



# Tourism Expo Japan 2025 Aichi/Central Japan

Thursday to Sunday September 25 to 28, 2025 Aichi Sky Expo



## No. of Exhibitors

**82** countries and regions

**1,350** companies and organizations

## Total No. of Visitors: **127,677**

September 25 (Trade & Press Day) **20,316**

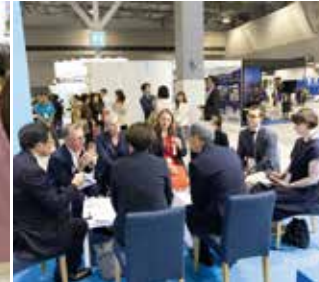
September 26 (Trade & Press Day) **18,144**

September 27 (General Public Day) **41,799**

September 28 (General Public Day) **47,418**

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





# Tourism Expo Japan Takes Place in Aichi for the First Time Showcases the Heart of Japan to the World “Travel for Discovery and New Encounters” — 127,677 Visitors Attended

The Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA), and Japan National Tourism Organization (JNTO) hosted Tourism EXPO Japan 2025 Aichi/Central Japan (TEJ2025) from September 25–28, 2025, at Aichi Sky Expo. Under the theme “Travel for Discovery and New Encounters,” 1,350 companies and organizations from 82 countries and regions, as well as across Japan, participated—far exceeding expectations. The first Aichi venue attracted significant attention, with 127,677 visitors. Then Prime Minister Shigeru Ishiba sent a video message: “Tourism is fundamental to regional revitalization. Collaboration between regions is essential.”

The TEJ Conference on trade and press days (September 25–26) featured programs exploring the future of tourism. Kiyofumi Nakajima, Chief Operating Officer of Studio Ghibli, delivered the keynote, sharing insights on regional revitalization through resource regeneration and cultural fusion, based on the Ghibli approach to theme park development.

The 8th TEJ Ministerial Roundtable—with tourism leaders from seven countries and six international organizations—concluded that investing in human resources, digital transformation, and infrastructure is crucial for regional development amid global challenges like regional disparities and labor shortages.

Thematic Symposia featured discussions on new perspectives such as Aichi Prefecture’s “Rest Style Reforms” and “Phase Free” concepts. The Chubu region is served by Centrair (Central Japan International Airport), but concerns remain about delays in restoring international routes. The Overseas Travel Symposium



From left: Atsumi Gamo, President, Japan National Tourism Organization (JNTO); Hiroyuki Takahashi, Chairperson, Japan Association of Travel Agents (JATA); Asaka Seto, Special Supporter, Tourism EXPO Japan 2025 Aichi/Central Japan; Hitoshi Saimyo, President & COO, Japan Travel and Tourism Association; Satoru Katsuno, Chairman, Central Japan Economic Federation

reaffirmed the need for airports, airlines, and travel agencies to collaborate on expanding route networks.

Business meetings involved 703 buyers and 826 sellers holding 6,071 pre-scheduled negotiations. The exhibition showcased 1,474 booths (442 international, 640 domestic). A prominent joint booth by nine Chubu prefectures attracted attention.

Next year’s event returns to Tokyo Big Sight from September 24–27, 2026, with expectations for further growth in regional tourism, global diversification, and thematic tourism.

## Results of Tourism EXPO Japan

2024		
No. of Exhibitors	80 countries / regions Japan's 46 prefectures 1,384 companies and organizations	
No. of Visitors	October 26 (Trade and Press Day)	36,459
	October 27 (Trade and Press Day)	35,359
	October 28 (General Public Day)	54,869
	October 29 (General Public Day)	56,247
A total of		182,934
October 29 (Thu) – November 1 (Sun), 2020 (Okinawa)		
No. of Exhibitors	30 countries / regions, Japan's 28 prefectures 285 companies and organizations	
No. of Visitors	A total of 24,174	
September 21 (Thu) – 24 (Sun), 2017		
No. of Exhibitors	130 countries / regions, Japan's 47 prefectures 1,310 companies and organizations	
No. of Visitors	A total of 191,577	
September 26 (Fri)–28 (Sun), 2014		
No. of Exhibitors	151 countries / regions, Japan's 47 prefectures 1,129 companies and organizations	
No. of Visitors	A total of 157,589	

2023 (Osaka / Kansai)		
No. of Exhibitors	70 countries / regions Japan's 46 prefectures 1,275 companies and organizations	
No. of Visitors	October 26 (Trade and Press Day)	23,071
	October 27 (Trade and Press Day)	26,089
	October 28 (General Public Day)	48,305
	October 29 (General Public Day)	50,597
		A total of 148,062
October 24 (Thu) – 27 (Sun), 2019 (Osaka)		
No. of Exhibitors	100 countries / regions, Japan's 47 prefectures 1,475 companies and organizations	
No. of Visitors	A total of 151,099	
September 22 (Thu/holiday) – 25 (Sun), 2016		
No. of Exhibitors	140 countries / regions, Japan's 47 prefectures 1,181 companies and organizations	
No. of Visitors	A total of 185,844	
*Visitors of JAPAN NIGHTS' street events at Nihonbashi Area : 15,200		

2022		
No. of Exhibitors	78 countries / regions Japan's 47 prefectures 1,018 companies and organizations	
No. of Visitors	September 22 (Trade and Press Day)	24,794
	September 23 (Trade and Press Day)	18,811
	September 24 (General Public Day)	40,483
	September 25 (General Public Day)	39,986
A total of		124,074
September 20 (Thu) – 23 (Sun), 2018		
No. of Exhibitors	136 countries / regions, Japan's 47 prefectures 1,441 companies and organizations	
No. of Visitors	A total of 207,352	
September 24 (Thu)–27 (Sun), 2015		
No. of Exhibitors	141 countries / regions, Japan's 47 prefectures 1,161 companies and organizations	
No. of Visitors	A total of 173,602	

## Tourism EXPO Japan 2025 Aichi/Central Japan 4 Core Programs

### 1 Travel Showcase and In-booth Business Meetings

**Exhibition scale: 1,474 booths, 1,350 companies/organizations** (including Travel Solutions Exhibition 2025)

Under the theme “Travel for Discovery and New Encounters,” new special exhibition zones were expanded and enhanced, to include “Cruises,” “Drive Tourism,” and “Content Tourism.”

**Business meeting registrants: 826 sellers, 703 buyers Business sessions: 6,071**

The two-day travel showcase and in-booth business meeting sessions focused on maximizing exhibitor business outcome and efficiency through a pre-appointment system.

### 2 TEJ Conference

Top leaders in global tourism gathered under the theme “Driving Regional Transformation – Destination Diversification and Human Resource Development.” Events included the 8th TEJ Ministerial Roundtable in collaboration with UN Tourism, Keynote Speech, Thematic Symposia, and Tourism Professional Seminars.

### 3 Networking Events

The “Welcome Reception” on opening day fostered business networking, while performances such as “Nippon Domannaka Festival”, one of Japan’s largest dance festivals based in Nagoya, captivated attendees.

### 4 Awards Ceremony

The 9th Japan Tourism Awards ceremony recognized outstanding sustainable initiatives by domestic and international organizations, companies, and individuals contributing to tourism development and expansion.

#### Cooperative Events for Creating Synergy

**Concurrent events creating synergies: Travel Solutions Exhibition 2025**

For companies and organizations offering digital transformation services supporting the new era of tourism business. (September 25–26 / 37 companies and organizations)

**Joint event: VISIT JAPAN Travel & MICE Mart 2025 (VJTM & VJMM 2025) Organized by: Japan National Tourism Organization (JNTO)**

Overseas inbound travel agencies (approximately 270 companies from 33 countries/regions) and tourism-related businesses from across Japan (approximately 330 companies/organizations) gathered for business meetings (September 25–27).

#### Spotlight

### Tourism EXPO Japan 2025 Aichi/Central Japan Special Supporter Actor Asaka Seto, a Local Native “I want to cherish what I gain through travel.”

Tourism EXPO Japan 2025 Aichi/Central Japan welcomed actor Asaka Seto, a native of Seto City, Aichi Prefecture, as a Special Supporter. Seto shared, “For me, travel has many meanings—creating memories, making discoveries, and meeting new people. I hope this event inspires people to visit places they’ve never been.” She spoke of her experiences, including family trips and solo journeys to visit her children studying abroad. She visited various booths at the venue and posted on social media, “I want to continue cherishing what I gain through travel.”

During the event, she appeared at the Welcome Reception and held a talk show on the public days.



Asaka Seto speaks of her enthusiasm at the organizing group’s press conference



\*Titles are as of the event.

# Opening Ceremony

September 25 (Thu.)  
9:30 a.m. - 10:00 a.m.  
Conference Rooms L3 - L5



Then Prime Minister Shigeru Ishiba delivered a video message: "I hope this event will energize both inbound and outbound exchanges and generate significant momentum for tourists to visit regional areas. Tourism is a vital industry for local communities and a key driver of Regional Revitalization 2.0, which our administration has prioritized. It is essential to strengthen the momentum in inbound tourist numbers and spending while spreading these benefits across Japan."



Masanobu Komoda, Chairman & CEO  
Japan Travel and Tourism Association



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



Zoritsa Urosevic, Executive Director  
UN Tourism

## One of the World's Largest Tourism Events Lands in Aichi for the First Time A Platform for Tourism Promotion from Centrair and Recovery Support for Hokuriku

At the Opening Ceremony, Masanobu Komoda, Chairman & CEO of the Japan Travel and Tourism Association, representing the organizers, outlined the event's objectives: "Discovery of the charms of Aichi and Chubu-Hokuriku region," "Further internationalization of Centrair (Central Japan International Airport)," "Recovery support for the Hokuriku region after the 2024 earthquake," and "Industry revitalization through strengthened B2B activities." He declared, "We aim to revitalize the entire region through tourism and seize this excellent opportunity to showcase new forms of travel to the world."

Among the guests, Akira Yoshii, then Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism, emphasized the government's policy: "We will work on attracting visitors to regional areas and addressing overtourism while ensuring the preservation of nature and culture alongside tourism." Zoritsa Urosevic, Executive Director of UN Tourism, who visited Japan for the event, called for action: "The global tourism industry

has recovered and entered a new era of transformation. Let us advance destination diversification and digital transformation."

### Hosts and Guests on the Stage

**Guests:** Akira Yoshii, Parliamentary Vice-Minister Land, Infrastructure, Transport and Tourism / Zoritsa Urosevic, Executive Director, UN Tourism / Shigeki Murata, Commissioner, Japan Tourism Agency / Sarah Wang, Regional Director - Asia, World Travel & Tourism Council (WTTC) / Satoru Katsuno, Chairman, Central Japan Economic Federation / Yutaka Kanai, Chairman, Hokuriku Economic Federation / Takashi Ando, Chairman, Aichi Prefectural Tourism Association / Hiroki Nakamura, Director-General, Chubu District Transport Bureau, MLIT / Hironori Kagohashi, President & CEO, Central Japan International Airport Co., Ltd. / Rukmani Riar, Commissioner of Tourism, Government of Rajasthan / Mitsunori Watanabe, Marketing Division Sales Strategy Department Manager, Central Japan Railway Company / Kiyomi Suzuki, Executive Vice-President, Nagoya Railroad Co., Ltd. / Victor A. B. Chan, Marketing Division Director, Macao Government Tourism Office / Yuji Akasaka, Representative Director Chairperson, Japan Airlines Co., Ltd. / Shinya Katanozaka, Chairman, ANA Holdings Inc. / Joseph Komiya, Western Japan Office Manager, STARLUX Airlines / Takeshi Fujino, Director, Senior Managing Executive Officer, Japan Airport Terminal Co., Ltd. / Daisuke Tokutake, Managing Director, Tokyo International Air Terminal Corporation

**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 Speech

September 25 (Thu.)  
1:30 p.m. - 2:30 p.m.  
Conference Rooms L3 - L5

## Theme "Let's lose our way, together."

### A Museum that Defied Convention and a Park for Creating Childhood Memories

In the keynote speech, Kiyofumi Nakajima, Chief Operating Officer of Studio Ghibli, explained why Studio Ghibli ventured into museums and theme parks and how they are run, sharing specific anecdotes. He revealed the surprising backstory behind the Ghibli Museum in Mitaka, which opened in 2001: It originated in efforts to strengthen merchandise operations as a response to the aging of animators. The concept was to reject traditional museum norms—aiming for something different from concrete modern architecture, cold atmospheres, and fixed viewing routes. "We created a rounded, wood-rich building filled with light and air, with a maze-like layout and no set route. Operations are based on principles of 'for children,' 'experiencing craftsmanship,' and 'coexisting with nature.' We strive to provide a comfortable space with a pre-reservation system limiting visitors to 2,400 per day," Nakajima explained. However, following a rapid increase in inbound tourists, the management of the museum became unsustainable.

After Director Hayao Miyazaki announced his retirement in 2013, the production division was dissolved the following year. As Ghibli faced questions about its future direction, the Ghibli Park

concept arose as part of the redevelopment project for Expo 2005 Aichi Commemorative Park. "Before the Expo, there was a youth park in the Expo site area where children would visit for outdoor learning experiences—a place where memories could be shared even as they grew up. We wanted to recreate such a park through Ghibli Park," Nakajima said. The ongoing challenge is maintaining visitor numbers. Nakajima noted, "Visitors comprise 30% from the Tokai region, 50% from across Japan, and 20% international—meaning 70% are from outside the local area. The park receives three times the museum's 600,000 annual visitors. With a limited nearby population, continuously attracting tourists, including from overseas, is essential."



### Keynote Speaker

**Kiyofumi Nakajima**  
Chief Operating Officer, Studio Ghibli Inc.



# The 8th TEJ Ministerial Roundtable

September 25 (Thu.)  
2:45 p.m. - 4:45 p.m.  
Conference Rooms L3 - L5

## Theme

## Driving Regional Transformation – Destination Diversification and Human Resource Development

Collaboration:



### Global Tourism Leaders Gather in Aichi! Discussing "Regional Transformation" for a Sustainable Future

This year marks the 10th anniversary of the United Nations' adoption of the Sustainable Development Goals (SDGs). The 8th TEJ Ministerial Roundtable brought together tourism administration leaders from seven countries and representatives from six international organizations to discuss regional transformation for a sustainable future. The first half focused on destination diversification, while the second half centered on human resource development and digital transformation, with participants sharing case studies and policies from around the world.

Zoritsa Urosevic, Executive Director of UN Tourism, stated, "Global international tourist numbers have fully recovered, surpassing 2019 levels, and a new era of transformation is now beginning." She called for investing in human resources and infrastructure to drive change, as well as diversifying destinations and advancing digital transformation that support sustainable and inclusive development.

Participants suggested initiatives like public-private partnerships and collaborations with neighboring countries. They aimed to improve tourism quality by developing human resources and adopting digital technologies, and to create KPIs that accurately measure environmental and economic impacts under the concept of "meaningful tourism." Akira Yoshii, then Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism representing Japan, outlined policies to attract visitors to regional areas and to promote demand dispersion and leveling. These policies address the concentration of travelers in the three major metropolitan areas, including Tokyo, as well as issues such as overcrowding and manners violations during certain times and in specific locations.



### Panelists

**Countries:** Australia / Cambodia / Japan / Panama / Slovenia / Uruguay / Uzbekistan International  
**International Organizations:** UN Tourism / World Travel & Tourism Council (WTTC) / Pacific Asia Travel Association (PATA) / European Travel Commission (ETC) / Economic Research Institute for ASEAN and East Asia (ERIA) / Adventure Travel Trade Association (ATTA)

## Moderator



### Achieving Optimal Balance Enables Sustained Regional Growth Marjorie Dewey President, Connect Worldwide Japan Co., Ltd.

"As countries worldwide work toward achieving the Sustainable Development Goals (SDGs) by 2030, addressing 17 common challenges, it is already recognized that 'regional transformation' is key to managing sustainable tourism. This is a complex issue involving many areas, including regional environment, economy, human resources, digital innovation, regional networks, and social and cultural factors. Maintaining optimal balance is most crucial for sustained and stable regional growth."

## Organizers' Press Conference Chubu Region to Serve as Catalyst for Overseas Travel Revival

At the organizers' press conference, Tourism EXPO Japan Executive Committee Chairman Hiroyuki Takahashi (Chairman of JATA) spoke passionately about the overall theme "Travel for Discovery and New Encounters," stating, "We will connect this to creating new demand, including adventure tourism." He expressed hope that the Chubu region, home to Centrair, would serve as a catalyst for the revival of overseas travel. Hitoshi Saimyo, President of the Japan Travel and Tourism Association, highlighted that each exhibition booth was "filled with thematic content." Atsumi Gamo, President of Japan National Tourism Organization (JNTO), introduced the initiatives of "VISIT JAPAN Travel & MICE Mart 2025" and called on participants to "create diverse inbound travel products through firsthand experiences." Representing the local region, Satoru Katsuno, Chairman of the Central Japan Economic Federation, expressed enthusiasm: "This is an excellent opportunity for people to discover the attractions of the nine prefectures in Chubu and Hokuriku. We have presented our tourism resources through four themes—manufacturing, history, nature, and food—designed to be enjoyed with all five senses."



## Special Programs for Buyers and Exhibitors from the Tokyo Metropolitan Area at the First Aichi Event

For this year's inaugural Aichi venue, the following new initiatives were introduced to improve access for buyers and exhibitors from the Tokyo metropolitan area.

① **Chartered Shinkansen cars and Meitetsu μ-SKY transported 142 participants to Aichi Sky Expo on opening day.** Two Shinkansen cars were chartered, featuring onboard seminars by three organizations: "Katsuoji Temple" from Minoh City, Osaka (known as the temple of victory); "Tokoname City," the local host area of the TEJ venue; and the "Korea Tourism Organization." The chartered cars were also decorated with TEJ logo headrest covers and other branded items.



② **Friendly Support for Exhibitors Traveling to the Venue.** During the event, a limited bus service operated for exhibitors staying in Nagoya City, offering direct transportation to the venue without transfers. One-way trips ran from two locations—Nagoya Station and Sakae—to the venue.

③ **Exclusive Discounted Car Rental Plans for Exhibitors.** During the event, discounted car rental options were offered through a partnership with Toyota Rent a Lease Nagoya.



Thematic Symposia

September 26 (Fri.) 10:00 a.m. –5:50 p.m. / Conference Rooms L3- L5

Domestic Tourism Symposium

● Organizer: Japan Travel and Tourism Association

10:00 a.m. – 11:20 a.m.

**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

**Panel Discussion:** Building Tourism Destinations That “Update Living and Travel” Through Phase Free

Updating Daily Life and Disaster Preparedness Through the “Phase Free” Perspective

In his keynote speech Tadayuki Sato introduced specific examples of the “Phase Free” concept—which views daily life and emergency disaster preparedness as a continuum—including new clothing and housing products and Ishikawa Prefecture’s reconstruction plan. Recognizing that disaster preparedness relies on limited government budgets and volunteers -- and that individuals tend to neglect disaster measures that serve no purpose in daily life -- he advocated for “an approach that makes everyday products and services useful during emergencies, based on the premise that people cannot always be prepared.”

In the following panel discussion, two municipalities shared their initiatives. In Koshimizu Town in eastern Hokkaido, a city hall complex with integrated Phase Free disaster prevention hub functions called “WATASHINO” opened in 2023, aimed at attracting visitors from coastal areas into the town center while serving as a disaster preparedness hub for residents. The town hall features laundry facilities, a café, and a sports gym, and a neighboring drugstore was invited to open with a cooperation

agreement for supplying goods during disasters. This summer, inspection tours with facility visits and various activities were also held. “This has also helped people develop a fondness for Koshimizu Town,” said Ishimaru.

Meanwhile, Naruto City in Tokushima Prefecture, which was the first in Japan to incorporate Phase Free into urban planning due to concerns about the Nankai Trough earthquake on Japan’s Pacific Coast and other disasters, aims to create facilities that “can serve as hubs in both normal and emergency times” (Fujikura). One successful example, the roadside station “Kurukuru Naruto,” has been featured by numerous media outlets and attracts 1.3 million visitors annually, with sales reaching 2 billion yen.

Sato advised, “While there is a tendency to focus on emergency measures, the key is to make things enjoyable.”



Keynote Speech / Tadayuki Sato



Hitoshi Saimyo



Chieko Kondo



Hiroyuki Ishimaru



Taiki Fujikura

**Opening Remarks** Hitoshi Saimyo, President & COO, Japan Travel and Tourism Association

**Keynote Speech** Tadayuki Sato, Representative Director, Phase Free Association

Panel Discussion

**Facilitator** Chieko Kondo, Chief of Destination Support & Career Development Division, Business Promotion Department, Japan Travel and Tourism Association

**Panelists** Tadayuki Sato, Representative Director, Phase Free Association  
Hiroyuki Ishimaru, Director, Industry Division, Koshimizu Town  
Taiki Fujikura, Deputy Manager, Strategic Planning Division, Naruto City

Overseas Travel Symposium

● Organizer: Japan Association of Travel Agents (JATA)

12:10 p.m. – 1:30 p.m.

**Theme** Strategies for Boosting Japanese Outbound Travel Through Centrair

To promote outbound travel, revitalize international routes by capturing two-way demand

According to the panelists, outbound travel demand from Centrair has not yet returned to pre-COVID levels. While departures from all seven major airports across Japan recovered to 75% of 2019 levels in June, departures from Centrair reached only 54%. Flight operations currently total 340 flights per week compared to 480 before COVID. The only European route available is Finnair’s Helsinki service. However, there are signs of increased seat capacity, with Japan Airlines (JAL)’s Honolulu route expanding to daily service starting in July, and Finnair doubling summer flights to four per week.

Given this situation, proposals were made to expand outbound travel from Centrair. Katsuhito Utsumi from JTB called for increasing the base through promotion of passport acquisition and specifically urged Centrair to actively use ‘Learnation (educational vacation),’ which Aichi Prefecture introduced in fiscal 2023. Mari Iwami from JAL cited leveraging sports to stimulate demand for the Honolulu

route: “We have returned as the title sponsor of the Honolulu Marathon and aim to increase passengers year-round, including through triathlon events.” Masahiko Kitagawa from Finnair emphasized the importance of inbound demand for route maintenance. “While our Japan office’s primary mission is promoting Japan-originating travel, we are also working on inbound promotion for the Chubu region, where demand is weak, given the importance of route maintenance.” Hironori Kagohashi from Centrair outlined plans to capture business travel and cargo demand to strengthen routes: “Of the 190,000 tons of export cargo from the Chubu region, only 40,000 tons use Centrair. The rest is trucked to Narita and Haneda. We intend to capture this.”

In closing, JATA’s Michiyoshi Hoshino, Secretary General of the Chubu Secretariat and facilitator, wrapped up the session by saying, “To expand travel from Centrair, it is essential for the airport, carriers, and travel agencies to work together.”



Michiyoshi Hoshino



Hironori Kagohashi



Mari Iwami



Masahiko Kitagawa



Katsuhito Utsumi

Panel Discussion

**Facilitator** Michiyoshi Hoshino, Secretary General, Chubu Secretariat, Japan Association of Travel Agents

**Panelists** Hironori Kagohashi, President & CEO, Central Japan International Airport Co., Ltd.  
Mari Iwami, Senior Vice President, Chubu Area, Japan Airlines Co., Ltd.  
Masahiko Kitagawa, Regional Manager, Osaka and Nagoya/Western Japan, Finnair  
Katsuhito Utsumi, Executive Officer, Regional Representative of Central Japan, JTB Corp. / Chubu General Manager, Japan Association of Travel Agents

Inbound Tourism Symposium

● Organizer: Japan National Tourism Organization (JNTO)

2:20 p.m. – 3:40 p.m.

**Theme** Gastronomy Tourism Leveraging the Strength of Regional Food Culture

**Keynote Speech:** Benefiting Local Communities Through Gastronomy Tourism

**Panel Discussion:** Food Tourism Initiatives for Attracting and Hosting Inbound Tourists

Food Stories Connecting Culture, Nature, and Every Component

With food and beverage spending by inbound travelers reaching approximately 1.7 trillion yen in 2024, Sugiyama stated, “Food is crucial content that can serve as a catalyst for attracting inbound travelers, expanding consumption, and drawing visitors to regional areas.” She noted that the registration of Japanese cuisine and traditional sake brewing as UNESCO Intangible Cultural Heritage assets, as well as the addition of Japanese cuisine to the “Basic Act on Culture and the Arts,” are providing tailwinds. She advised that destinations should not simply react to demand, but strategically select target markets by season with the perspective that “food connects to everything.”

Executive Vice President Wakamatsu referenced a JNTO survey of 22 countries showing that “gastronomy and fine dining” was overwhelmingly the top reason for overseas travel, commenting, “We want to use this as a hook for regional tourism as we work toward attracting 60 million

visitors.” In Aichi Prefecture, this year’s host region, the Aichi Fermented Food Culture Promotion Council was established in 2024. By promoting fermented food culture—including miso, soy sauce, mirin, and sake—as tourism resources, “compelling stories encompassing climate, history, and people’s spirit of inquiry” (Takeda) are expanding.

Regarding vegetarian and vegan options, which are becoming increasingly important as inbound visitors diversify, Kakimoto urged, “Fully plant-based menus are now a global standard. We should develop menus that incorporate world-class vegetarian standards while highlighting local characteristics.” Hakamada noted that in Spain, a leading country in gastronomy tourism, “Wine routes developed by the Spanish Wine Cities Association (ACEVIN) have led to cross-regional, experiential, and sustainable tourism offerings.” She added that food’s strong affinity with culture and history is also part of its appeal.



Naomi Sugiyama



Tsutomu Wakamatsu



Mitsuhiro Takeda



Mitsuru Kakimoto



Misa Hakamada

**Keynote Speaker** Naomi Sugiyama, CEO, Gastronomy Tourism Institute LLC

Panel Discussion

**Facilitator** Tsutomu Wakamatsu, Executive Vice President, Japan National Tourism Organization (JNTO)

**Panelists** Mitsuhiro Takeda, Advisor, Bureau of Tourism and Conventions, Aichi Prefectural Government  
Mitsuru Kakimoto, President, Japan Vegetarian Society / Authorized NPO  
Misa Hakamada, Information Officer, Tourism Section, Embassy of Spain

Rest Style Reform Symposium

● Organizer: Rest Style Reform Project Team at National Governors’ Association and Aichi Prefecture

4:30 p.m. – 5:50 p.m.

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

**Keynote Speech:** Accelerating Tourism Revival Through “Rest Style Reform and Learnation”

Increasing Family Time and Weekday Tourism Demand

At the outset, Aichi Governor Hideaki Omura conveyed his commitment to promoting “Rest Style Reform” via video message. Norio Kimura, Vice-Commissioner of the Japan Tourism Agency, also expressed expectations in his guest remarks for vacation reform inspired by the prefecture’s pioneering initiatives in promoting family holidays.

In his keynote speech, Professor, Taku Sameshima introduced “Learnation,” an initiative aimed at expanding children’s learning through family time. He explained, “Public elementary schools in Aichi Prefecture, which introduced this program in 2023, allow children to take up to three Learnation days annually.” He also mentioned that during Aichi Week, from November 21 to 27, one weekday is designated as a Prefectural Day School Holiday, and parents are encouraged to take paid leave

on that day. He suggested that wider adoption of such initiatives could improve work-life balance for parents and help boost tourism demand.

In the following panel discussion, Nakano reported that a 2024 survey found 33.5% of elementary school parents took paid leave on a Prefectural Day School Holiday. Hanamura explained his company’s initiatives aligned with Aichi Week, including discounts at leisure facilities and unlimited ride tickets for trains and buses. Tokimatsu introduced “TabiSta” holidays, which began in Beppu City two years ago. “Beppu has many tourism industry workers, and there were voices saying families had little time together,” he said. He noted that this program, which allows children to take up to five days off school per year to spend with family, has seen increasing applications and has been generally well-received.



Hideaki Omura



Norio Kimura



Taku Sameshima



Masaaki Nakano



Tetsuya Tokimatsu



Genki Hanamura

**Opening Remarks** Hideaki Omura, Governor of Aichi Prefecture [Video Message]

**Guest Remarks** Norio Kimura, Senior Vice Commissioner, Japan Tourism Agency

**Keynote Speaker** Taku Sameshima, Faculty of Tourism and Culture, Komazawa Women’s University

Panel Discussion

**Facilitator** Taku Sameshima, Professor, Faculty of Tourism and Culture, Komazawa Women’s University

**Panelists** Masaaki Nakano, Manager, General Affairs Division, Community Affairs Department, Bureau of Community and Cultural Affairs Aichi Prefectural Government  
Tetsuya Tokimatsu, Educational Administration Reform Manager, Education Policy Section, Beppu City Board of Educational Secretariat  
Genki Hanamura, Manager, Regional Cooperation Dept, Tourism Promotion Sec. Nagoya Railroad Co., Ltd.



Tourism Professional Seminar

September 25 (Thu.) & 26 (Fri.) / Conference Rooms M2/M3/M4, Stage A

Exploring New Forms of Tourism Across Various Themes

The “Tourism Professional Seminar,” a program for tourism industry professionals, covered essential topics including new travel styles such as screen/content tourism and workation, as well as trends in the cruise market, which is recovering post-pandemic.

Special Program Commemorating the Appointment of the UN Tourism Regional Director for Asia and the Pacific “Content Tourism in the Streaming Era”—Insights from Recent UN Tourism Reports

Organizer: UN Tourism Regional Support Office for Asia and the Pacific / Japan Tourism Agency

September 26 (Fri.)  
10:30 a.m. – 12:00 p.m.  
Conference Room M2

Public-Private Collaboration to Promote Regional Appeal Through Screen Tourism

On September 26, a lecture and discussion session on “Content Tourism in the Streaming Era” was co-hosted by the UN Tourism Regional Support Office for Asia and the Pacific and the Japan Tourism Agency.

In his opening remarks, Vice-Commissioner Kimura of the Japan Tourism Agency expressed commitment to strengthening collaboration with UN Tourism to support tourism development in Japan and around the world.

Director Kaneko then delivered a keynote titled “Future Challenges and New Developments,” discussing UN Tourism’s role and outlook. He emphasized that Japanese anime, dramas, and VTubers are playing a significant role in attracting inbound tourists through “screen tourism,” and called for

building sustainable screen/content tourism through regional collaboration with local governments and tourism associations.

During the session, Koseki from JTB Publishing shared successful location coordination cases, emphasizing the importance of narrative experiences at content-related destinations. Kadowaki from JNTO mentioned that while promoting destinations through content partnerships, tackling overtourism requires public-private collaboration to add value and enhance local support infrastructure.

[Panelists]

Greeting:

Norio Kimura, Senior Vice Commissioner, Japan Tourism Agency

Keynote Speaker:

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

Talk Session panelists:

Kazunori Koseki, Manager, Exchange Produce Division, JTB Publishing, Inc.

Keita Kadowaki, Deputy Director General, General Affairs Department, Japan National Tourism Organization (JNTO)



What is a “Second Hometown” Connecting Companies and Regions?

Organizer: Japan Tourism Agency

September 26 (Fri.)  
4:45 p.m. – 6:00 p.m.  
Conference Room M2

Reimagining Regional Resources to Build Win-Win Relationships

This year, the Japan Tourism Agency introduced the “Corporate Second Hometown Model” to foster lasting connections between companies and local areas. Counselor Negoro of the Japan Tourism Agency mentioned that although inbound tourism is doing well, the stagnant domestic travel industry could be revived through business-focused workations that benefit companies. She clarified, “We aim to strengthen ties between companies and regions to encourage repeat visits while creating a model that addresses regional challenges.”

Representing local communities, Omi from Kotohira Town in Kagawa Prefecture discussed challenges such as population decline and weak ties among local businesses. Under the theme of “a town you want to visit again and again,” the town has organized monitor tours for young people and connected local businesses with professionals seeking side jobs. He expressed enthusiasm for working with companies interested in

regional human resource development and tourism-driven community building.

Kosugi presented Urahoro Town in Hokkaido as a leading example, emphasizing human resource development through “Urahoro Academia” and regenerative agriculture initiatives that leverage food industry expertise—promoting public-private collaboration and regional growth through workation.

In the panel discussion on building lasting company-region relationships, Kosugi emphasized “mutual understanding,” Omi stressed “creating tangible results,” and Negoro highlighted “Win-Win” as key concepts. Facilitator Yamaguchi concluded, “Let’s work on new regional development by reimagining local resources.”

[Panelists]

Lecturer:

Kyoko Negoro, Director for Travel Promotion, Japan Tourism Agency

Facilitator:

Tsunashi Yamaguchi, Co-CEO, HAKUHODO DESIGN Inc.

Panelists:

Jun Omi, President, Chiho Sousei Inc.

Akira Kosugi, Senior Manager, Social Contribution, Business Planning Division, Infomart Corporation



How to Sell, Expand, and Promote Cruises: Promoting Cruse Travel to Expand the Market

Organizer: Tourism EXPO Japan Promotion Office

September 26 (Fri.)  
2:30 p.m. – 4:00 p.m.  
Stage A

As the Global Cruise Market Expands, the Challenge Is How to Energize Japan’s Market

The seminar was divided into two parts. In Part 1, Okita from the Waterfront Vitalization and Environment Research Foundation talked about the latest cruise market trends: “The global cruise market surpassed pre-COVID levels in 2023, reaching approximately 35 million passengers in 2024, while Japan’s recovery remains slow—only about half of pre-COVID levels in 2023.”

In the Part 2 panel discussion, panelists shared their initiatives and market analyses. Nasu announced Mitsui O.S.K. Passenger Line’s plan to retire the Nippon Maru in May 2026 and launch two new ships, the Mitsui Ocean Fuji and the Mitsui Ocean Sakura. Koizumi outlined Meitetsu Tourism’s cruise sales strategy and noted the challenge of late bookings by Japanese customers. Saito explained the Port of Nagoya’s cruise

reception facilities and future prospects.

The second half focused on strategies to meet the Ministry of Land, Infrastructure, Transport and Tourism’s goal of 1 million cruise passengers by 2030. Key measures included increasing casual-class foreign ship calls, attracting first-time cruisers, and enhancing travel agencies’ cruise sales capabilities. Matsuura concluded that although Japan’s cruise market is 50 years behind the U.S., it still has significant growth potential.



[Panelists]

Part 1 Lecturer:

Kazuhiro Okita, Deputy Director General, Waterfront Vitalization and Environment Research Foundation / Deputy Director, Japan Cruise Research Institute

Part 2 Moderator:

Kentaro Matsuura, President and CEO, Cruise Yutaka Club Co., Ltd.

Panelists:

Ayumi Saito, Director, Port Operation Department, Nagoya Port Authority

Yoshihiro Koizumi, Director, Cruise Section, Product Business Division, Meitetsu World Travel Inc.

Hiroki Nasu, Deputy General Manager, Sales Strategy & Sales Group, MOL Cruises, Ltd.

Tourism Professional Seminars Schedule

	Date and Time	Venue	Lecture Name	Organizers
September 25 (Thu.)	10:30 a.m. – 12:00 p.m.	M2	What is Digital Transformation (DX) for Travel Agencies Aiming to Expand Online Sales?	Nippon Steel Solutions Corporation
	12:30 p.m. – 2:00 p.m.		Legal Challenges in Travel Business Operations—Practical Points for International Transactions, Contract Disputes, and Regulatory Compliance	Nishimura & Asahi / Gaikokuho Kyodo Jigyo
	2:30 p.m. – 4:00 p.m.		Journeys to Experience “Coexistence with Nature” —Featuring Nature Symbiosis Sites and Other Quality Environments	Certified by the Government Japan Association of Travel Agents, Domestic Travel Promotion Division (Co-organized by: Ministry of the Environment)
	4:30 p.m. – 6:00 p.m.		Tapping Global Markets with “Rurubu” × Digital!	JTB Publishing / Day Alive Vpon JAPAN/Alibaba JAPAN
	12:30 p.m. – 2:00 p.m.	M3	The Future of Tourism Woven by Technology and Experience —Contributing to Regional HUB Functions Through the Tourism Forecast Platform [Data Utilization Cases and Tourism Forecast Platform Contributions Following DMO Registration Guidelines Changes]	Tourism Forecast Platform Promotion Council
	2:30 p.m. – 4:00 p.m.		The Future of Tourism Woven by Technology and Experience —Contributing to Regional HUB Functions Through the Tourism Forecast Platform [Services for DMOs Recommended by the Tourism Forecast Platform Promotion Council]	Tourism Forecast Platform Promotion Council
	4:30 p.m. – 6:00 p.m.		Japan Travel and Tourism Association Tourism Digital Transformation (DX) Support Seminar	Japan Travel and Tourism Association
	12:30 p.m. – 2:00 p.m.	M4	Evolution and Collaboration in Travel Business—New Models Weaving Together Experiences, Accommodation, and Transportation Services	Forcia Inc.
	2:30 p.m. – 4:00 p.m.		“Secrets to Success” in Connected Stargazing Tourism —Repeat Visitor Strategies Through Stargazing Tourism	Stargazing Tourism Promotion Council
September 26 (Fri.)	10:30 a.m. – 12:00 p.m.	M2	Special Program Commemorating the Appointment of the UN Tourism Regional Director for Asia and the Pacific “Content Tourism in the Streaming Era”—Insights from Recent UN Tourism Reports	UN Tourism Regional Support Office for Asia and the Pacific / Japan Tourism Agency
	12:30 p.m. – 2:00 p.m.		Legal Challenges in Travel Business Operations —Practical Points for International Transactions, Contract Disputes, and Regulatory Compliance	Nishimura & Asahi / Gaikokuho Kyodo Jigyo
	2:30 p.m. – 4:00 p.m.		JATA’s Approach to Customer Harassment	Japan Association of Travel Agents, Consumer Consultation Division
	4:45 p.m. – 6:00 p.m.		What is a “Second Hometown” Connecting Companies and Regions?	Japan Tourism Agency
	12:30 p.m. – 2:00 p.m.	M3	“D-NEXT” Tourism Destination Diagnostic Seminar	Japan Travel and Tourism Association
	2:30 p.m. – 4:00 p.m.		Travel Contract Basics—What You Were Afraid to Ask	Japan Association of Travel Agents
	4:30 p.m. – 6:00 p.m.		Introduction to Tourism Digital Transformation (DX) Certification / Tourism Destination Management Professional Certification	Japan Travel and Tourism Association
	12:30 p.m. – 2:00 p.m.	M4	Taking on the Challenge of High-Value-Added Inbound Tourism—Traditional Culture as a Key Strategy for Regional Attraction	Japan Association of Travel Agents
	2:30 p.m. – 4:00 p.m.		Sake Brewery Tourism Initiatives Across Regions	Japan Sake Brewery Tourism Promotion Council
	4:30 p.m. – 6:00 p.m.		Japan Heritage Tourism Seminar —“Japan Heritage Goshuin Stamps” and Regional Initiative Examples	Japan Travel and Tourism Association
	2:30 p.m. – 4:00 p.m.	Stage A	How to Sell, Expand, and Promote Cruises: Promoting Cruse Travel to Expand the Market	Tourism EXPO Japan Promotion Office





# The 9th "JAPAN TOURISM AWARDS"



**Award Ceremony:** September 25 (Thu) 10:10 a.m. – 11:00 a.m. Conference Room L3-L5

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

**Sponsors:** JCB Co., Ltd.

## Entries Nearly Double from Last Year with 213 Submissions

### Sake Brewery Hotel 'KURABITO STAY' Wins Minister of Land, Infrastructure, Transport and Tourism Award

The Japan Tourism Awards recognize outstanding initiatives that contribute to tourism development and embody the "Power of Travel." This 9th award received 213 entries—far exceeding last year's 119. Awards were selected based on innovation, business viability, contributions to "earning regions," sustainable tourism, and regional revitalization.

The Minister of Land, Infrastructure, Transport and Tourism's Award went to "Creating Opportunities for Regional Revitalization and Sake Tourism Starting from Sake Breweries: Sake Brewery Hotel" KURABITO STAY." The Minister of Economy, Trade and Industry's Award was presented

to "Comprehensive Tourism DX Across Eastern Hokkaido: Connecting Regions Through Transportation Operators." In total, 31 initiatives received 7 awards, with 14 additional entries recognized. The ceremony was held at TEJ2025.

Tazawa, representative of KURABITO STAY, Inc., was moved to tears: "Being recognized on this prestigious stage is the happiest moment in my 15 years in tourism." Yoshiaki Hompo, Chairman of the Judging Committee, commented, "We received more diverse entries than ever, with many initiatives seriously addressing challenges."



## Japan Tourism Agency Commissioner's Award (3 organizations)

### ●Aichi Prefectural ASUKE High School, Tourism Business Course

Creating Related Population and Developing Tourism Human Resources through the "High School Travel" Brand: A Model for Promoting Sustainable Tourism

#### Selection Comment

Opportunities for high school students to engage in tourism exchange and business are highly valuable for regional tourism development and future human resource cultivation. This initiative was praised as an exemplary case of practical, diverse programming and strong collaboration within and beyond the region, setting a benchmark for tourism education at the high school level. It is expected to be adopted as a model for similar programs nationwide.

### ●Seacruise Co., Ltd.

Generating ¥6 Billion in Investment from Local Companies in a City of 23,000: The "Rail × Sea" Design & Story that Transformed a Region

#### Selection Comment

This initiative was highly evaluated for its effective approach to improving secondary transportation and enhancing access by integrating rail and sea services operated by different companies, thereby creating an attractive route through a beautiful national park. It is also commendable for its long-term, multi-faceted efforts in tourism development, which have delivered tangible results rather than being a short-term project.

### ●wondertrunk&co. Inc.

Positioning Toyama as a Global Destination: Driving a Region-Wide Modern Luxury Strategy – The Journey to Being Named One of The New York Times' "52 Places to Go" in Four Years

#### Selection Comment

This initiative was highly evaluated for its strategic focus on modern luxury travelers, effective media outreach, and support for developing regional tours. The strong collaboration among government, private sector, and DMOs, combined with the high quality of individual initiatives, was particularly commendable. It contributes to the holistic revitalization of culture, economy, and community life, and continued efforts and co-creation with local stakeholders are expected to build on this success.

## Executive Committee Award

### ●Turkish Embassy Culture and Tourism Office / Turkish Airlines

Tourism Development in Southeastern Türkiye Through Public-Private Collaboration

#### Selection Comment

This initiative was highly evaluated for its proactive approach to destination development through strong public-private collaboration targeting a specific market. It offers valuable lessons for Japan in terms of strategy and execution. The continued efforts to promote tourism and foster bilateral exchange are expected, and the initiative was selected for the Executive Committee Award in recognition of its potential to advance international tourism cooperation.

## UN Tourism Awards (2 organizations)

### ●TOURISM COMMITTEE OF THE REPUBLIC OF UZBEKISTAN

Tourism Village Project – Reducing Poverty and Promoting Sustainable Tourism Development

#### Selection Comment

This initiative was recognized for respecting and utilizing local nature, culture and traditions while enhancing destination appeal through public-private collaboration. It creates jobs, promotes sustainable tourism, and supports long-term regional growth. One village's selection as a UN Tourism Best Tourism Village underscores its role as a model for similar projects and highlights its potential for broader impact.

### ●Approved Specified Non-profit Organization Michinoku Trail Club

Michinoku Coastal Trail – 1,000km hiking trail with ocean views, Nurtured by Everyone, for a Journey on Foot

#### Selection Comment

This initiative is highly evaluated for its collaborative approach involving a wide range of stakeholders across a broad area to develop a 1,000 km long-distance trail as part of the recovery from the Great East Japan Earthquake. It is also excellent in its efforts to preserve the region's nature, history, and culture through the trail and the interactions it fosters among people.

## Japan Tourism Award Elected by Students (2 organizations)

### ●KURABITO STAY, inc.

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

\*Simultaneous winner of Minister of Land, Infrastructure, Transport and Tourism's Award

#### Selection Comment

This project centers the experience around sake breweries, a core element of Japanese culture, and successfully fosters deep regional understanding and international exchange through hands-on brewer experiences. It is innovative in transforming sake tourism—traditionally day-trip based—into an immersive overnight stay format. The flexibility of thought and pioneering spirit behind creating this content, the first of its kind globally, are highly commendable and reflect a strong commitment to new challenges.

### ●JTB Corp., Takamatsu Branch

"Strange Foods are Local Treasures"

– SICS Sustainable Lounge

\*Simultaneous winner of Examination Committee's Special Awards

#### Selection Comment

This initiative addresses challenges such as labor shortages and declining fish catches by turning food waste into value, earning high marks for innovation, sustainability, and regional impact. Involving local elementary school students provides meaningful educational opportunities, fostering awareness of social issues and ensuring these efforts are passed on to future generations.

## JAPAN TOURISM AWARD

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

### ●KURABITO STAY, inc.

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

\*Simultaneous winner of Japan Tourism Awards, elected by Students

#### Selection Comment

This initiative was recognized as a sustainable regional revitalization model that uses sake breweries—highly popular among international travelers—as a core tourism resource. By combining an authentic sake brewing experience with the renovation of former brewery workers' lodging into an accommodation facility, it significantly enhances experiential and added value. The project excels in business viability, cultural heritage preservation, and regional revitalization, and is expected to serve as a benchmark for similar initiatives nationwide.



Comment from Marika TAZAWA, President of KURABITO STAY, Inc.

"When we started, people said no one would come. Today, we have welcomed over 800 travelers from 31 countries. Japan has 1,300 sake breweries, and we want to do our part to make sake brewery tourism thrive."

## Minister of Economy, Trade and Industry's Award

### ●Eastern Hokkaido Tourism DX Platform (AKAN BUS / SHARI BUS / ABASHIRI BUS / Nemuro Kotsu / Hokkaido Takusyoku Bus / NEC Solution Innovators / Eastern Hokkaido Nature and Scenic Beauty DMO / Kushiro Tourism & Convention Association / Hokkaido Airports)

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

#### Selection Comment

This initiative is an outstanding example of tourism DX through shared digital infrastructure and wide-area collaboration. By uniting multiple transportation operators, it improves operational efficiency and user convenience while generating new tourism demand. It is highly regarded as a replicable model for other regions facing transportation challenges and contributes to sustainable tourism, regional revitalization, and community building.



Comment from Kazuma Nishioka, Director of Sales Division, AKAN BUS Co., Ltd.

We received this award thanks to great teamwork between transportation and tourism operators. Moving forward, we will continue to share information about memorable travel experiences --and use this milestone to connect with partners across an even broader region.

## JAPAN TOURISM AWARDS Examination Committee (Japanese syllabary order)

### Committee Chairman

**Yoshiaki Hompo** President, Asia-Pacific Tourism Exchange Center

### Examination Committee

**David Atkinson** President, Nichiichi Decorative Arts and Crafts Co., LTD  
**Yoshiro Ishihara** President, The Tourism Research Institute  
**Yoshiyuki Oshita** Visiting Professor, Tokyo University of the Arts  
**Hiroshi Saikyo** President, Japan Travel and Tourism Association  
**Waichi Sekiguchi** Representative Director, MM Research Institute, Ltd.  
**Hiroyuki Takahashi** Chairperson, Japan Association of Travel Agents (JATA)  
**Kenji Tanaka** Vice Commissioner, Japan Tourism Agency  
**Hideki Manabe** Executive Senior Vice President, Japan National Tourism Organization  
**Ryo Minami** Director-General for Commerce/Service Industry Policy, Ministry of Economy, Trade and Industry  
**Akiyo Miyakawa** General 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 (School's name in Japanese syllabary order)

**Natsuki Nonoyama** Department of Global Culture and Communication, Faculty of Global Culture and Communication, Aichi Shukutoku University  
**Kodai Tsurumaki** Department of Tourism, Faculty of Tourism, Osaka University of Tourism  
**Kana Tokashiki** Department of Tourism and Culture, Okinawa Christian University  
**Reika Harasawa** Department of Cross-Cultural Studies, Faculty of Cross-Cultural and Japanese Studies, Kanagawa University  
**Misaki Yasuno** Department of Global Cultures, Faculty of Global Human Sciences, Kobe University  
**Reon Sunaga** Department of Tourism and Community Development, Faculty of Tourism and Community Development, Kokugakuin University  
**Okhobystina Elizaveta** International Tourism and Business Course, Educational Institution JTB International Cultural Academy, JTB Tourism Business College  
**Momoka Sugimoto** School of Tourism and Management, College of Business Administration, Shukutoku University  
**Eita Wakui** Faculty of Global and Regional Studies, Suzuka University  
**Koyo Suzuki** Department of Tourism Science, Faculty of Urban Environmental Sciences, Tokyo Metropolitan University  
**Taiga Kase** Department of International Tourism Management, Faculty of International Tourism Management, Toyo University  
**Hinata Fujinami** Department of Commerce, Faculty of Commerce and Management, Hitotsubashi University  
**Maaya Kasai** Department of International Understanding, Faculty of International Studies, Bunkyo University  
**Kota Sago** Faculty of Urban Science, Meijo University  
**Miyu Yamamura** Department of Tourism and Hospitality Management, College of Tourism, Rikkyo University  
**Saori Okochi** Department of Intercultural Studies & Tourism, Faculty of Collaborative Regional Sociology, Ryutsu Keizai University

## Jury's Special Awards (23 organizations)

**Hokkaido Airports Co., Ltd., Kushiro Airport Office** A Sky Full of Stars and Aviation Lights from the Runway / **Ise-Shima Film Commission** Screen Tourism by the Ise-Shima Film Commission – Bridging Regions and Productions (From Movie Pilgrimage to Global Outreach) / **Gunchu Travel Co., Ltd.** Transport and Tourism Collaboration Project – A Regional Plan for Revitalizing and Enhancing Tourism Destinations and Industries / **Mihama Machi Lab** Noma Lighthouse Climable Project / **Yakage town Tourism Organization**

Operating a Campsite and Emergency Shelter in a Marginal Village / **Kanazawa Adventures Inc** "You Have to Go! Noto" – Reconstruction Support and Sustainable Tourism Bus Tour / **JTB Corp., Takamatsu Branch** "Strange Foods are Local Treasures" – SICS Sustainable Lounge / **Tourism Toyota** Promoting Destination-Based Universal Tourism in Toyota City through Citizen Participation and Nationwide Collaboration / **Hirado City Albergo Diffuso Promotion Council** Hirado City Albergo Diffuso Promotion Council / **Kiire Child-Rearing Community KADAN** Kusakari Tourism Project / **SUZU GROUP (SUZUTAKI Co., Ltd.)** Geo-Gastronomy Tourism: Curating and Sharing Niigata's Everyday Life and Experience

of Local Culture / **West Japan Railway Company Group** / **KNT-CT Holdings Co., Ltd. Group** / **Quaras Inc. Group** / **The Fukui Bank, Ltd. Group** / **Keifuku Bus Co., Ltd.** Introducing WOW RIDE Ikossa! Fukui-go: An XR Bus to Solve Regional Challenges in Fukui / **THE TOKYO PASS -Culture Project (Secretariat: Tanseisha Co., Ltd.)** "THE TOKYO PASS – Culture": Services for Foreign Visitors to Enjoy a More Comfortable and Enriching Cultural Tourism Experience in Tokyo / **Smile∞Ribbon** Mystical Glow of Sea Fireflies!! Hosting the World's First and Only Sea Firefly Show on the Safe Beaches of Awaji Island / **Saga Prefecture Related Population Creation Challenge Project Council** Romancing

**SAGA 10th Anniversary / JTB Corp. and Institute of Education Network for Next Generation** Future Exploration Seminar & Festival: Providing Learning Opportunities Nationwide to Develop Regional Tourism DX Talent and Empowering Local Students to Shape the Future with Data / **The Yame Chamber of Commerce & Industry** Yame Fukushima Tourism Project – Creating Experiential and Stay-Type Tourism through Yame Tea, Local Traditional Industries, and Historic Houses / **The Lake Biwa Canal Promotion Council** Creating Appeal along the Lake Biwa Canal as a Living Infrastructure Supporting Industry and Culture, and Promoting Tourism Diversification / **Setouchi Shimanami**

**Leading Co., Ltd.** Landing on the National Historic Site Noshima Castle Ruins & Tidal Cruise — Connecting Passionate Local Guides and Regional Collaboration for the Future / **Saga Prefecture Film Commission** Film Location Promotion and Tourism Attraction in Malaysia / **JTB Corp. / ASahi Breweries, Ltd. / THE NIKKA WHISKY DISTILLING CO. LTD** / **Hirosaki City** Hirosaki Enno Project: Revitalizing the Region through Apple Industry Support / **Tono Furusato Village** Dobekko Festival at Tono Furusato Village / **Craft Invitation by SOE** New Wave: Regenerative Tourism for Sustainable Communities through "Tradition × Cross-Industry" Collaboration

## Winners (14 organizations)

**Marukoma Onsen Co., Ltd. / Kurashi no Yado Fukunoya / KOUSOKU OFFSET CO., LTD. / Gaia Co., Ltd. / Park for us Co., Ltd. / Tohoku Tourism Promotion Organization / Hakone RUN FES Executive Committee / Okinawa Convention & Visitors Bureau / ORIX Hotel Management Corporation/ Seibu Prince Hotels Worldwide Inc. / USP Japan Inc. / Ensen Marugoto Co., Ltd. / KishuTaikenKoryu YUME Club / Toshin Shinano Service Co., Ltd./Traditional Culture Experience Inn Tsutaya (Iwasaki Gofukuten Co., Ltd.)**



# WELCOME RECEPTION

September 25 (Thu.) 6:00 p.m. – 7:45 p.m.  
Exhibition Hall B

## Hosts and Guests on the Stage

**Guests:** Akira Yoshii, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism / Tadahiko Ito, Minister for Reconstruction / Yosuke Tsuruho, Chairman, Research Commission for the Establishment of a Tourism Oriented Nation, Liberal Democratic Party of Japan, Member of the House of Councillors / Toshihiro Nikai, Honorary President, All Nippon Travel Agents Association, Chairman, National Resilience Institute / Motoo Hayashi, President, National Resilience Institute / Shigeki Murata, Commissioner, Japan Tourism Agency / Hideaki Omura, Governor, Aichi Prefecture / Katsuyuki Ichimi, Governor, Mie Prefecture / Tatsuya Ito, Mayor, Tokoname City, Aichi / Satoru Katsuno, Chairman, Central Japan Economic Federation / Takashi Ando, Chairman, Aichi Prefectural Tourism Association / Hiroki Nakamura, Director-General, Chubu District Transport Bureau, MLIT / Rukmani Riar, Commissioner, Department of Tourism, Government of Rajasthan / Zoritsa Urošević, Executive Director, UN Tourism / Tadashi Kaneko, Director, UN Tourism Regional Support Office for Asia and the Pacific / Sarah Wang, Regional Director - Asia, World Travel & Tourism Council (WTTC) / Peter Semone, Chair, Pacific Asia Travel Association (PATA) / Gustavo Timo, President, Adventure Travel Trade Association (ATTA) / Miguel Gallego, Head of Marketing and Communication, European Travel Commission / Aladdin D. Rillo, Managing Director for Policy Design and Operations, Economic Research Institute for ASEAN and East Asia (ERIA) / Nita Green, Assistant Minister for Tourism, Australia / Huot Hak, Minister of Tourism, Kingdom of Cambodia / Dubravka Kalin, Director General of the Tourism Directorate, Republic of Slovenia / Ana Claudia Caram, Vice Minister of the Ministry of Tourism, Oriental Republic of Uruguay / Takayoshi Futae, Chairman & Chief Executive Officer, JCB Co., Ltd. / Hironori Kagohashi, President & CEO, Central Japan International Airport Co., Ltd. / Atsushi Sakakibara, Corporate Executive Officers, Central Japan Railway Company / Hiroshi Yamamoto, Officer, Kintetsu Group Holdings Co., Ltd. / Yuji Akasaka, Director, Chairperson, Japan Airlines Co., Ltd. / Shinya Katanozaka, Chairman, ANA Holdings Inc. / Sho Matsumoto, Japan Branch Director, STARLUX Airlines Co., Ltd. / Takeshi Fujino, Director, Senior Managing Executive Officer, Japan Airport Terminal Co., Ltd.

**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

## Rediscovering the Importance of Tourism and the Joy of Travel



**Atsumi Gamo**  
President, Japan National Tourism Organization (JNTO)

Aichi Prefecture hosted the 2005 World Exposition 20 years ago and is now welcoming TEJ for the first time. Osaka is currently hosting Expo 2025, and Yokohama will host the International Horticultural Expo in 2027. World Expos have a significant impact on tourism, and TEJ serves as the tourism industry's own expo. Our theme is "Travel for Discovery and New Encounters"—"discovery" represents learning through travel experiences. I hope everyone will connect through the common language of tourism and rediscover the joy of traveling.

Political figures and those instrumental in bringing TEJ to Aichi took the stage. Toshihiro Nikai of the All Nippon Travel Agents Association urged, "We Japanese

Tourism EXPO Japan (TEJ) brought together participants from 82 countries and regions across five continents, as well as from all over Japan. The Welcome Reception held in Exhibition Hall B on opening day gathered tourism industry professionals from around the world to expand their networks.

JNTO President Atsumi Gamo delivered opening remarks on behalf of the organizers, explaining the TEJ2025 theme "Travel for Discovery and New Encounters" and expressing hope that "through the common language of tourism, attendees will rediscover the joy of travel."

tend to be too quiet. Let's warmly welcome travelers to show our hospitality." Former Prime Minister Yoshihide Suga sent a video message: "Welcome. We are delighted to have you." Aichi Governor Hideaki Omura greeted attendees with, "Welcome to Japan and Aichi."

Yosuke Tsuruho of the Liberal Democratic Party expressed concern about negative attitudes toward tourism due to overtourism, noting, "I hear there are moves to discourage visitors rather than welcome them," and reaffirmed his commitment to promoting two-way exchange.

Following a toast led by Rukmani Riar, Commissioner, Department of Tourism, Government of Rajasthan, Special Supporter Asaka Seto appeared. An enthusiastic traveler, she shared that she had visited booths from various countries on opening day: "I realized this is a wonderful event where you can experience places you've never been. I live-streamed it on Instagram to share the excitement."

The reception featured stage performances representing Aichi and Chubu-Hokuriku, including a lively performance by "Josho," a past grand prize winner at "Nippon Domannaka Festival," one of Japan's largest dance festivals based in Nagoya.



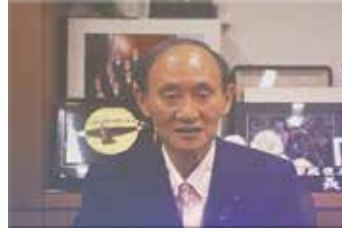
**Akira Yoshii**  
Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism

Through TEJ and various initiatives, Japan is strengthening partnerships with UN Tourism and other organizations to support global and domestic tourism growth. Inbound visitor numbers have exceeded 28 million at a record pace, showing strong growth. I am confident that TEJ will keep boosting interest in travel, expanding domestic and international exchanges through tourism, highlighting regional attractions, and helping us reach our goal of becoming a tourism nation.



**Tadahiko Ito**  
Minister of Reconstruction

The Basic Act for Promoting a Tourism-Oriented Nation was enacted by the Diet through a legislator-initiated bill, leading to the creation of the Japan Tourism Agency and various other frameworks. Now, the influence of the tourism industry has grown to the point where TEJ is being held here in Aichi, the heart of Japan's manufacturing sector. Through TEJ, we aim to show the world and all of Japan that tourism is key to Japan's economic growth. To develop tourism as a vital industry for Aichi and the nine Chubu prefectures, I encourage everyone to make full use of Centair Airport.



**Yoshihide Suga**  
Former Prime Minister

Inbound visitors have exceeded 20 million at a record pace, with first-half spending reaching 4.8 trillion yen—an increase of 23% year-on-year. Tourism is a pillar of Japan's growth strategy and a key driver of regional revitalization. We will continue working wholeheartedly to promote tourism in Japan. TEJ welcomes ministers and tourism industry leaders from countries and regions around the world. I hope this occasion helps you discover the attractions of Aichi and all of Japan. With heartfelt welcome, I say to all of you: Welcome.



**Toshihiro Nikai**  
Honorary Chairman, All Nippon Travel Agents Association / Chairman, National Resilience Research Institute

I understand that overseas buyers are participating in business meetings here at TEJ and at the concurrent "VISIT JAPAN Travel & MICE Mart" hosted by JNTO, and will be visiting the Aichi, Chubu, and Hokuriku regions. I hope they get to experience the four key elements of tourism each region offers: nature, culture, climate, and food. I ask that local communities warmly welcome travelers. We Japanese may tend to be too reserved, but I hope everyone will extend a hearty welcome to our visitors.



**Hideaki Omura**  
Governor of Aichi Prefecture

It took ten years to bring TEJ, one of the world's largest travel events, to Aichi. We are proud to host TEJ at the entire Aichi Sky Expo—Japan's first exhibition center directly connected to an international airport. Aichi Prefecture has set up a booth four times larger than usual, and for the first time, we have a joint booth with the nine Chubu prefectures. I hope you experience the diverse attractions. The IG Arena had its grand opening in July, and the Asian Games and Asian Para Games are scheduled for next autumn. We aim to attract many tourists and create a lively Aichi.



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

The Regional Support Office for Asia and the Pacific oversees 29 countries and two regions, addressing various tourism challenges. Long-term issues include sustainable tourism and tourism resilience—areas where Japan's experience with numerous disasters attracts global attention. To advance the tourism industry, our primary focus is giving back to local communities, and we aim for tangible results. International organizations are available for support. I look forward to collaborating with everyone for the future of tourism.



**Yosuke Tsuruho**  
Chairman, Tourism Nation Promotion Committee  
Liberal Democratic Party  
Member of the House of Councillors

A recent problem is overtourism. I hear there are efforts to discourage visitors instead of welcoming them and to limit foreign arrivals. We will develop solutions for specific issues and seek public support. Tourism is an industry of peace—one that also benefits the Japanese people. The Tourism Nation Promotion Committee will gather discussion points on particular issues like private lodging and OTAs (Online Travel Agencies) and quickly reach conclusions on solutions.



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

I love traveling and have been eagerly looking forward to this event for a long time. I visited the booths today, and time flew by. I truly believe this is a fantastic event where you can experience cities and countries you've never visited. Wanting to share this excitement with more people, I did an Instagram Live while exploring the booths. I treasure travel that lets me enjoy local cuisine and feel the warmth of local people. I want more people to discover the joy and wonder of travel and visit the venue. As a native of Aichi serving as a Special Supporter for TEJ's first Aichi edition, I hope to share the joy of travel through talk events and other activities.



Rukmani Riar, Commissioner, Department of Tourism, Government of Rajasthan, led the toast



Nippon Domannaka Festival Dance Performance by "Josho"



Performance by the "Nagoya Omotenashi Busho-tai"



Katsuyuki Ichimi, Governor of Mie Prefecture and the Iga Ninja Special Corps "ASHURA" show





# Business Meetings

September 25 (Thu.) & 26 (Fri.) 10:00 a.m. – 6:00 p.m.  
Exhibition Halls C–F

## Record Number of Business Meetings for a Regional Venue Expanding Participation from Neighboring Asian Countries

The exhibition featured 1,474 booths from countries, regions, and domestic exhibitors. On the trade days of September 25 (Thu.) and 26 (Fri.), business meeting spaces were set up within booths for buyer-seller negotiation. Exhibitors included 1,350 companies and organizations from 82 countries/regions overseas and 45 prefectures in Japan. With 826 sellers and 703 buyers from domestic and international travel organization, the pre-appointment system generated 6,071 sessions—a record for a regional venue. Overseas travel agencies participated as global buyers, with emphasis on inbound and global business meetings.

Despite the sluggish outbound travel market post-pandemic, overseas booths held vibrant events and presentations to attract

new business. Asian exhibitors were prominent this year, with Korea having the largest presence—over 40 companies with rows of meeting desks. China, Taiwan, and Hong Kong/Macau (despite typhoon impact) followed in scale.

Some participants visited the Chubu region booths, noting interest in “Nagoya and Central Japan as a new gateway from Asia.” Elaborate displays featuring golden shachihoko and castle structures caught buyers’ attention.

Domestic booths, with increased regional collaboration, were bustling, promoting regional brands through local products. Many commented that the two trade days allowed for “meaningful discussions and valuable discoveries while exploring the venue.”



## Business Meeting Scale

### Sellers: 826

Exhibitors at Tourism EXPO Japan 2025 Aichi/Central Japan / Travel Solutions Exhibition 2025

### Buyers: 703

Travel agencies / Global buyers / Cross-industry buyers

### Business Sessions: 6,071

### Creating New Business Connections Seminar & Networking (September 25, Thu.)

Registered buyers, including major travel agencies, were seated for a new networking format: a 30-minute seminar in the first half, followed by 30 minutes of networking with sellers.

#### MICE Seminar & Networking

##### “Tourism Resources on the Move” Leading to MICE

In the seminar, Yoichi Minamiyama, General Manager of the GR Motorsports Division at Toyota Motor Corporation, discussed the potential of rally tourism by combining motorsports rallies with tourism. Minamiyama introduced rally challenges held in locations such as Ikaho Town in Shibukawa City, Gunma Prefecture, and Ishikari City, Hokkaido. He highlighted the strong connection between rallies and tourism, as both offer opportunities to explore regional attractions through unique experiences. “Rallies are truly mobile tourism resources,” he said. During the networking session, buyers and sellers focused on MICE attraction actively exchanged business cards and made connections.



#### Educational Travel Seminar & Networking (held online)

##### New Approaches to Diversifying Educational Travel

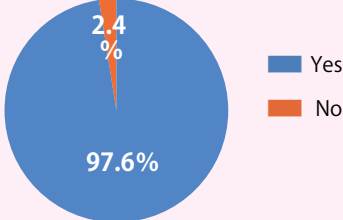
In the seminar, Kazuo Murakami, Professor Emeritus at Rikkyo University, noted that the scope of educational travel has expanded compared to the past and discussed the challenges of planning school trips for students with diverse backgrounds. Looking ahead, he highlighted the potential of content tourism and the importance of interaction with local communities, raising the question of how to incorporate these new tourism formats into educational travel. He suggested the possibility of new approaches that create travel experiences in collaboration with local people. During the networking session, buyers and sellers working on educational travel engaged in friendly exchanges.



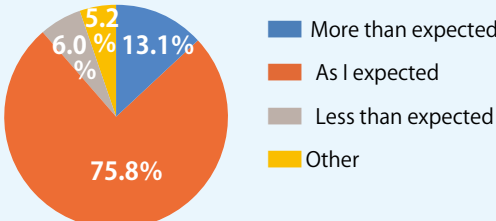
## Survey on Business Meeting Participants

### Sellers (Exhibitors)

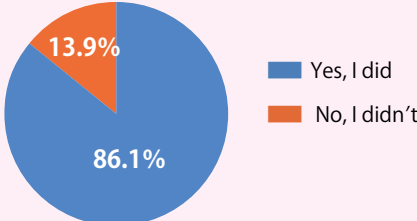
1. Were the business meetings beneficial?



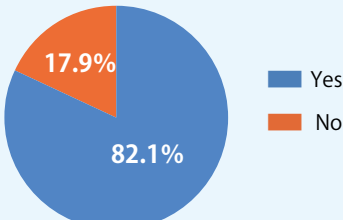
2. Were the contents of the meetings as expected ?



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

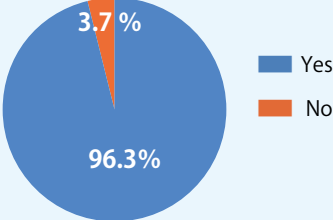


4. Did you have appointments with the buyers you wanted to meet with?

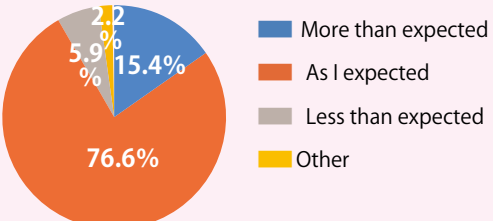


### Buyers (Travel Companies)

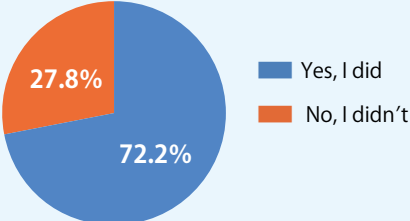
1. Were the business meetings beneficial?



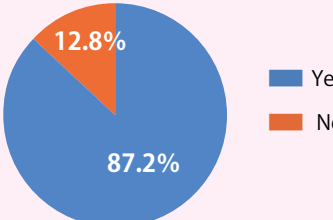
2. Were the contents of the meetings as expected ?



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



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



## Business Sessions with Foreign Media in Japan

### Domestic Area Exhibitors Promoting to Overseas Media

On September 26 (Fri.), individual business meetings with foreign media based in Japan took place at the Media Center for domestic exhibitors involved in inbound promotion. This year, 10 foreign media buyers participated. The business meeting system was available for the first 1.5 days starting September 25, and the main session on the afternoon of September 26 included 48 meetings. The event successfully created valuable business opportunities and received high praise from both buyers and exhibitors. Next year, we plan to offer even more enhanced content.



## VISIT JAPAN Travel & MICE Mart (VJTM & VJMM) 2025

### 2025 TEJ Venue Tours and 12 Familiarization Trip Courses

Over three days, from September 25 (Thu.) to 27 (Sat.), “VISIT JAPAN Travel & MICE Mart 2025” was held in Exhibition Hall A as a joint event with TEJ. This year, about 270 overseas buyers from 33 countries and regions gathered in Aichi, participating in approximately 7,500 business sessions with around 330 Japanese sellers.

On September 26 (Fri.), approximately 230 overseas buyers visited the Chubu/Hokuriku Joint Exhibition Booth at TEJ as part of a total of 12 familiarization trips that were held after the business meeting. Before the tour, they gathered information about each area they would be visiting.

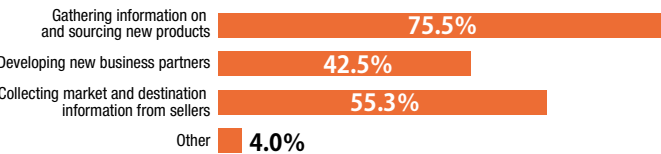


## Buyers' Participation Purposes and Influence

A multiple-response survey on buyer participation purposes showed that “gathering information on and sourcing new products” was the most common response at 75.5%. Other results are shown on the below.

When asked “Do you have influence over product development and customer referrals after business meetings?”, 84.6% of buyers answered “Yes.”

### ■Purpose of attending Business Meetings (multiple choice)





# Tourism EXPO Japan 2025 Aichi/Central Japan Concurrent Exhibition

## Travel Solutions Exhibition 2025

September 25 (Thu.) & 26 (Fri.) 10:00 a.m. – 6:00 p.m. / Exhibition Hall D

●Organizer: Tourism EXPO Japan

### Aiming to be a Digital Transformation (DX) Platform for the Tourism Industry

Over two days on September 25 and 26, “Travel Solutions Exhibition 2025” was held in Hall D, featuring 44 companies and organizations specializing in travel solutions such as DX and inbound services for the tourism industry. Demonstrations and business meetings were conducted for tourism operators.

Exhibitors included providers of DX-related services such as AI, IoT, VR/AR, automatic translation, autonomous driving, and robotics, as well as digital marketing and consulting firms. Particular interest was shown in multilingual systems and customer service tools for inbound reception, along with solutions for labor shortages and operational efficiency at hotels. Unique offerings included electric

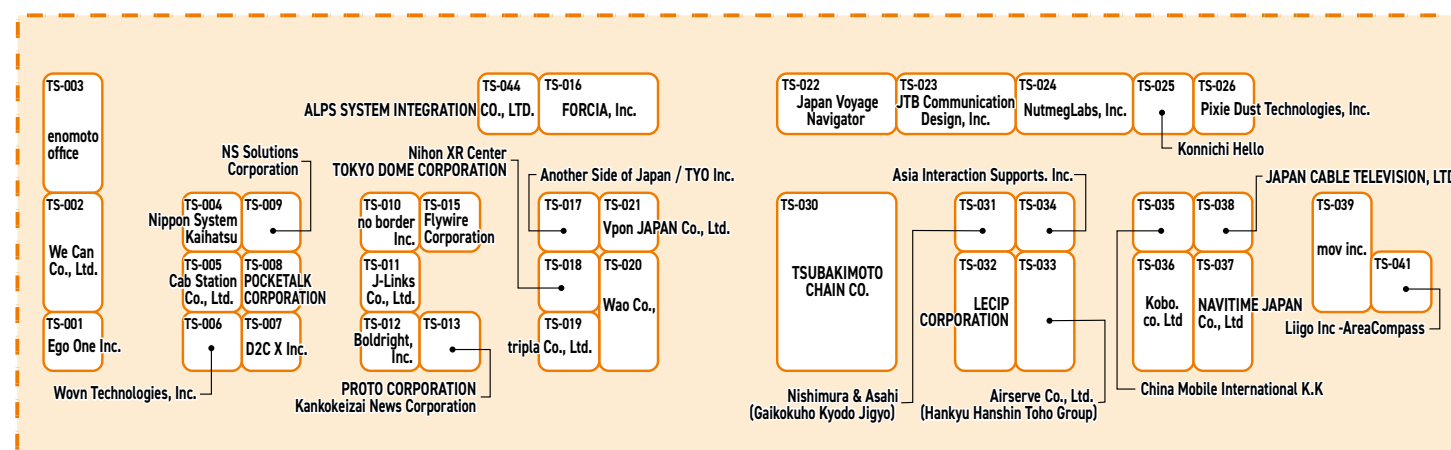
bicycles for traveling with pets. Some booths were busy all day with pre-scheduled appointments through the matching system. Startups with proprietary technologies joined major companies, bringing youthful energy to the venue.

Positive feedback included: “Demonstrating systems at booths was effective,” “Free business discussions increased dramatically after our seminar,” and “Genuinely interested parties visited, allowing time for detailed explanations.”

Exhibitors also shared ambitious views: “Interest seems high for inbound solutions, but DX benefits all tourism sectors and should be utilized more,” and “We want this to serve as a platform to improve digital literacy in the tourism industry, which lags behind other sectors.”

#### Main Exhibition Categories

Remote customer service and guidance systems, original digital map platforms, AI image recognition services, XR (VR/MR) tourism content and attraction implementation support, travel SIM services, and more.



September 25 (Thu.)–27 (Sat.) 10:00 a.m. – 6:00 p.m.  
September 28 (Sun.) 10:00 a.m. – 5:00 p.m.  
Exhibition Hall B–F

## Travel Showcase

### “Let’s Go See What We’ve Never Seen Before.” Proposing New Travel Styles Full of Discovery and Excitement

For the first Aichi edition in 2025, domestic booths increasingly transcended prefectural and regional boundaries to pursue stories and themes, including GO CENTRAL JAPAN (joint booth of nine Chubu prefectures / Central Japan Tourism Association). European countries also exhibited jointly,

making “collaboration” a notable feature of the showcase.

Featured areas and special corners showcased unique travel styles including content tourism and workation/learnation—new additions this year alongside established themes.

#### “Motto KAIGAI!” (Discover the World, Travel Abroad) Ambassador Takanori Iwata

##### Photo Exhibition and Special Talk Event

One objective of this TEJ was the “internationalization of Centrair.” The “Motto KAIGAI! Promotion Booth presented by JATA” in the exhibition hall featured photos taken in Hawaii and New Zealand by Takanori Iwata—artist and actor, drawing large crowds. Iwata, who is expanding his activities internationally, serves as ambassador for JATA’s outbound travel promotion project “Go More! Overseas.” At a talk event on September 27 (Sat.), he spoke enthusiastically about the appeal of overseas travel, saying, “I want as many people as possible to discover the wonder of traveling abroad.”



#### Special Areas

##### Dark Sky Tourism



##### Drive Tourism



##### Content Tourism



#### Special Corners

##### Sports Tourism



##### Cruises



##### Adventure Tourism



##### Academy



##### Tourism SDGs



##### Tabi Square



##### Thematic Attractions



##### Workation/Learning Vacation



##### Special Corner Stage





# Floor Plan (Exhibition Hall B / C / D)

- ★ 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. \*Only booths in Japan are listed
- Participating Organizations of Tourism for SDGs Digital Stamp Rally JAPAN TOURISM AWARDS
- Information / Lost Child Reception / Booth Grand Prix Voting Reception Food and Beverage corner

## Hall B



## Booth Award Program

- Grand Prize** **Semi-Grand Prize**
- Special Prize** **Chairman Prize**  
TEJ Executive Committee

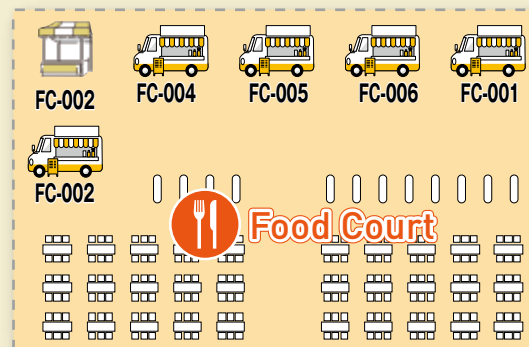
The Booth Award is an award program where visitors vote to select booths that enlivened the showcase. Judging criteria included six points: alignment with the TEJ2025 theme "Travel for Discovery and New Encounters"; original booth design and attractive presentation; staff customer service and hospitality; memorable and moving content; significant change in impression of the country, region, company, or organization before and after visiting; and commitment to SDGs.

Awards were presented in two categories: "Booth Award Selected by the Professionals" (based on trade day voting) and "Booth Award Selected by the Public" (based on public day voting). A total of eight organizations were selected: Grand Prize (2 winners), Semi-Grand Prize (2 winners), Special Prize (2 winners), and Chairman Prize TEJ Executive Committee (2 winners).

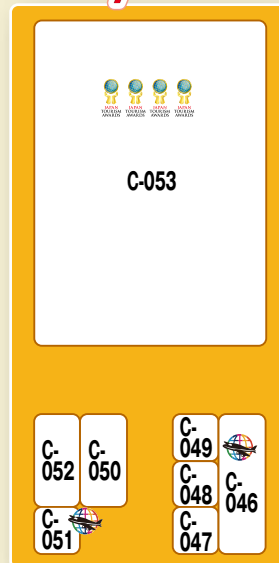
~Booth Award Selected by the Professionals~  
Decided by voting on Trade & Press Day! (Voters: Trade & Press Day Visitors)



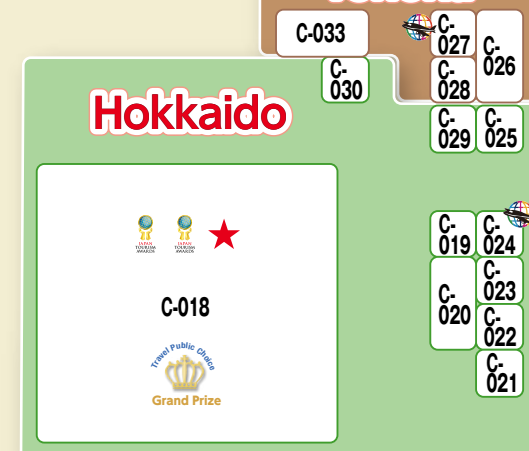
**Semi-Grand Prize** **Special Prize**  
Tourism Authority of Thailand Tokoname City, Aichi Prefecture



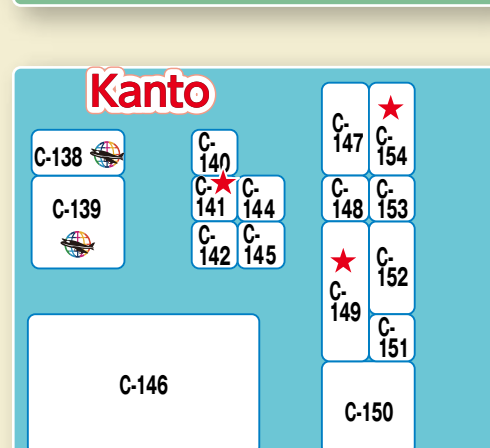
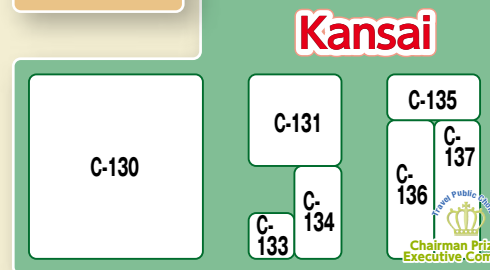
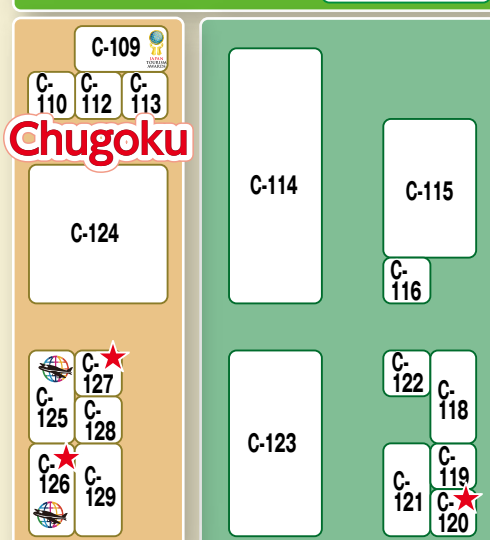
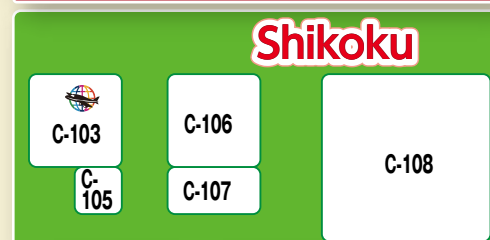
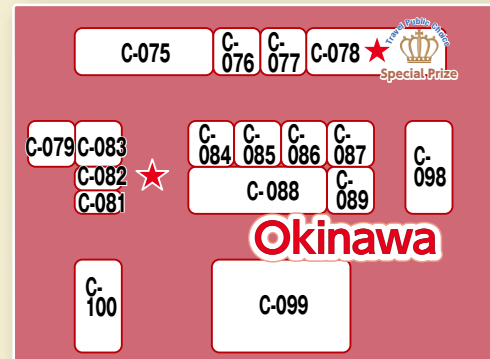
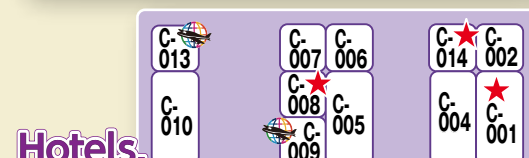
## Kyushu



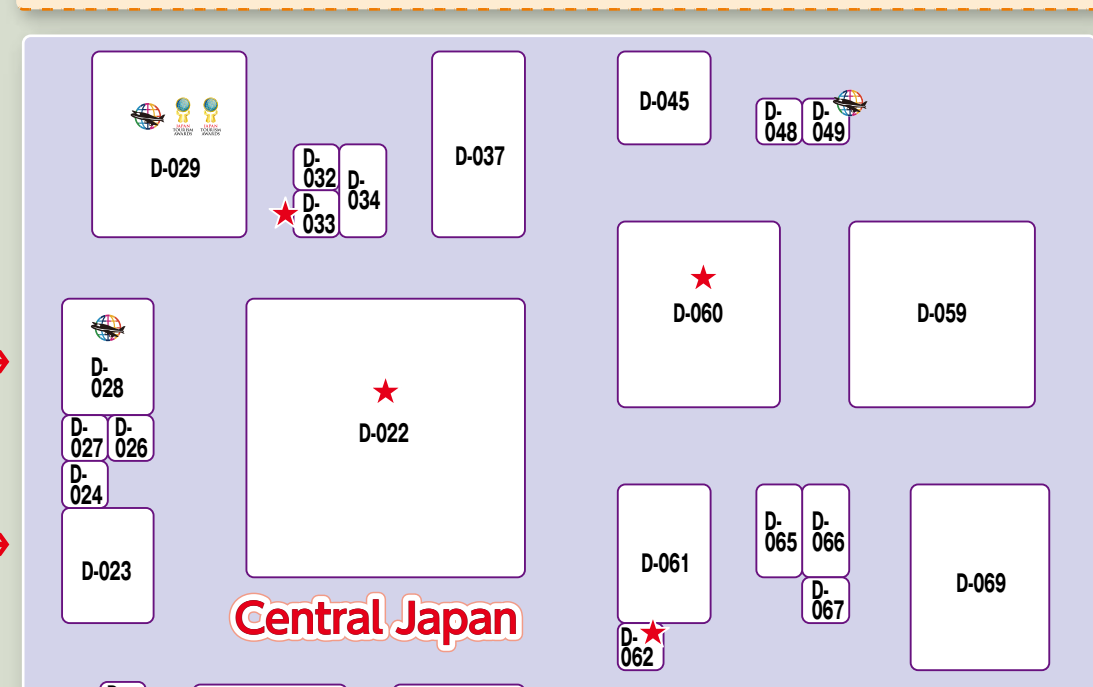
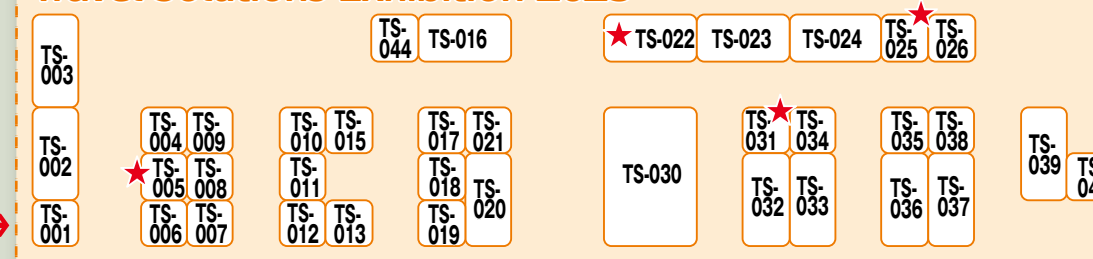
## Tohoku



## Hotels, Accommodations



Sept.25[Thu.] & 26[Fri.] **Travel Solutions Exhibition 2025** Sept.27 [Sat.] & 28 [Sun.]Noto Peninsula Earthquake Reconstruction Support Fair / Pickleball / Photo Spot / Promotion Area



To Hall E



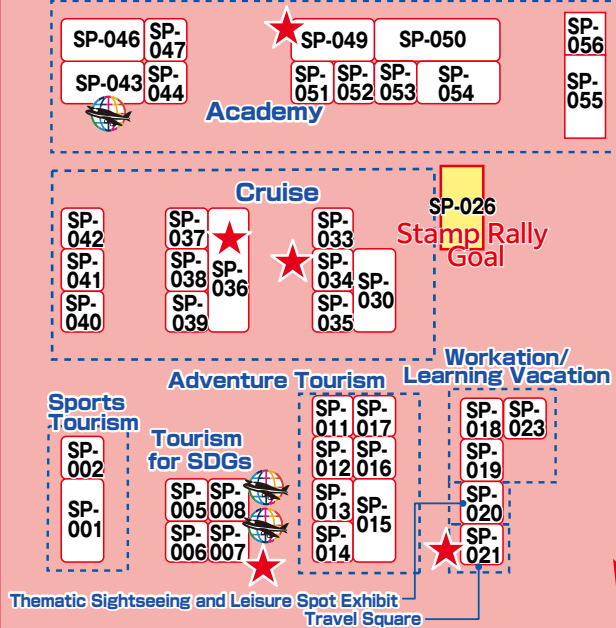
Floor Plan (Exhibition Hall E / F)

★ 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.  
\*Only booths in Japan are listed

Participating Organizations of Tourism for SDGs Digital Stamp Rally JAPAN TOURISM AWARDS

Information / Lost Child Reception / Booth Grand Prix Voting Reception Food and Beverage corner

Special Exhibition Plan



~Booth Award Selected by the Public~

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

**Grand Prize** HOKKAIDO TOURISM ORGANIZATION / HOKKAIDO RAILWAY COMPANY / Hokkaido Airports Co., Ltd.



**Semi-Grand Prize** KOREA TOURISM ORGANIZATION



**Special Prize** Kadena Town



**Chairman Prize** TEJ Executive Committee Taiwan Tourism Administration



**Chairman Prize** TEJ Executive Committee Travation



Hall E



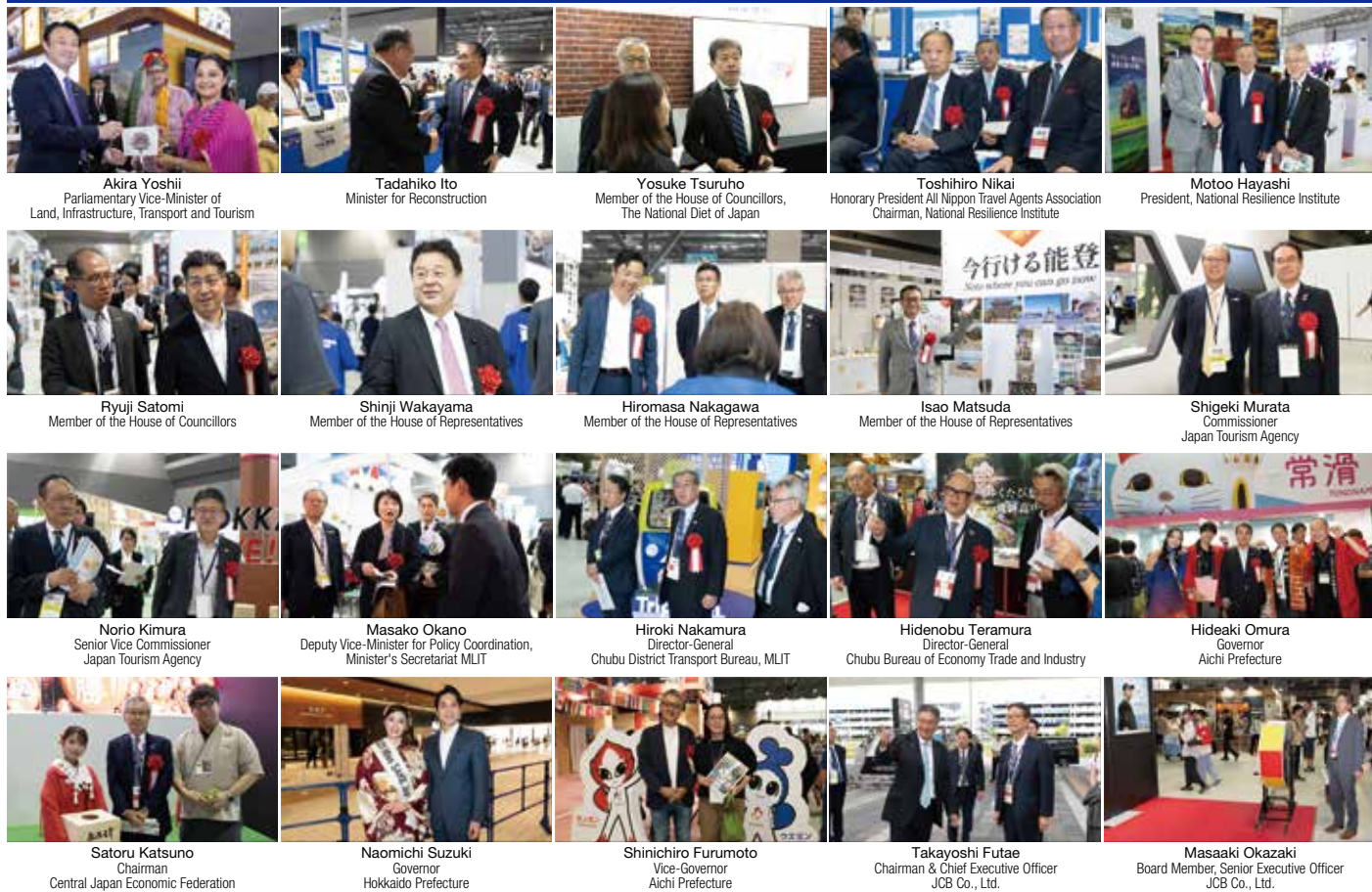
Hall F



SOUL FOOD JAM



## Official Visits



## Courtesy Calls



## GO CENTRAL JAPAN (Joint Booth of Nine Chubu Prefectures / Central Japan Tourism Association)

### Regional Collaboration to Showcase Attractions, with Product Development and Joint Promotions

A highlight of domestic travel showcases, this joint booth by nine Chubu prefectures was mentioned by then Prime Minister Shigeru Ishiba in his opening ceremony message: “Regions are collaborating to showcase their attractions, which is also important from the perspective of regional revitalization.” Jointly operated by Toyama, Ishikawa, Fukui, Nagano, Gifu, Shizuoka, Aichi, Mie, and Shiga prefectures, the booth featured business meetings and daily rotating experience corners themed around nature, food, history, and craftsmanship. Attractions included VR experiences of the Tateyama Kurobe Alpine Route, maneki-neko (beckoning cat) painting workshops, and local sake tastings. A special stage hosted quizzes about

each prefecture, with top performers receiving local specialty prizes.

Future plans include promoting “GO CENTRAL JAPAN” primarily to inbound visitors, developing multiple routes connecting the regions, and conducting joint promotions. A representative noted, “TEJ served as an opportunity to showcase our attractions beyond prefectural boundaries and attract visitors.”



## Tourism SDGs Stamp Rally

September 27 (Sat.) & 28 (Sun.) / Exhibition Halls C-F  
Sponsors: JCB Co., Ltd. / Narita International Airport Corporation

### Learning About Domestic and International SDGs Initiatives While Enjoying the Exhibition

As SDGs initiatives accelerate globally, sustainable tourism has become an essential theme for the industry. On public days September 27 and 28, a digital stamp rally was held to visualize SDGs initiatives in tourism and provide opportunities for “awareness” and “learning” while exploring the showcase. Using QR codes, visitors collected stamps at various booths; collecting 10 stamps entered them in a prize drawing for items provided by participating exhibitors—adding a fun element to the experience.

Visitors learned about sustainable practices at tourist destinations worldwide, including Hawaii’s campaigns encouraging reusable bags, personal water bottles, and reef-safe sunscreen. Families were seen enjoying various booths, deepening their knowledge through hands-on experiences such as learning about the process of recycling waste paper into toilet paper.



## Noto Peninsula Earthquake Recovery Support Fair / Pickleball / Photo Spots

September 27 (Sat.) & 28 (Sun.) / Exhibition Hall D

### Strong Interest in Noto Peninsula Earthquake Recovery Support Fair, Plus Pickleball Experience and Photo Spots

One objective of TEJ2025 was “recovery support for the Hokuriku region.” While infrastructure such as roads is being restored in the Noto area, recovery remains ongoing with dedicated efforts continuing, including the full reopening of Wakura Onsen, which is still in progress. On public days September 27 and 28, the “Noto Peninsula Earthquake Recovery Support Fair” was held in the former Travel Solutions Exhibition space, attracting many visitors to sales of local specialties like Wajima lacquerware, as well as panel exhibitions showcasing local festivals and recovery progress.

A pickleball experience corner also was set up. Pickleball, born in the United States, is a racket sport combining elements of tennis, table tennis, and badminton. People of all ages were seen trying this accessible sport. Photo spots with key visuals were set up, attracting many visitors, especially families. These features were well-received as casual ways to enjoy the event atmosphere, contributing to the venue’s lively energy.



## Booth Receptions

On the evening of September 26 (Fri.), exhibitors hosted receptions at their booths for invited guests.





Stage Schedule

Captivating Performances, Events Bringing the World to Visitors

Hall B Stage A	Hall F Stage B	Hall D Promotion Area
September 27 (Sat.)	September 27 (Sat.)	September 27 (Sat.)
13:00-14:00 Takanori Iwata Special talk event ▶Japan Association of Travel Agents (JATA)	10:30-11:00 Chiayi County, Taiwan — A Way of Beautiful Living ▶Mariko Okubo	11:20-11:50 National Parks of Georgia ▶Ms.Tamar Khakhishvili
14:40-15:10 Energy, Courage, Smiles ▶MINO-JIYU GAKUEN HIGH SCHOOL Cheerleading Team GOLDEN BEARS	11:20-11:50 Omotenashi Stage by Kumamoto Castle "Omotenashi" Samurai Group ▶Kumamoto Castle "Omotenashi" Samurai Group	13:00-13:30 BENTENYA Chindon show ▶BENTENYA
15:30-16:00 Take to the skies with SAIONJI & ZAKI on Skymark Airlines! Introducing destinations from Centair! ▶Skymark Airlines Inc.	12:10-12:40 Creating the future from our NEW HOMETOWN (A NEW HOMETOWN Project) ▶Japan Tourism Agency	13:50-14:20 The Charms of Himeji presented by Shiromaru Hime and Himeji Castle Ambassadors & Rock-Paper-Scissors Tournament ▶Himeji City
16:20-16:50 Hokkaido Tourism Promotion ▶Hokkaido Tourism Organization,UPOPOY National Ainu Museum and Park	13:00-13:30 Vietjet Air Online Quiz Competition! Answer questions about Vietjet Air and Vietnam to win airline tickets and original merchandise! ▶Vietjet Air	14:40-15:10 Kyrgyz Traditional Music ▶Kambar and Emil from Yrkor
17:10-17:40 Centair Presents: Smart Travel Tips for a More Enjoyable Trip Abroad! Special sweets for stage guests! ▶Nagoya - Central Japan International Airport Co.,Ltd.	13:50-14:20 Chinese Ethnic Performance (Lion Dance, Hanzhong Folk Opera from Shaanxi Province, Tibetan Song and Dance, Face Changing) ▶TIBET J.P.M GROUP, Department of Culture and Tourism of Guangdong Province, Department of Culture and Tourism of Shaanxi Province, China Planning Co.,Ltd.	
September 28 (Sun.)	September 28 (Sun.)	September 28 (Sun.)
10:30-11:00 Fun to visit! Sightseeing tours in Hiroshima area - Goodwill Ambassadors and Hiroshima-born mascot characters introduce the attractions of Hiroshima, Kure, Miyajima and Hatsukaichi - ▶Hiroshima & Miyajima Goodwill Ambassadors, the unique Hiroshima-born mascot characters "BUNKACKY", "KURESHI" and "Tama-chan"	14:40-15:10 Nagoya Omotenashi Bushotai × Hattori Hanzo and the Ninjas Performance ▶Aichi Prefecture, Nagoya city, Nagoya Omotenashi Bushotai, Hattori Hanzo and the Ninjas	11:20-11:50 The sound of Mukkuri playing, etc. ▶UPOPOY National Ainu Museum and Park
11:10-11:40 Do you know Tottori? Introducing Tottori Tourism ▶MC, Toripy (Tottori PR Character)	15:30-16:00 Traditional Songs "SHIMAUTA" and Dance "HACHIGATSUODORI" in Amami ▶Okinawa Chubu Amami Association	14:40-15:10 OKINAWA, The Birthplace of Karate ▶Okinawa Prefectural Government, Department of Culture, Tourism and Sports, Karate Promotion Division
11:50-12:20 Nagoya Omotenashi Bushotai × Hattori Hanzo and the Ninjas Performance ▶Aichi Prefecture, Nagoya city, Nagoya Omotenashi Bushotai, Hattori Hanzo and the Ninjas	16:20-16:50 OKINAWA, The Birthplace of Karate ▶Okinawa Prefectural Government, Department of Culture, Tourism and Sports, Karate Promotion Division	
12:30-13:00 Traveling through Korea with Chiaki: Discover the charms of Seoul and other regions of Korea! ▶Korea Tourism Organization	17:10-17:40 Demonstration by Aoi Samurai Corp & Performances by Local Mascots from Aichi Prefecture ▶Aichi Prefecture, Aoi samurai entertainment squad	
13:10-13:40 The ultimate travel app created by travel enthusiasts "travy" The president will explain in detail! ▶Travation	September 28 (Sun.)	
13:50-14:20 KUMAMOTO Destination Campaign 2026 PR ▶KUMAMOTO	10:30-11:00 Discover Malaysia with Wira & Manja! ▶Malaysia Tourism Promotion Board	
14:30-15:20 Asaka Seto Talk show ▶Tourism EXPO Japan Promotion Office	11:20-11:50 TAIWAN- Waves of Wonder ▶Taiwan Tourism Administration	
15:30-16:00 Get local specialty products! Tokoname Quiz Competition ▶Ito Tatsuya/Mayor of Tokoname City, Tokotan/Tokoname City Character, Oguri Hinata/Chita Musume & Tokoname City Supporter	12:10-12:40 Human Resource Development in Hospitality and Tourism in The Chubu Region ▶Major of Hospitality and Tourism Management Faculty of Global Culture and Communication Aichi Shukutoku University	
16:25-17:00 Grand Finale Closing Ceremony	13:00-13:30 World Idol Republic Special Stage ▶SAKURA GRADUATION	
	13:50-14:20 Tigerair Taiwan presents: "Don't just stay in Taipei, enjoy all of Taiwan!" by Taiwan-based photographer Natsuki Yasuda & Taiwan Biyori organizer/Dihua Street select shop owner Hong Zhengguang (Answer the quiz and win Tigerair Taiwan original products!) ▶Tigerair Taiwan	
	14:40-15:10 A gathering of Shikoku's mascots! & Photo session with mascots! ▶Shikoku	
	15:20-15:50 Centair Presents: Smart Travel Tips for a More Enjoyable Trip Abroad! Special sweets for stage guests! ▶Nagoya - Central Japan International Airport Co.,Ltd.	
	16:00-16:30 Guam Chamorro Dance Show ▶Guam Chamorro Dance Academy	



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

“SOUL FOOD JAM” and “Food Court” Double Feature Record  
Number of Food Trucks Featuring Nagoya Cuisine and Global Flavors



SOUL FOOD JAM  
September 25 (Thu.)-28 (Sun.)  
Exhibition Halls B & F / Outdoor Area

Food Court  
September 25 (Thu.)-28 (Sun.)  
Exhibition Halls C, E & F

“SOUL FOOD JAM” is a gourmet event that started in 2017 and has been held over 40 times, mainly in the Chubu region. Food trucks and kitchen cars come from different areas, offering enjoyable food experiences. This time, a record 30 vendors participated, serving everything from local specialties to international cuisine. Favorite local dishes included tebasaki (chicken wings), Taiwan ramen, miso katsu-don, and Fujinomiya yakisoba, while global offerings included American BBQ sandwiches, Thai gapao rice, Turkish döner kebab, and Mexican tacos. With nice weekend weather and rising temperatures, cold treats like soft-serve ice cream and tapioca milk tea were also popular outdoors.

The food court offered a variety of menus, from local specialties like tenmusu and kishimen to international dishes from Korea, Guam, and Hawaii. The Guam Chamorro Food Truck stood out—visitors enjoyed Chamorro dance performances that showcased Guam’s traditional culture before buying Chamorro burgers and barbecue bowls, creating an authentic local vibe. The malasada food truck—serving the Portuguese-origin pastry that became a Hawaiian favorite—was crowded until nearly closing time. Some visitors said, “Eating this was one of my reasons for coming to TEJ,” showing that food is a big draw for tourists.



Closing Ceremony / Grand Finale

September 28 (Sun.) 4:25 p.m. - 5:00 p.m.  
Exhibition Hall B, Stage A

First Aichi Expo Showcases Chubu-Hokuriku Potential.  
Exhibitor and Visitor Numbers Far Exceeded EXPO’s Targets

This year’s first Aichi Expo welcomed exhibitors from 82 countries/regions overseas and 45 prefectures in Japan, recording 127,677 visitors over four days—far exceeding initial targets. Industry interest in the Chubu region, with its diverse tourism resources and extensive transportation network, was high: 1,474 booths, 1,350 participating companies and organizations, and 6,071 pre-appointment business sessions—approaching the previous Tokyo Expo’s 6,239. Business meetings involved 703 buyers and 826 sellers.

Executive Committee Chairman Hiroyuki Takahashi stated, “Travel is about rediscovering new encounters. I hope this event further energizes tourism. Let’s unite as an industry to invigorate Japan.” JCB Director and Senior Managing Executive Officer Masaaki Okazaki said, “I felt the new possibilities of the Chubu-Hokuriku area. As Japan’s international card brand, we want to convey tourism’s appeal.”

The Booth Awards recognized booths that enlivened the showcase in two categories: “Selected by Travel Professionals” (trade days) and “Selected by Travel Enthusiasts” (public days). Eight organizations received the Grand Prize, Semi-Grand Prize, Special Prize, and TEJ Executive Committee Chairman’s Prize. Tokoname City, Aichi Prefecture, was selected for its engaging experiences including sake tastings, symbolizing local enthusiasm for this event.

The event concluded with the traditional grand finale featuring local mascot characters from across Japan, with participants promising to reunite at Tokyo Big Sight in 2026.



\*See pages 17 and 19 for photos of the award-winning booths.

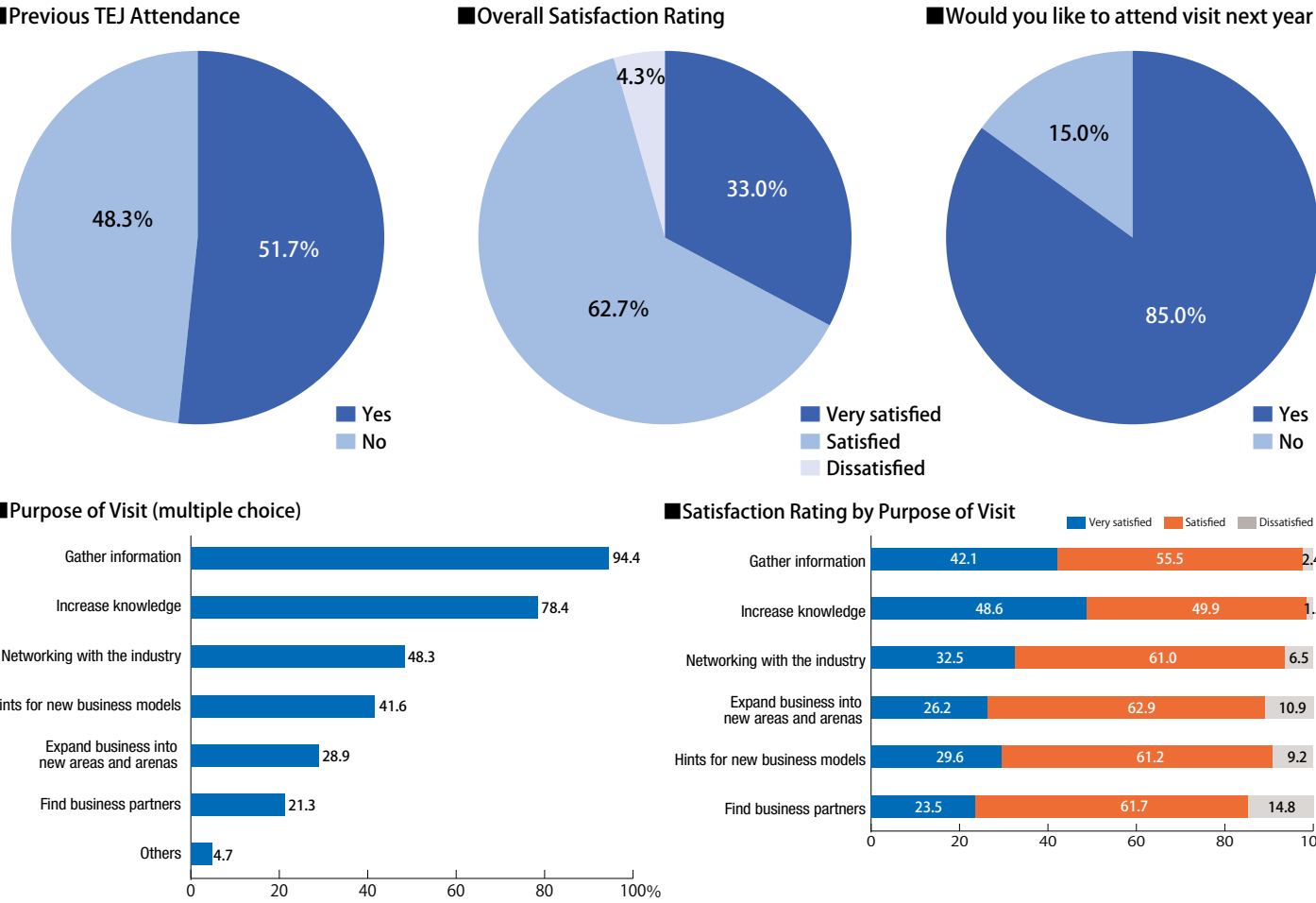


Speakers and Participants  
[Closing Ceremony]  
Masaaki Okazaki (Board Member, Senior Executive Officer, JCB Co., Ltd.) / Hiroyuki Takahashi (Chairman, Tourism EXPO Japan Executive Committee)  
[Booth Grand Prix Awards Ceremony]  
Booth Grand Prix Award Recipients  
[Grand Finale]  
Exhibitors (including local mascot characters from across Japan)



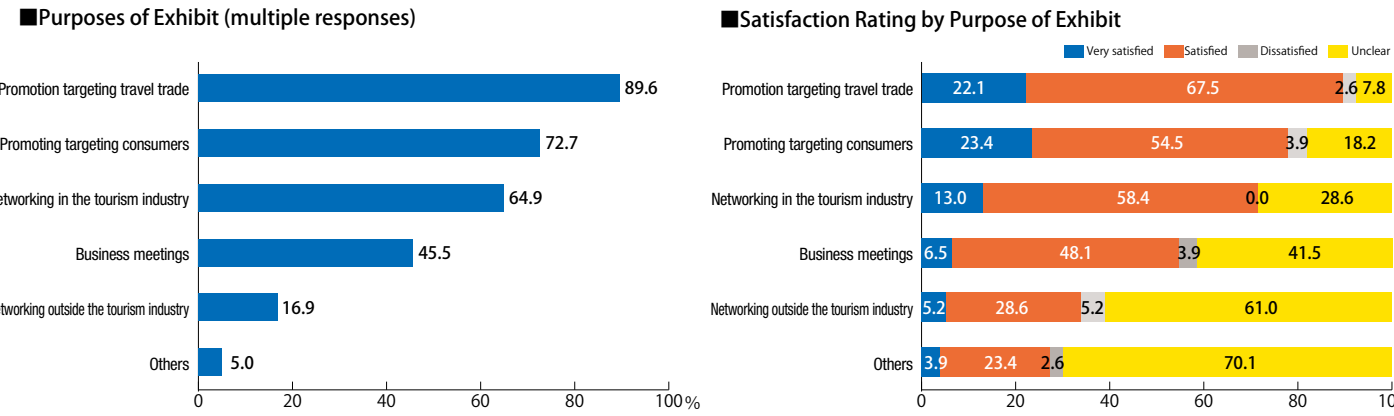
Survey of Trade Visitors

(Respondents: 700) For this first Aichi Expo, over 50% of visitors had attended TEJ before, and 85.0% indicated they want to attend next year—reflecting growing event recognition. Regarding visit purposes, over 90% cited “Gather information” and nearly 80% cited “Increase knowledge,” with satisfaction rates near 100% for these objectives. Visitors with more proactive goals such as “Networking with the industry,” “Hints for new business models,” and “Expand business into new areas and arenas” are increasing, with approximately 90% satisfaction—suggesting attendees are achieving concrete results.



Survey of Exhibitors

Nearly 90% of exhibitors aimed to “Promotion targeting travel trade” and over 70% to “Promoting targeting consumers,” showing high expectations for PR effectiveness on both trade and public days, with high satisfaction rates. A significant number also aimed for “Networking in the tourism industry” and “Business meetings,” indicating growing recognition of TEJ as a business meeting venue.

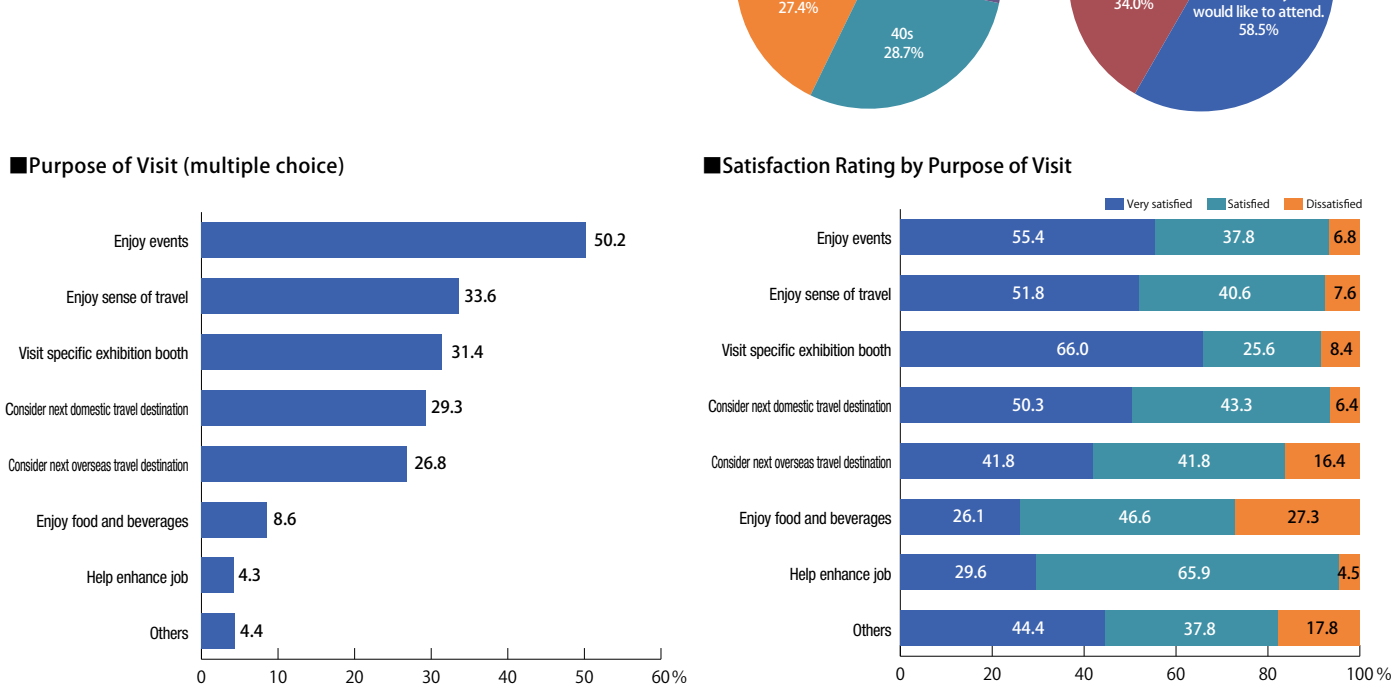


Results Achieved from The Showcase

- We connected with Chubu-area agents whom we had never met in Tokyo or Osaka—a meaningful opportunity to expand our reach.
  - We had productive discussions with many MICE buyers.
  - We built valuable SME networks and discovered new partnership opportunities.
  - Booth discussions led to concrete negotiations and orders.
  - I learned about various tourism approaches—very educational.
  - We heard from various industries and understood their needs.
  - We built connections to promote monitor tours, seasonal tours, and information sharing.
  - We gathered input for new implementations.
- Nagoya customers show strong interest in overseas travel—we want to support that.
  - We collected valuable tourism survey data.
  - We gained information unavailable locally.
  - This raised awareness of our regional tourism and specialties.
  - Our B2C seminars were fully booked with standing-room-only crowds!
  - Our public-days voting board exceeded expectations, yielding actionable insights.
  - This platform effectively showcases diverse tourism formats.

Survey of General Visitors

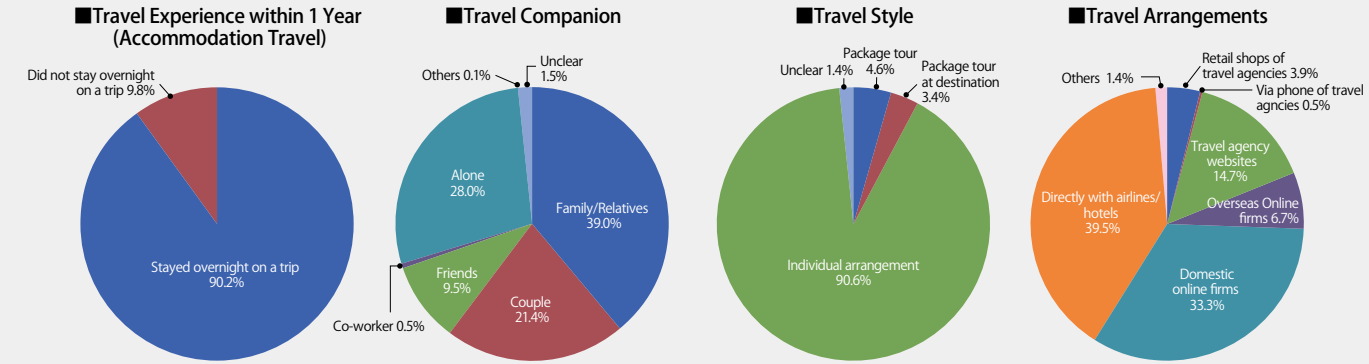
(Respondents: 1,018) Visitors were primarily in their 40s, with those aged 20s–50s comprising over 80%. Top purposes for attending were “Enjoy events,” “Enjoy sense of travel,” and “Visit specific exhibition booth,” with high satisfaction across all purposes. Over 90% said they “Would like to attend again,” indicating that TEJ is recognized and well-regarded as a “travel festival” among general visitors.



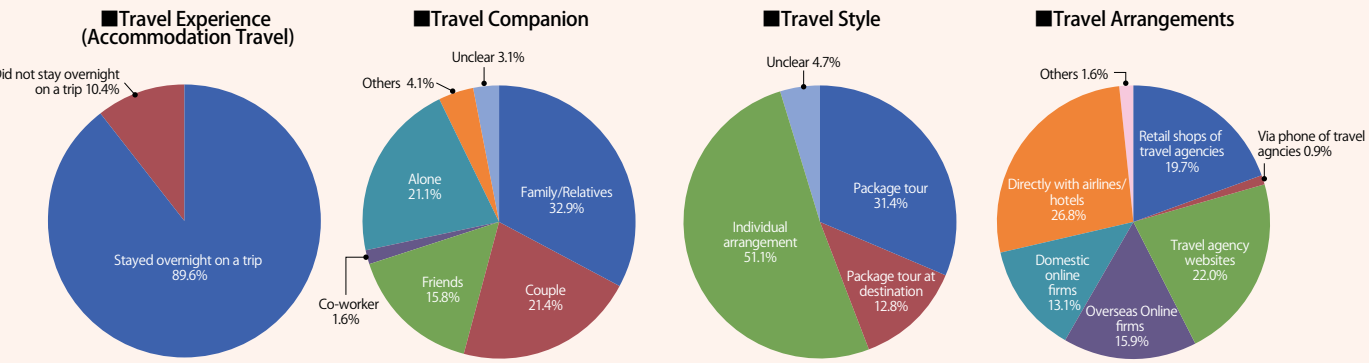
Travel Trends Among General Visitors

Approximately 90% had taken a domestic overnight trip in the past year, and nearly 90% had overseas travel experience, indicating highly travel-motivated attendees. While “Family/Relatives” was the most common travel companion, the proportion traveling “Alone” is increasing for both domestic and international trips. Regarding travel arrangements, approximately 90% arrange domestic travel individually, and over 50% do so for overseas travel. Direct bookings with airlines/hotels and online reservations have become the norm, while in-person and phone bookings are declining.

Domestic Travel



Overseas Travel





**Total Media Exposure: 3,221 articles (April–October) Advertising Equivalent Value: ¥602,885,177**  
**Media Attendance: 362 (cumulative) including major TV stations and newspapers**

## Press Conferences Leading Up to the Event

- (1) Tourism EXPO Japan 2025 Aichi/Central Japan Overview Announcement**  
**Date:** July 16, 2025 (Wed.)  
**Venue:** TKP Garden City PREMIUM Nagoya Ekimae  
**Content:** Event overview, venue information, exhibition highlights  
**Media in Attendance:** 18 (7 newspapers, 3 news agencies, 4 trade publications, 1 web, 2 magazines, 1 other)
- (2) JATA Regular Press Conference**  
**Date:** September 11, 2025 (Thu.)  
**Venue:** Japan Association of Travel Agents, Zennittsu Kasumigaseki Building 4F Conference Room  
**Content:** TEJ2025 implementation overview, featured booth updates  
**Media in Attendance:** 11 (1 newspaper, 8 trade publications, others)
- (3) Opening Day Organizers Press Conference**  
**Date:** September 25, 2025 (Thu.)  
**Venue:** Aichi Sky Expo (Aichi International Exhibition Center) Conference Room L3–L5  
**Contents:** TEJ2025 scale, exhibition and exhibitor highlights, Special Supporter introduction  
**Media in Attendance:** 35

**Newspapers/Magazines: 102 articles**  
**Advertising Equivalent Value: ¥90,165,906**

Asahi Shimbun (Nagoya) September 26 (Fri.)



Yomiuri Shimbun September 26 (Fri.)



Chunichi Shimbun (Nagoya) September 25 (Thu.)



Kanko Keizai Shimbun September 22 (Mon.)



**Television: 9 stations, 14 programs, 15 segments / Advertising Equivalent Value: ¥68,983,354**

September 25 (Thu.)



September 25 (Thu.)



September 25 (Thu.)



September 25 (Thu.)



September 25 (Thu.)



September 26 (Fri.)



**Web/SNS: 1,936 articles (288 original articles) / Advertising Equivalent Value: ¥261,492,018**

Nippon TV NEWS September 25 (Thu.)



Tokai TV News September 25 (Thu.)



Yomiuri Shimbun Online September 25 (Thu.)



Chunichi Shimbun September 25 (Thu.)



Travel Vision September 25 (Thu.)



## Out of Home Advertising

Central Japan International Airport Company, Limited.  
Chubu Centrair International Airport



Central Japan Railway Company  
Nagoya Station



Nagoya Railroad Co., Ltd.  
Meitetsu Nagoya Station / Hanging advertisements in train cars on various lines



Kintetsu Railway Co., Ltd.  
Namba Station / Matsusaka Station / Hanging advertisements in train cars



Tokoname City, Aichi Prefecture  
Connecting passage from Centrair



JR Central Hotels Co., Ltd.  
Nagoya Marriott Associa Hotel / Nagoya JR Gate Tower Hotel



JTB Corp.  
JTB Nagoya Unimall Branch



Kinki Nippon Tourist Co., Ltd.  
Nagoya Chuo Branch



Meitetsu World Travel Inc.  
Meitetsu World Travel Meieki Underground Branch



## Other Promotional Collaborations

Japan Airlines Co., Ltd.  
"SKYWARD" September Issue



All Nippon Airways Co., Ltd.  
"TSUBASA GLOBAL WINGS" September Issue



JTB Publishing, Inc.  
"Nodule" September Issue



Nagoya Convention & Visitors Bureau  
Nagoya Tourist Information Center



H.I.S. Co., Ltd.  
HIS Dai Nagoya Building Branch



MICE Japan Co., Ltd.  
"MICE JAPAN" September Issue



Japan Travel and Tourism Association  
"Tourism and Community Development" Summer Quarterly Issue



All Nippon Travel Agents Association  
"ANTA NEWS" Summer Quarterly Issue



WING Aviation Press Co., Ltd.  
Weekly Wing Travel  
"Tourism EXPO Japan Special Issue"



Nagoya Railroad Co., Ltd.  
"Meitetsu Group Area Discovery Magazine Wind" September Issue



## Digital Placements (Selected)

To raise event awareness and build travel momentum as a united industry, member companies posted advance notices on their official social media channels and shared highlights of exhibitor booths to encourage attendance before the event.

JCB Co., Ltd.



Japan Airlines Co., Ltd.



All Nippon Airways Co., Ltd.



Chubu Centrair International Airport



Kinki Nippon Tourist Co., Ltd.



Hong Kong Tourism Board





Tourism EXPO Japan 2025 Aichi/Central Japan and VISIT JAPAN Travel & MICE Mart 2025

Date	Venue	9:00a.m.	10:00a.m.	11:00a.m.	12:00p.m.	1:00p.m.	2:00p.m.	3:00p.m.	4:00p.m.	5:00p.m.	6:00p.m.	7:00p.m.	
September 25 (Thu.)	Conference Room L3 - L5		"JAPAN TOURISM AWARDS" The 9th JAPAN TOURISM AWARDS 10:10 a.m. - 11:00 a.m.				Keynote Speech 1:30 p.m. - 2:30 p.m.		The 8th TEJ Ministerial Roundtable 2:45 p.m. - 4:45 p.m.				
	Exhibition Hall C - F	Opening Ceremony 9:30 a.m. - 10:00 a.m.	Organizing Committee Press Conference 11:15 a.m. - 11:45 a.m.			Travel Showcases & In-booth Business Meetings(trade and press day) 10:00 a.m. - 6:00 p.m.							
	Travel Solutions Exhibition 2025 10:00 a.m. - 6:00 p.m.												
	Meeting Room M2 / M3 / M4			Tourism Professional Seminar 10:30 a.m. - 6:00 p.m.									
Stage A (Exhibition Hall B)											WELCOME RECEPTION 6:00 p.m. - 7:45 p.m.		
Exhibition Hall A	Opening Ceremony 9:30 a.m. - 9:50 a.m.		VISIT JAPAN Travel & MICE Mart (VJTM & VJMM)2025 10:00 a.m. - 5:50 p.m.										
September 26 (Fri.)	Conference Room L3 - L5		Domestic Tourism Symposium 10:00 a.m. - 11:20 a.m.			Overseas Travel Symposium 12:10 p.m. - 1:30 p.m.		Inbound Tourism Symposium 2:20 p.m. - 3:40 p.m.		Rest Style Reform Symposium 4:30 p.m. - 5:50 p.m.			
	Exhibition Hall C - F		Travel Showcase & In-booth Business Meetings (trade and press day) 10:00 a.m. - 6:00 p.m.										
			Travel Solutions Exhibition 2025 10:00 a.m. - 6:00 p.m.										
	Meeting Room M2 / M3 / M4 Stage A (Exhibition Hall B)			Tourism Professional Seminar 10:30 a.m. - 6:00 p.m.									
	Exhibition Hall A		VISIT JAPAN Travel & MICE Mart (VJTM & VJMM)2025 9:00 a.m. -5:50 p.m.										
September 27 (Sat.)	Exhibition Hall C - F		Travel Showcase (General Public day) 10:00 a.m. - 6:00 p.m.										
	Exhibition Hall A	VISIT JAPAN Travel & MICE Mart (VJTM & VJMM)2025 9:00 a.m.~12:20 p.m.											
September 28 (Sun.)	Exhibition Hall C - F		Travel Showcase (General Public day) 10:00 a.m. - 5:00 p.m.										
	Stage A (Exhibition Hall B)							Closing Ceremony / Grand Finale 4:25 p.m. - 5:00 p.m.					

List of Tourism EXPO Japan 2025 Aichi/Central Japan 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)

**Special Support** Aichi Prefecture

**Event Support** Tourism EXPO Japan 2025 Aichi/Central Japan Council

**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 / Central Japan Tourism Association / Aichi Prefectural Tourism Association / Japan External Trade Organization (JETRO) / Japan Business Federation (KEIDANREN) / Central Japan Economic Federation / Hokuriku Economic Federation / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / The Nagoya Chamber of Commerce and Industry / Japan Convention Management Association (JCMA)

**Planning / Operation** Tourism EXPO Japan Promotion Office

**Sponsors**

◎ **Special Sponsors**  
Official Sponsor: JCB Co., Ltd.

◎ **Travel Showcase**  
**Gold Sponsor:** Central Japan International Airport Co., Ltd. / Department of Tourism, Government of Rajasthan, India  
**Silver Sponsor:** Central Japan Railway Company / Nagoya Railroad Co., Ltd. / Kintetsu Group Holdings Co., Ltd. / Macao Government Tourism Office / Japan Airlines Co., Ltd. / All Nippon Airways Co., Ltd. / STARLUX Airlines / Narita International Airport Corporation / Japan Airport Terminal Co., Ltd. / Tokyo International Air Terminal Corporation

**Bronze Sponsor:** Oriental Land Co., Ltd. / Tokio Marine & Nichido Fire Insurance Co., Ltd.

**Allied Sponsors:** East 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:** Japan Airlines Co., Ltd. / All Nippon Airways Co., Ltd.  
**Cooperation:** Nippon Domannaka Festival "Josho" / Nagoya Omotenashi Bushotai / ASHURA-The Iga Ninja / Central Japan International Airport Co., Ltd. / Mizkan Co., Ltd. / Sato Brewery Co., Ltd. / Tokedokoro Juhyoya / MENSHO IRODORI / Genkinsato/Aichichita Japan Agricultural Cooperatives / Yatai Choko / MARUHATHI YOKOCHO / Nishio City/Nishio City Tourist Association/Nishio Tea Cooperative Association / Mikawa Isshiki Shrimp Crackers / AOYAGISOUHONKE Co., Ltd. / Nagoya Tea Ceremony Network / EESUN GROUP / Zipangusha LLC / MIWASHUZO Co., Ltd. / Ohashi Ryoki Ltd. / ITO EN, LTD. / Calligrapher Eigetsu

(\* Random order)

Organizing Committee (\*Last names in syllabary order)

<b>Chairman</b> Masanobu Komoda	Chairman & CEO, Japan Travel and Tourism Association
<b>Vice Chairmen</b> Hiroyuki Takahashi Atsumi Gamo	Chairperson, Japan Association of Travel Agents (JATA) Chairman, TEJ Executive Committee President, Japan National Tourism Organization (JNTO)
<b>Members</b> Yuji Akasaka	Vice Chairman, Japan Travel and Tourism Association Representative Director Chairperson, Japan Airlines Co., Ltd.
Masaaki Okazaki Shinya Katanozaka Satoru Katsuno Yoshiki Kaneda	Board Member, Senior Executive Officer, JCB Co., Ltd. Vice Chairman, Japan Travel and Tourism Association Chairman, ANA Holdings Inc. Chairman, Central Japan Economic Federation Vice Chairman, Japan Travel and Tourism Association President and Representative Director, Seibu Prince Hotels Worldwide Inc.
Kenichi Kiriya Izumi Kuwano Yoshiteru Koyano	Chairman, Board of Airline Representatives in Japan (BOAR) Director, Japan and Micronesia Sales United Airlines, Inc. Chairman, Japan Ryokan & Hotel Association Vice Chairperson, Japan Association of Travel Agents (JATA) Chairman of the Board & CEO, Nippon Travel Agency Co., Ltd.
Koji Kondo Atsushi Sakai	President, All Nippon Travel Agents Association (ANTA) Vice Chairperson, Japan Association of Travel Agents (JATA) President, Hankyu Travel International Co., Ltd.
Takehiro Sugiyama	Chairman, Japan Private Railway Association Director and Former President, Hankyu Corporation
Noriko Takeuchi Shinichi Tanaka Shunichi Tokura Harumi Nakagawa Yuji Hara	Chair, Committee on Tourism, Keidanren President, Congrès Inc. Director General, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government Commissioner for Cultural Affairs, Agency for Cultural Affairs, Government of Japan Executive Director, Director General of Marketing Headquarters, East Japan Railway Company Vice Chairperson, Japan Association of Travel Agents (JATA) Chairman of the Bord, Kaze Travel Co., Ltd.
Masaru Horikami Ryo Minami	Director General, Nature Conservation Bureau, Ministry of the Environment Director-General for Commerce and Service Industry Policy, Ministry of Economy, Trade and Industry
Shigeki Murata Koji Murofushi Eijiro Yamakita Fumihiko Yuki Raül Guerra	Commissioner, Japan Tourism Agency Commissioner, Japan Sports Agency President & CEO, JTB Corp. President and Chief Executive Officer, East Nippon Expressway Company Limited Chairman, ANTOR-JAPAN Asia-Pacific Regional Director, Catalan Tourist Board
<b>Auditors</b> Naoto Ito Masato Tanaka	Manager, Internal Audit, ANA Holdings Inc. Officer, Tanaka Masato Tax Accountant Office
<b>Executive Committee</b> <b>Chairman</b> Hiroyuki Takahashi	Chairperson, Japan Association of Travel Agents (JATA)
<b>Vice Chairmen</b> Hitoshi Saimyo Hideki Manabe	President & COO, Japan Travel and Tourism Association Executive Senior Vice President, Japan National Tourism Organization (JNTO)
<b>Members</b> Eiji Ishihara	Executive Officer General Manager, Corporate Business Department, Kinki Nippon Tourist Co., Ltd.
Kiyotaka Uchimoto Katsuhito Utsumi Kuniharu Ebina Nobuhiko Emura	Representative of Secretariat, Council for Global Communication,Development and Promotion Executive Officer Regionar Representative of Central Japan, JTB Corp. President, Japan Association of Travel Agents (JATA) Senior Director, Tourism Division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government
Keiji Omae Toru Sawaki	Executive Vice President, Customer Experience, All Nippon Airways Co., Ltd. Director, International Tourism and Convention Division, Bureau of Tourism and Covoentions Aichi Prefectural Government

Takashi Shimakawa Shigeru Shimizu	Professor, Department of Cross-Cultural Studies, Kanagawa University General Manager, Regional Development Division, The Tokyo Chamber of Commerce and Industry
Tetsuo Shimizu	Professor, Department of Tourism Science, Tokyo Metropolitan University Professor, The New Frontier Institute of Tourism Sciences, Kanazawa University
Masaru Suzuki Riichiro Tatsuta	Director General, Tokyo Convention & Visitors Bureau Director, Visitor Use Promotion Office, National Park Division, Nature Conservation Bureau, Ministry of the Environment
Kenji Tanaka Daisuke Terasawa Kaori Nishiharaguchi	Vice Commissioner, Japan Tourism Agency Executive Director/General Manager, Central Japan Tourism Association Go Central Japan DMO Executive Officer Deputy Senior Vice President- Sales and Marketing, Senior Vice President - Tokyo, Japan Airlines Co., Ltd.
Ken Hashiba Yutaka Hasegawa Hideki Furusawa	Director-General, Japan Sports Agency Vice President, Japan Travel and Tourism Association General Manager, Marketing Headquarters Lifestyle Creation & Community Vitalization Department Tourism Strategy Office, East Japan Railway Company
Yoshiaki Hongo Hiroshi Matsuzaka Shin Miyazawa	Chief, UN Tourism Regional Support Office for Asia and the Pacific Director General Agency for Cultural Affairs, Government of Japan General Manager of Regional Development Division, The Japan Chamber of Commerce and Industry
Tomoko Yasukawa Takeshi Yamaguchi	Domestic Travel Department Director, Tobu Top Tours Co., Ltd. Tourism Business Headquarters Executive Officer Head of Purchasing & Products Management Business Division, JTB Corp.
Naofumi Yoshida Tsutomu Wakamatsu	Senior Executive Officer Marketing Strategy Headquarters Co-Head, Nippon Travel Agency Co., Ltd. Executive Vice President, Japan National Tourism Organization (JNTO)

Tourism EXPO Japan 2025 Aichi/Central Japan Council

<b>Advisor</b> Hideaki Omura	Governor of Aichi Prefecture
<b>Chairman</b> Satoru Katsuno	Chairman, Central Japan Economic Federation
<b>Vice Chairmen</b> Yutaka Kanai Takashi Ando	Chairman, Hokuriku Economic Federation Chairman, Aichi Prefectural Tourism Association
<b>Members</b> Mitsugu Iida Kiyotaka Izumi	President, Nagoya Convention & Visitors Bureau Director, Tourism Department, Ministry of Land, Infrastructure, Transport and Tourism Hokuriku-Shin'etsu District Transport Bureau Chapter President, Japan Hotel Association Chubu Chapter
Akihiko Ito Atsushi Uoya Yoshihiko Uchida Hironori Kagohashi Satoru Katsuno Yutaka Kanai Doppo Saji Takashi Suzuki Masahiro Suzuki	Managing Director, Hokuriku Economic Federation President, Nagoya Chamber of Commerce & Industry President & CEO, Central Japan International Airport Co., Ltd. Chairperson, Central Japan Tourism Association Chairman, Hokuriku Tourism Promotion Council Director-General Bureau of Tourism, Culture & Exchange, City of Nagoya Executive Director, Aichi Prefectural Tourism Association President, Aichi Prefecture Association of Towns&Villages
Hiroki Takasaki Yukio Takemoto Ryosuke Tada Hiroshi Tsuge Hiroki Nakamura Bunji Niimi Shunsuke Niwa Fumitake Miyamoto Morgan Chaudeler Takashi Wakai Koichi Watanabe Association	President, Nagoya Railroad Co., Ltd. President, Aichi Association of City Mayors Director-General Bureau of Tourism and Conventions, Aichi Prefectural Government President, Aichi Road Concession Co., Ltd. Director-General, Chubu District Transport Bureau, MLIT President, Aichi Prefectural Federation of Societies of Commerce and Industry President, Central Japan Railway Company Managing Director & Secretary-General, Central Japan Economic Federation President and Representative Director, Aichi International Convention & Exhibition Center Co., Ltd. President & Representative Director, Kintetsu Group Holdings Co., Ltd. Executive Director, Aichi Prefecture Hotel and Ryokan Health and Welfare Business Association

(as of September 1, 2025)

Event Theme and Key Visual

Tourism EXPO Japan 2025 Aichi/Central Japan Theme

Travel for Discovery and New Encounters

- (1) The first EXPO held in the Chubu area
- (2) Organized as a comprehensive travel trade show to experience the present and future through all five senses
- (3) Designed as an event that actively promotes the broader region in the Chubu-Hokuriku area

Key Visual Creative Concept

The image depicts traveling around the world from an overhead view—researching before departure, experiencing stunning landscapes, meeting and engaging with different cultures, and trying new activities. The word “GO” is used to convey the positive spirit of beginning a journey to discover new things, igniting the imagination of travel.







# Tourism Expo Japan 2026

“Tourism EXPO Japan 2026” call for exhibitors

## Sept. 24 (Thu.) – Sept. 27 (Sun.), 2026

### Tokyo Big Sight

DATE & TIME	Trade & Press Day	10:00 a.m. - 6:00 p.m. Sept. 24 (Thu.)	ORGANIZED BY	Japan Travel and Tourism Association
		10:00 a.m. - 6:00 p.m. Sept. 25 (Fri.)		Japan Association of Travel Agents (JATA)
	Public Day	10:00 a.m. - 6:00 p.m. Sept. 26 (Sat.)		Japan National Tourism Organization (JNTO)
		10:00 a.m. - 5:00 p.m. Sept. 27 (Sun.)	Concurrent Event / Travel Solutions Exhibition 2026	
DATE & TIME	VISIT JAPAN Travel & MICE Mart (VJTM) 2026 (Organizer: Japan National Tourism Organization [JNTO]) Tentative			

#### Results of Tourism EXPO Japan 2024 at Tokyo Big Sight



#### Fees (tax included)

Exhibiting Fees	Application Deadline	Standard Booth	Space Only
	Super Early-bird Discount (approx. 10% off) Friday, January 9, 2026	JPY <b>579,700</b> per booth (9㎡)	JPY <b>521,400</b> per 9㎡
	Early-bird Discount (approx. 8% off) Friday, March 13, 2026	JPY <b>592,900</b> per booth (9㎡)	JPY <b>532,400</b> per 9㎡
	Regular Friday, May 15, 2026	JPY <b>643,500</b> per booth (9㎡)	JPY <b>579,700</b> per 9㎡

<https://t-expo.jp/en/exhibit2026>

Contact: Tourism EXPO Japan Promotion Office

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