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JATA WTF 2006 Exceeds 2005 Performance

JATA World Tourism Congress & Travel Fair (JATA WTF), held annually since 2003, is comprised of two complementary events - a travel congress and an exhibition. The Congress is a marketing conference structured around a key theme in travel and tourism. JATA World Travel Fair is both a trade show for travel industry professionals to exchange information and build relationships and a consumer travel fair where exhibitors can showcase travel products and appeal directly to potential Japanese travelers.

JATA WTF 2006 surpassed 2005's event both in number of visitors and countries exhibiting, ranking it as one of Asia's largest travel fairs. In addition to serving as a source for the latest travel information, through the various seminars and receptions, travel industry and media support, and special theme zones, JATA WTF 2006 served to stimulate Japanese travel demand and launch new travel trends.

JATA World Tourism Congress 2006

Sept. 21 (Thu.)
10:00-20:00

Tokyo Big Sight
(International Conference Hall,
Tower Bldg.)

Theme: Branding in Tourism

Participants: 960 delegates from 81 countries and regions



Special Programs

Sept. 21 (Thu.)
8:00-9:30

JATA Market Fundamentals Seminar

Sept. 23 (Sat.)
10:30 -12:30
14:00 -16:00

Symposium A
Symposium B

JATA World Travel Fair 2006

East Exhibition Halls 1・2・3, Tokyo Big Sight (25,690 m²)

Number of Visitors

Dates & Hours			Travel Trade & Press	General Public	Total
Sept. 22 (Fri.)	10:00-18:00	Trade & Press	19,985	—	19,985
Sept. 23 (Sat./Holiday)	10:00-18:00	Trade, Press & General Public	9,278	37,062	46,340
Sept. 24 (Sun.)	10:00-17:00	Trade, Press & General Public	8,785	31,131	39,916
Total			38,048	68,193	106,241

Data of Past Fairs Data/Venues/Exhibitors/Visitors

JATA WTF 2003
Oct. 3 (Fri.)-Oct. 5 (Sun.), 2003
Pacifico Yokohama Exhibit Hall (20,000 m²)
727 exhibitors in 783 booths from 94 countries and regions
91,410 visitors (including 33,751 trade and press)

JATA WTF 2004
Sept. 24 (Fri.)-Sept. 26 (Sun.), 2004
East Exhibition Halls 1・2・3, Tokyo Big Sight (25,690 m²)
770 exhibitors in 862 booths from 108 countries and regions
101,641 visitors (including 35,533 trade and press)

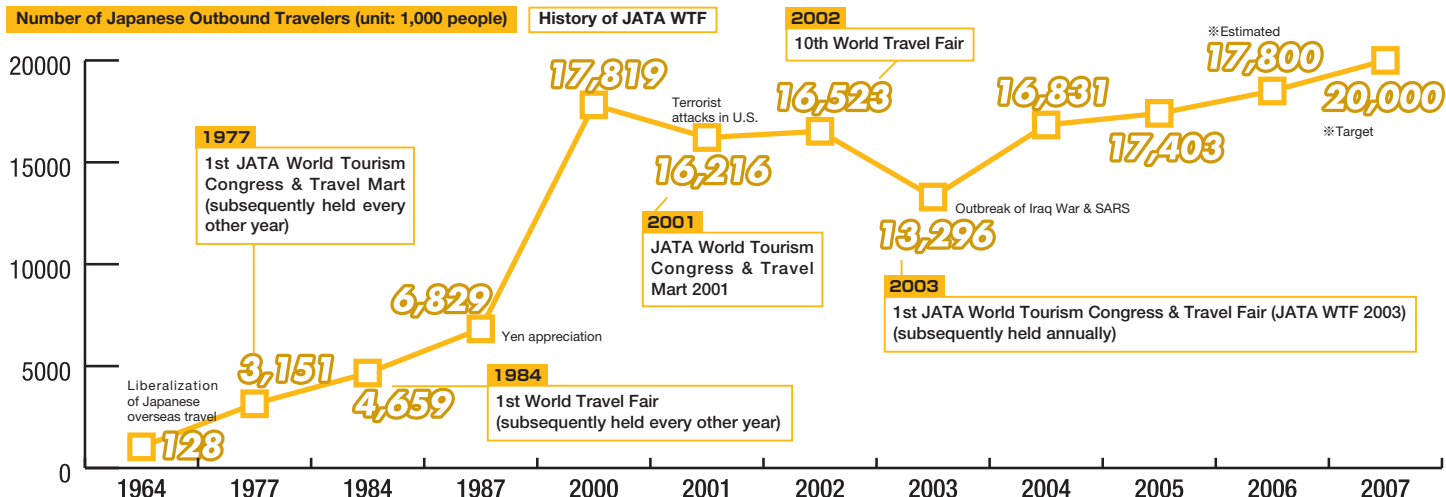
JATA WTF 2005
Sept. 22 (Thu.)-Sept. 24 (Sat.), 2005
East Exhibition Halls 1・2・3, Tokyo Big Sight (25,690 m²)
664 exhibitors in 865 booths from 117 countries and regions
104,204 visitors (including 36,907 trade and press)

Exhibitors: 770 exhibitors from 131 countries and regions, displaying 924 booths
(882 general booths and 42 theme zone booths)

Note: List of Exhibitors p. 16-17.



Reference Data



Source: Immigration control data compiled by the Ministry of Justice (MOJ)/Japan National Tourist Organization (JNTO)
※Target based on goal established in the JATA 20 Million Travelers Market Special Project.