



Lively encounters filled venue during trade and press days



Four symposiums held on second trade and press day



Business negotiations

High International Expectations for Expanding Overseas Travel Demand from Chubu Area

Discussion of Trending Topics Including Reform on Vacation Style and Phase Free

Tourism EXPO Japan 2025 reached its final trade day on the 26th, featuring energetic business meetings among domestic and international buyers and suppliers. The exhibition scale significantly exceeded initial targets, with 1,474 exhibition booths and 1,350 participating companies and organizations representing a diverse range of tourism sectors.

From overseas, 82 countries and regions exhibited, with Mexico's World Heritage city of Guanajuato and India's Rajasthan State presenting large booths. Long-haul destinations beyond Centrair's Asian-centered network cities are also targeting regional market development from the Chubu region. For Japan, notable features included the joint booth of nine Chubu prefectures and cross-prefectural touring routes such as the Three-Star Road connecting Hokuriku, Hida, and Gifu, highlighting collaborative promotions.

The exhibition featured an array of booths stimulating travel desires from multiple angles, including virtual reality (VR) experiences of luxury helicopters for affluent travelers, Korean cosmetics consultations, and meet-and-greet opportunities with "oshi" (favorite) idols. These creative initiatives aim to help visitors rediscover travel's appeal during the highly anticipated public days on the 27th and 28th, while simultaneously working to alleviate overtourism through regional cooperation and the creation of new demand beyond conventional concepts.

Meanwhile, thematic symposiums covered crucial topics exploring the future of the tourism industry. Besides the panel on inbound tourism, which delved

into Japanese gastronomy tourism's unique and compelling appeal, discussions included the promising potential of "Learnation" (balancing tourism promotion with education) as part of Aichi Prefecture's pioneering "Vacation Reform" initiative.

Recognizing that the tourism industry constantly faces crises, such as natural disasters and unexpected global events, the session on domestic tourism introduced "Phase Free" concepts useful in both daily life and emergencies, with concrete examples from roadside rest areas and tourism sites that have adopted this approach, though the theme remains relatively unknown to many industry professionals. Participants listened intently to these emerging topics. The Chubu region faces particularly serious delays in the expansion of international flight services and routes compared to regions with other major airports, and the overseas travel symposium strongly reconfirmed the urgent necessity for strengthened collaboration among airports, carriers, and travel agencies to expand networks.

Next year's event will be held at Tokyo Big Sight from September 24th-27th, returning to the capital after two years. Building on regional tourism movements and global tourism diversification successfully demonstrated in Aichi, along with solutions through strategic human resource development and comprehensive investment in digital transformation, further development in themed tourism, such as sustainable and adventure travel, is eagerly anticipated by industry stakeholders worldwide.

Domestic Tourism Symposium Organized by: Japan Travel And Tourism Association

Theme Tourism Evolution Through Phase-Free Approach: Next-Generation Design Guided by Safety and Well-being

Keynote Speech: Phase-Free; Building Value Beyond Daily Life

[Keynote Speaker/Panelist]



Mr. Tadayuki Sato
Representative Director
Phase Free Association

[Facilitator]



Ms. Chieko Kondo
Chief of Destination Support &
Career Development Division
Business Promotion Department
Japan Travel and Tourism
Association

[Panelists]



Mr. Hiroyuki Ishimaru
Director, Industry Division
Koshimizu Town



Mr. Taiki Fujikura
Deputy Manager
Strategic Planning Division
Naruto City

Community Building with Phase Free Approach to “Update Living and Travel”

In his keynote address, Tadayuki Sato, representative director of the Phase Free Association, highlighted a fundamental paradox in disaster management: while the importance of disaster preparedness is widely recognized, maintaining adequate levels of readiness consistently remains a significant challenge.

He attributed this issue to the disconnection between everyday life and times of crisis. One solution is the Phase Free concept: designing everyday life to be useful during emergencies as well. Sato stated: “Phase Free concepts are being incorporated into various products ranging from fashion accessories and clothing to food and office furniture, such as bags with buoyancy functions and ready-to-feed infant formula that does not require water or hot water. Phase Free is becoming a marketing trend in business.”

He introduced examples such as Ishikawa Prefecture’s reconstruction plan based on “preparing for emergencies as an extension of normal times” and the incorporation of Phase Free perspectives in the national Basic Environmental Plan, suggesting that Phase Free benefits everyone, always, in urban planning and tourism.

The panel discussion presented successful case studies from two municipalities. Koshimizu Town in eastern Hokkaido, facing the Sea of Okhotsk, opened WATASHINO, a city hall complex with integrated disaster prevention hub functions, in 2023. The complex serves to draw birdwatchers and other visitors from popular coastal birdwatching areas into the town center and to provide disaster preparedness for citizens. It integrates municipal offices with laundry

facilities, a café, and a gym, and has attracted a drugstore, which operates next door with a cooperation agreement for emergency supply provision. After conducting inspection tours featuring facility visits and various experiences this summer, Hiroyuki Ishimaru from Koshimizu Town said, “These tours also serve to promote Koshimizu Town as a destination. We want to attract an even broader range of participants.”


Meanwhile, Naruto City in Tokushima Prefecture, located at the eastern tip of Shikoku, has incorporated Phase Free concepts into urban planning, driven by concerns about the possibility of a major earthquake along the Nankai Trough on Japan’s Pacific coast. As a transportation hub connecting Kansai and Shikoku, the city aims to “serve as a hub in both normal times and emergencies,” developing both hardware and software infrastructure, said Taiki Fujikura of Naruto City. One such facility, roadside Rest area Kurukuru Naruto, attracts 1.3 million visitors annually, generates ¥2 billion in sales, and receives extensive media coverage. In concluding the panel discussion, Sato advised: “When developing Phase Free initiatives, there is a tendency to overemphasize emergency preparedness. However, the key is to focus on making experiences and tours more enjoyable.”



Overseas Tourism Symposium Organized by: Japan Association of Travel Agents


Theme Strategies for Boosting Japanese Outbound Travel Through Centrair

[Facilitator]




Mr. Michiyoshi Hoshino
Secretary General
Chubu Secretariat
Japan Association of Travel
Agents


[Panelists]




Mr. Hironori Kagohashi
President & CEO
Central Japan International
Airport Co., Ltd.



Ms. Mari Iwami
Senior Vice President
Chubu Area
Japan Airlines Co., Ltd.



Mr. Mashiro Kitagawa
Regional Manager
Osaka and Nagoya/
Western Japan
Finnair



Mr. Katsuhito Utsumi
Executive Officer
Regional Representative of
Central Japan
JTB Corp.
Chubu General Manager
Japan Association of Travel
Agents

Maintaining and Expanding Routes is Essential as a Foundation for Overseas Travel Demand

Panel discussions on status reports of Centrair (Central Japan International Airport) revealed its challenging situation as it marks its 20th anniversary. While the recovery rate for Japanese departures in June reached 75% of 2019 levels across seven major airports in Japan combined, Centrair achieved only 54%. Flight operations stand at 340 flights weekly compared to the pre-COVID level of 480, with Finnair’s Helsinki route the only European connection. However, there are signs of improvement in seat capacity: Japan Airlines (JAL) increased its Honolulu service to daily flights in July, and Finnair has doubled its summer schedule from two to four flights weekly.

Panelists proposed various strategies from their respective positions to expand overseas travel from Centrair. Mr. Utsumi

of JATA called for strengthening the foundation for overseas travel demand through enhanced support for passport acquisition and other basic infrastructure improvements, adding: “To stimulate demand from the Chubu region, we should actively make use of Aichi Prefecture’s pioneering ‘Learncation’ program (a system whereby students can take school-approved leave for educational trips), introduced in fiscal 2023 to facilitate family travel.”

Mari Iwami of JAL highlighted the use of sports events to boost Honolulu route demand: “While we have supported the Honolulu Marathon as a regular sponsor in recent years, we are now returning as title sponsor this fiscal year with JAL’s name on the event. We aim to improve year-round passenger numbers through half-marathons, triathlons, and other

events.”

Masahiro Kitagawa of Finnair emphasized the importance of inbound demand for route maintenance: “While our Japan office focuses on outbound sales, we need to work on inbound promotion because maintaining routes requires stimulating bidirectional demand.” Hironori Kagohashi of Centrair plans to capture business travel and cargo demand for route expansion, stating: “Of 190,000 tons of export cargo from the Chubu region, only 40,000 tons use Centrair, with the remainder trucked to Narita and Haneda airports. We will work with shippers and logistics companies to capture this volume.” Regarding tourism demand stimulation, he announced at the symposium that passport acquisition support for Centrair’s departing travelers would expand from those aged 20 and under to those aged 25 and under.

Facilitator Michiyoshi Hoshino concluded the session by emphasizing the need for close, face-to-face collaboration between the airport, carriers, and travel agencies to expand Centrair’s network.



Inbound Tourism Symposium Organized by: Japan National Tourism Organization (JNTO)

Theme Gastronomy Tourism Leveraging the Strength of Regional Food Culture

- Keynote Speech: Benefiting Local Communities Through Gastronomy Tourism
- Food Tourism Initiatives for Attracting and Hosting Inbound Tourists

[Keynote Speaker] [Facilitator] [Panelists]



Ms. Naomi Sugiyama
CEO of Gastronomy
Tourism Institute LLC



Mr. Tsutomu Wakamatsu
Executive Vice President
Japan National Tourism
Organization (JNTO)



Mr. Mitsuhiro Takeda
Advisor, Bureau of Tourism and
Conventions
Aichi Prefectural Government



Mr. Mitsuru Kakimoto
President, Japan
Vegetarian Society /
Authorized NPO



Ms. Misa Hakamada
Information
Officer Tourism
Section, Embassy of
Spain

tourism resources, thereby creating “compelling stories about the region’s unique climate, rich history, and people’s enduring spirit of inquiry,” said representative Mitsuhiro Takeda. The Aichi Fermented Food Culture Promotion Council was established last May to promote these initiatives.

Mitsuru Kakimoto of the Japan Vegetarian Society introduced the increasingly important topic of vegetarian and vegan accommodations as visitor demographics diversify. While India has the largest vegetarian population globally, flexitarians who consume meat only once or twice a week are rapidly increasing in Europe and America. “Providing vegan (completely plant-based) menus is now a global standard. We should develop distinctive menus that leverage unique local characteristics,” he urged.

In Spain, a nation pioneering in gastronomy tourism, travel based on enogastronomy (the art of knowing how to pair wine and food) accounted for an impressive 26% of total tourism consumption in 2022. Misa Hakamata from the Spanish Embassy’s Tourism Section explained: “The innovative wine routes developed by the Association of Spanish Wine Cities (ACEVIN) have successfully led to cross-regional, experiential, and sustainable tourism offerings. The natural compatibility of food with culture and history adds another dimension of appeal.”

Food Stories Connecting Culture, Nature, and Every Component

In her keynote speech, Naomi Sugiyama of the Gastronomy Tourism Institute LLC emphasized that “travel experiences featuring diverse food cultures are crucial content for inbound demand,” while pointing out that despite food and beverage spending by visitors to Japan reaching approximately ¥1.7 trillion in 2024, many of Japan’s roughly 500,000 restaurants have yet to adapt to inbound visitor needs. She further noted: “With the increase in independent travelers seeking authentic experiences and growing global interest in food culture, gastronomy tours that reflect local culture, heritage, traditions, and community spirit through regional cuisine and ingredients can be created by uncovering food resources and crafting them into compelling narratives. Sustainable measures, such as reducing food waste, are also essential. The inscription of

both Washoku and traditional sake brewing as UNESCO Intangible Cultural Heritage, along with the addition of Washoku to the Basic Act on Culture and the Arts, all provide significant tailwinds for this sector.”

During the panel discussion, Tsutomu Wakamatsu of JNTO referenced comprehensive survey results from 22 countries showing “gastronomy and fine dining” is the top purpose for overseas travel, stating, “We want to make this a powerful hook for attracting visitors to regional areas, which is our highest priority for reaching our ambitious goal of 60 million visitors annually.”

The Aichi Prefectural Government Bureau of Tourism and Conventions has strategically recognized its fermented food culture—including miso, soy sauce, mirin, and sake—as valuable



Rest Style Reform Symposium Organized by: Rest Style Reform Project Team at National Governors’ Association and Aichi Prefecture

Theme Transforming Japan’s Tourism Through “Rest Style Reform”!

- Keynote Speech: Accelerating Tourism Revival Through “Rest Style Reform and Learncation”

[Keynote Speaker/Facilitator]

[Panelists]



Prof. Taku Sameshima
Faculty of Tourism and Culture
Komazawa Women’s University



Mr. Masaaki Nakano
Manager
General Affairs Division
Community Affairs Department
Bureau of Community and
Cultural Affairs,
Aichi Prefectural Government



Mr. Tetsuya Tokimatsu
Educational Administration
Reform Manager
Education Policy Section
Beppu City Board of
Education Secretariat



Mr. Genki Hanamura
Manager
Regional Cooperation Dept.
Tourism Promotion Sec.
Nagoya Railroad Co., Ltd.

programs. Beyond the tourism industry, there is a need for awareness-raising among educators and a shift in mindset to recognize holidays and tourism as encompassing educational domains.”

During the panel discussion, Masaaki Nakano from Aichi Prefecture’s Bureau of Community and Cultural Affairs introduced the Prefectural Day School Holiday initiative, which establishes Aichi Week around November 27 (Prefectural Day) and designates one weekday during this period as a school closure day. Parents are encouraged to take paid leave on this day, with 2024 surveys showing 33.5% of parents with elementary school children took time off. Genki Hanamura from Nagoya Railroad Co., Ltd. explained initiatives, including discounts at company leisure facilities and unlimited ride passes for trains and buses during Aichi Week.

Tetsuya Tokimatsu from Beppu City Board of Education Secretariat introduced “TabiSta” holidays launched in 2023. “Beppu has many tourism industry workers who find it difficult to take weekends off, resulting in limited parent-child time,” he explained. This system allows up to five days annually for students to spend with family without being marked absent. It is receiving positive feedback and an increasing number of applications.

Facilitator Sameshima concluded by stating that nationwide implementation of similar initiatives would yield greater effectiveness in standardizing tourism demand.

In his guest remarks, Japan Tourism Agency Senior Vice Commissioner Norio Kimura stated: “Aichi Prefecture, the first in Japan to promote family holidays, serves as a model for work-leisure balance.”

Shifting Mindsets toward Family Holidays that Foster Learning Opportunities

In his opening remarks via video message, Aichi Governor Hideaki Omura conveyed his commitment to the “Rest Style Reform” initiative he has personally championed after experiencing traffic congestion during peak holiday periods.

In his keynote speech, Professor Taku Sameshima of Komazawa Women’s University explained “Learncation,” a term coined from “learning” and “vacation” that represents a holiday system for school children introduced by Aichi Prefecture in 2023. It allows students to take off three days annually for off-campus learning—essentially approved leave for children—so families can spend holidays together while expanding educational

opportunities. This is part of the Holiday Reform project aimed at improving work-life balance, promoting parental use of paid leave, and serving as a management measure to standardize tourism demand.” He continued: “It also creates business opportunities for discovering new demand, ultimately helping to address labor shortages, increase job attractiveness, improve productivity, and promote regular employment. Regions with high dependency on tourism benefit most, and the system supports equity by correcting experiential disparities.”

Sameshima added: “In Aichi Prefecture, the Learncation uptake rate among students and parents exceeds 30%, and seven prefectures nationwide have introduced similar

フォトハイライト



オープニングセレモニーの様子／Opening ceremony

展示会



WELCOME RECEPTIONの華やかなステージ／Vibrant performances at WELCOME RECEPTION

第9回「ジャパン・ツーリズム・アワード」表彰式
The 9th Japan Tourism Awards Ceremony



スタジオジブリの中島清文氏による基調講演
Keynote speech by Kiyofumi Nakajima of Studio Ghibli



多数の聴講者が集うテーマ別シンポジウム／Thematic symposiums attracting numerous attendees



旅行会社エリアには大手および専門旅行会社が出展
Major and specialized travel agencies exhibit in travel agency area



最大規模を誇る韓国観光公社ブース
Korea Tourism Organization booth, the largest at the expo



記者会見には、TEJ2025 愛知・中部北陸スペシャル・サポーターの瀬戸朝香さんも登壇／Asaka Seto, Tourism EXPO Japan 2025 Aichi/Central Japan Special Supporter, at press conference



様々なテーマで開催されたツーリズム・プロフェッショナル・セミナー／Tourism Professional Seminars on various topics



ゲートで入場を待つ多くの業界関係者
Many visitors wait for admission



トラベルソリューション展2025にはDX関連サービス企業44社が出展／Travel Solutions Exhibition 2025 featuring 44 DX-related service companies



場では活発な商談会が続く／Business negotiations at exhibition hall



第8回 TEJ大臣会合／The 8th TEJ Ministerial Roundtable

中部・北陸9県初の共同出展「GO CENTRAL JAPAN」ブース
GO CENTRAL JAPAN booth, the first joint exhibition by nine prefectures in Chubu and Hokuriku regions

セントレアや地元の交通輸送機関もアピールした／Centrair and local transportation companies promote their services

「コンテンツツーリズム」や「クルーズ」など新しい旅のカタチを発信
Showcasing new forms of travel such as "contents tourism" and cruises

各国・エリアのグルメやエンターテインメント、文化体験を楽しめるブースも／Booths where visitors enjoy gourmet food, entertainment, and cultural experiences from various countries and areas



JATAによる「もっと海外へプロモーションブース」では、岩田剛典さんの写真展を開催／JATA's "Discover the World, Travel Abroad" booth features a photo exhibition by actor Takanori Iwata

商談風景(左:インド・ラジャスタン州観光局、右:マカオ政府観光局)
Business meetings (Left: Rajasthan Tourism, India, Right: Macao Government Tourism Office)

観光ビジネスに関わる情報と関係者が集結する国際観光イベント

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Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)共同開催
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