN, January 5, 2018 /EINPresswire.com/ -- Move over ITB and WTM - for travel brands serious about capturing lucrative Japanese outbound market share, JATA's Tourism Expo Japan is now the world's premier exhibiting event. This powerful platform to cost-effectively raise awareness, and engage and conduct meaningful business with qualified buyers, has opened 2018 exhibitor and buyer registration.

Hiromo Tagawa, Chairman of the Japan Association of Travel Agents (JATA), notes a shift for Japan to not only set global per diem spending standards with outbound tourism, but he also sees his country as a nation based on tourism exchange, citing more than 50 million inbound visitors to Japan annually.



All of which makes Japan one of the most important global players for both inbound and outbound tourism, and Tourism Expo Japan a crucial trade event to attend in 2018.

Without fanfare, the Tourism Expo Japan, organized by JATA, has quietly emerged as the leading global travel/tourism show event for brands to capture inbound and outbound market share. This year's Expo is being staged at Tokyo Big Sight, September 20-23, 2018.

Launched in 2017, Tourism Expo Japan attracted a remarkable 1,310 travel brands from 130 countries and hosted 191,577 qualified trade buyers that came fully prepared to do real business.

In 2018, Tourism Expo Japan is again poised to become the must-attend, must-exhibit event and platform for brands serious about outbound Japanese tourism, and for leading hotels, attractions, and venues from Japan to showcase their business to the world.

To learn more about the power of attending or exhibiting at Tourism Expo Japan 2018, please visit the Tourism Japan Expo website <http://www.t-expo.jp/en/> and the JATA website <https://www.jata-net.or.jp/english/whats/wht8.htm>

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