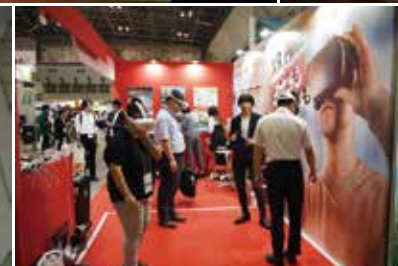


Thursday to Sunday
September **26 to 29, 2024** **TOKYO BIG SIGHT** <https://t-expo.jp/en/>

September 29 (General Public Day) **56,247**

Organizers: Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)



Tourism EXPO Japan 2024 Promoting Japan's Tourism Revival to the World Draws 182,934 Visitors

The 10th Tourism EXPO Japan 2024 (TEJ 2024) at TOKYO BIG SIGHT was held from Thursday, September 26 to Sunday, September 29 2024 organized by the Japan Travel and Tourism Association, the Japan Association of Travel Agents (JATA) and the Japan National Tourism Organization (JNTO) under the theme "Travel, An Encounter With New Value Awaits". It drew participation from 1,384 companies and organizations from 80 countries and overseas regions and 47 prefectures in Japan, with the number of visitors during the event reaching 182,934. The then-Prime Minister Fumio Kishida sent a video message stating, "Tourism is a pillar of Japan's growth strategy and a key to regional revitalization. While the number of visitors and spending on inbound travel to Japan are strong, contributing to sustainable regional growth, the recovery of overseas travel is still on its way. This event will be a step toward expansion, including the promotion of two-way exchange by the youth who will lead the next generation."

The trade day forum and seminar on Thursday, September 26 and Friday, September 27 brought insights on the development of regional sustainability, focusing on how to create new value in response to changes in travelers after the COVID-19 pandemic. The Keynote Panel Discussion centered on the theme of "Expansion of the Tourism Exchange Population" with experts discussing both sending and receiving travelers from both perspectives. At the 7th TEJ Ministerial Round Table, which brought together the Ministers and Vice Ministers from nine countries and top executives from four international tourism organizations, opinions were shared on the latest trends in travel and in the future. The Thematic Symposia also

reexamined the essence of domestic, overseas, and inbound travel to Japan.

Some 736 buyers and 1,050 sellers participated in the trade fair, generating some 6,239 business meetings by appointment. The exhibition had 1,624 booths, of which over 40% were from overseas, underscoring fervent expectations for a revival in the year marking this year's 60th anniversary of Japan's liberalization of overseas travel.

The next TEJ in 2025 will be held for the first time in Aichi Prefecture from Thursday, September 25 to Sunday, September 28. It is expected to address travel diversification, further internationalization with Chubu Centrair International Airport as the gateway, and long-term recovery efforts in collaboration with the Hokuriku region, which has been repeatedly affected by disasters.



From left: Atsumi Gamo, President, Japan National Tourism Organization (JNTO); Tomoko Yamaguchi, Special Supporter, Tourism EXPO Japan 2024; Hiroyuki Takahashi, Chairperson, Japan Association of Travel Agents (JATA); Hitoshi Saimyo, President & COO, Japan Travel and Tourism Association

Results of Tourism EXPO Japan

2023 (Osaka / Kansai)		2022		2020 (Okinawa)	
No. of Exhibitors	70 countries / regions Japan's 46 prefectures 1,275 companies and organizations	No. of Exhibitors	78 countries / regions Japan's 47 prefectures 1,018 companies and organizations	No. of Exhibitors	30 countries / regions Japan's 28 prefectures 285 companies and organizations
No. of Visitors	October 26, (Trade and Press Day)	No. of Visitors	September 22, (Trade and Press Day)	No. of Visitors	October 29, (Trade and Press Day)
	23,071		24,794		2,197
	October 27, (Trade and Press Day)		18,811		October 30, (Trade and Press Day)
	26,089		40,483		2,438
No. of Visitors	October 28, (General Public Day)	No. of Visitors	September 24, (General Public Day)	No. of Visitors	October 31, (General Public Day)
	48,305		39,986		9,094
No. of Visitors	October 29, (General Public Day)	No. of Visitors	September 25, (General Public Day)	No. of Visitors	November 1, (General Public Day)
	50,597		124,074		10,445
A total of 148,062		A total of 124,074		A total of 24,174	
October 24 (Thu) – 27 (Sun), 2019		September 20 (Thu) – 23 (Sun), 2018		September 21 (Thu) – 24 (Sun), 2017	
No. of Exhibitors	100 countries / regions Japan's 47 prefectures 1,475 companies and organizations	No. of Exhibitors	136 countries / regions Japan's 47 prefectures 1,441 companies and organizations	No. of Exhibitors	130 countries / regions Japan's 47 prefectures 1,310 companies and organizations
No. of Visitors	A total of 151,099	No. of Visitors	A total of 207,352	No. of Visitors	A total of 191,577
September 22 (Thu/holiday) – 25 (Sun), 2016		September 24 (Thu)–27 (Sun), 2015		September 26 (Fri)–28 (Sun), 2014	
No. of Exhibitors	140 countries / regions Japan's 47 prefectures 1,181 companies and organizations	No. of Exhibitors	141 countries / regions Japan's 47 prefectures 1,161 companies and organizations	No. of Exhibitors	151 countries / regions Japan's 47 prefectures 1,129 companies and organizations
No. of Visitors	A total of 185,844 *Visitors of JAPAN NIGHTS' street events at Nimonbashi Area : 15,200	No. of Visitors	A total of 173,602	No. of Visitors	A total of 157,589

Tourism EXPO Japan 2024 4 Events

1 Business Meeting & Exhibitions

Number of exhibitors: 1,624 booths, 1,384 companies / organizations (including Travel Solutions Exhibition)
With the theme "Travel, An Encounter With New Value Awaits", TEJ further enhanced special exhibitions such as "Dark Sky Tourism," "Drive Tourism" and exhibitions with "Thematic Attractions."

Number of registered participants: 1,050 sellers, 736 buyers **Number of business appointments: 6,239**
Exhibitors participated in a two-day exhibition and business meetings to pursue business opportunities.

2 Forum & Seminars

Top leaders in the global tourism industry gathered under the theme of "Creating a New Travel Journey".
Conducted the 7th TEJ Ministerial Round Table, in collaboration with the UN Tourism, Keynote Panel Discussion, Thematic Symposia and Tourism Professional Seminars.

3 Exchange Programs

On the first day, the "WELCOME RECEPTION" featured business networking opportunities and performances of Noto's "Gojingo Daiko" (with video screening) and Indian "Kathakali Dance."

4 Awards Programs

The 8th "JAPAN TOURISM AWARDS" ceremony was held to recognize and honor sustainable and outstanding efforts by domestic and international organizations, groups, companies, and individuals that have contributed to the development and expansion of tourism.

Cooperative Events for Creating Synergy

Jointly hosted: VISIT JAPAN Travel & MICE Mart 2024 **Organizer: Japan National Tourism Organization (JNTO)**
Overseas travel agencies (35 countries / regions, 275 companies) and Japanese tourism-related businesses (300 companies/ organizations) gathered for business meetings (September 26-28) (8,296 business meetings held)

Co-hosted: Travel Solutions Exhibition 2024 Co-organizer : Nikkei Inc.
Gathering of companies, organizations, DX-related service companies that support the tourism businesses in the new era (September 26 & 27)(48 companies / organizations)

Pick Up !

Actress Tomoko Yamaguchi Appointed Special Supporter of Tourism EXPO Japan 2024!

At the event, actress Tomoko Yamaguchi was appointed as a Special Supporter. She said at a TEJ press conference: "I love traveling more than anything in the world. Since 2010, I've spent a decade traveling the world and launched a project called "LISTEN," which aimed to capture beautiful musical cultures into a library, while promoting the charms of music and travel. I'm very happy to participate as a Special Supporter."

During the event, she attended the WELCOME RECEPTION and held a talk event on the public day.



Yamaguchi at the TEJ press conference



[Carbon Neutral MICE] Powered by JTB Communication Design

As part of the "Green Power Certificate" initiative, programs held in the Conference Tower during the exhibition were powered by renewable, carbon-neutral energy sources that emit zero carbon dioxide.

Opening Ceremony

September 26 (Thu) 9:30 a.m. - 10:00 a.m.
TOKYO BIG SIGHT, Conference Tower 7F
International Conference Hall



Masanobu Komoda, Chairman & CEO,
Japan Travel and Tourism Association



Naoya Haraikawa,
Commissioner,
Japan Tourism Agency



Harry Hwang,
Director, Regional
Department for Asia and
the Pacific, UN Tourism



The then-Prime Minister Fumio Kishida stated, "Tourism is a pillar of our growth strategy and a key to regional revitalization. We aim to balance the preservation of nature and culture with tourism, promoting travel to regional areas while working to prevent and mitigate overtourism."

Tourism EXPO Japan 2024, a World-Class Travel Event Representing Innovation and Progress, Returns to Tokyo After Two Years

At the opening ceremony, Masanobu Komoda, Chairman of the Japan Travel and Tourism Association, representing the TEJ Organizing Committee, stated, "With inbound and domestic travel recovering smoothly, and this TEJ marking the 60th anniversary of the liberalization of overseas travel, over 40% of exhibitors are from overseas, reflecting strong expectations for the Japanese market. At the same time, through the power of travel, we aim to support the recovery of disaster-affected areas such as Noto." Following this, then-Prime Minister Fumio Kishida delivered a compelling video message, saying, "Tourism is a pillar of Japan's growth strategy." Among the guests, Naoya Haraikawa, Commissioner of the Japan Tourism Agency, remarked, "This is truly one of the world's largest travel events. I hope this EXPO will serve as an opportunity to further develop tourism not only in Japan but worldwide."

Harry Hwang, Regional Director for Asia and the Pacific of the UN Tourism in attendance, emphasized, "TEJ is a platform where Japan showcases the future of the tourism industry, symbolizing innovation and progress." Yuriko Koike, Tokyo Governor, also sent a message, encouraging, "The wonders of each region and encounters with diverse people create new value. Let us build a vibrant society together."

Hosts and Guests on the Stage

Guests: Naoya Haraikawa, Commissioner, Japan Tourism Agency / Harry Hwang, Director, Regional Department for Asia and the Pacific, UN Tourism / Liz Ortiguera, Managing Director for Asia Pacific & Sr. Advisor to the CEO and Interim SVP for Membership & Commercial, World Travel & Tourism Council (WTTC)

Organizers: Masanobu Komoda, Chairman & CEO, Japan Travel and Tourism Association / Hiroyuki Takahashi, Chairperson, Japan Association of Travel Agents (JATA) / Atsumi Gamo, President, Japan National Tourism Organization (JNTO)

Keynote Panel Discussion

September 26 (Thu.) 1:15 p.m. - 2:30 p.m.
TOKYO BIG SIGHT, Conference Tower 7F
International Conference Room

Theme Expansion of the Tourism Exchange Population

Focusing on Sustainability, Partnerships to Grow Tourism Populations

In the Keynote Panel Discussion, four panelists shared examples from their respective fields: adventure tourism, regional revitalization support, a European tourism organization and a travel company involved in both inbound and outbound travel. Together with moderator Ms. Dewey, they exchanged views on how various regions and organizations, both domestic and international, can expand tourism exchanges and contribute to regional development.

Mr. Takada, who operates an adventure tourism business in Hokkaido, emphasized that adventure tourism is ideal to expand tourism populations moderately. He noted that attracting tourists who understand sustainability and want to interact with local communities helps protect and enrich the region. Mr. Shimada, who develops regional revitalization projects nationwide, introduced a case where approximately 100 vacant homes in Kosuge Village, Yamanashi Prefecture (population of 700), were renovated into hotels involving local residents in their operations. This initiative has drawn many tourists from Japan and abroad. "The more challenges a region faces, such as vacant homes or unmanned stations, the more potential it has as a tourist destination," he added.

Mr. Santander of the European Travel Commission addressed overtourism as a global issue and proposed fostering international cooperation. He emphasized the importance of monitoring consumer behavior and environmental changes to implement forward-looking measures. Mr. Yamakita introduced

initiatives in Yamanashi Prefecture and Takamatsu City aimed at dispersing tourists to address issues such as overtourism and labor shortages.

In the subsequent session, the discussion centered on how to create new tourism populations. Mr. Santander highlighted public-private collaboration in Japan's tourism industry, to which Mr. Shimada responded, "The development of human resources is lagging, so collaboration between the public-private sectors would be beneficial." Ms. Dewey added, "How to encourage young people to work in the tourism industry is a very serious issue." There was also a consensus on the importance of assessing the capacity of each region to host tourists as a means to mitigate overtourism.

Moderator

Marjorie Dewey President, Connect Worldwide Japan Co., Ltd.

Panelists

Shigeru Takada Executive Director, Adventure Division / Adventure Base SIRI, Tsuruga Co. Ltd.

Shumpei Shimada CEO, SATOYUME CO., LTD.

Eduardo Santander Executive Director, European Travel Commission (ETC)

Eijiro Yamakita President & CEO, JTB Corp.



Shigeru Takada



Shumpei Shimada



Eduardo Santander



Eijiro Yamakita



The 7th TEJ Ministerial Round Table

September 26 (Thu) 2:45 p.m. - 4:45 p.m.
TOKYO BIG SIGHT, Conference Tower 7F
International Conference Hall

Theme Creating a New Travel Journey

Collaboration :  

Reimagining 'Travel' with an Eye for the Future

The 7th TEJ Ministerial Round Table, now a staple as the main event of TEJ, was held in a hybrid format for the second consecutive year. This included an in-person gathering at the venue and online streaming in both Japanese and English. A total of 13 representatives participated, including tourism ministers and heads of tourism authorities from nine countries — such as the U.S., marking the Japan-U.S. Tourism Exchange Year 2024 — and four international tourism organizations.

At the start, then-Minister in charge of International expositions, Hanako Jimi, gave a presentation on the EXPO 2025 OSAKA, KANSAI, JAPAN. She encouraged attendees, saying, "We hope many of you will become fans of Japan through the EXPO," while also expressing hopes for increased inbound tourism to regional areas and visits from overseas business delegations.

Additionally, Harry Hwang, Director, Regional Department for Asia and the Pacific, UN Tourism, delivered a welcome message, urging global leaders to "work together to create new forms of travel." The meeting facilitated discussions on how to foster innovation in travel as the global tourism market rapidly recovers and aims for further growth. Participants shared insights on various topics, including the shift from quantity to quality, tourism education for the next generation, sustainable regional revitalization, and transitioning to high-value tourism.

The discussions underscored the importance of the Tourism Ministerial Round Table as a platform for addressing challenges and shaping the future of global tourism.



Panelists

Countries: Brunei Darussalam / Republic of Bulgaria / Hellenic Republic / Japan / Malaysia / Montenegro / Republic of the Philippines / United States of America / Republic of Uzbekistan

Organizations: UN Tourism / World Travel & Tourism Council (WTTC) / European Travel Commission (ETC) / Economic Research Institute of ASEAN and East Asia (ERIA)

Moderator



Three Perspectives for Creating New Travel

Marjorie Dewey
President, Connect Worldwide Japan Co., Ltd.

While various challenges in each country were raised, what can we do to encourage the next generation of young people, who will be the future of the travel industry, to become advocates of travel, both as travelers and as people in the travel and tourism industry? Also, how can we sustainably improve the quality of tourism? What kind of added value can cultural tourism create for travelers and the tourism industry? We had a meaningful exchange of opinions from three perspectives.

Organizing Committee Press Conference Widely Promoting Revival of Japan's Tourism

At the organizers' press conference, Hiroyuki Takahashi, the TEJ Planning Committee Chairman (and JATA Chairperson), expressed his enthusiasm: "As shown by the large number of overseas exhibitors, we are sending a message to the world about the revival of Japan's tourism." He also mentioned the situation in the Hokuriku region, which has been hit by a series of natural disasters. He emphasized the need for recovery through the power of travel, citing trade fairs and fundraising efforts. Hitoshi Saimyo, President & COO of the Japan Travel and Tourism Association, emphasized that the exhibition hall was filled with booths, showcasing both new values of travel and the timeless beauty of Japan in an interactive way. Atsumi Gamo,



President of the Japan National Tourism Organization (JNTO), pointing to the joint event "VISIT JAPAN Travel & MICE Mart," expressed high expectations as the momentum for inbound tourism is growing, and that many sellers and buyers are eager to take advantage of the Tokyo event as a stepping stone for further growth.

EXPO 2025 OSAKA, KANSAI, JAPAN Press Conference

Collaboration Vital to Promote Mutual Understanding, Draw Visitors to Local Areas

TEJ, this time, also played a role in building momentum for the EXPO 2025 OSAKA, KANSAI, JAPAN, which will lead to the revitalization of the tourism industry. At the special booth, information on the latest pavilions, the Future Showcase project, various events and more were exhibited. At the press conference, Jun Takashina, Deputy Secretary General of the Japan Association for the 2025 World Exposition, said, "161 countries and regions have officially expressed their intention to participate. We would like to send a message that various cultures, values, and languages are connected by the Grand Ring (large roof, symbol of the EXPO)." The popular official mascot MYAKU-MYAKU took to the stage and excited the audience.



In addition, Hanako Jimi, then-Minister in charge of International Expositions, also gave a speech at the Tourism Ministerial Round Table, explaining, "We would like to promote mutual understanding through international and cultural exchanges with each country, attract visitors to local areas using the EXPO an opportunity to collaborate, and revitalize business."

Thematic Symposia

September 27 (Fri) 10:30 a.m. – 5:00 p.m. TOKYO BIG SIGHT, Conference Tower 6th floor, Conference Rooms 605-608

Domestic Tourism Symposium

● Organizer : Japan Travel and Tourism Association

10:30 a.m. – 12:00 p.m.

Theme On Regional Tourism DX Strategies: Toward Sustainability and Development of Regional Communities Using Tourism Promotion

Keynote: What is Needed to Make Tourism DMPs Meaningful Tools?**Panel Discussion:** Toward the Development and Future Prospects of Regional Tourism DX Strategies**Emphasizing Importance of DX Strategies for Travelers, Communities and the Tourism Industry**

In his opening remarks, Mr. Saimyo introduced the "Japan Tourism Promotion Digital Platform," which has been authorized as a public-interest project. In the Keynote Speech, Mr. Shimizu presented examples of using Tourism DMPs and stressed that for more effective use, users need to understand the characteristics of the data, define the mission to be achieved in advance, incorporate advisory functions, and foster talent capable of handling Tourism DMPs.

Four panelists participated in the Panel Discussion. Mr. Akimoto emphasized the importance of transforming entire regions into "earning regions" through the use of Tourism DX, by expanding tourist consumption, promoting travel circulation and improving the revenue productivity of the tourism industry. In response, Mr. Numata shared an example from the Niseko area, where the sharing of visitor data and advance reservation information from accommodations with local businesses has proven useful for managing employee shifts, adjusting

food supply and planning circular bus schedules during peak and off-peak seasons. Mr. Osuka highlighted lessons to learn from North American DMOs, where DX is not only used for attracting tourists but also for increasing the local population, workforce, and investment, thus driving the overall dynamism of the community. Mr. Hatanaka explained the features of the "Japan Tourism Promotion Digital Platform" and shared examples of pilot projects that used human flow data to deliver advertisements at precise timings, extending visitors' stay durations and expanding consumption in the region. Facilitator Mr. Tsurumoto concluded that "Today is the era of planning tourism strategies with data. Improving the skills of those who use Tourism DMPs will be essential in the future."



Keynote / Tetsuo Shimizu



Panel Discussion



Hitoshi Saimyo



Koji Tsurumoto



Junichi Akimoto



Naoya Numata



Takayuki Hatanaka



Shin Osuka

Greeting Hitoshi Saimyo, President & COO, Japan Travel and Tourism Association**Keynote Speaker** Tetsuo Shimizu, Professor, Department of Tourism Science, Faculty of Urban Environmental Sciences, Tokyo Metropolitan University, Specially Appointed Professor, The Frontier Institute of Tourism Sciences, Kanazawa University (Cross Appointment)

Panel Discussion

Facilitator Koji Tsurumoto, President, Travel Voice Japan Ltd; Member, Japan Travel and Tourism Association Digital Platform Consortium**Panelists** Junichi Akimoto, Special Officer, Office of Director for Tourism Industry Competitiveness, Japan Tourism Agency

Naoya Numata, Tourism and Industry Division, Kutchan Town, Hokkaido

Takayuki Hatanaka, Director, OPEN TONE Co., Ltd.

Shin Osuka, Director, Regional & Human Resources Development Department, Japan Travel and Tourism Association

Outbound Travel Symposium

● Organizer: Japan Association of Travel Agents (JATA)

1:00 p.m. – 2:30 p.m.

Theme Japan-U.S. Tourism Year 2024 – "U.S. Travel Planning Contest"

Nationwide 73 Submissions by Students, Grand Prize: Father-Son Space Tour

The Japan Association of Travel Agents (JATA) held the final judging and award ceremony for the "U.S. Travel Planning Contest" on September 27, aimed at stimulating overseas travel demand among young people.

The grand prize was awarded to Ayumu Murata from Hannan University for the project titled "Father-Son Space Travel Plan: 7 Missions to Become a Daddy's Boy." The itinerary included visits to astronaut training facilities in Texas and Florida, as well as NASA (the National Aeronautics and Space Administration), culminating in a rocket launch viewing. The target demographic was parent-child trips for Generation Z sons and their fathers.

The runner-up prize went to a student from Shinohara Seminar of Atomi University for the project, "The American Dream from 60 Years Ago Revives! A Heisei-Era University Girl's Dream-Filled American Trip," which involved a

tour around the Los Angeles area. Meanwhile, the Special Jury Prize was awarded to a student from the University of Marketing and Distribution Sciences who is passionate about baseball, for the project "Experience Baseball: Watch, Interact and Fall in Love with Chicago."

The contest was organized by JATA as part of the "U.S.-Japan Tourism Year 2024," established by the Japanese and the U.S. governments to recover mutual tourism flows impacted by COVID-19. It was sponsored by ALL NIPPON AIRWAYS (ANA) and supported by Brand USA and the Visit USA Committee Japan. A total of 73 entries were submitted from universities, junior colleges, and vocational schools nationwide.

Chair of the judging panel, Mr. Takaku, commented, "We received many interesting ideas from students nationwide, which were also a great learning experience for us."



Student presentations



Award winners

Japan Tourism Agency Symposium

3:30 p.m. – 5:00 p.m.

● Organizer: Japan Tourism Agency / Japan Central Heritage Regional Cooperation Association ● Co-organizer: Japan Travel and Tourism Association

Theme The 11th World Heritage Summit in EXPO

Breaking Bias Toward Famous Tourist Spots for True Regional Development

World Heritage Summit was held to report and exchange opinions on preserving, using World Heritage Sites in Japan.

The summit began with an introduction to various regional initiatives. Mr. Horiuchi explained the measures taken this summer to regulate traffic on the Yoshida Route, a trail leading to Mount Fuji from the Yamanashi Prefecture side. "We set up a gate at the 5th station to collect tolls and restricted entry from 4 p.m. to 3 a.m. the next day, which resulted in a 96% reduction in rapid ascent climbers," he emphasized. Mr. Nakai highlighted various projects developed through public-private partnerships to commemorate the 20th anniversary of the Sacred Sites and Pilgrimage Routes in the Kii Mountain Range being registered as a World Heritage site. "We won't stop at mere events but to increase related populations and preserve the scenery," he said. Mr. Kobayashi discussed the journey and structural assets of Sado

Island's Gold Mines for registration as a World Heritage site in July 2024, expressing his commitment to creating a sustainable tourism region.

Next, a mayors' conference was held with the heads of four cities and towns —Fujiyoshida City in Yamanashi Prefecture, Yoshino Town in Nara Prefecture, Nikko City in Tochigi Prefecture and Hiraizumi Town in Iwate Prefecture — to discuss issues such as the preservation of World Heritage sites and measures against overtourism. Mr. Konakawa explained efforts to improve the environment for inbound tourism, including the construction of parking facilities in urban areas to

alleviate traffic congestion. Mr. Aoki emphasized the importance of the local population gaining a solid understanding of their cultural assets and traditions as a means of passing them on to future generations.

Moderator Mr. Shimakawa concluded that "We are at a point where overtourism has become unavoidable. It might be time to take a step back and quietly reevaluate World Heritage sites, promoting tourism with a higher sense of spirituality."



Part 1: Introduction to various regional initiatives

Greeting Satoshi Nagasaki, Director of the Tourism Region Promotion Department, Japan Tourism Agency**Panelists** Shigeru Horiuchi, Mayor of Fujiyoshida City, Yamanashi Prefecture
Akimoto Nakai, Mayor of Yoshino, Nara Prefecture
Daigo Kobayashi, Director of the Tourism Promotion Department, Sado City, Niigata Prefecture

Satoshi Nagasaki



Shigeru Horiuchi



Akimoto Nakai



Daigo Kobayashi

Part 2: Mayors' conference

Moderator Takashi Shimakawa, Professor, Faculty of Cross-Cultural and Japanese Studies, Kanagawa University**Panelists** Yukio Aoki, Mayor of Hiraizumi, Iwate Prefecture
Shoichi Konakawa, Mayor of Nikko City, Tochigi Prefecture
Shigeru Horiuchi, Mayor of Fujiyoshida City, Yamanashi Prefecture
Akimoto Nakai, Mayor of Yoshino, Nara Prefecture

Takashi Shimakawa



Yukio Aoki



Shoichi Konakawa

Japan-U.S. Tourism Year Symposium
(Tourism Professional Seminar)**Initiatives, Future Plans to Achieve Early Recovery of Travel Demand from Japan****As part of the Japan-U.S. Tourism Year 2024, a symposium with government and private sector participation was held.**

On the same day, Brand USA hosted the Japan-U.S. Tourism Year Symposium, welcoming U.S. government and travel professionals visiting Japan to discuss strategies for the early recovery of travel demand to the U.S. Curt Cottle, Senior Policy Advisor/Team Leader for Outreach & Engagement Policy & Planning at the National Travel & Tourism Office (NTTO) of the U.S. Department of Commerce, called for "innovative ideas that lead to unique travel experiences in the U.S." Meanwhile, Takuro Furui, Director of the European, American, and Australian Market Promotion Office at the International Tourism Department of Japan's Tourism Agency, expressed commitment to strengthening tourism exchanges between the two countries.

During the symposium, five representatives — including Brand USA, Disney, Hawaii, Portland, and Miami — took the stage to highlight the ongoing challenges in recovering the number of Japanese travelers to the U.S. post-pandemic. They presented current initiatives and future plans to attract Japanese visitors and emphasized the appeal of U.S. travel to industry professionals.

Greetings

Curt Cottle, Senior Policy Advisor / Team Lead for Outreach and Engagement Policy & Planning, National Travel and Tourism Office (NTTO) / International Trade Administration U.S. Department of Commerce**Takuro Furui**, Director, European, American, and Australian Market Promotion Office, International Tourism Department, Japan Tourism Agency

Panel Discussion

Yoichi Hayase, Representative Director, Brand USA / **Jeff van Langeveld**, Vice President, International Marketing & Sales, Disney Destinations / **Daniel Nāho'opi'i**, Interim President & CEO, Chief Administrative Officer, Hawaii Tourism Authority / **Heather Anderson**, Director of International Tourism Administration, TRAVEL PORTLAND / **Joe Docal**, Director, Travel Industry Sales, Greater Miami Convention & Visitors Bureau

● Organizer: Japan-US Tourism Year Working Group



Winners and judges

Jury Members From left:

Wataru Takaku, Travel Trade Director, Japan, Brand USA**Eiko Tanaka**, Chairperson, Visit USA Committee JAPAN**Toshikuni Kashiwagi**, Vice President, ALL NIPPON AIRWAYS CO., LTD / Managing Director, ANA AKINDO Co., Ltd.**Yoshinori Ochi**, Visiting Professor, Department of International Tourism Management Faculty of International Tourism Management, TOYO UNIVERSITY**Masahiko Inada**, Director, Outbound Travel Promotion Division, Japan Association of Travel Agents**Yoshiro Ishihara**, General Editor, WING AVIATION PRESS CO., LTD

Tourism Professional Seminar

September 26 (Thu.) & 27 (Fri.) Seminar Room 1F East 5 / 1F East 6 / 2F East 1 (2) / 2F East 1 (3) / A Stage / Special Corner Stage
Insights on DX, Space Travel While Looking to the Future of Tourism industry; Sustainable Travel Information

The Tourism Professional Seminar, a program designed for those in the tourism industry, featured a wide range of cutting-edge topics, including flying cars, space travel, DX usage, sustainable travel, tips for regional revitalization, and information on trending destinations.

Japan Heritage Official Partnership Signing Ceremony

Organizer: Agency for Cultural Affairs, Government of Japan

September 27 (Fri)
10:30 a.m. - 12:00 p.m.
A Stage

Agency for Cultural Affairs Presents Certificates to 32 Companies / Organizations

The Agency for Cultural Affairs held the first signing ceremony with 32 companies and organizations certified under the “Japan Heritage Official Partnership Program.” Japan Heritage recognizes stories that convey the culture and traditions built around the historical charm and characteristics of various regions across Japan. Since its establishment in fiscal year 2015, 104 stories have been registered.

The official partnership aims to enhance the recognition and use of Japanese heritage through collaboration between the Agency for Cultural Affairs and companies/ organizations and to promote the appeal of Japanese heritage domestically and internationally while fostering regional revitalization. The signing ceremony was attended by representatives from travel agencies, airlines, railways, expressways, and cultural organizations such as historical highways and castles.

At the beginning of the ceremony, Commissioner Tokura of the Agency for Cultural Affairs stated, “Japan Heritage encompasses a wide range of eras, from over a thousand years ago to the Meiji era and post-war period, contributing to the discovery of regional attractions. The participation of 32 companies and organizations in this partnership is very encouraging.”

Ukishima, a member of the House of Representatives who was involved in the establishment of Japan Heritage, remarked, “Recognition is just the starting point for Japan Heritage. I hope efforts will be made to further engage the regions.” Similarly, Akaike, a member of the House of Councillors, shared, “Japan Heritage will strive to enhance its recognition, communicate its appeal both domestically and internationally, and contribute to regional revitalization.”

At the start of the signing ceremony, Mayor Sugimoto of Obama City, Fukui Prefecture, gave a video presentation on the Japan Heritage story, “The Cultural Heritage of Wakasa’s Travel Routes Connecting the Sea and Kyoto – Miketsu Country and the



Mackerel Highway (Saba Kaido).” The mayor highlighted achievements, stating, “PR efforts centered on the Saba Kaido and collaborations with roadside stations have led to increased visitor numbers and sales.”

[Panelists]
Greeting: Shunichi Tokura, Agency for Cultural Affairs, Government of Japan, Commissioner for Cultural Affairs
Guests: Tomoko Ukishima, Member of the House of Representatives, Komeito, Chair of the Cultural Science Subcommittee / Masaaki Akaike, Member of the House of Councillors, Liberal Democratic Party, Chief Secretary for the Japan Heritage Promotion Parliamentary League
Video Presentation: Kazunori Sugimoto, Mayor of Obama City, Fukui Prefecture
Participating Companies / Organizations: Aeon Retail Co., Ltd. / H.I.S. Co., Ltd. Odakyu Electric Railway Co., Ltd. / Canon Marketing Japan Inc. Kyushu Railway Company (JR Kyushu) / Qunle Corporation / KNT-CT Holdings Co., Ltd. / JTB Corporation / Shikoku Railway Company (JR Shikoku) / Metropolitan Expressway Company Limited / All Nippon Airways Co., Ltd. (ANA) / TBS Sparkle, Inc. / Tokyu Hotels & Resorts, Inc. / Tobu Top Tours Co., Ltd. / West Nippon Expressway Company Limited (NEXCO West) / West Japan Railway Company (JR West) / Japan Heritage Promotion Association / Japan Heritage Association / Japan Travel and Tourism Association / Japan Airlines Co., Ltd. (JAL) / Japan Automobile Federation (JAF) / Japan Castle Foundation / Japan Museum Association / Nippon Travel Agency Co., Ltd. / Japan Association of Travel Agents (JATA) / Nomura Securities Co., Ltd. / Hamakura Shoten Production Co., Ltd. / Hankyu Travel International Co., Ltd. / Hanshin Expressway Company Limited / East Japan Railway Company (JR East) / Honshu-Shikoku Bridge Expressway Company Limited / Rakuten Group, Inc. / History Road Promotion Council

TOUCH! the future Stage

Organizer: Tokyo Metropolitan Government, Tokyo Convention & Visitors Bureau - TOUCH! the future of the tourism industry

September 27 (Fri)
1:20 p.m. - 3:30 p.m.
A Stage

The Three-part Presentation Presented The Current State of The Tourism Industry and Recommendations for Its Future

In the first part, Mr. Takahashi from JR East View Tourism and Sales emphasized, “As Japan’s population shrinks and rural areas face faster declines, the tourism industry holds the key to solving these challenges.” With the growing inbound demand, there are expectations that by discovering the charm of local regions and connecting local residents with tourists, the local economy will be revitalized, and employment will be created. Furthermore, he stressed that by providing high-value-added tourism services and aiming for co-existence with local communities, “tourism can contribute to sustainable regional development, going beyond simple consumer activities.”

In the second part, a discussion was held by Mr. Aoki from MATCHA and model Ms. Kijima. Mr. Aoki explained, “Tourism is a broad industry that includes not only travel agencies and airlines but also accommodation, dining, transportation, and activities related to promoting regional attractions.” He discussed future prospects,

including strengthening multilingual support, improving pricing transparency, and the introduction of digital tools.

In the panel discussion, the current state and future of the tourism industry were debated. Amid the wave of digitalization, with new services using AI and IoT emerging, a key theme was how to offer attractive experiences to tourists while maintaining a sense of warmth and human connection. Moderator Ms. Oki concluded, “This is an industry with rapid changes, but it holds great potential. It’s an appealing industry where contributions can be made in various fields such as human resource development and regional revitalization.”

Part 1 - Part 3 Moderator

Yuki Oki, Executive Officer, Reiwa Travel Co., Ltd.

Part 1

TOUCH! the future Stage
The Power of Tourism for Japan's Future



Keynote Speaker
Atsushi Takahashi, President and CEO, JR East View Tourism and Sales Company Limited.

Part 2

TOUCH! the future Stage: The “Attraction” of Tourism-A Two-Perspective View on Tourism-



Speakers
Yu Aoki, Company Representative and CEO, MATCHA, Inc.
Asuka Kijima, Model

Part 3

TOUCH! the future Stage: The “Future” of Tourism-Explore the possibilities of the tourism industry in the future-



Panelists
Jungo Kanayama, Representative Director, Shibuya Ward Tourism Association
Haruka Shimada, CEO, Dct. Inc
Ayu Murayama, Yamatogokoro career. Inc.

Expanding International Cruise Market: From Japan Homeport Cruises to Fly & Cruise

Organizer: Tourism EXPO Japan

September 27 (Fri)
4:30 p.m. - 6:00 p.m.
A Stage

Opportunities for Sales Companies and Passenger Growth

The global cruise market has shown a steady recovery post-COVID-19, with 2023 seeing a 107% rise compared to 2019, described as “the strongest performance,” according to Mr. Horikawa. However, the Japanese market remains behind, with approximately 190,000 passengers in 2023 compared to around 350,000 in 2019. Fly & Cruise, in particular, has struggled due to factors such as a weakened yen and a shortage of airline seats caused by inbound demand. This segment has seen “virtually no growth since 1989, when the cruise industry was said to have its first year of growth,” said Mr. Matsuura. Additionally, the once-dominant senior sector has been on a decline since the pandemic.

Despite these challenges, panelists emphasized that cruises remains a market with significant growth potential. The surge in inbound demand has led to more international cruise lines deploying ships in Japan, and Japanese-registered ships are expected to grow from the current two vessels to eight in the coming years. They unanimously called this a “golden opportunity,” urging the industry to take collective measures to expand the cruise passenger base.

Key strategies include increasing the number of sales companies and growing the cruise customer base. Currently, the top 10 travel agencies account for 90% of cruise sales among Japan’s approximately 12,000 travel agencies. Mr. Kobayashi suggested that “if regional railway companies and newspaper-affiliated organizations enter cruise sales, it could lead to a significant increase in cruise passengers.” He also announced plans to launch the cruise sales support system NAVIS.



Mr. Matsuura, pointing out that “a loss of travel opportunities is a loss for the industry,” proposes collaboration among travel agencies, such as referring customers to competitors when minimum group sizes are not met. He also identified honeymooners and families as promising customer segments.

Additionally, for Fly & Cruise, there is potential in regions with more accessible flight availability, such as Oceania, or destinations like Southeast Asia, where Disney Cruises are operational.

Speakers

Coordinator: Kazuhiro Okita, Deputy Director General, Waterfront Vitalization and Environment Research Foundation

Panelists: Satoru Horikawa, Chairman, Japan International Cruise Committee; Representative Director, Carnival Japan Inc. / Atsushi Kobayashi, President, Cruise Planet / Kentaro Matsuura, President and CEO, Cruise Yutaka Club Co., Ltd.

Tourism Professional Seminars Time Table

Date and Time	Lecture Name	Organizers	Venue
Sep. 26 (Thu.)	10:30 a.m. - 0:00 p.m. (Japan Aviation Panel) What is the new form of business efficiency / BPR for companies?	NS Solutions Corporation	1F East 5
	0:30 p.m. - 2:00 p.m. Can tourism operators transport customers using private plates? Explanation of latest system of “private paid passenger transportation” and its business points by a lawyer	Nishimura & Asahi (Gaikokuho Kyodo Jigyo)	
	2:30 p.m. - 4:00 p.m. Changing your PR with Rurubu to draw customers ~ Rurubu+ (Plus) Card & Food Marketing ~	JTB Publishing, Inc.	
	4:30 p.m. - 6:00 p.m. New relationships between regions, travel: What is second hometown that creates attachment, strong brand?	Japan Tourism Agency	
	10:30 a.m. - 0:00 p.m. Use of cancellation fee provisions and individual-recognized provisions in standard travel contracts	Japan Association of Travel Agents (JATA)	1F East 6
	0:30 p.m. - 2:00 p.m. Decade of Tourism Forecast Platform Concept: Demands, Expectations from Data Users for Platform	Japan Voyage Navigator	
	2:30 p.m. - 4:00 p.m. Sake Brewery Tourism from Geological Perspective	Japan Council for Promotion of Sake Brewery Tourism	
	4:30 p.m. - 6:00 p.m. Seminar: Human Resource Development for Future Travel Agencies	Japan International Tourism Society	
	0:30 p.m. - 2:00 p.m. Student-Oriented Seminar: Toward an Attractive Travel Industry that Captivates Talent	Service & Tourism Industry Union Federation Japan Association of Travel Agents (JATA)	2F East 1 (2)
	2:30 p.m. - 4:00 p.m. Learning from Tour Grand Prix Winners: What is the New Shape of Travel Products?	Global Sustainable Tourism Council Japan Association of Travel Agents (JATA)	
	4:30 p.m. - 6:00 p.m. Promoting Sustainable Tourism in Japan	Japan Association of Travel Agents (JATA)	
	1:30 p.m. - 1:50 p.m. Research presentation “Revitalizing Ideas for Narita International Airport”	Toyo University Nomura / Morishita / Yasumi Seminar	Special Corner Stage
	2:10 p.m. - 2:30 p.m. Introducing “sokoiko!” ~ Guided cycling tours of local stories	sokoiko! Cycling tours	
Sep. 27 (Fri.)	10:30 a.m. - 0:00 p.m. Frontlines of Inbound Tourism! Challenges to High-Value Inbound Tourism	Japan Association of Travel Agents (JATA)	1F East 5
	0:30 p.m. - 2:00 p.m. Can tourism operators transport customers using private plates? Explanation of latest system of “private paid passenger transportation” and its business points by a lawyer	Nishimura & Asahi (Gaikokuho Kyodo Jigyo)	
	2:30 p.m. - 4:00 p.m. Japanese Heritage Tourism Seminar ~ Japanese Heritage Pilgrimage Stamps, Initiatives from Various Regions ~	Japan Travel and Tourism Association	
	4:45 p.m. - 6:00 p.m. U.S.-Japan Tourism Exchange Year Symposium: Measures, Plans to Achieve Early Recovery of Travel Demand	U.S.-Japan Tourism Exchange Year Working Group	
	10:30 a.m. - 0:00 p.m. Exploring Jordan’s Heritage via Photography with Pashar Tappa, Historical Photographer	Jordan Tourism Board	1F East 6
	0:30 p.m. - 2:00 p.m. Understanding the Future of Tourism: Travel Styles and Digital Marketing of Gen Z	JTB Communication Design Inc.	
	2:30 p.m. - 4:00 p.m. Regional Sake Brewery Tourism Initiatives	Japan Council for Promotion of Sake Brewery Tourism	
	10:30 a.m. - 0:00 p.m. Networking Between Agencies of Brunei and Japan	Brunei Tourism	2F East 1 (2)
	0:30 p.m. - 2:00 p.m. Possibilities for Japan as an AT Region and Learning from Global AT Advanced Regions	Japan Adventure Tourism Organization / Adventure Tourism Academy	
	2:30 p.m. - 4:00 p.m. Goodbye to FAX! A Deep Dive into Galapagos Syndrome of Japan’s Travel Industry - Is DX the Way Forward?*	Travel Industry Management School OB Association	
	4:30 p.m. - 6:00 p.m. Goodbye to FAX! A Deep Dive into Galapagos Syndrome of Japan’s Travel Industry - Is DX the Way Forward?*	Travel Industry Management School OB Association	
	10:30 a.m. - 0:00 p.m. Toward Implementation of Flying Cars: “Creating a New Sky Together!”	Tokio Marine & Nichido Fire Insurance Co., Ltd. / H.I.S. Co., Ltd. / Marubeni Corp.	2F East 1 (3)
	0:30 p.m. - 2:00 p.m. Current Status and Future of Tourism MaaS Services Connecting Areas	FORCIA, Inc.	
	2:30 p.m. - 4:00 p.m. Panel Discussion: Considering New Conservation Areas, Use of Environment Ministry-designated Nature Coexistence Sites for Tourism	Ministry of the Environment / Japan Association of Travel Agents (JATA)	
	4:30 p.m. - 6:00 p.m. “You Can Go Too!” The Frontline of Space Travel	Sora Tourism Promotion Council	
	10:30 a.m. - 0:00 p.m. Japanese Heritage Official Partnership Program Signing Ceremony	Agency for Cultural Affairs	A Stage
	1:20 p.m. ~ TOUCH! the future Stage [The Power of Tourism for Japan’s Future]	Tokyo Metropolitan Government, Tokyo Convention & Visitors Bureau - TOUCH! the future of the tourism industry	
	1:55 p.m. ~ TOUCH! the future Stage [The “Attraction” of Tourism-A Two-Perspective View of Tourism-]	Tokyo Metropolitan Government, Tokyo Convention & Visitors Bureau - TOUCH! the future of the tourism industry	
	2:30 p.m. ~ TOUCH! the future Stage [The “Future” of Tourism-Explore the possibilities of the tourism industry in the future-]	Tokyo Metropolitan Government, Tokyo Convention & Visitors Bureau - TOUCH! the future of the tourism industry	
	4:30 p.m. - 18:00 p.m. Toward the Expansion of the International Cruise Market: From Japan Departures to Fly & Cruise	Tourism EXPO Japan	Special Corner Stage
	11:10 a.m. - 11:30 a.m. 2024 Industry-academia-government collaboration project “PR event of Saitama Golden Route and Development of New Miso Potato as a Chichibu Area Ambassador” by Saitama Women’s Junior College, Mitsugi Seminar	Saitama Women’s Junior College, Mitsugi Special Seminar	
	11:50 a.m. - 0:10 p.m. Practical Education and Internship Initiatives in the School of Tourism and Management, College of Business Administration, Shukutoku University	School of Tourism and Management, College of Business Administration, Shukutoku University	
	1:30 p.m. - 1:50 p.m. Sustainable Destination Management	Sustainability Labo., Wakayama University	
	2:10 p.m. - 2:30 p.m. All about Explora Journeys, the new luxury cruise brand unveiled in MSC Group	Explora Journeys	
	2:50 p.m. - 3:10 p.m. Nagasaki Kenban ~Tradition of the Nagasaki Geisha Industry since mid-Edo Period-	Nagasaki Motor Bus Co., Ltd. / Nagasaki Kenban Co., Ltd.	
	3:30 p.m. - 3:50 p.m. About Sustainable Travel Action Tips	JTB Corp.xRakuten Group, Inc.xBooking.com Japan	



The 8th "JAPAN TOURISM AWARDS"

Collaboration :



September 26 (Thu) 10:10 a.m. – 11:00 p.m. TOKYO BIG SIGHT, Conference Tower 7F International Conference Room

Organizers: Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)**Sponsors:** JCB Co., Ltd. / Ministry of Tourism, Government of India

MLITT Minister Award to Aichi Prefecture for its 'Rest-Style Reform' Project New in 2024: Minister of Economy, Trade and Industry Award Given to NAVITIME JAPAN

The 8th "Japan Tourism Awards" received 119 entries from both domestic and international sectors, including 105 from domestic/inbound tourism and 14 from overseas travel. The Minister of Land, Infrastructure Transport, and Tourism Award recognized Aichi Prefecture's leadership in advancing vacation reforms to balance tourism demand. The project introduced the concept of "Learcation" (a blend of learning and vacation), which has been adopted by other prefectures. NAVITIME Japan's "Japan Travel by NAVITIME" service was praised for its seamless integration of travel elements, considering Japan's unique transportation system, providing data and contributing significantly to regional tourism

development.

In addition, the Commissioner of the Japan Tourism Agency Award was given to three organizations, the Chairperson's Award to one organization, the UN Tourism Special Award to two organizations, the Jury's Special Award to 16 organizations, and the Japan Tourism Award Selected by Students" to one organization. Thirteen organizations were also recognized for their noteworthy initiatives. Many of the awarded projects were lauded for their focus on sustainable tourism and their contributions to maintaining and developing regional industries through the power of tourism.



Minister of Land, Infrastructure, Transport and Tourism's Award

●**Aichi Prefecture**
(Fields of Domestic and Inbound Travel)
Aichi Prefecture's Rest Style Reform Project
Selection Comment

The vacation style reform led by the prefectural initiative is highly evaluated as an effective way to even tourism demands. This project embodies the expectation of tourism industry and serves as a pioneer for similar initiatives launched by other prefectures. This project is remarkable for the newly created idea of "Learning + Vacation" = "Learcation" and for the concerted efforts among economic, labor and education communities to realize the reform.



Governor Hideaki Omura of Aichi Prefecture message: "This project aims to revitalize the Japanese economy by enhancing work-life balance and improving productivity through reevaluating how vacations are taken in Japan. The support of the tourism industry nationwide will be crucial."



Minister of Economy, Trade and Industry's Award

●**NAVITIME JAPAN Co., Ltd.**
(Fields of Domestic and Inbound Travel)
Japan Travel by NAVITIME, a service primarily targeting inbound FITs (Free Independent Travelers)
Selection Comment

This service provides information incorporating traffic conditions unique to Japan and seamlessly connects all aspects of traveling. This service is excellent because it offers not only a travel plan but also other data which makes a great contribution to the promotion of wide-area tourism. Furthermore, since the start of service in 2013, several updates to cover 13 languages for ticket booking and other services have been made. This service is expected to develop further by utilizing data as a one-stop travel app and this is another point which is highly evaluated.



NAVITIME JAPAN President and CEO Keisuke Onishi message: "We will continue to address the challenges faced by foreign visitors to Japan, provide tourism information and routes that showcase Japan's appeal, and offer services used by local communities. We want to use this award as motivation moving forward."



Japan Tourism Agency Commissioner's Award

●**Echizen City Tourism Association**
(Fields of Domestic and Inbound Travel)
Attracting "top layer" customers who Collaborated with Businesses in Production Areas to Carve a Future for Traditional Industries

Selection Comment

Under the current situation with various issues such as a decrease in shipment amount, aging of skilled artisans and lack of successors, this local government officially presented a strategy to raise public awareness and boost economic effects, by focusing not only on the number of visitors and tourists and the amount of tourism consumption but also on the creation of sympathy for values, "top-layer" customers and the amount of industrial consumption. It is remarkable that this local

government demonstrated the strong originality

in its official tourism policy rather than in an industrial policy. This project is excellent because it accurately identifies the local issues and implements an admission system which is affordable for local communities.



●**Tobira Holdings Co., Ltd.**
(Fields of Domestic and Inbound Travel)

Renovation of Old Houses to Create a Sustainable Tourism Region - Co-creating Wellness Tourism with Regions

Selection Comment

This is a good example of pursuing the establishment of a sustainable tourist destination model while maintaining the balance among local economy, natural environment and historical culture. This project is excellent because it shows a steady increase in the actual results while pursuing diversification of tourism resources, local revitalization and promotion of welfare.

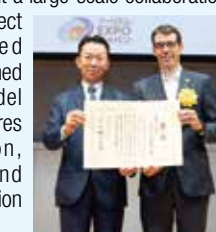


●**Catalan Tourist Board**
(Fields of Outbound Travel)

National Commitment to Responsible Tourism

Selection Comment

In this project, the "Climate Action Plan" has been formulated as a pioneer to address overtourism, and various certification programs have been introduced to implement a large-scale collaboration in the region. This project is highly evaluated because it has established a world-leading model which links the measures for decarbonization, waste reduction and biodiversity to the creation of additional values.



Executive Committee Award

●**Saudi Red Sea Authority**
(Fields of Outbound Travel)

Environmental Protection of Coastal Tourism

Selection Comment

While the country is making a bold change from oil to tourism in its policy, this is an excellent project clearly focusing on SDGs. This project is also remarkable in the balance between protecting of local natural ecosystem and promoting of tourism and visitor attraction, with an aim to achieve a new global standard for tourism. It is also highly evaluated because it has been taking concrete steps according to the roadmap to launch and implement the mechanism for environmental protection of coastal tourism in the Red Sea.



UN Tourism Special Awards

●**Minamisanriku Tourism Association**
(Fields of Domestic and Inbound Travel)

Tourism Business for Learning to Nurture the Future

Selection Comment

This project is remarkable because a sustainable method has been implemented for both public welfare undertakings and profitable businesses mainly by the disaster - affected area for a long time immediately after the earthquake disaster. This



project is excellent because it offers an experience-based authentic learning with an actual visit to the affected area as well as an opportunity to create sustainable tourism areas with tourists, prevent people's memory of the disaster from fading away and think about disaster prevention and reduction.

●**Okinawa Convention & Visitors Bureau**
(Fields of Domestic and Inbound Travel)

Ethical Travel Okinawa

Selection Comment

This project is remarkable because it has formulated a high-quality tourism policy which pursues a future vision as "a sustainable tourist destination for people around the world" rather than a customer-attracting policy focusing on the number of travelers, etc. We expect this project to develop further as it respects Okinawa's natural environment, tradition and industries, aims for greater satisfaction of both travelers and people of Okinawa, as well as steady increase in the number of participating businesses.



Japan Tourism Award Elected by Students

●**Tourism Division, Kyuden sangyo co., Inc.**
(Fields of Domestic and Inbound Travel)

Energy IKU (in Kokonoe, Genkai, and Karatsu): Turning Whole Towns into Energy Theme Parks

Selection Comment

As this program combines tourism, industry, education and environment, it can be highly versatile not only in certain specific areas but also in the areas where similar resources exist but the method for utilizing them has not been identified yet. This program assumes the whole town as a theme park and this concept highly contributes to the revitalization of local community. This program is remarkable because it is not only for identifying and implementing the way to realize a sustainable society, but also for making children think by themselves about it and expand the view of the world as a key player of the next generation.



Jury's Special Awards

Fields of Domestic and Inbound Travel
Tourism Division, Kyuden sangyo co., Inc.

Energy IKU (in Kokonoe, Genkai, and Karatsu): Turning Whole Towns into Energy Theme Parks / **Sora no Sato** Creating Tourism Regions for Living or Visiting Using GIAHS and Other Rural Resource / **Shinra (Shiretoko Nature Guided Tour Co., Ltd.)** Sustainable Tourism with Drift Ice Walks and Experiences Involving the Mysteries of the Earth / **Kitayama village, Wakayama Prefecture** Passing on the Log Rafting Culture and Converting it into a Tourism Industry: Log Rafting Business in a Small Village / **MARUTOKU SUISAN CO., LTD.** Kaiyuki, a Tour to Enjoy, Learn, and Remember the Sea / **Kasumigaseki Division, JTB Corp.** Nationwide Deployment of "Accommodation Data Analysis System" to Improve Regional Productivity: Promotion EBPM and Tourism DX through the Provision of an Environment for Utilizing Data on Accommodations, Flow of People, and Spending, Regardless of Region or Size / **Craft Invitation by SOE** Initiatives to Boost Manufacturing, Improving Towns, and Gather People through RENEW, an Industrial Tourism Event, in Echizen Sabae, Fukui / **Honda Mobilityland Corporation** Discovery of Attractive Regional Tourism Resources and Spreading Sports Tourism Globally: Formula 1 Japanese Grand Prix Region Sightseeing Package / **D2C X Inc.** Sustainable Industrial Tourism Project for Export of Traditional Handicrafts Based on Crowd Funding / **Kaeru Tabi Project** Kaeru Tabi, a Project to Get Travelers to Keep Returning to a Place They Have Visited / **Kobe Film Office** Filming Invitations to Industrial Heritage Sites, and Heritage Tourism and Movie and TV Location Tours / **Semboku City Office** Swarms of Foreign Visitors to Rural Areas: Stories of Establishing a Travel Company in the City and How a Farmer's Mother Became the Head of the Business / **Showa Women's University's Dosaigu Tsuruoka Project** Dosaigu Tsuruoka Tour for Foreign Students and High School Students in Tsuruoka to Discover the Attractions of the City

Fields of Outbound Travel
Philippine Department of Tourism Love The Philippines Brand Campaign / **Study Tour Desk, HIS Co., Ltd.** HIS & unisteps: Study Tours to Review Our Relationship with Clothes / **NPO Colourful Change Lab** Tour to Observe and Experience Life in Cities with High Diversity (Sydney)



Winners

12 Fields of Domestic and Inbound Travel / 1 Field of Outbound Travel

JAPAN TOURISM AWARDS Examination Committee (Japanese syllabary order)

Committee Chairman	
Yoshiaki Hompo	Chief, Regional Support Office for Asia and the Pacific, UN Tourism
Examination Committee	
David Atkinson	President, Konishi Decorative Arts and Crafts Co., Ltd.
Yoshiro Ishihara	General Editor, WING Aviation Press Co., LTD.
Yoshiyuki Oshita	Professor, Doshisha University
Hitoshi Saimyo	President & COO, Japan Travel and Tourism Association
Takanori Suzuki	Vice Commissioner, Japan Tourism Agency
Waichi Sekiguchi	Representative Director, MM Research Institute, Ltd.
Koji Takahashi	Executive Senior Vice President, Japan National Tourism Organization
Hiroyuki Takahashi	Chairperson, Japan Association of Travel Agents (JATA)
Ryo Minami	Director-General for Commerce / Service Industry Policy, Ministry of Economy, Trade and Industry
Akiyo Miyakawa	Manager, Development Bank of Japan Inc.
Masami Morishita	Professor, Department of International Tourism Management, Faculty of International Tourism Management, Toyo University
Masayuki Wakui	Professor, Landscape Architect (J.R.L.A.), Faculty of Environmental Studies, Tokyo City University

Japan Tourism Awards elected by students: Student Examination Committee (University name in Japanese syllabary order)

Ami Sugiyama	Department of Regional Development Studies, Faculty of Regional Development Studies, Otemon Gakuin University
Haruka Hosogane	Department of Cross-Cultural Studies, Faculty of Cross-Cultural and Japanese Studies, Kanagawa University
Haruka Ide	Department of Tourism and Community Development, Faculty of Tourism and Community Development, Kokugakuin University
Nonoha Kojima	Department of International Communication, Saitama Women's Junior College
Risa Matsubara	School of Tourism and Management, Faculty of Business Administration, Shukutoku University
Kouki Yoshida	Faculty of Tourism and Media Studies, Shoin University
Keita Kuriyama	Faculty of Economics, Teikyo University
Kaiki Kojima	Department of Tourism Science, Faculty of Urban Environmental Sciences, Tokyo Metropolitan University
Souta Ezaki	Department of International Tourism Management, Faculty of International Tourism Management, Toyo University
Mayu Asakura	Department of International Liberal Arts, College of International Relations, Nihon University
Kei Okuzumi	Department of International Studies, College of International Relations, Nihon University
Miran Mukai	Department of Commerce, Faculty of Commerce and Management, Hitotsubashi University
Sakurako Moki	Department of International Tourism and Hospitality Management, Faculty of International Studies, Bunkyo University
Riko Matsuno	Department of Culture and Tourism Studies, College of Tourism, Rikkyo University
Hikari Kanematsu	Department of Intercultural Studies & Tourism, Faculty of Collaborative Regional Sociology, Ryutsu Keizai University
Riko Deguchi	Department of Tourism, Faculty of Tourism, Wakayama University

WELCOME RECEPTION

September 26 (Thu) 6:00 p.m. - 7:30 p.m.
TOKYO BIG SIGHT, Conference Tower 1F, Reception Hall

Hosts and Guests on the Stage

Guests: Masanao Ozaki, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism / Yosuke Tsuruho, Chairman, Research Commission for the Establishment of a Tourism Oriented Nation, Liberal Democratic Party of Japan, Member of the House of Councillors, The National Diet of Japan / Takashi Hirashima, Senior Vice Commissioner, Japan Tourism Agency / Harry Hwang, Director, Regional Department for Asia and the Pacific UN Tourism / Liz Ortiguera, Managing Director for Asia Pacific & Sr. Advisor to the CEO and Interim SVP for Membership & Commercial, World Travel & Tourism Council (WTTTC) / Eduardo Santander, Executive Director, European Travel Commission (ETC) / Dr. Aladdin D. Rillo, Managing Director for Policy Design and Operations, Economic Research Institute of ASEAN and East Asia (ERIA) / H.E. Mylene De Joya Garcia-Albano, Ambassador, Embassy of the Republic of the Philippines in Japan / Takayoshi Futae, President & Chief Executive Officer, JCB Co., Ltd. / Shinya Katanozaka, Chairman, ANA HOLDINGS INC. / Yuji Akasaka, Representative Director, Chairperson, Japan Airlines Co., Ltd. / Adel Alfawar, Trade Accounts Director, Northeast Asia, Saudi Tourism Authority / Daniel Nāho'opi'i, Chief Administrative Officer of the Hawai'i Tourism Authority / Ken Wang, Japan Branch General Manager, STARLUX Airlines Co., Ltd. / Hisayasu Suzuki, Executive Vice President, Japan Airport Terminal Co., Ltd. / Masatoshi Akahori, President & CEO, Tokyo International Air Terminal Corporation / Akihiko Tamura, President & CEO, Narita International Airport Corporation / Harumi Nakagawa, Executive Director, Director General of Marketing Headquarters, East Japan Railway Company / Curt Cottle, Senior Policy Advisor/Team Lead for Outreach and Engagement Policy & Planning, National Travel and Tourism Office (NTTO), International Trade Administration, U.S. Department of Commerce

Organizers: Atsumi Gamo, President, Japan National Tourism Organization (JNTO) / Hiroyuki Takahashi, Chairperson, Japan Association of Travel Agents (JATA) / Hitoshi Saimyo, President & COO, Japan Travel and Tourism Association



Atsumi Gamo
President, Japan National
Tourism Organization (JNTO)

TEJ's Tokyo event is being held for the first time in two years since 2022. This year's theme, "Travel, An Encounter With New Value Awaits", reflects similarly the hope for the success of EXPO 2025 Osaka-Kansai Japan and for tourism to contribute to the sustainable development of regional economies and the creation of new value.

He emphasized the importance of further developing inbound tourism while also working to revitalize outbound tourism and mutual exchange.

House of Representatives member Mr. Nikai sent a message calling for "greater efforts to deepen exchanges between Japan and the world." House of Councillors member Mr. Tsuruho expressed his intent to "create more open spaces for interaction to further develop the tourism industry." Former Prime

Further Boost Inbound Visitors and Develop Mutual Exchange

On the first day, a WELCOME RECEPTION was held in the reception hall on the first floor of the conference building.

Representing the organizers, JNTO President Gamo greeted the attendees, expressing his hope that "tourism will lead to further economic growth and the creation of new value." Following this, several guests took the stage. Then-Parliamentary Vice-Minister of Land, Infrastructure, Transport, and Tourism, Mr. Ozaki, highlighted the strong performance of inbound tourism, stating that "the number reached 24,007,900 between January and August 2024, surpassing pre-COVID records for 11 consecutive months."

Minister Mr. Suga shared a video message celebrating the record-breaking number of foreign visitors, stating, "Tourism is now a core global industry. By 2030, we aim to reach 60 million inbound visitors and 15 trillion yen in spending. To achieve this, bold and unprecedented measures are necessary."

The organizers, honored guests, sponsors, and tourism leaders from participating countries in the Ministerial Round Table then took to the stage. Philippine Ambassador to Japan, H.E. Garcia Albano, offered a toast, expressing her delight at the grand scale of the TEJ 2024 event.

Actress Tomoko Yamaguchi, who was appointed the first Special Supporter of TEJ, delivered a powerful short speech, saying, "I want to actively share the charm of travel with as many people as possible." This was followed by a video presentation showcasing Wajima City's intangible cultural heritage, the traditional performing art "Gojingo Daiko" drumming. The event then featured an exotic performance by a Kathakali dance troupe, showcasing India's traditional dance.

The evening concluded with the flag handover ceremony for the next Tourism EXPO Japan 2025 Aichi / Central Japan. The TEJ flag was passed from Tokyo Convention & Visitors Bureau Executive Director Mr. Suzuki, to JATA Chairperson Mr. Takahashi, and finally to Chubu Economic Federation Chairman Mr. Mizuno, who shared his aspirations, stating, "We aim to promote the region's attractions while contributing to the growth of Japan's tourism industry."



Masanao Ozaki
Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism

Following the COVID-19 pandemic, Japan's tourism demand is steadily recovering, bringing renewed vitality to various regions. With TEJ as a catalyst, we aim to further promote the appeal of travel, foster mutual exchange through tourism, and deepen international relations. This will contribute to realizing Japan's goal of becoming a tourism-oriented nation. Efforts will focus not only on inbound tourism but also on outbound initiatives and encouraging younger generations to take interest in overseas travel. We hope participants visiting Japan will personally experience the country's nature, culture, and cuisine, gaining a true sense of its charm.



Yosuke Tsuruho
Chairman, Research Commission for the Establishment of a Tourism Oriented Nation, Liberal Democratic Party of Japan, Member of the House of Councillors

The current boom in foreign visitors to Japan feels like a different era compared to the days when we worked tirelessly to surpass the 10 million milestone of inbound tourists. I would like to once again express my gratitude to the many people in the tourism sector who have contributed to reaching this point. We will make every effort to enhance our infrastructure further and warmly welcome visitors from overseas. I am committed to being at the forefront of these activities.



Yoshihide Suga
Former Prime Minister and Member of the House of Representatives

The number of inbound tourists is growing at a record pace, with 3.3 million visitors in July 2024 alone, setting a new monthly record. Tourism has become an export industry on par with the automotive sector in Japan. I will fully support efforts such as regulatory reform, promoting the use of cultural properties, strengthening airport security, developing human resources, and improving working conditions. I also hope that TEJ will serve as a catalyst for mutual exchange and strengthening peaceful international relations. (Video message)

Message

Toshihiro Nikai
President, All Nippon Travel Agents Association, Member of the House of Representatives, Supreme Advisor, Reserch Commition for the Establishment of Tourism Oriented Nation

Tourism is both a peace and growth industry. Domestic travel numbers have reached approximately 24 million — one month ahead of pre-COVID levels in 2019 — and spending is on track to hit 8 trillion yen. Global expectations for Japan as a travel destination are increasing. Deepening mutual exchange through tourism is becoming even more important. I encourage everyone gathered here today to actively take on roles as tourism ambassadors and PR representatives.

※The positions were as of that time.



The Ambassador, Republic of the Philippines to Japan, Garcia Albano, led a toast to all the participants.



Gojingo Daiko by the Wajima City Gojingo Daiko Preservation Society (video screening)



Kathakali Dance, a traditional Indian dance, by the Kathakali Dance Troupe

Flag Handover Ceremony

From Tokyo to Tourism EXPO Japan 2025 Aichi / Central Japan

A Flag Handover Ceremony was held to pass the flag to Aichi Prefecture, the host location for the next TEJ 2025 Aichi / Central Japan.

Mr. Suzuki, Executive Director of the Tokyo Convention and Visitors Bureau, highlighted the strong performance of inbound tourism and expressed his aspiration: "We want to continue contributing to the development of tourism so that even more travelers from Japan and abroad visit in the future." Mr. Takahashi, the Executive Committee Chairman, remarked, "This will be the first TEJ held in Aichi. Over the next year, we aim to work closely with stakeholders to ensure a successful

event." Mr. Mizuno, Chair of the Hosting Coordination Council and Chairman of the Central Japan Economic Federation, enthusiastically said, "By showcasing the unique charms of the Chubu and Hokuriku regions, such as the UNESCO World Heritage Site Shirakawa-go, we hope to use TEJ to contribute to promoting tourism across Japan."

Tourism EXPO Japan 2025 Aichi / Central Japan is scheduled to be held from September 25, to September 28, 2025, at the AICHI SKY EXPO (Aichi International Exhibition Center), directly connected to Central Japan International Airport.



Dignitaries

Masaru Suzuki, Director general, Tokyo Convention & Visitors Bureau; Hiroyuki Takahashi, Chairman of Tourism EXPO Japan's Executive Committee; Akihisa Mizuno, Tourism EXPO Japan 2025 Aichi / Central Japan Council Chairman, Central Japan Economic Federation

Business Meetings

September 26(Thu) and 27(Fri) 10:00 a.m. – 6:00 p.m.
TOKYO BIG SIGHT, East Exhibition Hall 1 to 6

Aiming for Recovery From COVID-19 Pandemic: Participation Exceeds 2023 Levels With Buyers, Sellers Connecting to Promote Regional Tourism

A business meeting event aimed at facilitating connections between domestic and international buyers and sellers, including Japanese travel agencies, was held for two days, September 26 and September 27. The event focused on creating travel products and exchanging information related to international, domestic and inbound tourism. In the wake of the COVID-19 pandemic, with domestic travel showing signs of significant recovery, the event also sought to stimulate demand for outbound travel, which remains at about 60% of pre-pandemic levels. This year, participation exceeded last year's numbers, with 1,050 sellers and 736 buyers taking part, for a total of 6,239 business sessions.

Using TEJ's pre-matching system, buyers and sellers efficiently scheduled appointments and conducted business discussions at exhibition booths in the venue. Exhibitors made efforts to create welcoming atmospheres and arrange their booths to effectively convey the unique appeal of their regions, ensuring smooth discussions with

buyers.

At the domestic booths, sellers explained not only popular tourist destinations but also unique attractions and experiences at lesser-known spots. One exhibitor who had participated in the event several times commented, "It's a great opportunity to connect with various businesses. I also use other exhibitors' booths as inspiration for PR ideas." Another exhibitor said, "This event is valuable because it allows us to showcase the unique attractions of Japan's regions to international partners."

At the international booths, local suppliers presented materials to convey the appeal of their regions. One exhibitor, participating in TEJ for the first time in a while, said, "Rather than just increasing the number of tourists from Japan in the short term, we want to create a structure for long-term engagement. We aim to communicate the overall charm of our region, including spots that locals frequent."



Scales of Business Meetings

Sellers: 1,050

Exhibitors at Tourism EXPO Japan 2024 / Travel Solutions Exhibition 2024

Buyers: 736

Travel Agents / Buyers from other industries

Number of business sessions: 6,239

Ministry of Tourism, Government of India and the Saudi Tourism Authority Held Lunch Receptions

The Ministry of Tourism, Government of India held a lunch reception for business meeting buyers and media representatives on Thursday, September 26, followed by the Saudi Tourism Authority hosting a lunch reception for sponsors on Stage B on Friday, September 27. Local specialty dishes and drinks were lined up in front of Stage B, and presentations were held on the stage introducing hotels and tourist facilities, highlighting their new charms.

The Ministry of Tourism, Government of India also held an open session for buyers in the exhibition booth in the evening of Friday, September 27, aiming to approach a wider range of participants.



Business Sessions With Foreign Media in Japan Held for Domestic Exhibitors

On Friday, September 27, individual sessions with foreign media in Japan were held in the Media Center for exhibitors in the domestic area who were promoting visits to Japan. Eight foreign media in Japan who disseminate information about Japan through various media outlets participated on the day. A total of 40 sessions were held, during which exhibitors promoted various parts of the country and interacted with media personnel.

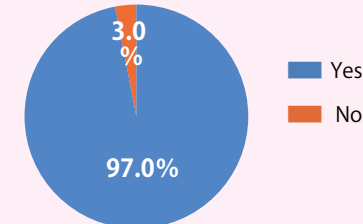
The high popularity of inbound tourism was evident, with each session being changed from a scheduled 20-minute session to 30 minutes.



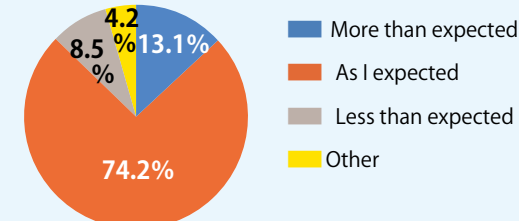
Survey on Business Meeting Participants

Sellers (Exhibitors)

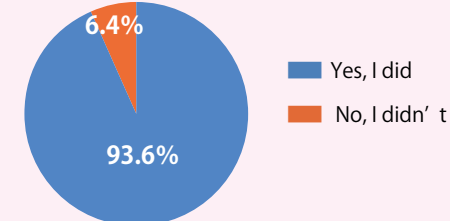
1. Are the business meetings beneficial?



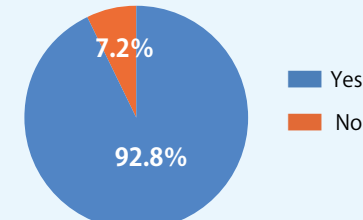
2. Were the contents of the meetings as expected?



3. Did you have any meetings other than those pre-appointed?

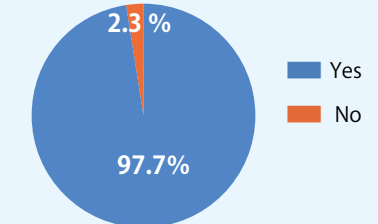


4. Did you have appointments with the buyers you wanted to meet with?

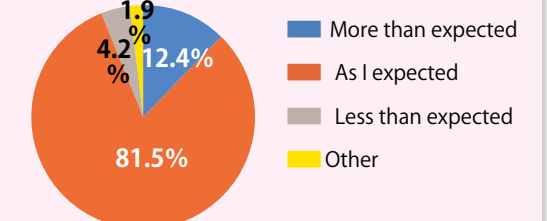


Buyers (Travel Companies)

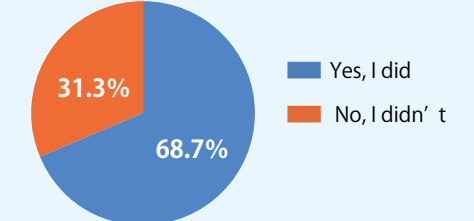
1. Are the business meetings beneficial?



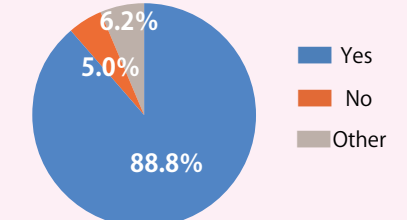
2. Were the contents of the meetings as expected?



3. Did you have any meetings other than those pre-appointed?



4. Did you have appointments with the Sellers you wanted to meet with?

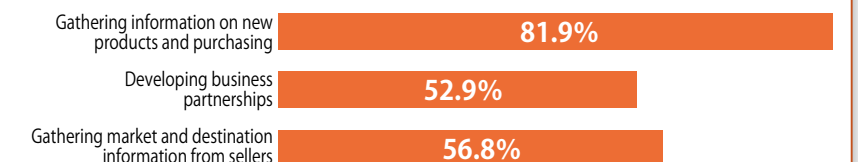


Buyers' Participation Purposes and Influence

As a result of a survey asking buyers about their purposes for participation (multiple choice), the most common answer was "Collecting information on and purchasing new products," accounting for 81.9%. The other results are as shown on the right.

Additionally, asked whether participation influences "product development and customer attraction" after business negotiations, 87% of buyers responded with "Yes."

Purpose of attending Business Meetings (multiple choice)



VISIT JAPAN Travel & MICE Mart (VJTM) 2024

Organized by: Japan National Tourism Organization (JNTO)
Sponsored by: Ministry of Land, Infrastructure, Transport and Tourism, Japan Tourism Agency

From Thursday, September 26 to Saturday, September 28, VJTM2024 was held in Hall 7 East -- a joint event with TEJ. Also, on Friday, September 27, as part of a collaborative program with TEJ, five in-venue tours were conducted during lunchtime, including the "Hokkaido Area Course," "Tohoku Area Course," "2025 EXPO OSAKA, KANSAI, JAPAN / Kyoto Area Course," "Sake Brewery Tourism Course" and the "Tokyo Remote Islands (Izu Islands) Course." They drew a total of 74 participants, generating impressions such as, "I learned detailed information about how to obtain tickets for the 2025 EXPO OSAKA, KANSAI, JAPAN," "The sake tasting was excellent (Sake Brewery)," and "The abundance of untouched nature was very appealing (Remote Islands)."

Additionally, from Saturday, September 28, a familiarization trip was conducted featuring 10 general courses focusing on Hokkaido and Eastern Japan, along with two MICE (Meetings, Incentives, Conferences, and Exhibitions) courses in the Kansai, Kanazawa, and Karuizawa areas.

Domestic Sellers: 300 companies / organizations
Overseas Buyers: 275 companies (from 35 countries / regions)
Total Business Meetings: 8,296 sessions



Travel Solutions Exhibition 2024

September 26(Thu) and 27(Fri) 10:00 a.m. – 6:00 p.m. TOKYO BIG SIGHT, East Exhibition Hall 6

●Organizers: Tourism EXPO Japan, Nikkei Inc.

Technologies Supporting Safe, Comfortable Travel Under One Roof

The "Travel Solutions Exhibition 2024," a B2B-trade fair co-hosted by Tourism EXPO Japan (TEJ) and the Nikkei, was held over two days on September 26, and September 27, 2024.

As part of the "Fair in Fair" initiative at TEJ, the event featured 48 companies/organizations showcasing solutions aimed at tourism businesses. The exhibits included technologies such as XR (cross-reality, encompassing VR and AR), AI (artificial intelligence), IT platforms, data collection and services supporting safe and comfortable travel, like translation and transportation. In addition, appointment-based business meetings were facilitated using a matching system between exhibitors of TEJ.

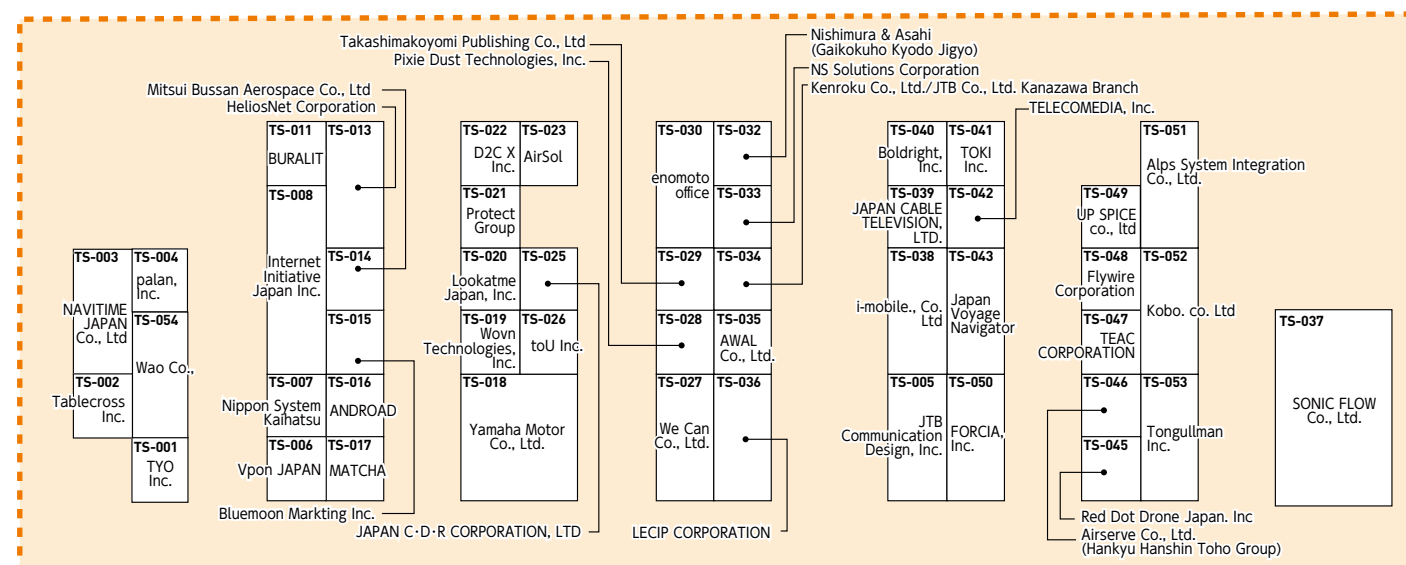
Not only major corporations but also startups offering innovative services with cutting-edge technology participated.

The showcased solutions included virtual travel experiences via XR, multilingual mobile ticketing systems, remote customer service systems addressing labor shortages, low-speed compact EVs optimized for sightseeing, drone-controlled travel experiences and analysis of human mobility data.

Representatives from companies participating for the first time, hoping to attract inbound tourism operators, expressed satisfaction with the event. One said, "It was great to receive such positive feedback," while another commented, "The gathering of tourism-related businesses makes it an excellent PR opportunity." A representative from a company returning after last year's event in Osaka said, "It's great that businesses we want to collaborate with are participating as exhibitors. We aim to pursue various cooperative efforts."

Exhibitors' Fields of Business

DX-related services (IT platform, 5G, Wi-Fi, IoT, location-based information, biometrics, virtual and augmented reality, artificial intelligence (AI), robotics, automatic translation, etc.), Inbound tourism support services, Regional revitalization, etc.



Travel Showcase

September 26(Thu) - 28(Sat) 10:00 a.m. - 6:00 p.m.
September 29(Sun) 10:00 a.m. - 5:00 p.m.
TOKYO BIG SIGHT, East Exhibition Hall 1 to 6

New Form of Travel Full of Value, Embodying Tagline "Endless Excitement"

In 2024, the event returned to Tokyo after two years, marking the first exhibition in a decade for Greece and showcasing Saudi Arabia as an eagerly anticipated "Next Destination." Overseas exhibitors accounted for approximately 40% of the participants, signaling a potential revival of outbound travel. A booth for the EXPO 2025 Osaka, Kansai, Japan was featured.

Special Area and Special Corner included offerings such as Dark Sky Tourism, Drive Tourism, Adventure Tourism, Cruises, Sports Tourism, Academy, Tourism SDGs and Tabi Square. This year, Thematic Attractions, new addition presented unique travel experiences centered around specific themes.

Special Area

Dark Sky Tourism



Drive Tourism



Panel Exhibition of 60th Anniversary of Overseas Travel Liberalization

It has been six decades since overseas travel was liberalized in 1964. This panel exhibition looked back on the history of overseas travel, featuring photographs and travel items of Kaoru Kanetaka, who conveyed the wonders of international travel through television programs for over 30 years. The exhibition also included a display of Japan's oldest passport (replica). Meanwhile, a unique project titled "LISTEN." produced by TEJ 2024 Special Supporter Tomoko Yamaguchi was showcased.



Special Corner

Adventure Tourism



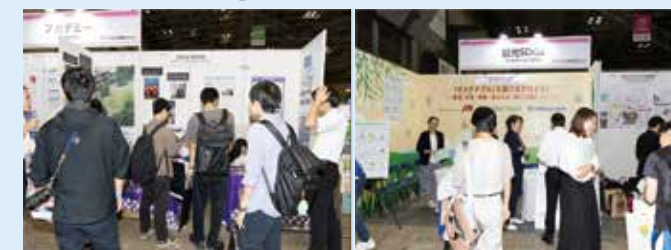
Cruises



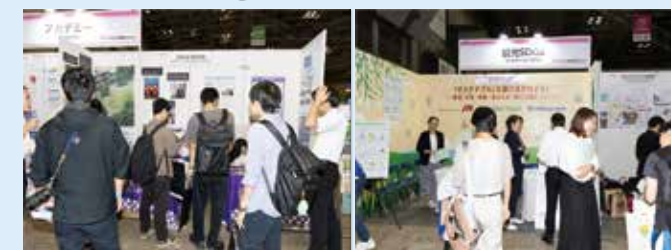
Sports Tourism



Academy



Tourism SDGs



Thematic Attractions

Tabi Square



Special Corner Stage



Floor Plan ① (East Hall 1 / 2 / 3)

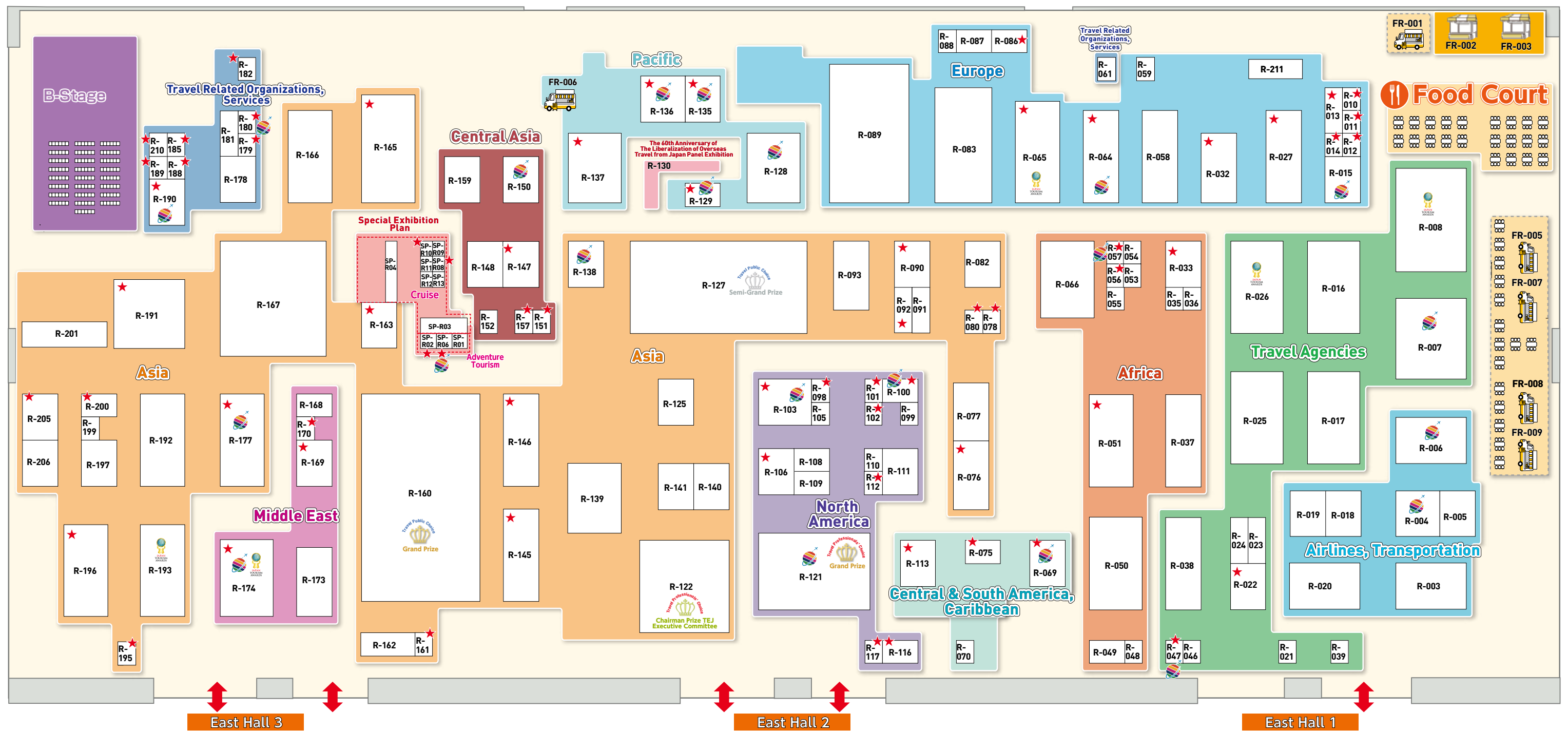
★ English speaking staff is available at the booths marked with ★. However, please note that the person in charge may not be available when taking a break.

Participating Organizations of Tourism for SDGs Stamp Rally

JAPAN TOURISM AWARDS

Information / Lost Child Reception / Booth Grand Prix Voting Reception

Food and Beverage corner



- Booth Award Program**
- Grand Prize
 - Semi-Grand Prize
 - Special Prize
 - Chairman Prize
TEJ Executive Committee

The Booth Award is an award program that selects booths that enhanced the exhibition, based on votes from visitors. The evaluation criteria focus on five key points: whether the booth left a lasting impression or evoked excitement, whether the impression of the country, region, company/organization changed significantly before and after visiting the booth, whether the staff provided excellent customer service and hospitality, whether the booth design was original and the presentation compelling, and if efforts were made toward achieving the SDGs. The Award is divided into two categories: the "Booth Award Selected by the Travel Professionals," based votes on trade & press days, and the "Booth Award Selected by the Public," determined by votes on general public days. A total of eight organizations were recognized, with two winners each for the Award, Runner-Up, Special Award and Chairperson's Award.

~Booth Award Selected by the Professionals~

<p>Grand Prize Hawai'i Tourism Japan</p>	<p>Semi-Grand Prize HOKKAIDO TOURISM ORGANIZATION HOKKAIDO RAILWAY COMPANY Hokkaido Airports Co., Ltd.</p>
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Decided by voting on Trade & Press Day! (Voters: Trade & Press Day Visitors)

<p>Special Prize Kadena Town</p>	<p>Chairman Prize TEJ Executive Committee Ministry of Tourism, Government of India</p>
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Floor Plan ② (East Hall 4 / 5 / 6)

★ English speaking staff is available at the booths marked with ★. However, please note that the person in charge may not be available when taking a break.

Participating Organizations of Tourism for SDGs Stamp Rally

JAPAN TOURISM AWARDS

Information / Lost Child Reception / Booth Grand Prix Voting Reception

Food and Beverage corner




~Booth Award Selected by the Public~

Decided by voting on General Public Day! (Voters: General Public Day Visitors)


Grand Prize

Korea Tourism Organization




Semi-Grand Prize

Taiwan Tourism Administration




Special Prize

KAN-NON Hot Springs



Chairman Prize
TEJ Executive Committee

TOYO UNIVERSITY FACULTY OF INTERNATIONAL TOURISM MANAGEMENT





Official Visits



Courtesy Calls



Tourism SDGs Stamp Rally

September 28 (Sat) and 29 (Sun) TOKYO BIG SIGHT, East Exhibition Hall 1 - 6

Sponsorship: JCB Co., Ltd.
Saudi Tourism Authority
NARITA INTERNATIONAL AIRPORT CORPORATION

Insights and Learnings on SDGs from Japan and Globally at Exhibition Venue

The SDGs (Sustainable Development Goals), consisting of 17 goals and 169 targets, were established with the aim of realizing a sustainable, diverse and inclusive society under the principle of "Leave no one behind."

On the general public days -- September 28 (Saturday) and September 29 (Sunday) -- a stamp rally was held to visualize "SDG initiatives in the tourism industry." This activity offered opportunities for "awareness" and "learning" while exploring the exhibition venue.

Participants could enter the Tourism SDG Stamp Rally through a QR code at the venue using their smartphones. By scanning the QR codes at various booths while exploring the venue and collecting a total of 10 stamps, they could enjoy a prize drawing at the goal point, with prizes provided by participating exhibitors.

During the event, approximately 7,000 people visited various booths, helping to deepen their knowledge while enjoying themselves.



Furusato Support Festa in Tourism EXPO Japan

September 28 (Sat) and 29 (Sun)
TOKYO BIG SIGHT, East Exhibition Hall 6

Visitors Flock to Noto Peninsula Earthquake Recovery Support Festa Hometown Tax Promotion Spurs Regional Revitalization

TEJ 2024 also took on the role of supporting disaster-affected areas and recovery efforts, particularly in the Hokuriku region. On the general public days, September 28 and 29, the "Furusato Support Festa in Tourism EXPO Japan" was held. At the "Noto Peninsula Earthquake Recovery Support Festa," Noto's charm was showcased through the sale of local specialty products amid the promotion of tourism resources.

For example, many visitors stopped at the Wajima lacquerware sales corner from Wajima City, which suffered additional damage from record-breaking heavy rains in September following the earthquake. Visitors not only appreciated the cultural and historical aspects of the items

but also inquired about its current situation and offered encouragement. Within the venue, there was also an earthquake exhibition panel and donation boxes for which a total of 334,256 yen in donations was collected and contributed to the affected areas through the Japanese Red Cross Society.

Furthermore, the "hometown tax" system has become an increasingly essential element for regional revitalization. In the "Furusato Support Festa," a "Hometown Tax Promotion" was conducted with numerous Japanese municipalities participating. They engaged with visitors at their booths to promote their regions and provide detailed explanations about the tax system.



Exhibitors' Reception

On Friday, September 27, an evening reception was held at the exhibitors' booths, inviting related parties.



Stage Schedule

Captivating Performances, Events Representing Global

September 28 (Sat.)	East Exhibition Hall 4 A Stage	East Exhibition Hall 3 B Stage
	10:40~11:10 Dance PR by Kure City's official character "Kureshi" & introduction of Kure City ~ With "BUNKACKY" ~ Kure City's official character "Kureshi" & Kure City staff, mascot character BUNKACKY presented by Hiroshima Convention & Visitors Bureau	11:20~11:50 Initiatives to introduce "Electric Seaglidrs" and develop business in Japan. Japan Airlines Co., Ltd. Yusuke Yabumoto
	11:20~11:50 Hawai'i Tourism Japan presents Ukulele performance Jody & Honoka	12:10~12:40 Let's Enjoy to the Rhythm of South Africa! Drum Cafe / South African Tourism
	12:10~12:40 Japan Heritage Official Partnership Program Signing Ceremony Tottori Goodwill Ambassador, Irodori Biyori (Shan Shan Umbrella Dancers), Toripy (Tottori PR Character)	13:00~13:30 Islands of Tahiti, Fascinating Tahitian Dance Tahiti Promotion
	13:00~13:30 HOKKAIDO LOVE! PR of Hokkaido Tourism Hokkaido Tourism PR character, Kyun chan / Hokkaido Tourism Organizaon	13:50~14:20 The World-Renowned Charm of Oki Nobe Kazuhiro / Oki Islands Geopark Management Bureau, Kota Kajino / Oki Islands Geopark Management Bureau
	13:50~14:40 Tomoko Yamaguchi Talk Event "Love the Earth" TEJ Special Supporter: Tomoko Yamaguchi Representative Director: Keiko Osanai Scriptwriter: Kundo Koyama	14:30~15:10 The trip I and the city grow up on (Second Hometown Project) Japan Tourism Agency
	14:50~15:20 NEW DAY, NEW LIGHT, Attractive City of Nikko Shoichi Konakawa, Mayor of Nikko City / Tetsuo Yagisawa, Chairman of Nikko City Tourism Association / Kana Hayami, Nikko National Park / Monkey Performance, Nikko SARU Gundan	15:30~16:00 Traditional Chinese Performing Arts -Mask Change, Journey to the West, Xi'an guyue Asia Art Culture Promotion Association (Performers: wang wenqiang) / Dancers from China
	15:30~16:00 VOU DANCE FUJI Tourism Fiji Japan & Fiji Airways	16:10~16:40 OKINAWA, The Birthplace of Karate Okinawa Prefectural Government, Department of Culture, Tourism and Sports, Karate Promotion Division
	16:10~16:40 Peruvian National Dance Sol y Luna Peruvian Dance School Japan	16:50~17:20 GUAM Chamorro Dance show Guma Taotao Kinahulo Atdao na Tano
	16:50~17:20 Visit Wakayama ! ~Discover what Wakayama offers~ Kumano Hongu Tourist Association / Nankishirahama Tourism Association / Yura Town Tourism Association	17:30~18:00 Pirtis, Lithuanian Sauna master shows up! What is Pirtis ? Talkshow with Lithuanian ambassador. Lithuania Travel / Association of Professional Bathmasters / Embassy of the Republic of Lithuania
	17:30~18:00 Join Macao Quiz & Fly with Air Macau Macao Government Tourism Office / AIR MACAU Company Limited	

September 29 (Sun.)	East Exhibition Hall 4 A Stage	East Exhibition Hall 3 B Stage
	10:10~10:30 From West Bengal, Eastern India/Purulia Chhau Dance Troupe Ministry of Tourism, Government of India / Indian Council for Cultural Relations (ICCR)	10:10~10:30 Brunei Darussalam Cultural Performance / Talk show by influencer 'Chobit Couple' Brunei Tourism
	10:40~11:10 Hattori Hanzo and the Ninjas Performance Aichi Prefecture・Hattori Hanzo and the Ninjas	10:40~11:10 Challenge the Shikoku Quiz! -with Shikoku Mascot Characters- Shikoku
	11:20~11:50 Korea Gourmet Tour and Haman Nakhwa Fireworks Festival SHINOBU SAKAGAMI	11:20~11:50 Talk Show "Charms of the work at Narita Airport" by Runpumps with young airport employees at Narita Airport Runpumps (Yoshimoto Kogyo Holdings Co., Ltd.), Airport Terminal Service Co., Ltd., JAL SKY CO., LTD., SENON LIMITED
	12:10~12:40 Folk songs of Amami islands ~shimauta~ Miharu Tamukai / Marin Naruse	12:10~12:40 Dream of overseas trip with ski to Canada and Switzerland Fellow Ski (Fellow Travel Inc.)
	13:00~13:30 Philippine Ethnic Music Group LUMAD JAPAN	13:00~13:30 Vietjet Air Quiz Competition & What you must know about Hanoi, Vietnam by Chobit Couple VietjetAir
	13:50~14:20 International Dark Sky Places in Japan - Full of stars playing, An inspiring "journey" that touches the heart Council of Certified Locations of International Dark Sky Places	13:50~14:20 How to enjoy Taiwan's hidden gems not found in guidebooks by Natsuki Yasuda, Photographer living in Taiwan & HUNG CHEN-KUANG Organizer of Taiwanbiyori (Answer the quiz and you may win Tigerair Taiwan original goods and select T-shirts!) Tigerair Taiwan
	14:40~15:10 Performances of traditional Ainu dance & traditional Ainu musical instrument UPOPOY National Ainu Museum and Park	14:40~15:10 TAIWAN WAVES OF WONDER Formosa Circus Art
	15:30~16:00 Artist-in-Residence Performance Yuranza Inc.	15:30~16:00 PR Stage by SKYMARK x IBARAKI International Airport x Miyako Island (Omitan & Miiya are performing!) SKYMARK, IBARAKI International Airport and Miyakojima Tourist Association
	16:20~17:00 Closing Ceremony / Grand Finale ORGANIZER CEREMONY	



Food Court

Popular Food Trucks, Global Cuisines and Local Japanese Specialties

September 26 (Thu) – 29 (Sun)
TOKYO BIG SIGHT,
East Exhibition Hall
Hall 1 / Hall 6
Hall 2 Pacific Area



TEJ 2024 featured 12 food trucks and 2 booth-style vendors. Offering an array of unique dishes from around the world, such as kebabs, Cuban sandwiches, bánh mì, crocodile legs, Brazilian dogs, roast beef bibimba, and Chamorro-style burgers, alongside Japanese regional specialties like Fujinomiya yakisoba, Nakatsu fried chicken from Oita Prefecture, bamboo charcoal hot dogs, pork belly rice bowls, Okinawan taco rice, and roast beef rice bowls. This gourmet

corner stirred up wanderlust through the joy of "food," making it a highlight of the event.

Dessert options were abundant, including Turkish ice cream, shaved ribbon ice, crepes, churros with chocolate filling, and taiyaki ice cream. Long lines formed throughout, with the most popular items sold out quickly.

Aroma filled the food court, drawing crowds throughout the event.



Closing Ceremony / Grand Finale

September 29 (Sun) 4:20 p.m. – 5:00 p.m.
TOKYO BIG SIGHT, East Exhibition Hall 4, A Stage

TEJ 2024 Draws 182,934 Attendees, Topping Goals After Two Years Aichi to Host for the First Time in 2025

This year marked the first event held in Tokyo in two years, featuring exhibitors from 80 countries/regions overseas and all 47 prefectures in Japan. Over four days, the event drew 182,934 attendees, surpassing initial targets. The business meetings welcomed 736 buyers and 1,050 sellers, generating 6,239 discussions and 1,624 exhibition booths. It was a vibrant tourism trade fair, showcasing the evolving Japanese market.

During the closing ceremony, Hiroyuki Takahashi, Chairman of the Executive Committee, emphasized the event's success: "Positioned as an opportunity to highlight Japan's post-pandemic tourism recovery and development, TEJ successfully achieved it." Mr. Masaaki Okazaki from JCB added, "I felt the passion of the exhibitors and participants for travel everywhere. We hope this event serves as a platform for further growth in line with changing times."

V. Vidyarthi, Secretary, Ministry of Tourism, Government of India, in underscoring India's commitment to strengthening ties with Japan and the global tourism community, said, "This participation reflects India's strategic stance as a partner, aiming for tourism expansion in both countries."

The event also featured a "Booth Award" award ceremony, with prizes determined by votes from industry professionals on trade days and travel enthusiasts on public days. A total of eight groups received awards, including Grand Prize, Semi-Grand Prize, Special Prize, and Chairman Prize TEJ Executive Committee.

The grand finale, a yearly highlight, brought together local mascots from across Japan in a festive celebration. The event concluded with a promise to reconvene in 2025 for the first-ever TEJ in Aichi Prefecture.



For photos of the award-winning booths, refer to pages 17-19.



Host and Guests on the Stage
Closing Ceremony

Masaaki Okazaki, Board Member, Senior Executive Officer, JCB CO., LTD.
Message: V. Vidyavathi, Secretary, Ministry of Tourism, Government of India
(Reading: IRSAD ALAM, Deputy Secretary, Ministry of Tourism, Government of India)

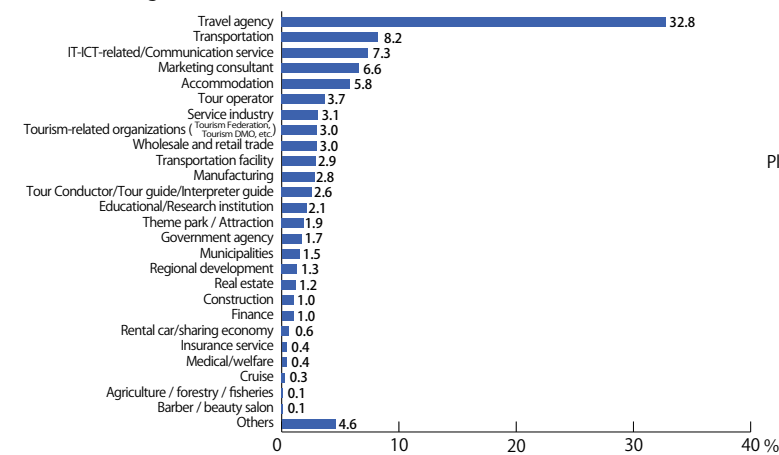
Hiroyuki Takahashi, Chairman, TEJ Executive Committee

Grand Finale
Exhibitors (local mascots / characters throughout Japan)

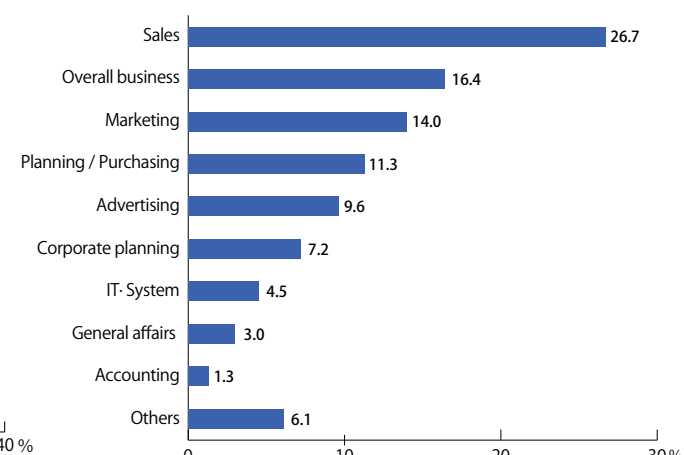
Survey of Trade Visitors

(Number of Respondents: 1,028) The largest share of visitors comes from travel agencies, accounting for some 30%. However, it is also clear that there is increasing attention from non-tourism-related industries, such as "Transportation," "Accommodation," "IT-ICT-related/Communication service" and "Marketing consultant." As for purposes for attending, many visitors came with more proactive objectives, such as "Networking within the industry" and "Hints for new business models," in addition to "Gather information" and "Increase knowledge." The satisfaction rate is also high, with 80% to 90% of respondents expressing positive feedback.

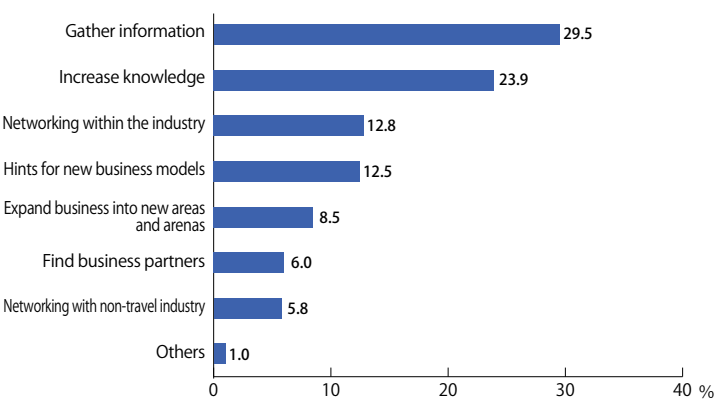
Business Categories



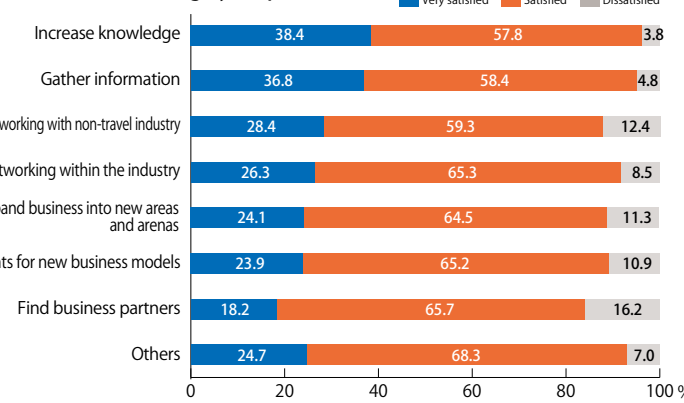
Occupation



Purpose of Visit (multiple choice)



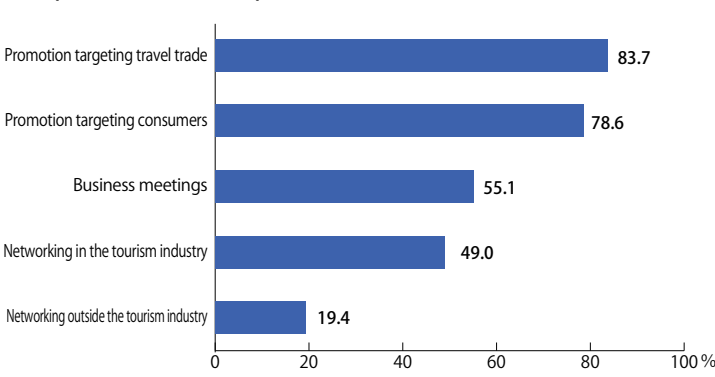
Satisfaction Rating by Purpose of Visit



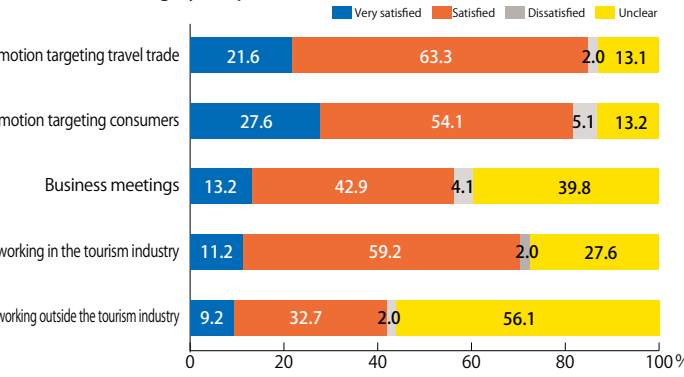
Survey of Exhibitors

The purpose of exhibiting is primarily for "Promotion targeting travel trade," which accounted for just over 80%, and "Promotion targeting consumers," which showed just under 80%, indicating that many exhibitors seek PR effectiveness on both industry days and public days. Additionally, looking at satisfaction by purpose, more than 80% of exhibitors responded that they were "Very satisfied" or "Satisfied" with the PR, underscoring a very high level of satisfaction on the trade days.

Purpose of Exhibit (multiple choice)



Satisfaction Rating by Purpose of Exhibit



Results Obtained From the Exhibition

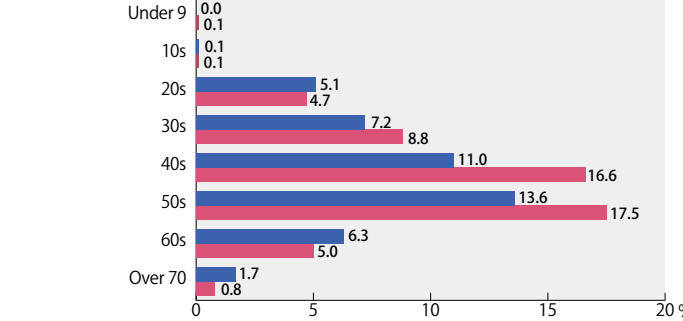
- Gained significant recognition both within and outside the industry, and networked in addition to the business meetings.
- Efforts to increase followers for greater visibility resulted in achieving 1.5 times the target.
- Total number of appointments during the business meetings far exceeded the previous year.
- In addition to negotiations with domestic agents, was able to engage with inbound agents.
- Leading influencers showed great interest, leading to collaborations under favorable conditions.
- Several inbound travel companies expressed interest in organizing group tours.
- Positive response from the industry provided insight into what the industry currently desires.
- Recognized the necessity of improving local customer reception infrastructure.
- Despite having a small booth, a large number of customers showed interest and visited, making it effective in increasing new users.
- Collaborating with other related organizations to exhibit together fostered a sense of solidarity and helped strengthen demand stimulation.
- Since it is still a relatively unknown destination, it was good to increase awareness.
- Able to gauge the level of travel motivation among travelers after the COVID-19 pandemic.
- The sale of goods which carried out for the first time, was a great success.
- Through communication with visitors, we gained a clear understanding of our current image and level of recognition in the metropolitan area.
- By observing various exhibition booths, we felt that effective communication and PR across a wide area could lead to increased visitor attraction.
- By exchanging business cards and holding discussions with industry professionals, we were able to directly understand current needs and requests, providing valuable insights for future operations.

Survey of General Visitors

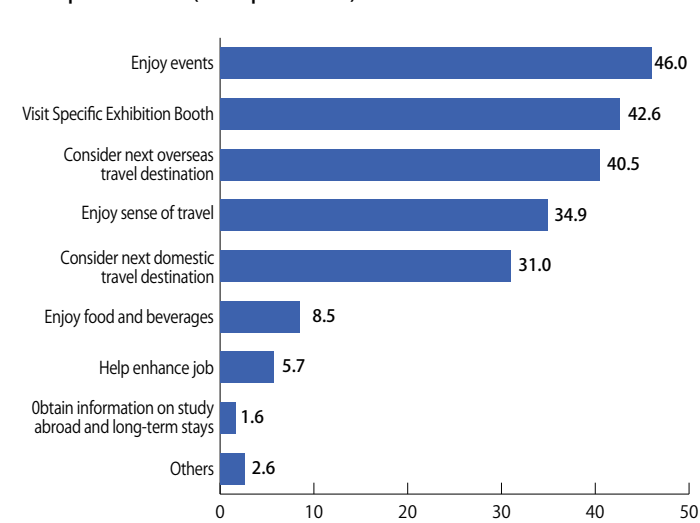
(Number of respondents: 1,945) The gender ratio of visitors was nearly equal, with females slightly ahead at 53.6%. By age group, the attendance was highest among people in their 50s, followed by those in their 40s, 30s, 60s, and 20s. The primary reasons for visiting the event were "Enjoy events," "Visit Specific Exhibition Booth" and "Consider next overseas travel destination," collectively leading to some 40% of responses. This indicates that many visitors were highly motivated travel enthusiasts, resulting in generally high satisfaction levels.

Additionally, nine out of ten respondents expressed satisfaction with the event as a fun experience and a chance to enjoy the atmosphere of travel, rating the event very highly.

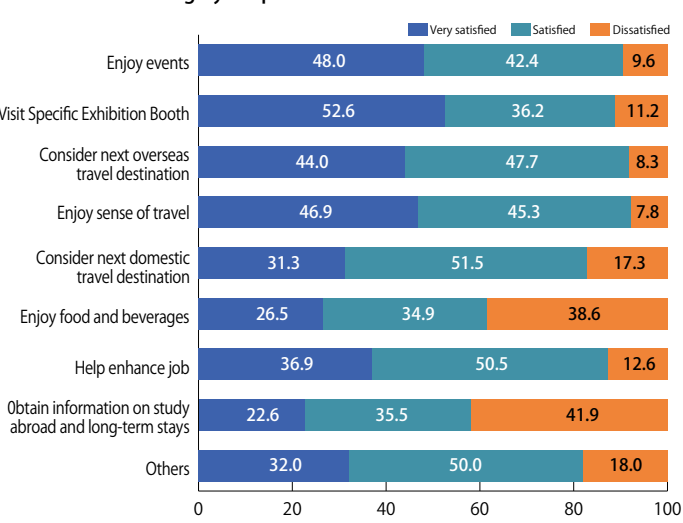
Age Groups / Sex



Purpose of Visit (multiple choice)

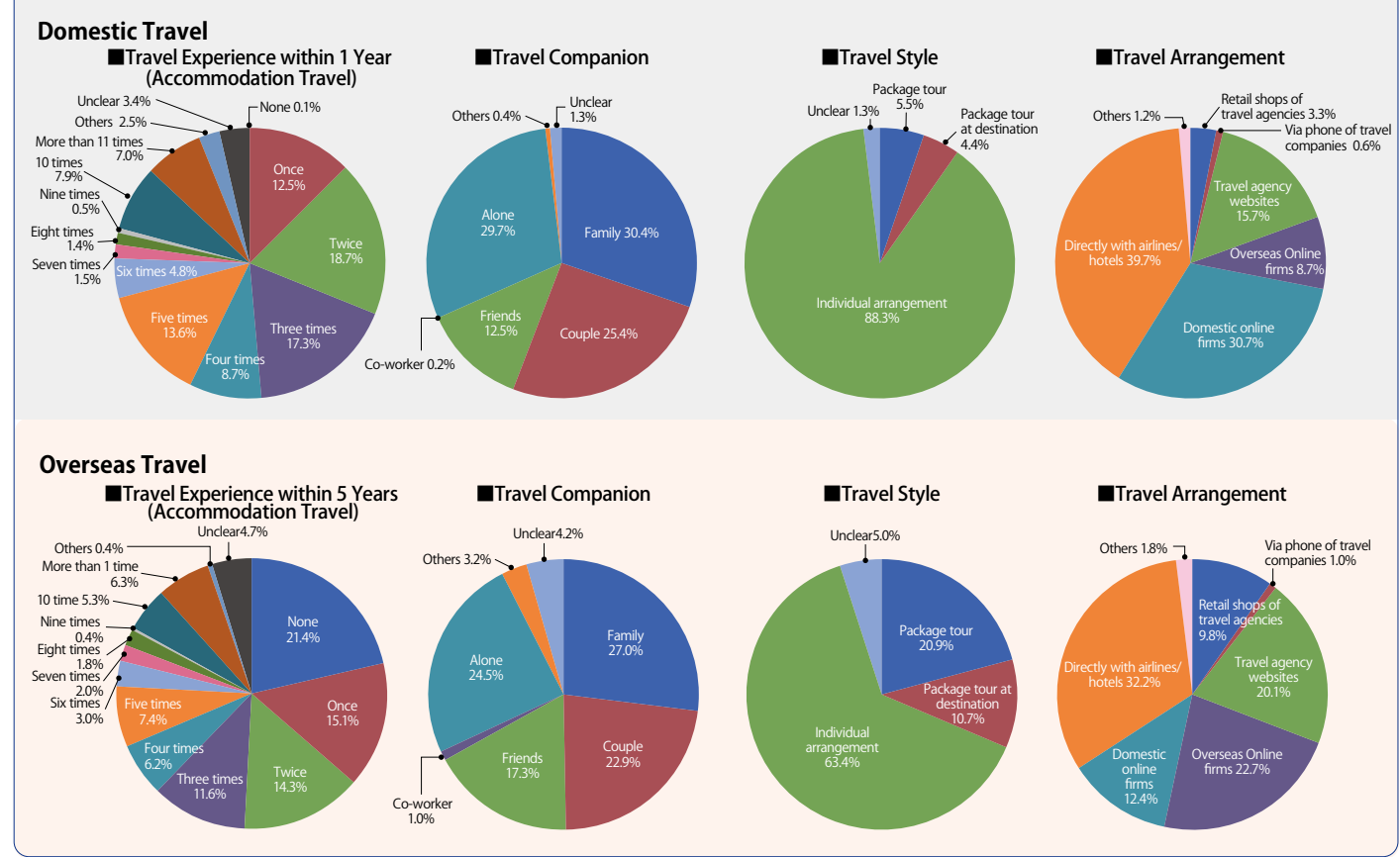


Satisfaction Rating by Purpose of Visit



Travel Trends Among General Visitors

In domestic travel, experiences of two, three and five trips over the past year were common, while for international travel, zero, one and two trips over the past five years were typical. However, there are some avid travelers who have been abroad more than 100 times, indicating a heightened desire to travel after the COVID-19 pandemic. As for travel companions, the top categories for both domestic and international travel were "Family," "Alone" and "Couple." In terms of travel style, "Individual arrangement" overwhelmingly dominated, reflecting a growing trend toward independent travel. Regarding arrangements, "Directly with airlines/hotels", as well as online bookings, were the most common methods. In contrast, "Retail shops of travel agencies" dropped to below 10%.



Total media exposure: 1,651 (April to October) Total advertising conversion: JPY427,012,138- Media attendance: 998 (total) including major media such as TV stations and newspapers

Press Conferences

(1) Press Conference to Announce the Outline of the Event

Date: Tuesday, June 11

Location: Japan Association of Travel Agents, Zen-Nitsutsu Kasumigaseki Bldg. 4F, Meeting Room

Contents: Part 1 Overview of Tourism EXPO Japan 2024
Part 2 About Tourism EXPO Japan 2025 venue

Media in Attendance: 22 media, 23 people (3 newspapers, 2 communications companies, 14 trade media, 1 Web, 2 others)

(2) JATA Regular Press Conference

Date: Thursday, September 19

Location: Japan Association of Travel Agents, Zen-Nitsutsu Kasumigaseki Bldg. 4F, Meeting Room

Contents: Tourism EXPO Japan 2024 implementation summary, latest information on noteworthy booths

Media in Attendance: 12 media, 13 people (1 TV media, 3 general media, 8 trade media)

(3) Organizers Press Conference on the Opening Day

Date: Thursday, September 26

Venue: TOKYO BIG SIGHT, Conference Tower 7F International Conference Hall

Contents: Event overview, updated information, exhibition highlights, Special Supporter introduction

Media in Attendance: 35 media, 51 people (3 TV media, 4 newspapers, -news agencies, 28 trade media)

Newspapers and Magazines: 227 Results

THE YOMIURI SHIMBUN Osaka, September 27 (Fri.)

Kankokeizai Shimbun, September 23 (Mon.)

TV: 6 stations, 15 programs (September - October)

September 26 NHK "Shutoken Network"

September 26 TOKYO MX [news FLAG]

September 26 MAINICHI BROADCASTING SYSTEM "Yon-chan TV"

September 27 TV Asahi "Yoko Oshita WIDE! SCRAMBLE"

September 27 TV Asahi "Good! Morning"

September 27 Nippon TV "Oha! 4 NEWS LIVE"

September 27 Nippon TV "ZIP!"

September 27/October 3 Nippon TV "DayDay."

Cooperation through SNS announcements

Public Relations Committee Member Companies: Simultaneous Posts

Posts (Excerpt from Posts)

JCB Co., Ltd.

HANKYU TRAVEL INTERNATIONAL CO., LTD.

Agency for Cultural Affairs Japan Heritage

YOMIURI TRAVEL SERVICE

Hawaii! Tourism Japan

STARLUX Airlines Co. Ltd.

Malta Tourism Authority

Published Results (partial)

East Japan Railway Company

In-train hanging posters: Yamanote Line

Keisei Electric Railway Co., Ltd.

Odakyu Electric Railway Co., Ltd.

Keikyu Corporation

Tokyo City Air Terminal

H.I.S. Co., Ltd.

Kinki Nippon Tourist Co., Ltd.

JTB Corp.

Other cooperation

ALL NIPPON AIRWAYS CO., LTD.

Japan Airlines Co., Ltd.

JTB Publishing

NIPPON TRAVEL AGENCY CO., LTD.

Tokyo Metropolitan Government

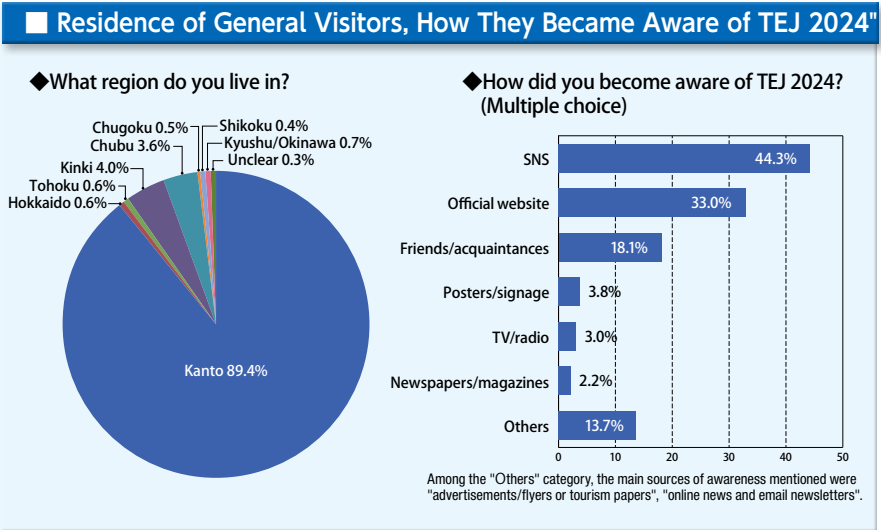
The Yomiuri Shimbun

MICE Japan

Cruise Yutaka Club Co., Ltd.

All Nippon Travel Agents Association (ANTA)

Overseas Tour Operators Association of Japan



Tourism EXPO Japan 2024 and VISIT JAPAN Travel & MICE Mart 2024 Schedule

Date	Venue	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00		
Thursday, September 26	Conference Tower 7F, International Conference Hall		<div>Japan Tourism Awards 10:10-11:00</div>	<div>EXPO 2025 Osaka, Kansai, Japan Press Conference 11:35-11:45</div>		<div>Keynote Panel Discussion 13:15-14:30</div>		<div>The 7th TEJ Ministerial Round Table 14:45-16:45</div>						
	East Exhibition Halls 1~6	<div>Opening Ceremony 9:30~10:00</div>	<div>Organizing Committee Press Conference 11:10-11:35</div>		<div>Travel Showcase & In-booth Business Meetings 10:00-18:00</div>									
			<div>Travel Solutions Exhibition 2024 10:00-18:00</div>											
			<div>Tourism Professional Seminar 10:30-18:00</div>											
	Conference Tower 1F, Reception Hall											<div>WELCOME RECEPTION 18:00-19:30</div>		
	East Exhibition Hall 7			<div>VJTM2024 11:00-18:00</div>										
Friday, September 27	Conference Rooms 605-608			<div>Domestic Tourism Symposium 10:30-12:00</div>		<div>Outbound Travel Symposium 13:00-14:30</div>		<div>Japan Tourism Agency Symposium The 11th World Heritage Summit in EXPO 15:30-17:00</div>						
	East Exhibition Halls 1~6		<div>Travel Showcase & In-booth Business Meetings 10:00-18:00</div>											
			<div>Travel Solutions Exhibition 2024 10:00-18:00</div>											
				<div>Tourism Professional Seminar 10:30-18:00</div>										
	East Exhibition Hall 7		<div>VJTM2024 9:00-18:00</div>											
Saturday, September 28	East Exhibition Halls 1~6		<div>Travel Showcase (General Public Day) 10:00-18:00</div>											
	East Exhibition Hall 7		<div>VJTM2024 9:00-12:00</div>											
Sunday, September 29	East Exhibition Halls 1~6		<div>Travel Showcase (General Public Day) 10:00-17:00</div>								<div>Closing Ceremony / Grand Finale 16:20-17:00</div>			

Event Theme and Key Visual

Tourism EXPO Japan 2024 Theme

Travel, An Encounter With New Value Awaits

- (1) Held as an event that creates new value.
- (2) Held as an event to lead the success of the 2025 Osaka-Kansai EXPO.
- (3) Held as an event that contributes to the sustainable development of the region.

Key Visual Creative Concept

The theme for this time is "Travel, An Encounter With New Value Awaits."

Now that people have regained the freedom to spend time as they wish, travel has come into focus as an opportunity to encounter various “new values,” such as new experiences, sceneries and newly developed tourist content.



List of Tourism EXPO Japan 2024 Sponsors, Supporting Organizations

Organizers Japan Travel and Tourism Association / Japan Association of Travel Agents (JATA) / Japan National Tourism Organization (JNTO)

Special Cooperation All Nippon Travel Agents Association (ANTA)

Support Ministry of Land, Infrastructure, Transport and Tourism / Japan Tourism Agency / Ministry of Internal Affairs and Communications / Ministry of Foreign Affairs / Japan Sports Agency / Agency for Cultural Affairs / Ministry of Health, Labour and Welfare / Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Ministry of the Environment / Tokyo Metropolitan Government, Tokyo Convention & Visitors Bureau / Japan External Trade Organization (JETRO) / Japan Business Federation (KEIDANREN) / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry

Planning / Operation Tourism EXPO Japan Promotion Office

◎**Sponsors**
Official Sponsor: JCB Co., Ltd.
Destination Partner: Ministry of Tourism, Government of India

◎**Travel Showcase**
Platinum Sponsor: Saudi Tourism Authority
Gold Sponsor: Philippine Department of Tourism
Silver Sponsor: Hawai'i Tourism Japan / ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd. / STARLUX Airlines Co. Ltd. / Japan Airport Terminal Co.,Ltd. / Tokyo International Air Terminal Corporation / East Japan Railway Company
Bronze Sponsor: Oriental Land Co., Ltd. / Tokio Marine & Nichido Fire Insurance Co., Ltd.
Allied Sponsors: Central Japan Railway Company / WEST JAPAN RAILWAY COMPANY / Hokkaido Railway Company / Shikoku Railway Company / Kyushu Railway Company
TEJ Pass Sponsor: Travel Marketing & Assistance Inc.

◎**WELCOME RECEPTION**
Silver Partner: ALL NIPPON AIRWAYS CO., LTD. / Japan Airlines Co., Ltd.
Cooperation: Gojinjo Daiko Preservation Society

(* Random order)

Organizing Committee

Chairman
Masanobu Komoda Chairman & CEO, Japan Travel and Tourism Association

Vice Chairmen
Hiroyuki Takahashi Chairperson, Japan Association of Travel Agents (JATA)
Atsumi Gamo President, Japan National Tourism Organization (JNTO)

Members
Yuji Akasaka Director, Chairperson, Japan Airlines Co., Ltd.
Akihiro Ueda Director-General, Nature Conservation Bureau, Ministry of the Environment, Government of Japan
Masaaki Okazaki Board Member, Senior Executive Officer, JCB CO.,LTD.
Shinya Katanozaka Chairman, ANA HOLDINGS INC.
Yoshiki Kaneda President and Representative Director, SEIBU PRINCE HOTELS WORLDWIDE INC.
Kenichi Kiriyaama Chairman, Board of Airline Representatives in Japan (BOAR) United Airlines, Inc.
Izumi Kuwano Chairman, Japan Ryokan & Hotel Association
Yoshiteru Koyano President & CEO, Nippon Travel Agency Co., Ltd.
Koji Kondo Vice-president, All Nippon Travel Agents Association
Atsushi Sakai President, HANKYU TRAVEL INTERNATIONAL.CO.,LTD
Noriko Takeuchi Chair, Committee on Tourism, KEIDANREN / President, Congrès Inc.
Shinichi Tanaka Director General, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government
Shunichi Tokura Commissioner for Cultural Affairs, Agency for Cultural Affairs, Government of Japan
Harumi Nakagawa Executive Director, Director General of Marketing Headquarters, East Japan Railway Company
Yuji Hara President, Kaze Travel Co., Ltd
Naoya Haraikawa Commissioner, Japan Tourism Agency
Kazuyuki Harada Chairman, Japan Private Railway Association
Ryo Minami Director-General for Commerce and Service Industry Policy, Ministry of Economy, Trade and Industry
Koji Murofushi Commissioner, Japan Sports Agency, Japan Sports Agency
Eijiro Yamakita President & CEO, JTB Corp.
Fumihiko Yuki President and Chief Executive Officer, East Nippon Expressway Company Limited
Raül Guerra Chairman, ANTOR-JAPAN / Asia-Pacific Regional Director, Catalan Tourist Board
Auditors
Hiroshi Amano Director Office of the Corporate Auditors, Japan Airlines Co., Ltd.
Masato Tanaka Officer, Tanaka Masato Tax Accountant Office

Executive Committee

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

Vice Chairmen
Hitoshi Saimyo President & COO, Japan Travel and Tourism Association
Koji Takahashi Executive Senior Vice President, Japan National Tourism Organization (JNTO)

Members
Norihiko Imaizumi Chair, Sub-Committee on Planning, Committee on Tourism, KEIDANREN / Senior Fellow, Policy and Macro-Environment Research Dept. Dai-ichi Life Research Institute Inc.
Kiyotaka Uchimoto Representative of Secretariat, Council for Global Communication Development and Promotion
Nobuhiko Emura Senior Director,Tourism Division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government
Kuniharu Ebina President, Japan Association of Travel Agents (JATA)
Keiji Omae Executive Vice President, Customer Experience Management & Planning, Global Marketing / ALL NIPPON AIRWAYS CO.,LTD.
Takashi Sakamoto Chairperson of the Board, Yomiuri Travel Service Co., Ltd.
Shinjiro Sasaki Director, Visitor Use Promotion Office, National Park Division, Nature Conservation Bureau, Ministry of the Environment, Government of Japan
Shigeru Shimizu General Manager, Regional Development Division, The Tokyo Chamber of Commerce and Industry
Tetsuo Shimizu Professor, Department of Tourism Science, Tokyo Metropolitan University / Professor, Frontier Institute of Tourism Sciences, Kanazawa University
Takanori Suzuki Vice Commissioner, Japan Tourism Agency
Masaru Suzuki Director General, Tokyo Convention & Visitors Bureau
Hirohiko Nakahara Director, Agency for Cultural Affairs, Government of Japan
Kaori Nishiharaguchi Executive Officer Deputy Senior Vice President- Sales and Marketing, Senior Vice President - Tokyo, Japan Airlines Co., Ltd.
Yutaka Hasegawa Vice-President, Japan Travel and Tourism Association
Ken Hashiba Director-General, Japan Sports Agency, Japan Sports Agency
Kenichi Fujiwara General Manager Corporate MICE Business Department, Kinki Nippon Tourist Co., Ltd.
Hideki Furusawa General Manager, Tourism Strategy Office, East Japan Railway Company
Yoshiaki Hongo Chief, UN Tourism Regional Support Office for Asia and the Pacific
Shin Miyazawa General Manager of Regional Development Division, The Japan Chamber of Commerce and Industry
Takukazu Murami Executive Officer Domestic Travel Department, TOBU TOP TOURS CO.,LTD.
Takeshi Yamaguchi Executive Officer, Head of Purchasing & Products Management Business Division, JTB Corp.
Naofumi Yoshida Senior Executive Officer Marketing Strategy Headquarters Co-Head, Nippon Travel Agency Co.,Ltd.
Tsutomu Wakamatsu Executive Vice President, Japan National Tourism Organization (JNTO)

(*Last names in syllabary order)
(as of September 1, 2024)



Tourism Expo Japan 2025 Aichi/Central Japan

“Tourism EXPO Japan 2025 Aichi / Central Japan” call for exhibitors

2025
September 25^{Thu.} - September 28^{Sun.}

Date & Time **Trade & Press Day** 10:00 a.m. - 6:00 p.m. September 25
10:00 a.m. - 6:00 p.m. September 26 **General Public Day** 10:00 a.m. - 6:00 p.m. September 27
10:00 a.m. - 5:00 p.m. September 28

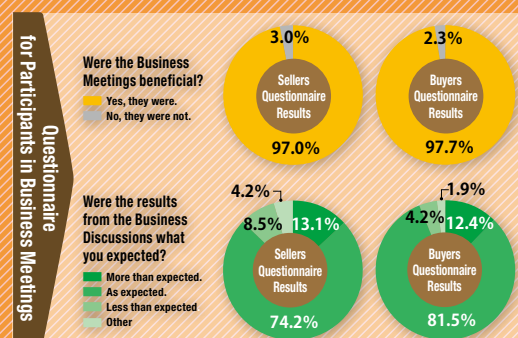
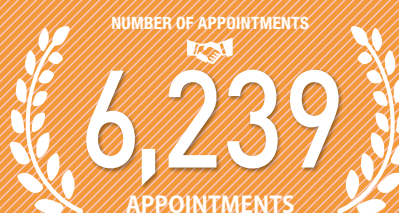
VENUE Aichi Sky Expo (Aichi International Exhibition Center)

ORGANIZED BY Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA)
Japan National Tourism Organization (JNTO)

JOINTLY HELD VISIT JAPAN Travel & MICE Mart (VJTM) 2025 (Organizer: Japan National Tourism Organization [JNTO])

SIMULTANEOUSLY HELD Travel Solutions Exhibition 2025 (Organizers: Tourism EXPO Japan / Nikkei Inc.)

Results of the Tourism EXPO Japan 2024



Fees (tax included)

Exhibiting Fees	Application Deadline	Standard Booth	Space Only
	Early-bird (8% off) March 14, 2025 (Fri.)	JPY 563,200 per booth (9㎡)	JPY 507,100 per space (9㎡)
	Standard May 16, 2025 (Fri.)	JPY 612,700 per booth (9㎡)	JPY 551,100 per space (9㎡)

*Please check the website for basic booth and space specifications. In the case of space (site only), applications of 36㎡ or more will be accepted.

<https://t-expo.jp/en/exhibit2025>

Contact: Tourism EXPO Japan Promotion Office

E-mail: event@t-expo.jp Phone: +81(0)3-5510-2004