

# Grand Prizes of the "JAPAN TOURISM AWARDS"



**the 1st WINNER**  
**Setouchi Triennale Executive Committee**  
 Regional regeneration initiative via the Setouchi Triennale

2015

Here are past initiatives that have received the Grand Prize.  
 From the 5th edition onward, the highest award has been the Minister of Land, Infrastructure, Transport and Tourism Award.  
 From the 8th edition, the Grand Prize consisted of both the Minister of Land, Infrastructure, Transport and Tourism Award and the Minister of Economy, Trade and Industry Award.



**the 3rd WINNER**  
**Minami Sanriku Hotel Kanyo**  
 Community revitalization and social interaction initiatives through the Storyteller Bus, a project designed to help communities retain lessons learned in the earthquake

2017



**the 5th WINNER**  
**Hyakusenrenma Inc.**  
 Regional Invigoration Service to Connect "Farm Stays" with "The World"

2019



**the 7th WINNER**  
**Ensen Marugoto Co., Ltd.**  
 "Ensen Marugoto Hotel" By considering the area along the railway line as one hotel, it is designed to revitalize this declining regions so the visitors can enjoy the charms of the whole railway line.

2023



**the 2nd WINNER**  
**Hidatakayama Visit Japan Tourism Promotion Council**  
 Bringing in/accommodating foreign tourists via government-private sector collaboration

2016



**the 4th WINNER**  
**Snow Country Tourist Area Association** (Snow Country Tourism Zone)  
 Creating new brand with the Regional Cooperation DMO. "Meet the wisdom hidden in the white world"

2018



**the 6th WINNER**  
**Amami Innovation Co., Ltd.**  
 Expanding "(Daily) Tourism of everyday life experience" Created by Village Culture With "Denpaku + Magun Square" Both Domestically and Internationally

2020



**the 8th WINNER**  
**Aichi Prefecture**  
 Aichi Prefecture's Rest Style Reform Project

2024



**the 8th WINNER**  
**NAVITIME JAPAN Co., Ltd.**  
 Japan Travel by NAVITIME, a service primarily targeting inbound FITS (Free Independent Travelers)

## Application Guidelines

Application Period  
 April 1 to May 29, 2026



**JAPAN TOURISM AWARDS**

The 10th

# "JAPAN TOURISM AWARDS"



Tourism EXPO Japan Theme

## The Changing Nature of Travel

The 9th "JAPAN TOURISM AWARDS" **Minister of Land, Infrastructure, Transport and Tourism's Award**

**KURABITO STAY, inc.**  
 Creating Opportunities for Regional Revitalization and Sake Tourism Starting from Sake Breweries:  
 Sake Brewery Hotel® "KURABITO STAY"



The 9th "JAPAN TOURISM AWARDS" **Minister of Economy, Trade and Industry's Award**

**Eastern Hokkaido Tourism DX Platform**  
 Comprehensive Tourism DX Across Eastern Hokkaido: Connecting Regions Through Transportation Operators



## Tourism Expo Japan 2026 Event Overview

【Dates】Thursday, September 24 to Sunday, September 27, 2026 【Venue】TOKYO BIG SIGHT 【Theme】The Changing Nature of Travel  
 【Organizer】Tourism EXPO Japan Organizing Committee (Japan Travel and Tourism Association, Japan Association of Travel Agents, Japan National Tourism Organization)  
 【Co-located Event】Travel Solutions Exhibition 2026



Committee Chairman  
**Mr. Yoshiaki Hongo**  
 President, Asia-Pacific Tourism Exchange Center

Mr. David Atkinson  
 President, Konishi Decorative Arts and Crafts Co., LTD

Mr. Yoshiro Ishihara  
 President, The Tourism Research Institute

Prof. Yoshiyuki Oshita  
 Visiting Professor, Tokyo University of the Arts

Mr. Hitoshi Saimyo  
 President, Japan Travel and Tourism Association

Mr. Waichi Sekiguchi  
 President, MM Reserch Institute, Ltd.

Mr. Hiroyuki Takahashi  
 Chairperson, Japan Association of Travel Agents (JATA)

Mr. Hideki Manabe  
 Executive Senior Vice President, Japan National Tourism Organization

Ms. Akiyo Miyakawa  
 General Manager, Industry Research Division, Development Bank of Japan Inc.  
 Concurrently General Manager and Deputy Director, Research Institute of Capital Formation

Mr. Toshiya Miyazaki  
 Team Leader, Tourism Nation Promotion Team, Mitsubishi Research Institute, Inc.

Prof. Masami Morishita  
 Professor, Faculty of International Tourism Management Toyo University

Prof. Shiro Wakui  
 Visiting Professor, Office of the President, Tokyo City University

In addition, one person each from the Ministry of Economy, Trade and Industry and the Japan Tourism Agency.

Examination Committee (Tentative) Japanese syllabery order

Contact [Inquiries Desk]

**Japan Tourism Awards Application Office**  
 ☎ +81-3-5246-6061 ✉ info@jta.event-infodesk.com (Business hour: Weekdays 10am to 5pm)  
 \* This booklet uses universal design fonts.



# Purpose

In order to adapt to the various paradigm shifts taking place in the world, it has become imperative for tourism to shift toward a new normal. To begin with, tourism needs to cater to the well-being\* of travelers and consumers, regardless of the difficulties and constraints that may exist. In addition to revitalizing local economies and societies through the creation of new employment opportunities, there is also a need to deepen our mutual understanding in a manner that transcends national and regional borders, spur growth in Japan and other countries around the world, and ultimately achieve world peace. Tourism must continue to evolve in order to ensure the revival and sustainability of the "power of travel." To achieve this goal, tourism needs to be engaged in addressing a diverse range of issues, including contributing to local communities, ensuring safety and security, enhancing productivity, and protecting our environment. The Japan Tourism Awards will recognize the efforts of organizations, companies, groups and individuals that play a major role in ensuring the revival and sustainability of the "power of travel" by drawing attention to their exemplary initiatives. The awards-winning initiatives will be widely publicized throughout the world in collaboration with Tourism EXPO Japan 2026 as model cases with the aim of contributing to the future development of tourism.

(\* The World Health Organization (WHO) has defined "health" as "a state of complete physical, mental, and social well-being."

## Awards (Tentative)

**Minister of Land, Infrastructure, Transport and Tourism's Award**  
1 selected  
Certificate of Commendation will be awarded.

**Minister of Economy, Trade and Industry's Awards**  
1 selected  
Certificate of Commendation will be awarded.

**Japan Tourism Agency Commissioner's Awards**  
3 selected  
Certificate of Commendation will be awarded.

**Executive Committee Award**  
1 selected  
Initiatives that contribute to synergy effects with Tourism EXPO Japan will be recognized.

**Japan Tourism Award elected by students**  
2 selected  
Approximately 15 Student Examination committee who study sightseeing will select outstanding efforts based on their own perspective.

**UN Tourism Awards**  
2 selected

**NEW Special Awards for Startups**  
2 selected

**Examination Committee's Special Awards**  
Total of 10-15

**Winners**  
Total of 15-20

## Judging Criteria

- Innovation**
  - Does the initiative promote innovation and create a new market as a new business model?
  - Does the promotion of tourism DX contribute to improve the convenience of travelers and improve the productivity of the tourism industry and local industries?
  - Does the innovation initiative bring new expansion to stimulate the local economy and to improve the sustainability of the region, industry, etc.?
- Profitability**
  - Does the initiative contribute to the realization of a "profitable region" and the improvement of the profitability of the tourism industry, such as by adding high value to tourist destinations and the tourism industry?
  - Is the initiative expected to secure revenue and financial resources, and is it also recognized and accepted in the market, such as by gaining high user satisfaction?
  - Does the initiative enhance the continuity and effectiveness to promote sustainable tourism?  
\*Clearly state the specific results such as handling number of people, number of visitors, handling number of cases, number of operations, amount of tourism consumption, economic effect, etc.  
\*For startup initiatives, the business must have commenced operations.
- Contribution to sustainable tourism**
  - Is it possible to implement the initiative on a sustainable basis?
  - Does the initiative take the natural environment into consideration?
  - Does the initiative contribute to harmonious coexistence with the local community?
  - Does the initiative contribute to the realization of sustainable society through human resource development and risk management?
- Contribution to regional revitalization**
  - Is the initiative contributing to the preservation or development of the local community in cooperation with various stakeholders?
  - Does the initiative utilize and preserve regional resources, such as historical and cultural heritage?

### About the Judging

Based on the application materials, the Examination Committee, composed of experts in various fields, including tourism, will determine the winners of each award.  
(Please refer to the back cover for the Examination Committee members.)

## Application Deadline May 29, 2026 (Friday) by 11:59 p.m.

\* Application must be sent (registered by the system) by the deadline.  
\* Please take into account that applications sent just before the deadline may encounter transmission difficulties that could cause them to miss the deadline.

## About applying Schedule (2026)



## How to apply

Please review the application guidelines and apply using the application form on the official Tourism EXPO Japan website. Applicants are encouraged to attach a document summarizing the outline of the initiative (approximately A4, 3-5 pages), along with relevant images. By submitting photos or images, the applicant permits their use in materials produced by the organizers should the initiative receive an award.

Please check the official website for details.  
<https://www.t-expo.jp/biz/program/award>



## Application Type

- Self-Nomination**  
An organization or individual submits their own initiative
- Nomination from Others**  
A third party submits an organization or individual's initiative  
In either nomination method, award recipients will be determined through a fair evaluation process.

Notes for nominations from others  
The Recommender must obtain the consent of the Nominee before submitting the application.

## Application Eligibility

**Organizations, companies, groups and individuals who have contributed to the promotion and development of tourism, that have developed businesses that contribute to the expansion of tourism**

Such as governments, tourism offices, embassies, local authorities, tourism associations, DMOs, DMCs, NPOs, travel agencies, transportation companies, accommodation facilities, schools, logistics industries, food industries, ICT, agricultural, forestry and fishery industries, traditional craft industries, Local Economic Organizations (Chambers of Commerce and Industry, Societies of Commerce and Industry), TV stations, newspaper companies, publishers, film commissions, sports commissions and industrial tourism organizations.

## Initiatives eligible for application

- Initiative to promote a sustainable tourism region [Ex.] Domestic Travel, Outbound Travel, Inbound Tourism to Japan, Tourism Destination Management, Technology, Tourism Digital Transformation / AI Utilization, Services / Solutions.
- Initiative to enhance the added value of tourism
- Initiative to promote outbound travel
- Initiative to expand domestic exchange and increase engaged populations
- Initiative to promote inbound tourism

## Supplementary item

- Possession of corporate status is not required.
- Joint initiative by multiple associations or organizations are also eligible.
- Repeat applications are allowed (if your initiative was the subject of a previous application, be sure to attach documents that explains how it has developed since then).
- Multiple applications are acceptable from the same group or organization if the initiatives are clearly different.
- The program must have already started at the time of application.
- The applicant must not be any crime syndicates, their member, a company or organization affiliated with them, a person affiliated with them, or any other antisocial force.



## From the winners

### Accommodation Facility

Winning this award has further enhanced our credibility and recognition, and has encouraged us to take our efforts to the next stage.

### Transportation Company

Receiving such a prestigious award has given us the confidence to further advance our initiatives. We have gained attention from various sectors, and the award has become a major driving force for our continued activities

### School

Having our collaborative efforts with local residents and many supporters recognized widely has strengthened students' confidence and motivation. It has also helped us to promote the branding of our registered trademark.

## Advantages of Winning a Prize

The positive image of the "Japan Tourism Awards Prize" at the Tourism EXPO 2026 event boosts organization ratings and aids discovery of new business partners.

Use of the Japan Tourism Awards logo enhances trust among partners.

A wide range of promotional opportunities from the three sponsor organizations will boost motivation among members of winning groups and organizations.

Winning initiatives will be introduced on the Tourism EXPO Japan official website.