



Int'l Tourism Trade Show

Post-show Report

Show Title : Int'l Tourism Trade Show
Dates : May 8 -10, 2024
Venue : Tokyo Big Sight, Japan
Organiser : RX Japan Ltd.
Consists Shows : 2nd Int'l Wellness Tourism Expo
1st Tourism Marketing Expo

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- 🌐 www.itt-show.jp/tokyo/en-gb.html

Show Overview

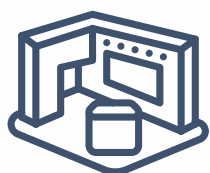
The Int'l Tourism Trade Show 2024 brought together two major exhibitions: the 2nd Int'l Wellness Tourism Expo and the inaugural 1st Tourism Marketing Expo. These events showcased destinations and activities that promote mental and physical well-being, as well as the latest innovations and solutions in the tourism industry.

During the three days of the event, visitors interested in "wellness tourism," a growing trend in future travel, and tourism operators seeking tools and services to address their challenges gathered in one place. They enthusiastically visited exhibitors' booths and conducted business negotiations. By holding these two exhibitions simultaneously, the event attracted many professionals from the tourism industry.



Experiencing tourist activities & facilities

Show Figures



144 Exhibitors



9,357 Visitors

26 Participating Countries and Regions

Australia / Azerbaijan / Canada / China / Denmark /
Estonia / Guam / Hong Kong / India / Indonesia / Italy /
Japan / Korea / Malaysia / Mongolia / Nepal /
Philippines / Singapore / South Africa / Sri Lanka /
Taiwan / Thailand / United Arab Emirates /
United Kingdom / United States / Viet Nam



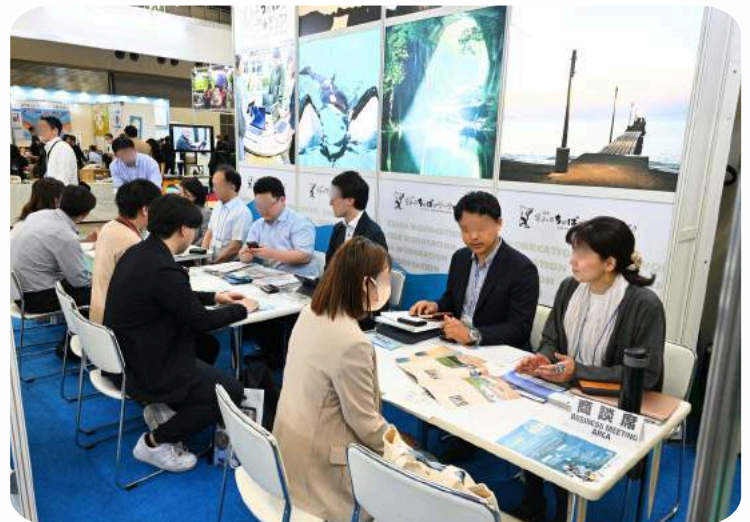
Int'l Wellness Tourism Expo (iWT)



Zen meditation experience

Additionally, Japan is blessed with abundant natural beauty, including oceans, forests, and rivers. Beachside resorts, forest glamping facilities, and activities like river rafting have garnered attention as adventure tourism content, allowing visitors to enjoy nature.

iWT offers travel content aimed at improving physical and mental wellbeing. Traditional Japanese Zen culture has a strong affinity with wellness and offers many attractive elements such as hot springs, vegetarian cuisine, meditation and incense. This year, South Korea, the Philippines and Sri Lanka also exhibited as international pavilions, attracting many visitors in search of new tourism destinations.



Regional Tourism Association

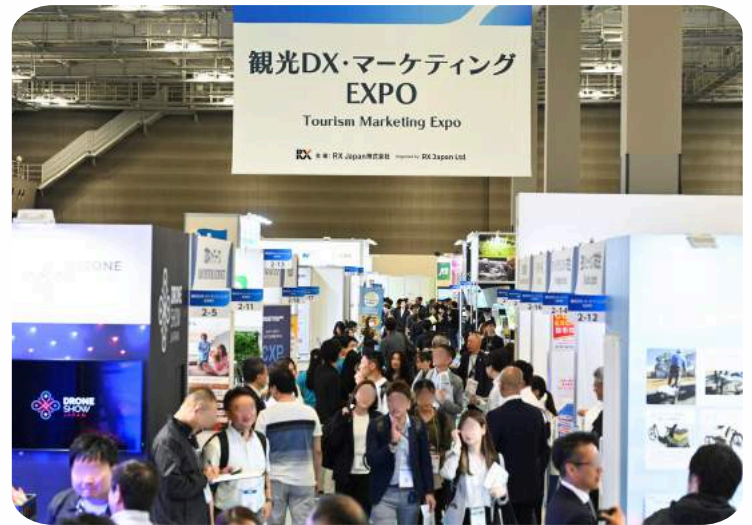


Medical Tourism

Furthermore, medical tourism, which offers Japan's safe and high-quality medical services to inbound visitors, attracted significant attention. These services range from comprehensive medical check-ups to cosmetic treatments and wellness facilities, with booths bustling with international visitors throughout the day.

Tourism Marketing Expo

In response to the expectations voiced by tourism operators, we launched the new Tourism Marketing Expo this year. This exhibition aims to address the challenges faced by tourism operators and destinations, proposing tools and services to help them achieve greater profitability.



Tourism Marketing Expo



Sightseeing vehicles

A wide range of tools and services were showcased, including DX tools for addressing inbound tourism and labor shortages, as well as services aimed at enhancing traveler satisfaction, such as sightseeing vehicles, pet-friendly facilities, sauna equipment, and various amenities.



Services for inbound

Scenes from the show venue



Philippines Pavilion



Sri Lanka Pavilion



Korea Pavilion



Onsen Street



Regional Tourism Association



Luxury inn

More details

[Exhibitor List](#) ▶

[Exhibit Products List](#) ▶

[Floor Map](#) ▶

[Day 1 Show Video](#) ▶

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Next Show Schedule

 **TOKYO
2025**
Int'l Tourism Trade Show

Consists of...

3rd Int'l Wellness Tourism Expo
2nd Tourism Marketing Expo

June 25 - 27, 2025 | Tokyo Big Sight, Japan