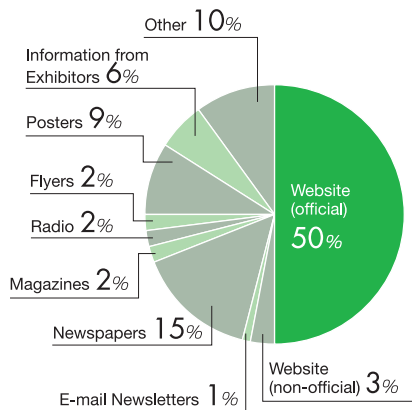


## Media Channels for General Public



## Promotion via the JATA WTF Logo



JATA World Tourism Congress & Travel Fair

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.

## Posters & Flyers



### For General Public

**239,578** flyers  
**1,539** posters

\*Excluding transportation ads

Main Distribution Points: Exhibitors/Travel Agencies/ Restaurants in Tokyo area

### For Travel Trade

**37,048** flyers  
**69,521** Invitation Cards  
(Free registration forms)

Main distribution: JATA members/ Pre-registered trade visitors / key buyers

## Transportation Ads

### "Train Jack"

\*Joint "Train Jack" Promotion with Visit World Campaign

**1 week from Sept. 1**

**1,176** In-train posters

4,808 Joint promotion ads above train windows

**940** Sticker ads

Japan Rail (JR) Yamanote line	Ad Train
Odakyu Electric Railway	Event Car
Keio Teito Electric Railway	Ad Gallery
Tobu Railway (Tojo Line)	Train Jack
Keihin Electric Express Railway	KEIKYU BLUE SKY TRAIN 600
Keisei Electric Railway	Train Jack



Increased awareness of JATA WTF from 59% before blanket advertising to **66%** after.

\*Source: Keio Agency survey

### Poster Display

**605** In-station posters (B1): **2 weeks from Sept. 1**

All stations: Odakyu Electric Railway/Keio Teito Electric Railway/ Tobu Railway(Tojo Line)/Keihin Electric Express Railway/ Keisei Electric Railway

**12** In-station posters: **Sept. 15-21**

Shinjuku / Ikebukuro / Takadanobaba Station: Seibu Railway

**1,300** In-train posters (B3): **Sept. 17 & 18**

All lines (not-including Setagaya line)

### Tokyo New Transit Yurikamome

**Escalator belt stickers**

(Shimbashi Station):

**1 month from Aug. 22**



## Newspaper (Ads)

\*All published in Tokyo Headquarter editions

\*Ads without accompanying editorial ran in black/white

Yomiuri Shimbun Sept. 1

### Yomiuri Shimbun

**Sept. 1** (Evening edition)  
5 columns (in Travel Lounge / 4-Color)

**Sept. 6/11/13** (Evening edition)  
2.5 columns (Evening Info.)

**Sept. 12/13/16/17/18** (Evening edition)  
Tower Ad (including Hokkaido·Hokuriku area / 4-Color)

**Sept. 18** (Evening edition)  
Topics feature in PR section



### Asahi Shimbun

**Aug. 18/20/21/23/25/30 & Sept. 1/6/9/10** (Evening edition)  
5 1/2 columns

**Sept. 2** (Evening edition)  
5 1/2 columns (4 Color)

**Sept. 17** (Morning edition)  
Topics feature in PR section (4-Color)

**Sept. 19** (Evening edition) 5 1/2 columns

### Nikkei (Nihon Keizai) Shimbun

\*nationwide edition

**Aug. 29** (Evening edition)  
Topics feature in PR section

**Sept. 5** (Morning edition) 5 columns \*Congress Ads

### Mainichi Newspapers

**Sept. 19/20** (Evening edition)  
Topics feature in PR section

**Oct. 30** (Evening edition)  
Topics feature in PR section (Departure)

## Magazines (Ads)

### For General Consumers

ANA in-flight magazine  
"Tsubasa no Okoku" (Aug.)

Free Magazine  
"apple" (Aug.)

AirDo in-flight magazine  
"RAPORA" (Sept. 1)

Monthly  
"E&C" (Sept.)

Galileo Japan  
"Tabi-kukan" (Sept.)

Long Stay Foundation  
"Long Stay" (Aug.)

Trajal Hospitality Tourism College  
"Hospitality Tsushin"

"CN Play Guide" (Aug.)

### For Travel Trade

JATA  
Membership Newsletters

Travel Journal  
\*Serial advertisements and advertorials beginning in late July

Wing Travel  
\*4-color ad on Sept. 1 & advertorial on Sept. 3

## Website

### Official website

For Travel trade & Press <http://jata-wtf.com>

#### •Login Site for Exhibitors & Travel Trade Keypersons

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: **11,306**  
Number of e-mails transmitted by exhibitors: **6,347**

For General Public <http://ryokohaku.com>

### Contents

- Event Overview
- Special Feature (highlighting The Pacific, the special theme zone for JATA WTF 2008)
- World Travel Quiz
- Organizer Events
- 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)

**1,045,423** page views (Aug. - Sept.)

### For Consumers

#### Yomiuri Online (by Yomiuri Shimbun)

- Banner Ads: Top & News Sept. 25-21
- Top Sept. 4-20

### For Travel Trade

**JATA website**  
**TRAVEL JOURNAL GATEWAY**  
**Wing Travel Daily**  
**Travel Vision**

\*including e-mail newsletters.

### Web coverage

**33 sites/60 exposures**

including:

Mainichi Communications  
Gourmet Navigator  
Metro Guide  
Postal Club  
+Hawaii  
Asahi Marion Com  
Let's Enjoy Tokyo

Beans  
Lufthansa German Airlines  
YAHOO! News  
Oricon English  
B's Web Magazine  
L25  
Tokyo Calendar  
Jiji.com

IT Media  
Excite  
Livedoor News  
Response  
Nikkei Waga Mama  
Mns Sankei News

Media Coverage

### News coverage

**51 newspapers / 130 exposures**

including:

Yomiuri Shimbun  
Asahi Shimbun  
Nikkei Shimbun  
Mainichi Newspapers  
Hokkaido Shimbun  
Tokyo Shimbun  
Shizuoka Shimbun  
Wakayama Shimpo  
Jyoyo Shimbun  
Ryukyu Shimpo  
Hochi Shimbun  
Kaminoge Shimbun  
Okinawa Times  
Yukan-Fuji  
Fuji Sankei Business I  
Nikkei MJ  
International Herald Tribune

The Daily Yomiuri  
The Japan Times  
Sankei Shimbun  
Daily Sports  
Ryoko Shimbun  
Kyoiku Katei Shimbun  
Nikkan Jidosya Shimbun  
Japan Aviation News  
Kotsu Shimbun  
The Tourism Economy News  
Nihon Securities Journal  
The Suisan-Keizai Shimbun  
The Senken Shimbun



"The Japan Times" Sept.19

### Magazine coverage

**25 publications/33 exposures** (free publications included)

including:

Tokyo Walker  
Weekly Pia  
PIA (Autumn edition)  
Rashin  
Hotel Ryokan  
Business Chance

Monthly Top Promotions  
Hansoku Kaigi  
Aera English  
Branche  
L25  
Tokyo Headline  
R25

Well  
Clip!  
Oasis  
Monthly Koubo-Guide  
Doki Doki  
α La Vie  
Kensho Navi

## Radio (Ads)

### Commercial Spots (20 min.)

3-4 spots/day (3 weeks from Sept.1)  
NACK5, Fm Yokohama 84.7, bayfm78

### Event Information

Fm Yokohama 84.7 Sept. 8  
FM NACK5 Sept. 8  
Bayfm78 Sept. 11 & 12

**Radio broadcasts** 5 stations / 5 features (total: 51 minutes)

Kyoto Broadcasting System (KBS) Jul. 22  
FM Tochigi Aug. 8  
FM Fuji Sept. 13  
J-WAVE Sept. 17  
Tokyo FM Sept. 18

### \*General Media

**109** publications / **223** exposures  
**11** stations / **10** features

### \*Travel Trade Media

**5** publications / **45** exposures

### \*International Media

**37** publications /  
**41** exposures (including Websites)

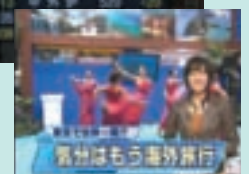
## TV broadcasts

### TV broadcasts

**6 stations/5 features**  
**(total: 5 minutes 51 seconds)**

SBC "Rail ni notte" Sept. 13  
NHK "Ohayo Nippon" Sept. 19  
TV Tokyo "Closing Bell" Sept. 19  
TV Tokyo "Opening Bell" Sept. 20  
Fuji TV "FNN Super News" Sept. 21

\*After JATAWTF2008:  
TV Asahi / Nippon TV



Press releases: July. 16•20 / Aug. 11•22 / Sept. 1

Press visitors: 1,166 (registered with press room)