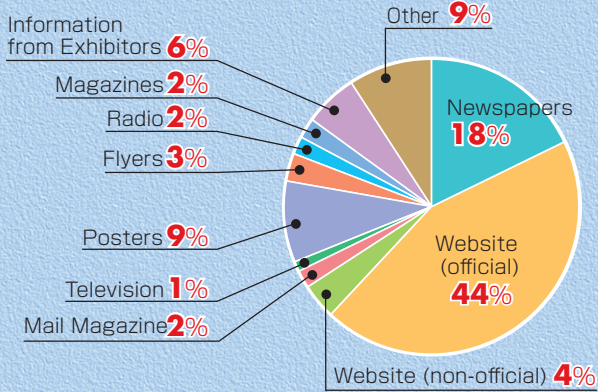


## Media Channels for General Public



\*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



JATA World Tourism Congress & Travel Fair

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.

## Posters & Flyers

### Posters & Flyers for General Public

227,970 flyers

1,497 posters

\*Excluding transportation ads



### Main Distribution Points

	No. of Copies	Remarks
<b>Flyers</b>		
Newspaper insertions	182,200	※ Asahi Shimbun (Sept. 13 issue)
Exhibitors/Travel Agencies	31,770	※ 257 organizations (travel agencies on a request basis)
Restaurants in Tokyo area	14,000	
<b>Posters</b>		
Exhibitors/Travel Agencies	797	※ 257 organizations (travel agencies on a request basis)
Restaurants in Tokyo area	700	

\*Other : Flyers distributed at Travel Cafés 50,000

### Flyers for Travel Trade

37,745 flyers

(Main distribution – JATA members/ Pre-registered trade visitors/key buyer contacts)



## Transportation Ads



### Private Railways

Keihin Electric Express Railway	In-train posters (B3)	1,600 (4 days)
	Station posters (B1)	140 (7 days)
Keisei Electric Railway	Station posters (B1)	100 (14 days)
Seibu Railway	Station posters (B1)	10 (7 days)

### Tokyo Metro

- In-train posters (B3) 2,420 (2 days)  
Lines: Hibiya, Chiyoda, Hanzomon: Sept. 12 & 13  
Lines: Tozai, Yurakucho, Namboku (including connecting services): Sept. 14~16
- In-station posters (B1x 2) in 15 stations (1 month: Aug. 17- Sept. 16)  
Lines: Chiyoda, Namboku, Tozai, Hanzomon, Yurakucho, Marunouchi
- Metro calendar (B3) in 30 stations (end of Aug.- Sept.16)  
Lines: Hibiya, Tozai, Chiyoda, Ginza, Hanzomon, Yurakucho, Marunouchi

### Toei Subway

- In-train posters (B3) 1,180 (2 days)  
Lines: All lines (including connecting services)

### Japan Rail (JR)

- In-train poster (B3) 5,900 (4 days: Sept. 11-14)  
Lines: Keihin Tohoku, Yokohama, Nambu, Tsurumi, Sagami, Saikyo, Rinkai, Yamate, Joban, Chuo, Keiyo, Ome, Itsukaichi and Musashino Lines

### Tokyo New Transit Yurikamome

- Display ads above train windows (B3) 290 (1 month: Aug. 17 - Sept. 16)
- Train exterior Ads / Display ads below train windows/Escalator & Sticker ads in Shimbashi station

## Odaiba Area

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

### Yurikamome Ads

- 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 belt ads

## Radio

### Radio ads & Information

#### Special programs

FM NACK5 "WTF Presents Travel Radio 2007"  
..... Aug. 26 12:55 -13:25 "Middle East Special"

#### Event Information

Fm Yokohama 84.7 ..... Sept. 4  
FM NACK5 ..... Sept. 5  
Bayfm78 ..... Sept. 6 & 7

#### Commercial Spots

NACK5, Fm Yokohama 84.7, bayfm78  
..... Aug. 15-Sept. 16

# Media

## Website

※Refer to page 7 for official website details  
 ※261 sites displayed banner links to the official website (<http://ryokohaku.com>)

### ● Web advertising

#### <For Consumer>

##### Yomiuri Online (by Yomiuri Shimbun)

- "Tabiyuun!" advertorial & text ads ..... Aug. 27-Sept.16  
 - Banner Ads .....Sept. 4-16

##### asahi.com (by Asahi Shimbun)

- Travel section banner & advertorial ..... Aug.13- Sept.16  
 - Travel section advertorial (report) .....from Sept.17

##### MSN Mainichi Interactive (by Mainichi Newspapers)

- Travel section advertorial .....Sept. 3-16

#### <For Trade>

##### JATA website

##### TRAVEL JOURNAL GATEWAY

##### Wing Travel Daily

MSN ▶



## News paper

※ All published in Tokyo Headquarter editions  
 ※ Ads without accompanying editorial ran in black/white

### ● Yomiuri Shimbun

Aug. 27 (Evening edition)

2.5 columns

Sept. 3 (Evening edition)

2.5 columns

Sept. 9 (Sunday edition)

20 columns (4-color/double spread)

※ Topics feature in PR section on Sept. 8 & 13.



▲ Yomiuri Shimbun Sept.9

### ● Asahi Shimbun

Aug. 22 (Evening edition)

2 columns

Aug. 28 (Evening edition)

2 columns

Sept. 7 (Evening edition)

2 columns

### ● Mainichi Newspapers

Sept. 7 (Morning edition)

10 columns & Display ads under masthead

(advertorial in "Departure" /4-color)

※ Topics feature in PR section on Sept. 4 & 7

### ● Nikkei Newspapers

Sept. 3 (Morning edition)

2.5 columns

Sept.12 (Evening edition)

8 columns



Nikkei Sept. 12 ▶

## Media Coverage

### ● News coverage

**56 newspapers/140 exposures**

including:

- Yomiuri Shimbun \*18
- Asahi Shimbun \*12
- Fuji Sankei Business I \*12
- Tokyo Shimbun \*10
- Sankei Shimbun \*7
- Sports Hochi \*6
- Sankei Sports \*4
- Sports Nippon \*4
- Dayly Sports \*4
- Nikkan Gendai \*4
- Mainichi Newspapers \*3
- Akita Sakigake Shimpo \*2
- Okinawa Times \*2
- Tomakomai Mimpo \*2
- SANKEI EXPRESS \*2
- Shinano Mainichi Shimbun \*2
- Tokyo Chunichi Sports \*2
- Doshin Sports \*2
- Tokushima Shimbun \*2
- Nikkei Marketing Journal \*2
- Yamaguchi Shimbun \*2
- Yukan Fuji \*2
- The Japan Times (Tokyo) \*1
- Tokyo Shimbun \*1
- Others <Including Ibaraki/  
Kanagawa/Kyoto/Shizuoka/Saitama/  
Kochi/Koube/Shikoku/Kaminoge/  
HigashiAichi/HokurikuChunishi/  
Hokkaido Shimbun>

\*Figures indicate number of placements

## Media Coverage

## Magazines

### ● Magazine Advertising

#### (For Consumer)

Galileo Tabi-kukan Vol. 16 (Galileo Japan)  
 Long Stay Summer Edition Vol. 46 (Long Stay Foundation)  
 Hospitality Tsushin (Trajal Hospitality Tourism College)

#### (For Trade)

Membership Newsletters (JATA & OTOA)  
 Travel Journal  
 \*Serial advertisements and advertorials beginning in late July  
 Wing Travel  
 \*4-color ad on Aug. 27 & advertorial on Sept. 3

### ● Magazine coverage

**31 publications/42 exposures** (free publications included)

R25 ..... Sept.13	Monthly Top Promotions Hansoku Kaigi ..... Sept. / Oct.	TOKYO PRESS ..... Vol.1 Autumn Edition
Event & Convention ..... Sept.10	COMMUNITY Vol.111 ..... Sept. 7	Tokyo Living ..... Aug. 16
Iwanichi LIVING ..... Aug.11/18	Sunday Mainichi ..... Sept. 9	Business Chance ..... Oct.
Weekly Pia ..... Jul. 26,	The Family ..... Aug.24	FLASH ..... Oct. 9
Aug. 9/16,	City Living (Tokyo) ..... Aug. 10	branche ..... Sept.
Aug. 23,	Weekly Josei ..... Sept. 4&25	Metro Guide ..... Sept.
Sept. 6,	Weekly Taishu ..... Oct.15	Ryoko Yomiuri ..... Oct.
Sept.13,	Weekly Playboy ..... Sept.10	Living Tokyo (Central) ..... Aug.18
Sept. 20	Weekly Post ..... Aug. 17/24	Living Tokyo (West) ..... Aug.18
Woman Life ..... Aug. 21	Digital TV Guide ..... Oct.	Living Tokyo (Bay) ..... Aug.18
L25 ..... Sept. 15	Digital TV Guide(West) ..... Oct.	
Kensho Navi ..... Sept.	TOKYO 1 Week ..... Sept. 25	
Monthly Select ..... Nov.	Tokyo Seaside Story ..... Sept.	

### ● Radio broadcasts

**3 stations/3 features (total: 20 minutes 45 seconds)**

#### FM NACKS

"NACK with You" ..... Sept. 13

#### J-Wave

"LOHAS SUNDAY" ..... Sept. 16

#### FM Fuji

"COUNTDOWN CONNECTIONS" ..... Sept. 15

## TV

### ● TV broadcasts 6 stations/7 features (total:28 minutes 55 seconds)

TV Tokyo "Closing Bell" ..... Sept.14
MX TV "U · LA · LA" ..... Sept.14
NTV G+ "Yomiuri Shimbun News" ..... Sept.14
Chiba TV "Asamaru Just" ..... Sept.21
TVK "FIRST CLASS" ..... Sept.25
ChibaTV "Asamaru Just" ..... Sept.26
Sapporo TV "DI! Ambitious" ..... Sept. 28



■ Press releases: Jul. 6, Aug. 13 & Sept. 3

■ Press visitors: 1,038 (registered with press room)

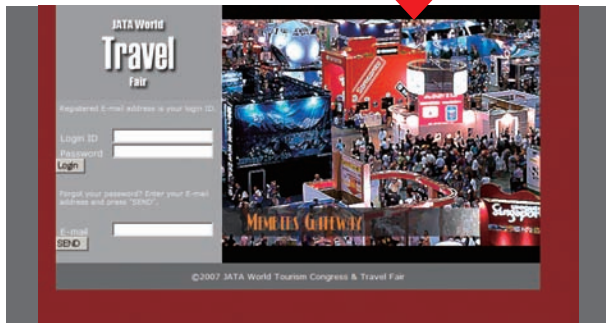
## For Exhibitors, Trade & Press

<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
  - \***Visitors** • Pre-registration for travel trade • Registration for Key-person
- **PR Activities**
  - Press releases • Public relations, publicity & advertising plans
  - Photos and logo downloading
- **Access & Hotel Information**
  - Accommodations (online application via officially designated travel agency)
  - Transportation information
  - Special air discount offers for congress delegates
- **Overview & Past Fair**
  - Event overview • Past event results (2003-2006)



### Login 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
- 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)

- Number of exhibitor logins: **2,254**
- Number of e-mails transmitted by exhibitors: **7,180**

## For General Public

<http://ryokohaku.com>



### Contents

- **Event Overview** 1,888,109 P.V. (Jul. - Sept.)
- **Special Feature** (highlighting Middle East, the special theme corner for JATA WTF 2007)
- **World Travel Quiz**
- **Organizer Events** (detailed information on special programs by the organizer including hotel gourmet food stands, UNESCO World Heritage Sites area, Travel Agencies Street, and Europe Rail Journey)
- **Exhibitor Information** (exhibitors' list and exhibitors' information)
- **Fair Layout / Event Stage Schedule / Seminar Schedule**
- **JATA WTF Diary** (daily photo report of happenings at JATA WTF)

### Special Website Promotions



The website provided a general overview of the 15 featured countries, plus insider recommendations from country experts and special features on history, resorts and nature.



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 site was updated periodically to spotlight unique attractions, guests and events at individual booths.