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JATA WTF 2008, An Industry-wide Event Showcasing Suppliers from 136 Countries and 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 travelers. JATA WTF 2008 exceeded 2007's event both in the number of visitors and exhibitors. In addition to serving as a source for the latest travel information, the various seminars, receptions, press conferences and special events all helped make the fair a forum for stimulating Japanese travel demand and heightening awareness of overseas travel.



JATA World Tourism Congress

Date **Sept. 18 (Thu.)** 9:30 - 20:00

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

Theme **Revitalizing the Japanese Travel Market: Part 2**
-Discovering New Strategies from Asia's Travel Boom-

Participants **1,150** delegates from **97** countries & regions



Special Programs

- **JATA Seminar: Japan Outbound Market Fundamentals**
Sept. 18 (Thu.) 8:00 - 9:15
- **Special Press Conference**
Sept. 18 (Thu.) 12:30 - 13:30
- **Symposium A: Japan Inbound Market**
Sept. 19 (Fri.) 10:00-12:00
- **Symposium B: Japan Outbound Market**
Sept. 20 (Sat.) 10:00-12:00
- **Symposium C: Japan Outbound Market**
Sept. 20 (Sat.) 14:00-16:00

JATA World Travel Fair

Number of Visitors		Trade & Press	General Public	Total
Date				
Sept. 19 (Fri.)	10:00-18:00 Trade & Press	20,680	---	20,680
Sept. 20 (Sat.)	10:00-18:00 Trade, Press & General Public	9,694	37,108	46,802
Sept. 21 (Sun.)	10:00-17:00 Trade, Press & General Public	8,933	32,976	41,909
Total		39,307	70,084	109,391

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

Exhibitors **763** exhibitors from **136** countries and regions, displaying **980** booths

Note: List of Exhibitors pp. 16-17.

Data of Past Fairs

Year	Date/Venues/Exhibitors/Visitors
2003	Oct. 3 (Fri.)-Oct. 5 (Sun.) / Pacifico Yokohama Exhibit Hall (20,000 m ²) 727 exhibitors in 783 booths from 94 countries and regions / 91,410 visitors (including 33,751 trade and press)
2004	Sept. 24 (Fri.)-Sept. 26 (Sun.) / East Exhibition Halls 1・2・3, Tokyo Big Sight (25,690 m ²) 770 exhibitors in 862 booths from 108 countries and regions / 101,641 visitors (including 35,533 trade and press)
2005	Sept. 22 (Thu.)-Sept. 24 (Sat.) / East Exhibition Halls 1・2・3, Tokyo Big Sight (25,690 m ²) 664 exhibitors in 865 booths from 117 countries and regions / 104,204 visitors (including 36,907 trade and press)
2006	Sept. 22 (Fri.)-Sept. 24 (Sun.) / East Exhibition Halls 1・2・3, Tokyo Big Sight (25,690 m ²) 770 exhibitors in 948 booths from 131 countries and regions / 106,241 visitors (including 38,048 trade and press)
2007	Sept. 14 (Fri.)-Sept. 16 (Sun.) / West Exhibition Halls 1・2・3・4, Tokyo Big Sight (31,280 m ²) 772 exhibitors in 948 booths from 134 countries and regions / 107,078 visitors (including 38,376 trade and press)

Reference Data

Number of Japanese Outbound Travelers (unit: 1,000 people)

History of JATA WTF

