



Looking back at Tourism EXPO Japan 2024: ❶ Tourism Ministers' Roundtable themed "Creating a New Travel Journey" ❷ Traditional Indian dance performance that brought excitement to the WELCOME RECEPTION ❸ The vibrant exhibition hall ❹ Thematic symposiums featuring tourism DX and World Heritage sites



Chubu Central International Airport (Centrair), to be featured as the theme of the overseas travel symposium on the 26th

Sep 25 th Timetable	
09:30-10:00 10:10-11:00	Aichi Sky Expo L3-L5 Conference Room
Opening Ceremony & The 8th "JAPAN TOURISM AWARDS" Ceremony	
13:30-14:30	Aichi Sky Expo L3-L5 Conference Room
Keynote Speech "Let's Lose Our Way, Together" Kiyofumi Nakajima, Chief Operating Officer of Studio Ghibli	
14:45-16:45	Aichi Sky Expo L3-L5 Conference Room
8th TEJ Tourism Ministerial Roundtable "Regional Tourism in Transformation: Partnership Strategies and Talent Development"	
18:00-19:45	Aichi Sky Expo L3-L5 Conference Room Exhibition Hall B
WELCOME RECEPTION	

Taking Flight to the World from the Heart of Japan

Tourism EXPO Japan 2025, Held for the First Time in Aichi Prefecture Multi-Faced Approach Including Enhancing Centrair's Role as an International Hub, Hokuriku Recovery Support

Tourism EXPO Japan 2025, one of the world's largest tourism festivals, opens today at Aichi Sky Expo (Aichi International Exhibition Center). Organized by the Japan Association of Travel Agents (JATA), the Japan Tourism Agency (JTA), and the Japan National Tourism Organization (JNTO), the event brings together domestic and international tourism stakeholders to discover the charms of Aichi and the Chubu-Hokuriku region, further internationalize Chubu Centrair International Airport, support reconstruction of the Hokuriku region after the 2024 earthquake, and revitalize the tourism industry through B2B enhancement. The event runs until September 28th. TEJ is being held in Aichi Prefecture for the first time, providing an excellent opportunity to demonstrate Japan's tourism industry and display its underlying strength on a regional scale.

The overall theme of the event is Travel for Discovery and New Encounters, emphasizing that travel is always a series of new encounters and that various things can be learned through experience. With tourism sustainability and regional revitalization gaining importance, there are high expectations for tourism demand centered on Chubu Centrair International Airport. Participants from over 60 countries across five continents and throughout Japan are exhibiting to promote tourism industry development.

exhibitions and business meeting among tourism professionals, while the 27th and 28th are open to the public. Over 5,500 business meetings are scheduled during the first two days. To strengthen B2B exchanges, buyers from the Japan Convention Bureau and the Nagoya Chamber of Commerce and Industry are participating for the first time to promote MICE and educational travel. Furthermore, as a first-time initiative, nine Chubu-Hokuriku prefectures (Toyama, Ishikawa, Fukui, Nagano, Gifu, Shizuoka, Aichi, Mie, and Shiga) have set up a joint booth showcasing diverse tourism resources, including culture, nature, food, and experiences, while continuing support for reconstruction following the Noto Peninsula earthquake.

The industry-focused TEJ Conference features a keynote speech by Kiyofumi Nakajima, Chief Operating Officer of Studio Ghibli, which operates Ghibli Park at Expo 2005 Aichi Commemorative Park. He is expected to provide insights on regional collaboration and environmental issues. The 8th TEJ Tourism Ministers' Meeting theme is Rapidly Changing Regional Tourism: Regional Collaboration Strategies and Human Resource Development. Symposiums will focus on domestic, overseas, and inbound tourism, as well as Aichi Prefecture's pioneering "work-life balance reform" initiatives.

TEJ expects 100,000 visitors during the four-day event, presenting an opportunity to showcase Japan's tourism appeal.

Message



Hiroyuki Takahashi
Chairman, Tourism EXPO Japan Executive Committee
Chairman, Japan Association of Travel Agents (JATA)

Four Days of Rediscovering New Encounters

I am truly honored that Tourism EXPO Japan 2025 Aichi/Central Japan can be held on such a grand scale, and I would like to express my heartfelt gratitude to everyone who has supported this event, including all the local communities.

Tourism EXPO Japan is being held for the first time in Aichi Prefecture, and this year's theme is "Travel for Discovery and New Encounters." This event offers visitors the opportunity to rediscover the wonder and appeal of travel at the venue, while also gaining the latest information about tourism through symposiums and seminars.

September 25th (Thursday) and 26th (Friday) will serve as trade and press days, where tourism industry professionals from around the world will participate in business meetings and other activities. We expect that many new tourist routes will be created during these sessions, ultimately leading to the revitalization of tourism.

September 27th (Saturday) and 28th (Sunday) are designated for the public. We will host an exhibition that can be enjoyed not only by travel enthusiasts but also by first-time visitors to this event. Notably, we are presenting our first-ever joint booth featuring all nine prefectures in the host Chubu-Hokuriku region. Visitors are sure to be delighted by the experiential booths that showcase the unique attractions and characteristics of each prefecture's tourist destinations.

We also welcome international exhibitors from around the world, with a focus on Asia, as well as representation from the Americas, Europe, Oceania, the Middle East, and Africa. This event will allow you to experience a trip around the world, and I am sure it will inspire you to visit these destinations.

Additionally, we will also have Studio Ghibli's Chief Operating Officer, who operates Ghibli Park in Aichi Prefecture, delivering the opening day keynote address, with celebrities from Aichi Prefecture also joining in support. On the 27th, Takanori Iwata (from Nagoya City) will hold a special talk event. And on the 28th, we will hold a talk show featuring actress Asaka Seto (from Seto City), who serves as this year's Special Supporter. We have prepared a rich and comprehensive program of events, so please enjoy them all. Thank you in advance for the next four days.

message

I am honored to be serving as the Special Supporter for the Tourism EXPO Japan 2025 Aichi/Central Japan.

For me, travel represents wonderful experiences, including creating memories, getting refreshed, making new discoveries, and having precious encounters. The experiences gained through travel will undoubtedly connect to our journey. What does travel mean to you?

I wish to convey the incredible value of travel so that more people can discover its joys.



Tourism EXPO Japan 2025 Aichi/Central Japan
Special Supporter **Asaka Seto**

*Asaka Seto will appear at the on-site talk show on Sunday, September 28th.

FOCUS TEJ2025

Tackling Global Challenges
Partnerships and Workforce
80+ Nations Join, Chubu-Hokuriku Joint
Balance Reform



Tourism EXPO Japan is being held for the first time in Aichi Prefecture. As the tourism industry grows, challenges like unbalanced regional development and staffing shortages are emerging. The conference tackles these issues while offering comprehensive business meetings for overseas, domestic, and inbound travel sectors, creating a platform to share people's endless passion for travel and launch new opportunities for the industry's future.

TEJ Conference

Studio Ghibli's Nakajima Delivers Keynote
One-of-a-kind Vision for Regional Tourism

The trade-focused TEJ Conference, held under the theme Travel for Discovery and New Encounters, focuses on regional sustainability for the tourism industry's future and explores how learning can enhance the travel experience. It includes a keynote speech by Kiyofumi Nakajima, Chief Operating Officer of Studio Ghibli; the 8th TEJ Tourism Ministerial Roundtable; thematic symposiums on work-life balance reform related to Aichi and the Chubu-Hokuriku region, and the stimulation of greater outbound demand from Chubu Centrair International Airport.

The keynote speech of Studio Ghibli's Nakajima is titled "Let's lose our way, together," the catchphrase of the Ghibli Museum in Mitaka, operated by Studio Ghibli in Tokyo. This site is similar to Ghibli Park at Expo 2005 Aichi Commemorative Park (Moricoro Park), which was developed while preserving the existing forest. This lecture will show how Nakajima, who has supported Japan's world-renowned animation culture, has built a unique worldview that contributes to regional tourism.

The 8th TEJ Tourism Ministerial Roundtable will gather global tourism leaders. It will feature tourism ministers and administrative heads from about 10 countries across five continents, along with representatives from UN Tourism, World Travel & Tourism Council (WTTC), Pacific Asia Travel Association (PATA), Economic Research Institute for ASEAN and East Asia (ERIA), and Adventure Travel Trade Association (ATTA), who will discuss the topic Rapidly Changing Regional Tourism: Regional Collaboration Strategies and Human Resource Development.

Including Regional Issues

Presentation, Work-Life



Centrair hosts over 40 carriers operating both domestic and international services.

Regional collaboration in tourism extends beyond touring routes and product development to tourism destination development that solves social issues, including overtourism, and designs sustainable development for entire regions. The meeting is expected to introduce global initiatives and address Japan's pressing challenge: the shortage of human resources.

Tourism Symposium Features Aichi's "Learncation" Driving Work-Life Balance and Demand Creation

Thematic symposiums will cover the tourism industry's pillars of domestic travel, overseas travel, and inbound tourism, as well as the topic "work-life balance reform," hosted by the National Governors' Association and Aichi Prefecture. Aichi's "work-life balance reform" project won the Japan Tourism Award's highest honor, the Minister of Land, Infrastructure, Transport and Tourism Prize, in 2024, contributing to tourism development. The initiative shifted tourism demand to weekday off-peak periods and introduced the idea of "learncation" (combining learning and vacation). The symposium will explore how this concept is spreading across Japan, including in Beppu, Oita Prefecture.

The domestic travel symposium will focus on "phase free," the idea of designing everyday items and services to be useful during both normal and emergency times, as tourism resilience becomes crucial amid recent earthquakes, tsunamis, and typhoons. The inbound symposium theme is Gastronomy

Tourism Utilizing Regional Diverse Food Power. Japanese cuisine and traditional sake brewing, which are registered as UNESCO Intangible Cultural Heritage, are gaining attention as products for international visitors.

The overseas travel symposium focuses on how to increase the number of Japanese traveling overseas from Centrair International Airport. While inbound tourism is thriving in the Chubu region, overseas travel remains stagnant, with slower international flight recovery and new route launches compared to other major airports. Key representatives from airports, airlines, and travel companies will participate in panel discussions.

The Tourism Professional Seminar runs during the trade and press days on the 25th and 26th. It is directly applicable to practical work, covering diverse topics including tourism digital transformation, legal challenges in the travel business, responses to customer harassment, second hometowns, new DMO guidelines, Japan Heritage tourism, and sake brewery tourism.

The 9th Japan Tourism Award ceremony will be held to recognize initiatives that contribute to tourism development and ensure sustainability. Applications this year nearly doubled from last year's 119 to 213 entries from Japan and abroad.

The first day will conclude with a welcome reception for domestic and international guests, sponsors, buyers, and exhibitors, featuring business networking opportunities and entertainment including Nagoya Hospitality Samurai Warriors and Iga ninjas, Nippon Domannaka Festival, as well as local specialties like miso kushikatsu (a deep-fried skewered dish), eel sushi rolls, and sake.

Exhibition and Business Meetings

Over 80 Countries Exhibit to Promote Overseas Travel from Centrair: Joint Booth by Nine Chubu-Hokuriku Prefectures

Exhibition booths, which are accessible to the public during the 27th and 28th in addition to the trade and press, serve as the most important venue for sharing the latest overseas and domestic information on travel and current tourism industry trends.

For Centrair to enhance its role as an international airport, over 80 countries are exhibiting their attractions. Notable examples are Korea,

with its largest-ever pavilion reflecting deepened youth exchanges, as well as China, Taiwan, and Hong Kong. Rajasthan State, home to capital Jaipur, one of India's historic cities, will make its first solo exhibition, showing an emphasis on regional tourism development similar to that of Japan. New participants include Bhutan Airlines and Venezuela in South America.

For domestic travel, the inaugural joint exhibition Go Central Japan by nine prefectures in the Chubu and Hokuriku regions (Toyama, Ishikawa, Fukui, Nagano, Gifu, Shizuoka, Aichi, Mie, and Shiga) is the highlight, featuring stage performances including local traditional arts. While the Chubu and Hokuriku regions have collaborated through projects like "Dragon Route" (named for the dragon-like shape of the Noto Peninsula and symbolizing the region's ascending tourism potential), this TEJ hosting further promotes Centrair's role as a gateway for regional multi-destination travel, backed by business communities including the Chubu Economic Federation and Hokuriku Economic Federation. Railway operator JR Tokai, Meitetsu and travel companies offer special package deals combining transportation and tickets to attract visitors from Kanto and Kansai regions.

First-time exhibitors Kawasaki Heavy Industries, Leonardo, and AERO TOYOTA will propose helicopters as a new transportation for high-value travel to address Japan's last-mile connectivity challenge. A new area featuring anime and drama locations will propose next-generation travel. Numerous educational institutions, particularly from the Chubu region, will focus on human resource development and retention.

Travel Solution Expo 2025, an event for businesses supporting the tourism industry with digital technology and services, will feature many startup companies on the 25th and 26th. The annual VISIT JAPAN Travel & MICE Mart 2025 for inbound business creation will be held jointly with JNTO.



Nine prefectures in the Chubu region will jointly exhibit under the concept GO CENTRAL JAPAN: An inspiring journey through nine prefectures

Special Messages from Organizers and Venue Representatives

Aiming for Sustainable Tourism Development Through
“All-Japan” Efforts



Hitoshi Saimyo, President
Japan Travel and Tourism Association

I am delighted, as the organizer, that Tourism EXPO Japan, one of the world's leading travel events is being held at Aichi Sky Expo. I extend my heartfelt gratitude to everyone who supported this event, including local partners.

Japan's domestic and inbound tourism markets are growing beyond pre-pandemic levels. However, outbound travel remains at only 60% of pre-pandemic levels. Meanwhile, inbound tourism is facing several issues, such as overcrowding in some regions due to the number of foreign tourists exceeding local capacity. Other issues include littering, trespassing on private property, and misuse of restrooms by visitors unfamiliar with Japanese customs, which are causing residents to develop negative impressions of tourism. Leveling and dispersing travel demand, along with educating travelers, are pressing challenges.

Interest in sustainable tourism is rising, with regions pursuing economic growth through tourism while preserving and utilizing natural environments and cultural heritage.

We position TEJ as a symbol of all-Japan collaboration among industry, government, academia, and communities. We propose tourism models to contribute to resilient tourism development. By bringing together diverse domestic and international businesses and organizations, we expect exhibitors and visitors to create new opportunities, find inspiration, and engage in negotiations and business matching.

Finally, TEJ will feature initiatives to support recovery following the Noto Peninsula earthquake in 2024.

We await your participation in this four-day event.

Turning Inbound Tourism Momentum into Regional Prosperity
Enhancing Regional Demand Distribution and Information Outreach



Atsumi Gamo, President
Japan National Tourism Organization

The number of foreign visitors to Japan in 2024 reached a record high of 36.87 million. Thanks to robust inbound demand and air service recovery, visitor arrivals in 2025 surpassed 20 million at the fastest pace ever, with consumption showing strong performance. I would like to express our gratitude to all stakeholders for their dedicated cooperation. To channel this inbound tourism power toward regional revitalization, we must focus more on attracting visitors to local areas.

Specifically, we will drive regional revitalization by promoting luxury travel and adventure travel, expanding diverse campaigns, and enhancing efforts to attract and host MICE events. We believe it is also important to mitigate the impact of temporary concentrations of tourists in certain cities by promoting these initiatives in collaboration with district transport bureaus, local governments, multi-regional DMOs, and convention bureaus across the country.

Every year, JNTO organizes the “VISIT JAPAN Travel & MICE Mart,” Japan's largest inbound travel trade fair, in partnership with TEJ. This year marks the first time it will be held in Aichi Prefecture. We will conduct familiarization trips across 12 courses in the Chubu and Hokuriku regions, allowing overseas buyers to experience Japan's diverse local attractions. In addition, through other projects, we remain committed to continuing the dissemination of information about the Chubu region. As part of our support for the recovery of the Hokuriku region, we are committed to continuously sharing accurate information about the affected areas and contributing to their reconstruction.

We look forward to continuing our journey alongside TEJ for the development of Japan's tourism industry.

Showcasing the Charms of Chubu and
Hokuriku to the World
TEJ2025: Pioneering the Future of Tourism



Satoru Katsuno, Chairman
Central Japan Economic Federation

I am delighted that Tourism EXPO Japan 2025 Aichi-Chubu Hokuriku will be held in Aichi Prefecture for the first time.

The Chubu and Hokuriku regions possess diverse attractions, including the majestic Japan Alps, cuisine and craftsmanship nurtured by nature, and rich history and culture.

At TEJ, nine prefectures will host a booth for the first time under the theme “GO CENTRAL JAPAN: An inspiring journey through nine prefectures,” demonstrating the region's value through exhibitions and experiences that can be enjoyed with all five senses.

Tourism has grown to become the second-largest industry in Japan after the automotive industry and serves as an economic pillar in the region. However, we have not yet fully unlocked our potential. To overcome this, large-scale collaboration and innovative tourism strategies are essential. I expect TEJ to promote cooperation among organizations and create new tourism models.

International events including the Asian Games are lined up for our region beginning next year. We will build upon the networks and communication capabilities gained from TEJ. I humbly request your continued support to enhance the culture, tourism, and hospitality of the Chubu and Hokuriku regions.

Leveraging TEJ to Collaborate with the Chukyo
Region and Nationwide: Regional Recovery
Through the Tourism Industry



Yutaka Kanai, Chairman
Hokuriku Economic Federation

The Hokuriku region has become more accessible since the March 2024 extension of the Hokuriku Shinkansen to Tsuruga, which connected the prefectures of Toyama, Ishikawa, and Fukui. It is filled with nature-born attractions and history, including the Northern Alps that boast peaks of over 3,000 meters, the varied landscapes along the Sea of Japan coast, ancient temples and gardens, traditional crafts that continue to evolve while preserving tradition, abundant seafood such as crab, local sake, and hot spring resorts blessed with natural beauty.

We expect that presenting the attractions of the Hokuriku region at Tourism EXPO Japan 2025, one of the world's most significant tourism events, and enabling more than 100,000 visitors to experience them will be a great leap forward for Hokuriku tourism. We also hope to strengthen our collaboration with the Chukyo region and people nationwide through this event.

It has been over one year and nine months since the January 2024 earthquake that hit the Noto Peninsula. While infrastructure has been redeveloped in the region, damage to local industries remains.

To revive the tourism industry, which is vital to Noto region, we earnestly request your long-term support.

Going Beyond the Image of a “Manufacturing
Prefecture:” Showcasing Aichi's Diverse
Attractions to Japan and the World



Takashi Ando, Chairman
Aichi Prefectural Tourism Association

I am delighted that Tourism EXPO Japan, one of the world's largest travel festivals, is being held in Aichi Prefecture for the first time. This event has been made possible through the dedicated efforts of Aichi Prefecture, local governments, economic organizations, tourism associations, and many business operators. I express my sincere gratitude to all involved.

I hope that by gathering various kinds of tourist information, visitors to the event will feel the desire to go traveling and rediscover the joy of travel.

Aichi is known as a “manufacturing prefecture” with a strong industrial image, but it also offers diverse tourism attractions including food culture and gourmet cuisine, history, and nature. There are places worth visiting throughout the prefecture. I would be delighted if people from across Japan and around the world could experience these attractions firsthand and come to recognize Aichi as an area where tourism can be enjoyed thoroughly. We have worked to make TEJ a significant catalyst for this goal.

During these four days, we will work together with local communities to generate great excitement and communicate Aichi's tourism attractions to visitors, so that many people will want to travel to Aichi.