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# JATA WTF 2007 Showcased Suppliers from 134 Countries & Regions

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 2007 surpassed 2006's event both in the 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 2007 served to stimulate Japanese travel demand and launch new travel trends.



## JATA World Tourism Congress 2007

**Sept. 13 (Thu.)** 9:45 -20:00  
 Venue: Tokyo Big Sight (Conference Tower)  
**Theme: Revitalizing the Japanese Travel Market**  
 An Industry-wide Debate on Japan's Global Competitiveness  
 Participants: **1036** delegates



### Special Programs

- **JATA Market Fundamentals Seminar** Sept. 13 (Thu.) 8:00 -9:30
- **Symposium A: Inbound Market** Sept. 14 (Fri.) 9:00 ~ 12:30  
 Sponsor: Ministry of Land, Infrastructure & Transport
- **Symposium B: Outbound Market** Sept. 15 (Sat.) 10:30 ~ 12:30  
 Organizer: Overseas Tour Operators Association of Japan (OTOA)
- **Symposium C: Outbound Market** Sept. 15 (Sat.) 14:00 ~ 16:00  
 Organizer: Board of Airline Representatives (BOAR)

※ Refer to page 6 for special program details.

## JATA World Travel Fair 2007

West Exhibition Halls 1 • 2 • 3 • 4 & Atrium, Tokyo Big Sight (31,280 m<sup>2</sup>)

### Number of Visitors

Dates & Hours	Travel Trade & Press	General Public	Total
Sept. 14 (Fri.) 10:00-18:00 Trade & Press	20,117	—	20,117
Sept. 15 (Sat.) 10:00-18:00 Trade, Press & General Public	9,458	36,310	45,768
Sept. 16 (Sun.) 10:00-17:00 Trade, Press & General Public	8,801	32,392	41,193
<b>Total</b>	<b>38,376</b>	<b>68,702</b>	<b>107,078</b>

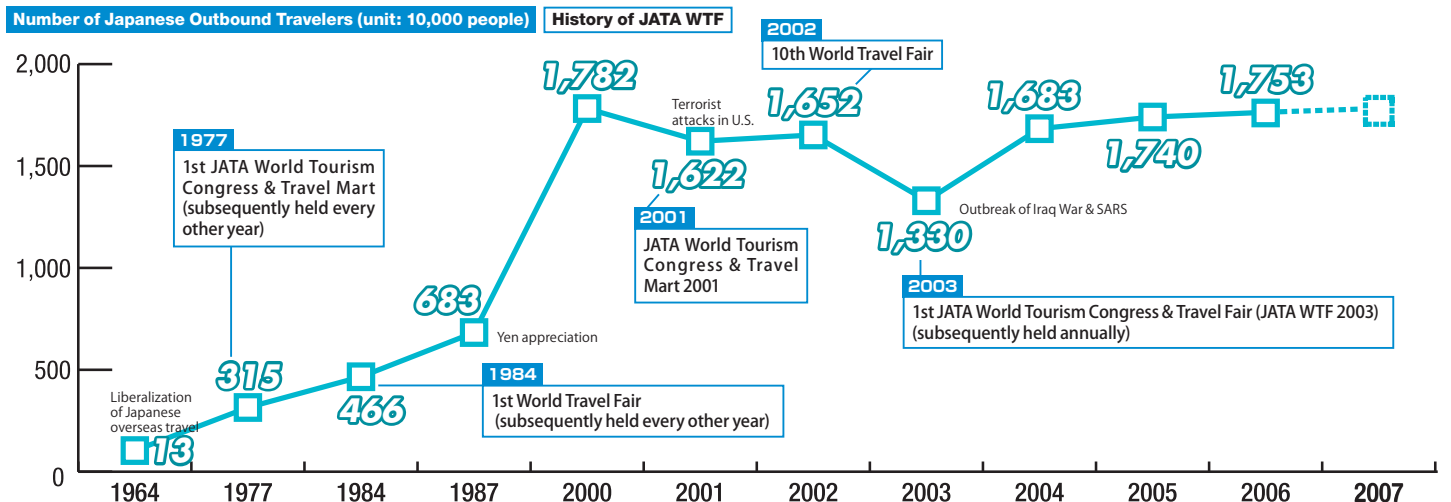
**Exhibitors: 772 exhibitors from 134 countries and regions, displaying 948 booths**

Note: List of Exhibitors pp. 16-17.

### Data of Past Fairs Date/Venues/Exhibitors/Visitors

<b>2003</b>	Oct. 3 (Fri.)-Oct. 5 (Sun.) / Pacifico Yokohama Exhibit Hall (20,000 m <sup>2</sup> ) / 727 exhibitors in 783 booths from 94 countries and regions / 91,410 visitors (including 33,751 trade and press)
<b>2004</b>	Sept. 24 (Fri.)-Sept. 26 (Sun.) / East Exhibition Halls 1 • 2 • 3, Tokyo Big Sight (25,690 m <sup>2</sup> ) / 770 exhibitors in 862 booths from 108 countries and regions / 101,641 visitors (including 35,533 trade and press)
<b>2005</b>	Sept. 22 (Thu.)-Sept. 24 (Sat.) / East Exhibition Halls 1 • 2 • 3, Tokyo Big Sight (25,690 m <sup>2</sup> ) / 664 exhibitors in 865 booths from 117 countries and regions / 104,204 visitors (including 36,907 trade and press)
<b>2006</b>	Sept. 22 (Fri.)-Sept. 24 (Sun.) / East Exhibition Halls 1 • 2 • 3, Tokyo Big Sight (25,690 m <sup>2</sup> ) / 770 exhibitors in 924 booths from 131 countries and regions / 106,241 visitors (including 38,048 trade and press)

## Reference Data



Source: Immigration control data compiled by the Ministry of Justice (MOJ)/Japan National Tourist Organization (JNTO)