

NEWS RELEASE

9 Nov 2010

12th WTTC Global Travel & Tourism Summit

Japan Bid Committee

Tokyo selected as venue for 2012 WTTC Global Travel & Tourism Summit

World Travel & Tourism Council (WTTC) selected Tokyo as the site for their Global Travel & Tourism Summit (Summit).

WTTC is a private organization consisting of some 100 executives from world major tourism-related companies, whose activities include various researches and promotion of importance of tourism to international organizations and governments, in close cooperation with UNWTO. Their contribution to Tourism Satellite Account, UN official statistics, is well known and they are quite active recently on sustainability issues surrounding tourism. The membership includes many major global hotel chains, mega agents like TUI, airlines, cruise companies, etc. Mr Tagawa, president & CEO of JTB Corp., is currently the only Japanese member.

Summit has been held every spring for the past 10 years with different themes surrounding mainly on relationship between global society and the tourism. Around 1000 participants attend the Summit, roughly 50% from host nation and rest from across the globe including representatives and executives of international organizations, national governments, economic associations, international media, tourism enterprises, etc. It is often referred to “Tourism version of WEF” due to the strong influence it has on global society and is often attended by heads of host nations.

The Japan Bid Committee was established in September this year. Reflecting the wide influence of tourism industry and its importance as one of the keys of Japan’s growth strategy in the aging society, there were positive supports not only from tourism sector but also from central government, Tokyo Metropolitan Government, industry in general, etc. 5 cities including Tokyo submit their proposal to invite 2012 Summit. We believe Tokyo won the competition by the contents of the proposal, wide support from and lobbying by public and private sectors for the bid.

We expect various returns from holding the Summit in Japan, including propagation of Japan’s attractions and its policy towards Tourism Nation, promotion of tourism-related investment in Japan, globalization of Japanese tourism industry, higher recognition of importance of tourism in Japanese

society and so on. We also expect positive effect in promoting Japan as tourism destination by sending out a strong message to the global tourism industry during the Summit.

The Organizing Committee (Host Committee) consisting of public and private sectors will be established to host the summit and preparations will start in close cooperation with WTTC headquarters.

Proposed program:

Date: Mid April, 2012

Main Venue: Grand Prince Hotel Shin-Takanawa, Pamir

Program outline: Day 1 WTTC Committee Meetings, Annual General Meeting

Day 2 Investment Conference

Day 3+4 Summit

Enquiry

Secretariat

12th WTTC Global Travel & Tourism Summit Japan Bid Committee

c/o JTB Global Business Unit Headquarters

Tel 03-5796-5767

Contact: Nozawa, Nakashio, Kanaya