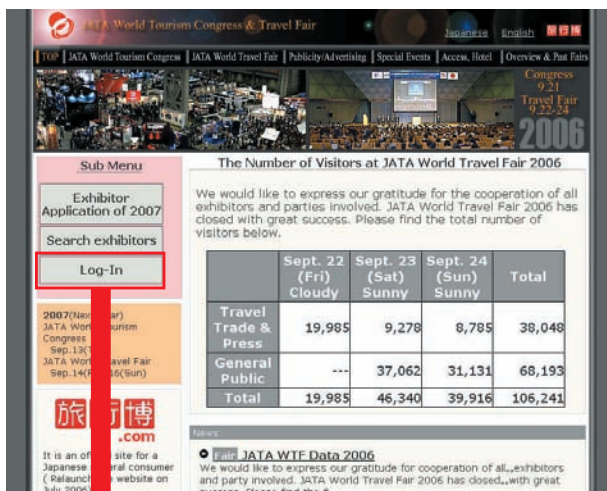


For Exhibitors, Trade & Press

<http://jata-wtf.com>



Contents

- JATA World Tourism Congress
 - Application (application form download/online entry)
 - Programs
 - Sponsorship
- JATA World Travel Fair
 - * Exhibitors
 - Exhibitor information
 - Application (application form download)
 - Announcements to exhibitors
 - Exhibiting options
 - Pre-registration for travel trade
 - * Visitors
 - Press releases
 - Public relations, publicity & advertising plans
 - Photos and logo downloading
- PR Activities
 - Seminars for travel trade
 - Organizer events
- Access & Hotel Information
 - Accommodations (online application via officially designated travel agency)
 - Transportation information
 - Special air discount offers for congress delegates
- Overview & Past Fairs
 - Event overview
 - Past event results (2003-2005)



Log-in Site for Exhibitors

With an ID code and password, each exhibitor was able to conduct the following tasks online:

- Update exhibitor information
- Register sub-exhibitors
- Register and update PR activities for general public (for ryokohaku.com)
- Register for JATA World Tourism Congress (complimentary for exhibitors)
- Search exhibitors, send e-mail and generate transmission reports
- Search key buyers, send e-mail and generate transmission reports
- Download various materials (exhibitor manual, list of exhibitors and key contacts)

Number of exhibitor log-ins: 3,102 / Number of e-mails transmitted by exhibitors: 7,736

For General Public

<http://ryokohaku.com>



Contents

1,887,263 P.V.
(Jul. - Sept.)

- Event Overview
- Special Feature (highlighting Central Europe, the special theme zone for JATA WTF 2006)
- World Travel Quiz
- Entertainment Information (performance schedule for the stages and exhibitor booths)
- Organizer Events (detailed information on special programs by the organizer including hotel gourmet food stands, UNESCO World Heritage Sites area, Travel Agencies Street, and "Travel" Seminar)
- Exhibitor Information
- Fair Layout
- JATA WTF Diary (Daily photo report of happenings at JATA WTF)

Special Website Promotions



- Special Feature
Central Europe (JATA WTF 2006 Special Zone)
The website provided a general overview of the 17 featured countries and their UNESCO World Heritage Sites, plus insider recommendations from country experts and cuisine features on coffees, wines and soups.



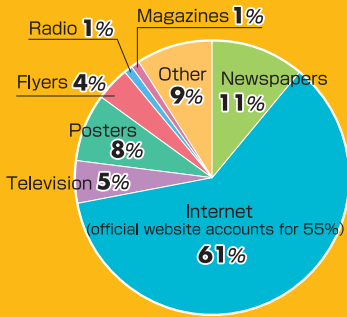
- The 3rd World Travel Quiz
Operated as a joint online and on-site promotion, individuals who cleared the online preliminary round were invited to participate in the final round on stage at JATA WTF.

Exhibitor Information



In addition to the list of exhibitors, the website publicized welcome messages and photos from exhibitors to invite visitors to their booths.
※ Exhibitors posted photos and messages through the log-in pages.

Media Channels for General Public



※Advertising in newspapers, posters and flyers was aimed primarily at driving visitors to the official website.

Promotion Via the JATA WTF Logo

JATA WTF (Ryokohaku) logo



In order to achieve brand recognition, the same logo is used every year and featured on all promotional materials and media produced by the organizer. Participating buyers and suppliers are encouraged to include the logo in their publicity as well.

Website

※Refer to page 7 for website details.

Website

Travel industry organizations including exhibitors and travel agencies publicized the event through banner links to the official website (<http://ryokohaku.com>)

[Exposure results]

Over 80 organizations participated
(Data compiled by the Secretariat during June-September.)

Posters & Flyers

Posters & Flyers for General Public

284,652 flyers
1,685 posters
※Excluding transportation ads



Main Distribution Points

	No. of Copies	Remarks
Flyers		
Newspaper insertions	152,000	※Asahi Shimbun (Sept. 21 issue)
Exhibitors/Travel Agencies	118,652	※282 organizations (travel agencies on a request basis)
Restaurants in Tokyo area	14,000	
Posters		
Exhibitors/Travel Agencies	985	※282 organizations (travel agencies on a request basis)
Restaurants in Tokyo area	700	

Transportation Ads



Private Railways

(Keisei Electric Railway, Seibu Railway)···Station posters (B1-size) 110 (5-17 days)
(Keihin Electric Express Railway, Tobu Railway)
·····In-train posters (B3-size) 3,960 (2-5 days)

Tokyo Metro

·····In-train posters (B3-size) 2,420 (2-3 days)
Lines: Hibiya, Chiyoda, Hanzomon, Tozai, Yurakucho and Namboku Lines (including connecting services)
·····Metro calendar in 30 stations

Toei Subway

·····In-train posters (B3-size) 1,180 (2 days)
Lines: Asakusa, Mita, Shinjuku and Oedo Lines (including connecting services)

Japan Rail (JR)

·····Display ads above train windows (B3-size) 5,900 (4 days)
Lines: Keihin Tohoku, Yokohama, Nanbu, Tsurumi, Sagami, Saikyo, Rinkai, Yamate, Joban, Chuo, Keiyo, Ome, Itsukaichi and Musashino Lines

※Tokyo New Transit Yurikamome (below train windows) 200

Odaiba Area

Yurikamome Ads
(exposure began one month prior to the event)

Train exterior ads

Inside ads posted below train windows
Escalator belt stickers (Shimbashi Station)
Escalator rail ads (Shimbashi Station)
Stickers below ticket vending machines



Train exterior ads



Escalator rail ads

旅行博 in お台場

JATA WTF in Odaiba

Stage performances took place near the JATA WTF site in conjunction with the event.

● **"New Zealand is Coming"**
(by Tourism New Zealand)
on Sept. 23 & 24 at
Venusfort & Pallet Plaza



● **"Decks Greek Week"**
(Greek National Tourism Organization)
on Sept. 16 - 24 at Decks Tokyo Beach

Media Coverage

News Papers

● Web Advertising

Yomiuri Online (by Yomiuri Shimbun)

- "Tabiyuun!" banner & advertorial (Aug. 21-Sept. 24)
- "Tabiyuun!" text ads (Sept. 11-17)

asahi.com (by Asahi Shimbun)

- Travel section banner & advertorial (Sept. 1-24)

MSN Mainichi Interactive

- (by Mainichi Newspapers)
- Advertorial (Sept. 4-18)



※YOMIURI ONLINE

● Yomiuri Shimbun

Morning edition

Sept. 19 2.5 columns (city news section)

Evening edition

Aug. 21 10 columns
("Central Europe" advertorial featuring interview with Mr. Kazuya Harue)

Sept. 4 10 columns
("Healing" advertorial featuring interview with Ms. Kyoko Sekine)

Sept. 11 10 columns
("International Exchange" advertorial featuring dialogue between Ms. Kyoko Sekine and JATA Chairman Koji Shinmachi)

Sept. 12 Topics feature in PR section

● Asahi Shimbun

Evening edition

Sept. 4, 5, 11, 12 & 14 Display ads under masthead

Sept. 19 & 21 Four-color display ads under masthead

● Mainichi Newspapers

Morning edition

Sept. 16 15 columns (advertorial, 4-color)

● Nihon Keizai Shimbun

Evening edition

Sept. 20 8 columns (advertorial)

※All published in Tokyo Headquarter editions

● News coverage

47 newspapers/
148 exposures including:

- Yomiuri Shimbun
- Asahi Shimbun
- Mainichi Newspapers
- Nihon Keizai Shimbun
- Akita Sakigake Shimpō
- Ibaraki Shimbun
- Kanagawa Shimbun
- Kochi Shimbun
- Saitama Shimbun
- Sankei Sports
- Shikoku Shimbun
- Shizuoka Shimbun
- Shinano Mainichi Shimbun
- Sports Nippon
- Sports Hochi
- Tokyo Shimbun
- Tokyo Sports
- Nikkan Gendai
- Nikkan Sports
- Nikkei Marketing Journal
- Fukushima Minpo
- Fuji Sankei Business I
- Yukan Fuji
- Ryukyu Shimpō

Magazines

● Magazine Advertising

(General Consumer)

Rashin Fall Edition Vol. 14
(IKAROS Publishing)

(Membership Newsletters)

Galileo Tabi-kukan Vol. 13
(Galileo Japan)
Long Stay Summer Edition Vol. 42
(Long Stay Foundation)

(Travel Trade)

Travel Journal*
Jul. 24 & 31, Aug. 14 & 28, Sept. 11 & 18
Wing Travel*
Sept. 4

※Also published special features and promoted the event on its websites.



※Mainichi Newspapers Sept. 16

● Magazine Coverage

37 publications/56 exposures (free publications included)

Weekly PiaJul. 27
Sept. 14 &
Sept. 28
HOTERESAug. 4
GatenAug. 9
EconomistAug. 22
Weekly PlayboyAug. 28
Tokyo WalkerAug. 29 &
Sept. 26
Nikkei RestaurantAug.
Sutenai de (Vol. 21) ...Sept. 1
Sunday MainichiSept. 3
OZ MagazineSept. 4
Yokohama WalkerSept. 12

Weekly ShinchoSept. 21
TOKYO 1 WeekSept. 26
HanakoSept. 28
Kensho NaviSept. & Oct.
Soto KotoSept.
Monthly Diving World Sept.
Monthly Top Promotions Hansoku Kaigi
.....Sept. & Oct.
Renkyu PiaOct. 15
Travel DiverOct.
Business ChanceOct.
AERA EnglishOct.
Get NaviOct.
Tom Sawyer World ...Oct.

Ab-Road/Ab-Road West
.....Oct.
Tamahiyo Kokko Club Oct.
RakudaOct.
Ryoko YomiuriOct.
Goods PressOct.
ALCOct.
JunonNov.
Yomiuri WeeklyOct.
ApistaSept.
SKI JournalOct.

● Trade publications

13 publications/44 exposures

Media Coverage

Radio

● Radio Advertising

Special programs

FM NACK5
"WTF Presents Travel Radio 2006"
(12:55 -13:25)
• Sept. 9
"European Quartet Special"
• Sept. 16
"After a Trip, Let's 'Buy Ma' (trade)"

Commercial Spots

FM Yokohama, FM NACK5, bayfm 78
Sept. 1-23

● Radio Broadcasts

6 stations/8 features

FM NACK5

Sept. 21 "NACK with You"

NHK Radio

Sept. 22 "Asa-ichiban"

Tokyo FM

Sept. 22 "Eyes on Japan"

J-Wave

Sept. 23 "Boomtown"

Yamaguchi Broadcasting

Sept. 17 "Osho & Hiroko's Travel
Gourmet Jumbo Ears!"

FM Osaka

Oct. 4 "Mogu Mogu"

TV

● TV Broadcasts

6 stations/
8 features

(total: 17 minutes 51
seconds)



NHK Greater Tokyo Metropolitan NetworkSept. 22
TV Tokyo "World Business Satellite"Sept. 22
NTV "Asa Ten Saturday"Sept. 23
NTV "Zoom in Saturday"Sept. 23
TBS "King's Brunch"Sept. 23
Fuji TV "FNN Super News"Sept. 23
NTV "Radical"Sept. 25
Chiba TV "Asamaru Just"Sept. 25

Press releases: Aug. 10, Sept. 6 & Sept. 15
Press visitors: 842 (registered with press room)