



JATA World Travel Fair

JATA World Travel Fair serves both as a communication energizer for the travel industry and a trend-setter, leading the industry toward new styles of travel. With 770 exhibitors from 108 countries/regions of the world and 101,641 visitors, JATA WTF 2004 was a spectacular event living up to its name as "Asia's Largest Travel Fair". The record number of exhibitors and visitors gave the travel industry every opportunity to increase awareness among consumers and showcase the travel industry from all angles. With "travel" as the keyword, organizations from a variety of industries took advantage of the JATA WTF event to spotlight their products.

Opening



Visa supported JATA WTF 2004 through a variety of programs.

- Mr. Kentaro Kaneko** (President, Japan Association of Travel Agents)
- Mr. Kentaro Kogi** (Vice Chairman, JATA World Tourism Congress & Travel Fair Organizing Committee)
- Ms. Clara Chong** (Executive Director, Hong Kong Tourism Board)
- Mr. Ahame El-Khadem** (President, Egyptian Tourism Authority)
- Mr. Toru Nakamura** (Chairman, Japan Tourism Association)
- Mr. Fakhredine El Messai** (Secretary of State of Tourism, Republic of Tunisia)
- Mr. Makoto Washizu** (Deputy Vice-Minister for Tourism Policy, Minister's Secretariat, Ministry of Land, Infrastructure and Transport)
- Mr. Jim T. Moritani** (Vice Chairman, JATA World Tourism Congress & Travel Fair Organizing Committee)
- His Excellency. Hossain Marashi** (President, Islamic Republic of Iran Cultural Heritage and Tourism Organization)
- His Excellency. Bela Pal** (Political State Secretary of Tourism, Ministry of Economy and Transport, Hungary)

- Ms. Cheyl Carolus** (Chief Executive Officer, South African Tourism)
- Mr. Peter Blumenstengel** (Chairman, Association of National Tourist Office Representatives in Japan)
- H.R.H. Princess Norodom Rattana Dev** (Secretary of State, Ministry of Tourism, Kingdom of Cambodia)
- Mr. Koji Shinmachi** (Chairman, JATA World Tourism Congress & Travel Fair Organizing Committee)
- Mr. Rex D. Johnson** (President and C.E.O., Hawaii Tourism Authority)
- Mr. Minoru Nakamura** (Chairman, Japan National Tourist Organization)
- Mr. Ryuji Funayama** (Chairman, JATA Outbound Travel Committee)
- Mr. Iwao Takamatsu** (Tourism Division Manager, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government)
- Mr. William Norman** (President and CEO, Travel Industry Association of America)
- Mr. David Tydingco** (Chairman of the Board, Guam Visitors Bureau)

JATA WTF Press Conference



Press Conference

Kick-off Party for Exhibitors



Exhibitors enjoy local dishes and Odaiba microbrewery beer

B to B Exchanges



Productive discussions at the booths

Key Persons List



Distributed in advance to exhibitors, this key contact list of purchasing, planning and sales managers at JATA-member travel agencies throughout Japan facilitated smooth and productive meetings with buyers on the Sept. 24 travel trade day.

Events & Seminars During JATA WTF 2004

In addition to the booths, fair visitors had the opportunity learn more about Visit Japan promotional activities and participate in various educational programs.

【 Visit Japan Campaign (VJC) 】



Inbound Symposium 2004
439 delegates ; Sept. 24, Tokyo Big Sight Reception Hall

Business Meetings & Familiarization Tour
Over 80 travel industry and media participants from 12 countries experienced the charm of Japan and networked with Japanese suppliers

VJC Booth at JATA WTF 2004
Raising Public awareness of importance of inbound tourism and VJC

Business Meetings

【 Event 】



South African village outside on the Event Plaza

【 Seminar 】

Special JATA Marketing Seminar



JATA-sponsored market fundamentals seminar held in conjunction with JATA World Tourism Congress

World Event and Convention Complex Gifu (WEC)-Tourism Convention Promotion Meeting
WEC-Secretariat of Gifu Convention Promotion Department
European Quartet Presentation-Czech/Hungary/Poland/Slovakia
Czech Tourism
Tour Conductor Professionals Fair
Tour Conducting Service Association in Japan

Other Seminar

Product Showcase: Tropics
Hankyu Express International
Product Showcase: Crystal Heart & Royal Collection
Hankyu Express International
Product Showcase: JTB Overseas Travel JTB
Hungary Day Hungary Tourism
7 Items for the Security of Older Travelers
Legal Responsibility and Travel Medicine
Kinki Nippon Tourist

Fall Travel to Europe and Egypt / Cruising and Rediscovering Beautiful Asia
Global Youth Bureau
Lecture by Pemba Nuru Sherpa/The Appeal of Trekking in Nepal
Amuse Travel
European Travel Photography by Professional Photographer
Rail Europe