



1-A Japan Travel and Tourism Association Chairman & CEO Masanobu Komoda welcomes attendees 1-B Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism Akira Yoshii speaks at opening ceremony 1-C Prime Minister Shigeru Ishiba sends video message 1-D Former Prime Minister Yoshihide Suga sends video message 2.Ribbon-cutting at the Opening Ceremony 3.The 9th Japan Tourism Awards Ceremony 4 WELCOME RECEPTION: 4-A Minister for Reconstruction Tadahiko Ito 4-B Aichi Prefecture Governor Hideaki Ohmura 4-C Tourism EXPO Japan 2025 Aichi/Central Japan Special Supporter Asaka Seto 4-D Dynamic performance "Nippon Domannaka Festival" "Josho"

Sep 26th Timetable

10:00~11:20 Aichi Sky Expo L3-L5 Conference Room

Domestic Tourism Symposium
Organized by: Japan Travel And Tourism Association(JATA)
Theme:Tourism Evolution Through Phase-Free Approach: Next-Generation Design Guided by Safety and Well-being

12:10~13:30 Aichi Sky Expo L3-L5 Conference Room

Overseas Tourism Simposium
Organized by: Japan Association of Travel Agents
Theme: Strategies for Boosting Japanese Outbound Travel Through Centrair

14:20~15:40 Aichi Sky Expo L3-L5 Conference Room

Inbound Tourism Symposium
Organized by: Japan National Tourism Organization (JNTO)
Theme: Gastronomy Tourism Leveraging the Strength of Regional Food Culture

16:30~17:50 Aichi Sky Expo L3-L5 Conference Room

Symposium on Vacation Style Reform Project
Organized by: Vacation Style Reform Project Team at National Governors' Association and Aichi Prefecture
Theme: Transforming Japan's Tourism Through "Vacation Style Reform"!

Central Japan and Hokuriku Showcase Regional Collaboration Potential

Tourism Diversification and Human Resource Investment Drive Solutions for Industry Challenges

Active B2B Exchange and Resource Integration Herald New Stage

Tourism EXPO Japan 2025 Aichi/Central Japan opened on September 25th, marking its inaugural hosting in Aichi Prefecture, which is recognized as a hub for regional tourism thanks to its diverse resources and comprehensive transportation networks. The event attracted significant domestic and international attention, drawing numerous industry professionals. It featured key figures, who discussed their future visions for tourism industry diversification that benefits all regions, while exhibitions and business meetings facilitated active B2B exchanges.

This year's theme is "Travel for Discovery and New Encounters." TEJ Executive Committee Chairman Hiroyuki Takahashi told media: "Through strongly themed travel such as adventure tourism and SDGs, we will create new demand." He expressed hope that Japan's Central region, home to Centrair Airport, would serve as a catalyst for revitalizing overseas travel, which remains in mid-recovery.

At the opening ceremony, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism Akira Yoshii stressed the policy of "promoting regional attractions while addressing overtourism, ensuring compatibility between nature and culture preservation and destination development." Prime Minister Shigeru Ishiba, in a video message referencing the nine-prefecture Central Japan joint booth, reaffirmed that "tourism is a fundamental regional industry from the Regional Revitalization 2.0 perspective.

Inter-regional cooperation is crucial."

The keynote address featured Kiyofumi Nakajima, chief operating officer of Studio Ghibli, Japan's animation culture standard-bearer whose Ghibli Park at the Expo 2005 Aichi Commemorative Park captivates tourists from around the world. "Ghibli Park sits on a site of cherished memories for Aichi residents. We want it to be a place where people return to their childhood and where global audiences reconnect with Ghibli works," he said, offering insights on how regions shine through resource regeneration and cultural integration.

Japan's tourism industry thrives on inbound tourism while facing serious challenges including regional disparities, labor shortages, and overtourism. These issues are shared globally, prompting participants of the 8th TEJ Tourism Ministerial Roundtable to propose that "further regional transformation of tourism requires essential investment in human resources, digital transformation, and infrastructure, which would lead to a sustainable tourism industry in the future."

The venue also hosted concurrent events including VISIT JAPAN Travel & MICE Mart 2025 and Travel Solutions Exhibition 2025, highlighting Japanese manufacturing value and business opportunity exploration. This year's TEJ served as a business networking platform to enhance recognition of Central Japan and Hokuriku. The exchange event WELCOME RECEPTION energized attendees with regionally distinctive content including the Nippon Domannaka Festival and Nagoya cuisine.

Keynote speech | Let's lose our way, together.



Mr. Kiyofumi Nakajima
Chief Operating Officer
STUDIO GHIBLI INC.

The Ghibli Method of Creating Theme Parks
Redefining What a Museum Can Be

The Ghibli Museum, which opened in 2001 in Mitaka City, Tokyo, originated as a project to provide support for its aging staff animators. For their benefit, the museum was created as a facility that would attract visitors and drive merchandise sales. The timing coincided with Studio Ghibli co-founder and film director Hayao Miyazaki's retirement announcement following the release of "Princess Mononoke" in 1997, making new business ventures essential.

Traditional museums are typically imposing modern architectural structures where visitors follow prescribed routes. Their primary audience consists of art students and enthusiasts, resulting in limited visitor numbers. The Ghibli Museum took the opposite approach to design by featuring a warm wooden construction that would allow natural light to stream through the building. Rather than set routes, the facility offers a maze-like experience with minimal explanations, emphasizing "feeling" over instruction. The museum's operational philosophy centers on three principles: serving as a museum for children, providing hands-on creative experiences, and harmonizing with nature. A reservation system limiting daily visitors to 2,400 ensures a comfortable experience. However, as inbound tourism surged beyond this capacity, the Ghibli Park concept emerged.

Inspired by Urban Parks in New York and London

When Miyazaki announced his retirement again in 2013 and dissolved the production department, questions arose about Studio Ghibli's future without filmmaking. Multiple theme park proposals emerged during this period. Among them, a connection formed through the 2005 Aichi Expo pavilion "Satsuki and Mei's House," based on the studio's film "My Neighbor Totoro," led to the concrete realization of Ghibli Park as part of the Expo 2005 Aichi Commemorative Park redevelopment project in Aichi Prefecture. The vision was to create a place where children from neighboring areas could visit and share memories together. This guided the decision to locate the park at the former Aichi Expo site. The ideal model resembles New York's Central Park or London's Hyde Park—urban parks that also attract tourists.

Nearly three years have passed since the first phase of the park opened in 2022, and the greatest difference from Ghibli Museum lies in visitor scale. The museum, in the Tokyo metropolitan area, attracts 600,000 visitors annually, while the park in Aichi draws three times that number. Though international visitors comprise 35% of attendees at the museum, it remains viable without them as it is accessible by the vast metropolitan area, Japan's largest population center. Conversely, the park's Aichi location means it operates with a limited local population base, requiring continuous efforts to capture both the Tokyo metropolitan market and international visitors to sustain its larger scale operations.

The 8th TEJ Ministerial Round Table

Regional Reform for the Industry's New Era
World Tourism Leaders Unite in Aichi for Planning

Ten years after the UN adopted the Sustainable Development Goals (SDGs), the 8th TEJ Ministerial Roundtable has welcomed tourism leaders from seven countries and six international organizations to discuss "regional transformation" for a sustainable future. UN Tourism Executive Director Zoritsa Urosevic said "global tourism has recovered and entered a new transformation period," calling for investment in human resources, infrastructure, destination diversification, and digital transformation. This report highlights participant comments focusing on destination diversity, which emphasize how regional transformation and innovation are crucial for achieving tourism that benefits local communities and contributes to global sustainability goals.



Ms. Zoritsa Urosevic
UN Tourism,
Executive Director

Welcome Message



Strong Public-Private Partnerships Drive Tourism Growth

Ms. Sarah Wang
World Travel & Tourism Council (WTTC), Regional Director - Asia

WTTC CEO Julia Simpson stated: "With tourism's 3.5% annual growth rate through 2035 outpacing other industries while carbon intensity gradually decreases, we face both opportunities and challenges. Today's meeting provides vital dialogue for those committed to protecting communities, traditions, values, and natural environments touched by tourism." Strong public-private partnerships are essential for sustainable, inclusive tourism growth. Japan exemplifies this approach, with tourism expected to contribute to 8% of GDP in 2025. Collaborations enable the industry to balance rapid expansion with environmental responsibility and cultural preservation, ensuring tourism becomes a force for positive change and better futures for all stakeholders.

Moderator



Finding Optimal Balance is Key to Ongoing Regional Growth

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

As countries worldwide tackle the 17 SDG targets by 2030, "transformation" is recognized as key to managing sustainable tourism. It involves multiple domains: the regional environment, economy, investment, human resources, digital innovation, local networks, and socio-cultural elements. Finding and maintaining optimal balance of these factors is crucial for long-term, stable regional growth. Success requires coordinating diverse stakeholder interests while preserving authenticity and natural resources. The challenge lies in harmonizing economic development with environmental protection, technological advancement with cultural preservation, and tourism expansion with community well-being. A holistic approach ensures tourism contributes to regional development without compromising future generations' opportunities.



Destination Diversification and Regional Cooperation for Resilient Tourism

H.E. Mr. Huot Hak
Kingdom of Cambodia, Minister of Tourism

Tourism destinations require diversification. By leveraging tourism resources from multiple perspectives and providing various experiences to visitors, we aim to disperse tourist flows, protect World Heritage sites, and ensure equitable economic benefits for local communities. This approach necessitates infrastructure investment, community participation, and development of new tourism routes through public-private partnerships with strong inter-regional coordination. Furthermore, we will collaborate with neighboring countries to promote multinational tourism routes, harmonize tourism standards, develop human resources, and share knowledge on digital utilization. These approaches will create more resilient tourism ecosystems that benefit all stakeholders while preserving cultural and natural heritage for future generations.



Hidden Regional Charms of the Silk Road

H.E. Mr. Aziz Abdukhakimov
Republic of Uzbekistan, Minister of Ecology, Environmental Protection and Climate Change

Uzbekistan, a Silk Road nation, welcomes 10 million foreign tourists annually, generating revenue of more than \$3 billion and employment for several hundred thousand people. This success stems from visa liberalization, expanded transportation networks, and new destination development. Uzbekistan believes tourism must respect authenticity and local traditions. Beyond UNESCO World Heritage sites, Uzbekistan promotes the appeal of nature in its regions and cultures in its small villages. The country is pursuing its tourism strategy Uzbekistan – 2030 through the green tourism campaign "UzStainable" and regional contribution initiatives, aiming to showcase authentic local experiences while ensuring responsible development that benefits communities nationwide.

Driving Regional Transformation - Destination Diversification and Human Resource Development



Toward Regenerative “Meaningful Tourism”

Mr. Peter Semone
Pacific Asia Travel Association (PATA), Chairman

Understanding both supply and demand is essential for tourism diversification and resource development. PATA supports countries’ appropriate market responses by clarifying regional, cultural, and natural resource uniqueness through “tourism asset mapping.” Recognizing that overtourism and sustainability challenges tend to focus disproportionately on visitor numbers, we are developing a new concept of “meaningful tourism.” By introducing new KPIs that evaluate environmental and economic impacts, we aim to promote sustainable tourism strategies from a comprehensive regional perspective. This approach shifts the focus from quantity to quality, ensuring tourism creates genuine value for destinations while preserving their authenticity and resources for future generations.



Changing Travel Market Values: Regional and Industry Reform

Dr. Aladdin D. Rillo
Economic Research Institute of ASEAN and East Asia (ERIA),
Managing Director for Policy Design and Operations

ASEAN tourism has recovered remarkably from the pandemic, but market dynamics and the industry structure have undergone significant transformation. With sustainability as the foundation, safety aspects are of greater importance, and more digitalization is required throughout the sector. Governments and tourist destinations must understand these evolving market changes and diverse consumer needs, communicate appropriate messages to target audiences, and create meaningful, valuable travel experiences. Key elements for success include comprehensive regional reform initiatives, effective governance structures to support these transformations, and strategic information sharing that aligns with market trends and traveler expectations.



Regional Messaging and Strategic Investment for Balanced Tourism

Ms. Dubravka Kalin
Republic of Slovenia, Director General of the Tourism Directorate

In tourism today, creating added value matters more than pursuing visitor numbers. Slovenia’s many small tourism businesses effectively communicate regional stories and authenticity. We must promote investment simultaneously in tourism infrastructure and products, particularly around wellness and longevity, to avoid concentration of tourists and encourage their dispersion to foster tourism that benefits local communities. Digital technology for measuring tourism impacts is also crucial. This approach transforms the once-perceived weaknesses of small-scale operations into strengths, enabling the creation of authentic regional experiences while ensuring economic benefits reach all areas, not just traditional hotspot



ETC Countries Unite for Regional and Temporal Distribution

Mr. Miguel Gallego
European Travel Commission (ETC) Head of Marketing and Communication

Europe, despite its relatively small geographical area, welcomes 700 million travelers annually—representing half the world’s tourists—with most visits concentrated in July and August, causing severe overtourism. To protect the environment, cultural heritage, and local residents, Europe seeks to distribute travelers across diverse regions and different seasons while promoting sustainable, CO₂-reducing transportation. Carefully balancing tourist and resident needs, the 36 ETC member countries are uniting strategically to create sustainable, valuable travel experiences through the comprehensive Unlock an Unexpected Upgrade campaign, encouraging travelers to discover unexpected, better journeys while effectively addressing overtourism challenges through coordinated temporal and geographical diversification efforts.



“Thrive 2030”Charts Path to Sustainable Future

Senator the Hon Nita Green
Australia, Assistant Minister for Tourism

Today’s tourism demands the maintenance of international competitiveness while delivering quality experiences and addressing economic, social, and environmental challenges. Our Thrive 2030 policy targets these goals, aiming to increase visitor spending by AUD 230 billion over 2020–2030, with 40% benefiting regional areas. Regional locations account for 51% of tourism employment. The government has launched the National Sustainability Framework for the Visitor Economy, increasing awareness of sustainable tourism nationwide. This comprehensive approach ensures tourism growth benefits all communities while protecting Australia’s unique natural and cultural assets, creating an industry that thrives economically while preserving what makes Australia special.



Three Ds for Tourism-Driven Regional Transformation

Mr. Gustavo Timo
Adventure Travel Trade Association (ATTA), President

Tourism should embrace “3 Ds”—Diversification, Dispersion, and Deepening—to drive climate action, cultural respect, and inclusive economic growth. Systems must particularly benefit local women, youth, and entrepreneurs directly. ATTA’s latest research shows strong market demand for nature, culture, and experiential offerings. Regional transformation occurs when tourism growth harmonizes with community health, resilience, and long-term sustainability. This approach ensures tourism becomes a catalyst for positive change, creating opportunities for marginalized groups while preserving cultural heritage and natural resources. By implementing these principles, destinations can achieve balanced development that strengthens local economies without compromising their authenticity or environmental integrity.



Diversity: Central America’s Strongest Asset A 10-Year Vision for Regional Tourism Policy

H.E. Ms. Gloria María De León Zubieta
Republic of Panama, Administrator General of Tourism Authority

Central America’s greatest competitive advantage lies in its diversity—each nation possesses distinct cultures, natural environments, and traditions. As holder of the presidency of the Central American Tourism Council, we aim to advance diversification inclusively, generating stable employment and opportunities for local communities. Over the next decade, we will advance the Regional Tourism Policy (PRETUR 2025–2035), building a common framework that strengthens regional competitiveness and resilience. Our greatest asset remains the “human capital” of the Central American Integration System (SICA) region. Investment in people represents investment in our region’s future, ensuring sustainable tourism that preserves identities while fostering growth.



Bringing DX Benefits to Tourism: Developing New Destinations

H.E. Ms. Ana Claudia Caram
Oriental Republic of Uruguay, Vice Minister of the Ministry of Tourism

With cooperation from the Inter-American Development Bank (IDB), Uruguay is implementing its Innovation and Development of Tourism 4.0 strategy. This initiative aims to expand digital transformation (DX) into the tourism industry. The goal is to build an ecosystem and connect digital solutions to effective tourism management. Pilot programs have begun, enabling the development of new destinations that previously had not benefited from digital technology. This approach is creating opportunities for areas that were overlooked in terms of digital tourism infrastructure, allowing them to participate in the modern tourism economy while preserving their authenticity through strategic digitalization.



From Overtourism to Balance: Japan’s Regional and Responsible Tourism Solution

Mr. Akira Yoshii
Japan, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism

While foreign visitor arrivals to Japan remain strong, some regions face excessive congestion and behavioral problems. To address these challenges, Japan is promoting regional tourism distribution and sustainable tourism development. Regional diversification centers on destination management organizations (DMOs) as regional tourism headquarters working to revitalize entire areas. Achieving sustainable tourism requires initiatives that balance tourism acceptance with residents’ quality of life. Japan is advancing transportation systems for tourists, demand distribution, and leveling measures to ensure harmony between visitor experiences and local community wellbeing, creating a model for responsible tourism management that other destinations can reference.

Closing Remarks



Diversity Essential for Competitiveness and Demand Distribution

Mr. Tadashi Kaneko
UN Tourism, Director, Regional Support Office for Asia and the Pacific

We discussed regional tourism promotion focusing on “transformation” in two key areas. First, maintaining local characteristics and competitiveness while offering diverse tourism resources is essential for sustainable, attractive destinations. Diversifying destinations is crucial for resolving demand concentration by region and season. Second, overcoming labor shortages is necessary for sustainable, high-quality tourism. Human resource development and digital technology are complementary for this challenge. Their synergistic effects improve tourism service quality. Today’s discussions emphasized that diverse tourism offerings enhance destination appeal and help distribute tourist flows evenly, creating more resilient and competitive tourism ecosystems across regions.

The 9th Japan Tourism Awards

“Sake Brewery Hotel Experience” and “Bus Business DX Collaboration” Win Grand Awards

Over 200 applications demonstrate contribution to sustainable development of regional industries and culture through “the power of tourism”

The Japan Tourism Awards recognize outstanding and sustainable initiatives by domestic and international organizations, groups, companies, and individuals that have contributed to the development and expansion of tourism. Tourism EXPO Japan aims to promote understanding of the travel industry while using these initiatives as models to contribute to the further development of the sector, widely disseminating the award-winning efforts to society and the world. This year there were 213 applications from Japan and overseas (comprising 198 self-nominations and 15 third-party nominations), significantly exceeding last year’s 119 entries.



Minister of Land, Infrastructure, Transport and Tourism Award

●KURABITO STAY Inc. Booth E-001

Sake Brewery Hotel® “KURABITO STAY”: Creating Possibilities for Regional Revitalization and Sake Tourism Starting from Sake Breweries

[Selection criteria] Japanese sake enjoys popularity among foreign travelers. This initiative was highly commended as a sustainable regional development model using sake breweries as a catalyst to enhance areas as tourism destinations while contributing to cultural preservation. The project excels in creating enhanced experiential value through authentic brewery worker experiences and accommodation in renovated worker dormitories, delivering measurable results. We anticipate this initiative will spread nationwide as a model for regional revitalization.

[Winner’s comment] We achieved this through the cooperation of Saku area breweries and local community members. Though our challenge in the Saku area, not a traditional tourist destination, was often seen as reckless, we hope this award brings hope to rural Japan, demonstrating how tourism can contribute to regional development. Our mission is to “protect our hometown heritage and pass on a place we can be proud of even a hundred years from now.” We will continue showcasing Japan’s local potential through our unique “sake brewer experience.”

*Also received the Japan Tourism Award Selected by Students



Minister of Economy, Trade and Industry’s Awards

●Eastern Hokkaido Tourism DX Platform Booth C-018

“Eastern Hokkaido: Area-Wide Tourism DX Connected by Transportation Operators”

[Selection criteria] This represents an outstanding example of tourism digital transformation (DX) through area-wide collaboration and shared digital infrastructure. Numerous transportation operators have worked in partnership and co-creation, achieving both operational efficiency and improved user convenience while capturing new tourism demand. The model has been highly commended for its replicability in other regions facing secondary transportation challenges. It also excels in fostering regional community development and contributing to sustainable tourism and local revitalization.

[Winner’s comment] We are honored to receive this recognition. Through bus operator collaboration, we created a comprehensive system enabling confident tourism experiences. This includes proposing area-wide sightseeing routes, partnering with regional businesses, advancing digital transformation through web sales, and building a website that consolidates tourism information beyond transportation. By promoting the region holistically, we even supported businesses that were slow to embrace digital platforms. We will continue expanding our partnership network and remain committed to promoting bus usage and regional tourism.

Japan Tourism Agency Commissioner’s Awards

●Tourism Business Course, ASUKE High School, Aichi Prefecture

“High School Travel®” Model: Building Community-Connected Population, Tourism Workforce Development, and Sustainable Travel Practices

●SeaCruise Co., Ltd.

Creating 6 Billion Yen Local Business Investment in Town of 23,000 Residents: Collaborative Rail-Sea Network Design Building Sustainable Tourism Routes

●wondertrunk & co.

Making Toyama a Global Destination: Comprehensive Regional Modern Luxury Approach — The 4-Year Journey to NY Times’ “52 Places to Go” Recognition

Executive, Committee Award

●Turkish Embassy Culture and Tourism Office / Turkish Airlines Booth F-012

Initiatives for Creating Demand in Southeast Turkey

UN Tourism Awards

●Tourism Committee of the Republic of Uzbekistan (TOURISM COMMITTEE OF THE REPUBLIC OF UZBEKISTAN) Booth F-039

Tourism Village Project — Poverty Reduction and Sustainable Tourism Development

●Michinoku Trail Club Booth C-039

Michinoku Coastal Trail — A 1,000km Community-Built Walking Path Along the Sea: Connecting Nature, History, and Culture for Post-Disaster Recovery

Japan Tourism Awards Elected by Students

●KURABITO STAY Inc. Booth E-001

Sake Brewery Hotel® “KURABITO STAY”: Creating Possibilities for Regional Revitalization and Sake Tourism Starting from Sake Breweries

*Also received the Minister of Land, Infrastructure, Transport and Tourism Award

●JTB Takamatsu Branch Booth E-001

“Local Quirks are Regional Treasures” — SICS Sustainable Lounge: Transforming Underutilized Ingredients into Community Assets

*Also received the Examination Committee’s Special Awards

Examination Committee’s Special Awards

- Hokkaido Airports Co., Ltd. Booth C-018
- Starry Sky and Aviation Lights Seen from the Runway**
- Ise-Shima Film Commission
- Ise-Shima Film Commission’s Screen Tourism — Bridging Regions and Productions (From Pilgrimage Tourism to International Promotion)**
- Gunchu Travel Co., Ltd.
- Transportation-Tourism Integration Project (Regional Collaborative Tourism Destination and Industry Revitalization & Value Enhancement) Plan**
- Mihama Machi Labo Booth D-003
- Noma Lighthouse Climbing Access Project**
- Yakage Town Tourism and Exchange Promotion Organization
- Operation of Camping Facilities and Temporary Shelters in Depopulated Villages**
- Kanazawa Adventures Inc.
- “We Must Go! Noto” Support-Through-Travel Bus Tours: Aiming for Disaster Recovery Support and Sustainable Tourism Development**
- JTB Takamatsu Branch Booth E-001
- “Local Quirks are Regional Treasures” — SICS Sustainable Lounge: Transforming Underutilized Ingredients into Community Assets**
- *Also received the Japan Tourism Award Selected by Students
- Tourism Toyota Booth D-015
- Promotion of Destination-Type Toyota City Universal Tourism through Citizen Participation and Nationwide Departure-Arrival Cooperation**
- Hirado City Albergo Diffuso Promotion Council Booth C-053
- “Albergo Diffuso” Promotion Project Initiatives**
- Kiire Child-Rearing Community KADAN
- Grass-Cutting Experience Tourism Project**
- SUZU GROUP (Suzutaki Co., Ltd.)
- Geo-Gastronomy Tourism: Editing and Conveying Daily Life in Niigata to Experience Regional Terroir**
- JR West Group, KNT-CT Holdings Group, Quoras Co., Ltd., Fukui Bank Group, Keifuku Bus Co., Ltd. Booth D-029
- Introduction of the “New Sensation XR Bus WOW RIDE Ikossa! Fukui-go” for Solving Regional Issues in the Fukui Area**

- THE TOKYO PASS-Culture Project (Secretariat: Tanseisha Co., Ltd.)
- THE TOKYO PASS-Culture: Services for International Visitors to Make Cultural Tourism in Tokyo More Comfortable and Enriching**
- Smile∞Ribbon
- Mystical Light - Sea Fireflies!! “World’s First! Only Here! Sea Firefly Show” at Safe Beaches on Awaji Island!**
- Saga Prefecture Community-Connected Population Creation Challenge Project Council Booth C-053
- Romancing Saga 10th Anniversary**
- JTB Corporation, Next Generation Education Networking Organization Booth E-001
- Providing Learning Opportunities for Regional Tourism DX Human Resource Development Nationwide - Regional High School Students Using Data to Pioneer the Future of Their Communities! Future Exploration Seminar & Future Exploration Festival**
- Yame Chamber of Commerce and Industry Booth C-053
- Yame Fukushima Tourism Project - Creating Experiential & Stay-Type Tourism through Yame Tea, Regional Traditional Industries × Historic Houses**
- Lake Biwa Canal Area Attraction Creation Council Booth E-029
- Creating Attractions Along the Lake Biwa Canal, an Active Infrastructure Supporting Industry and Culture, and Tourism Decentralization**
- Setouchi Shimanami Leading Co., Ltd. Booth C-109
- National Historic Site Noshima Castle Ruins Landing & Tidal Current Cruise - 5,000 People Land on Uninhabited Island:Weaving the Future through “Local Guide Passion” and “Regional Cooperation”**
- Saga Prefecture Film Commission Booth C-053
- Location Scouting Activities and Tourism Promotion in Malaysia**
- JTB Corporation, Asahi Breweries Ltd., Nikka Whisky Co., Ltd., Hirosaki City, Aomori Prefecture Hirosaki “En-nou” Project - Aiming for Regional Revitalization through Supporting Hirosaki City’s Apple Industry
- Tono Furusato Village
- Tono Furusato Village Dobekko Festival**
- SOE Booth D-029
- New Current: Sustainable Regional Regenerative Tourism Fostered by “Tradition × Cross-Industry Collaboration”**

Indicating booths where award-winning organizations and initiatives are featured

In addition to the above, 14 initiatives have received awards. For more details, please scan this QR code.

