

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).



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

Opening Ceremony

Masanobu Komoda, Chairman & CEO
Japan Travel and Tourism AssociationAkira Yoshii, Parliamentary Vice-Minister
of Land, Infrastructure, Transport and
TourismZoritsa Urosevic, Executive Director
UN Tourism

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."

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

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.

*Titles are as of the event.

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



The 8th TEJ Ministerial Roundtable

Theme → Driving Regional Transformation – Destination Diversification and Human Resource Development

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

With the participation of
Collaboration: **SUSTAINABLE DEVELOPMENT GOALS**



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



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.



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

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. Kadokawa 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 Kadokawa, Deputy Director General, General Affairs Department, Japan National Tourism Organization (JNTO)



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

What is a "Second Hometown" Connecting Companies and Regions?

Organizer: Japan Tourism Agency

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, Chiba Sousei Inc.
Akira Kosugi, Senior Manager, Social Contribution, Business Planning Division, Infomart Corporation



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

How to Sell, Expand, and Promote Cruises: Promoting Cruise 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.)	M2	What is Digital Transformation (DX) for Travel Agencies Aiming to Expand Online Sales?	Nippon Steel Solutions Corporation
		Legal Challenges in Travel Business Operations—Practical Points for International Transactions, Contract Disputes, and Regulatory Compliance	Nishimura & Asahi / Gaikoku Kyodo Jigyo
		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)
		Tapping Global Markets with "Rurubu" x Digital!	JTB Publishing / Day Alive Vpon JAPAN/Alibaba JAPAN
September 26 (Fri.)	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
		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
		Japan Travel and Tourism Association Tourism Digital Transformation (DX) Support Seminar	Japan Travel and Tourism Association
September 26 (Fri.)	M4	Evolution and Collaboration in Travel Business—New Models Weaving Together Experiences, Accommodation, and Transportation Services	Forcia Inc.
		"Secrets to Success" in Connected Stargazing Tourism—Repeat Visitor Strategies Through Stargazing Tourism	Stargazing Tourism Promotion Council
September 26 (Fri.)	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
		Legal Challenges in Travel Business Operations—Practical Points for International Transactions, Contract Disputes, and Regulatory Compliance	Nishimura & Asahi / Gaikoku Kyodo Jigyo
		JATA's Approach to Customer Harassment	Japan Association of Travel Agents, Consumer Consultation Division
		What is a "Second Hometown" Connecting Companies and Regions?	Japan Tourism Agency
September 26 (Fri.)	M3	"D-NEXT" Tourism Destination Diagnostic Seminar	Japan Travel and Tourism Association
		Travel Contract Basics—What You Were Afraid to Ask	Japan Association of Travel Agents
		Introduction to Tourism Digital Transformation (DX) Certification / Tourism Destination Management Professional Certification	Japan Travel and Tourism Association
September 26 (Fri.)	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
		Sake Brewery Tourism Initiatives Across Regions	Japan Sake Brewery Tourism Promotion Council
		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 Cruise 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."



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



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



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

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.

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 / Mihamachi Lab Noma Lighthouse Climbable Project / Yagata 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 / Kire Child-Rearing Community KADAN Kusakari Tourism Project / SUZU GROUP (SUZUKI 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 / Quarars Inc. Group / The Fukui Bank, Ltd. Group / Keifuku Bus Co., Ltd. Introducing WOW RIDE ikossal 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 Romancing

With the participation of
Collaboration: UN Tourism SUSTAINABLE DEVELOPMENT GOALS

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 x 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.

●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 AWARDS Examination Committee (Japanese syllabary order)

Committee Chairman

Yoshiaki Hompo President, Asia-Pacific Tourism Exchange Center



Examination Committee

David Atkinson President, Konishi Decorative Arts and Crafts Co., LTD

Yoshiro Ishihara President, The Tourism Research Institute

Yoshiyuki Oshita Visiting Professor, Tokyo University of the Arts

Hitoshi Saimyo 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 Toyohashi 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, Nagoya University

Okhlobystina 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 Waki

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

Faculty of Urban Science, Meijo University

Kota Sago

Department of Tourism and Hospitality Management, College of Tourism, Rikkyo University

Miyu Yamamura

Department of International Understanding, Faculty of International Studies, Bunkyo University

Saori Okochi

Department of Commerce, Faculty of Commerce and Management, Hitotsubashi University

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

Winners (14 organizations)

Marukoma Onsen Co., Ltd. / Kurashi no Yado Fukunoya / KOUSOKU OFFSET CO., LTD. / Gaiatsu 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. / Kishu Taiken Koryu YUME Club / Toshin Shinan Service Co., Ltd. / Traditional Culture Experience Inn Tsutaya (Iwasaki Gofukuten Co., Ltd.)

WELCOME RECEPTION

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 / Motoyoshi 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 Urosevic, 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 Futa, Chairman & Chief Executive Officer, JCB Co., Ltd. / Hironori Kagoshashi, 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



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



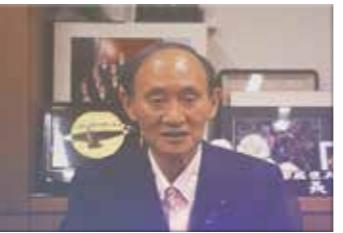
Akira Yoshii
Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism

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 Centrair 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.

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

*Titles are as of the event.



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"



Business Meetings

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.)

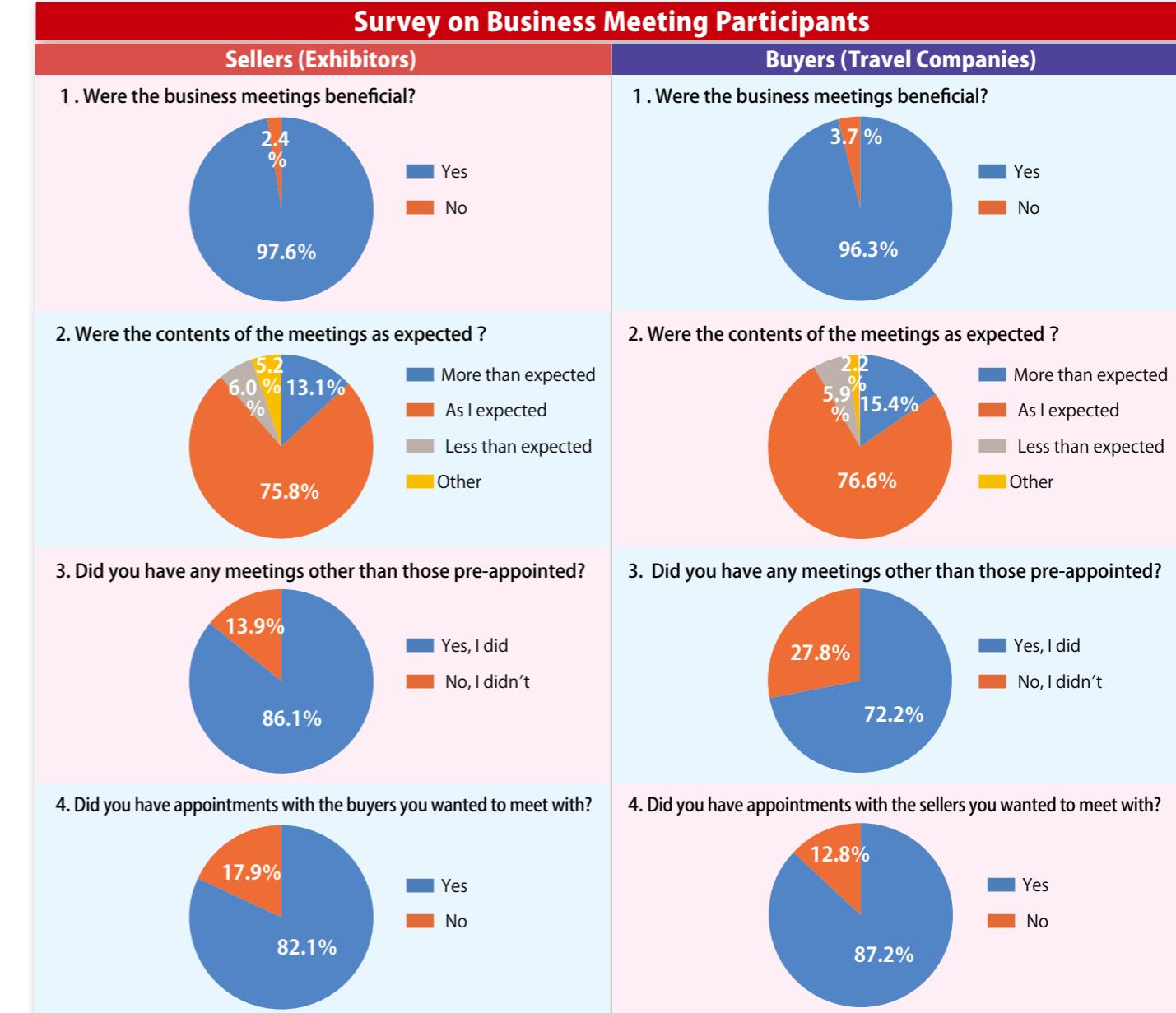
Registered buyers, including major travel agencies, were seated for a new networking format: a 30-minute seminar in the first half, followed by 30 minutes of networking with sellers.

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 Shikoku 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.



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.



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)

Gathering information on and sourcing new products	75.5%
Developing new business partners	42.5%
Collecting market and destination information from sellers	55.3%
Other	4.0%

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.



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

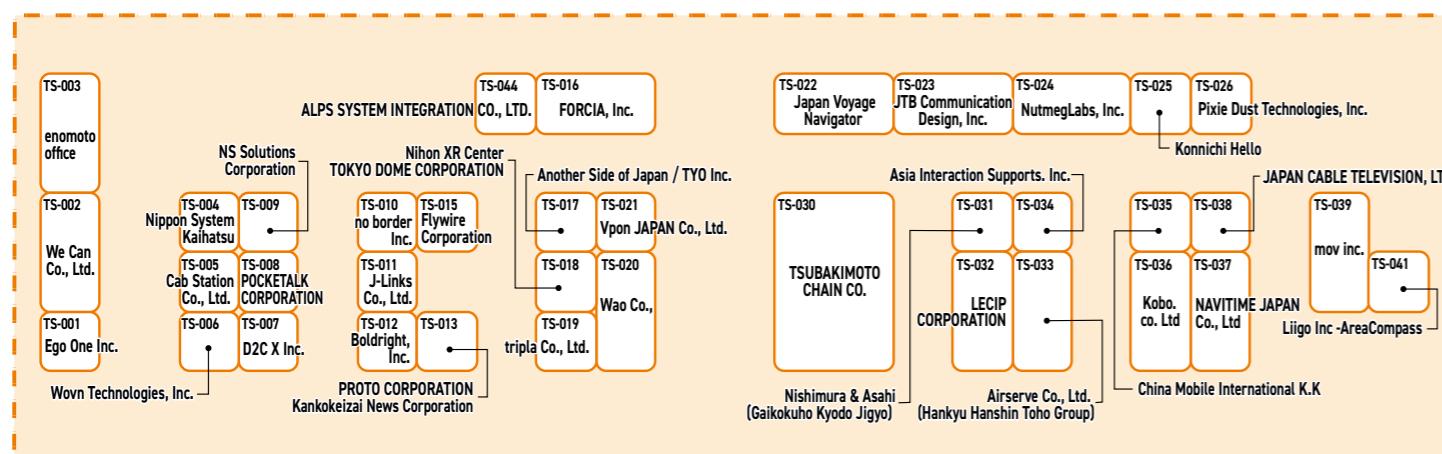
bicycles for traveling with pets. Some booths were busy all day with pre-scheduled appointments through the matching system. Startups with proprietary technologies joined major companies, bringing youthful energy to the venue.

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.



Travel Showcase

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

"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

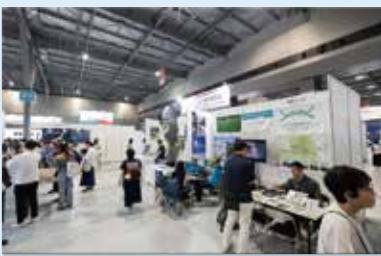
Sports Tourism



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

SOUL FOOD JAM

Booth Award Program

Grand Prize ★ **Semi-Grand Prize** ★ **Chairman Prize** ★ **Special 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)

Grand Prize Hong Kong Tourism Board



Semi-Grand Prize Tourism Authority of Thailand



Special Prize Tokoname City, Aichi Prefecture



Hall C

Hall D

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

★ TS-022 TS-023 TS-024 TS-025 TS-026

★ TS-031 TS-034 TS-035 TS-038 TS-039 TS-041

TS-003 TS-004 TS-009 TS-010 TS-015 TS-017 TS-021 TS-018 TS-019 TS-020

TS-001 TS-006 TS-007 TS-012 TS-013

TS-002 TS-005 TS-008 TS-011 TS-013

TS-003 TS-016 TS-044 TS-049

D-029 D-032 D-034 D-037 D-045 D-048 D-049

D-022 D-060 D-059 D-061 D-065 D-066 D-067 D-069 D-062

D-028 D-027 D-026 D-024 D-023 D-019 D-017 D-020 D-021 D-015 D-016 D-007 D-008 D-009 D-010 D-011 D-002 D-001 D-070 D-071 D-078 D-079 D-083 D-088 D-091 D-094 D-097

D-022

Food Court

Kyushu

Shikoku

Chugoku

Kansai

Tohoku

Hokkaido

Hotels, Accommodations

Airlines, Transportations

Related Companies and Organizations

Chairman Prize TEJ Executive Committee

★ C-075 C-076 C-077 C-078 ★ Special Prize

C-079 C-083 C-082 ★ C-081 C-084 C-085 C-086 C-087 C-088 C-089 C-098 C-100 C-099

C-103 C-106 C-105 C-107 C-108

C-109 C-110 C-112 C-113 C-114 C-115 C-116 C-117 C-122 C-118 C-121 C-119 C-120 C-123 C-124 C-125 C-127 C-128 C-126 C-129

C-130 C-131 C-134 C-133 C-135 C-136 C-137 C-138 C-140 C-141 C-142 C-143 C-144 C-145 C-147 C-148 C-149 C-150 C-151 C-152 C-153 C-154

C-018 C-019 C-024 C-023 C-022 C-021 C-020 C-025 C-026 C-027 C-030 C-033 C-028 C-029 C-026 C-025 C-030 C-013 C-010 C-007 C-006 C-005 C-009 C-008 C-007 C-006 C-005 C-004 C-003 C-002 C-001

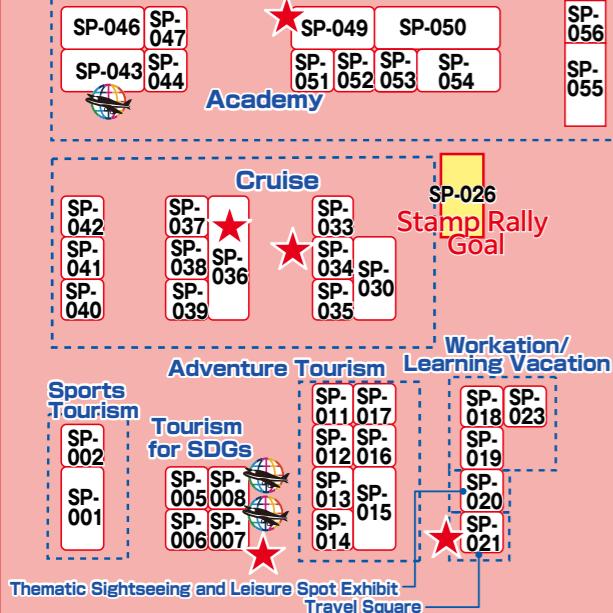
To Hall E

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)

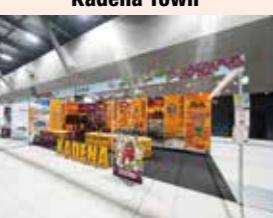
Grand Prize HOKKAIDO TOURISM ORGANIZATION / HOKKAIDO RAILWAY COMPANY / Hokkaido Airports Co., Ltd.



Semi-Grand Prize KOREA TOURISM ORGANIZATION



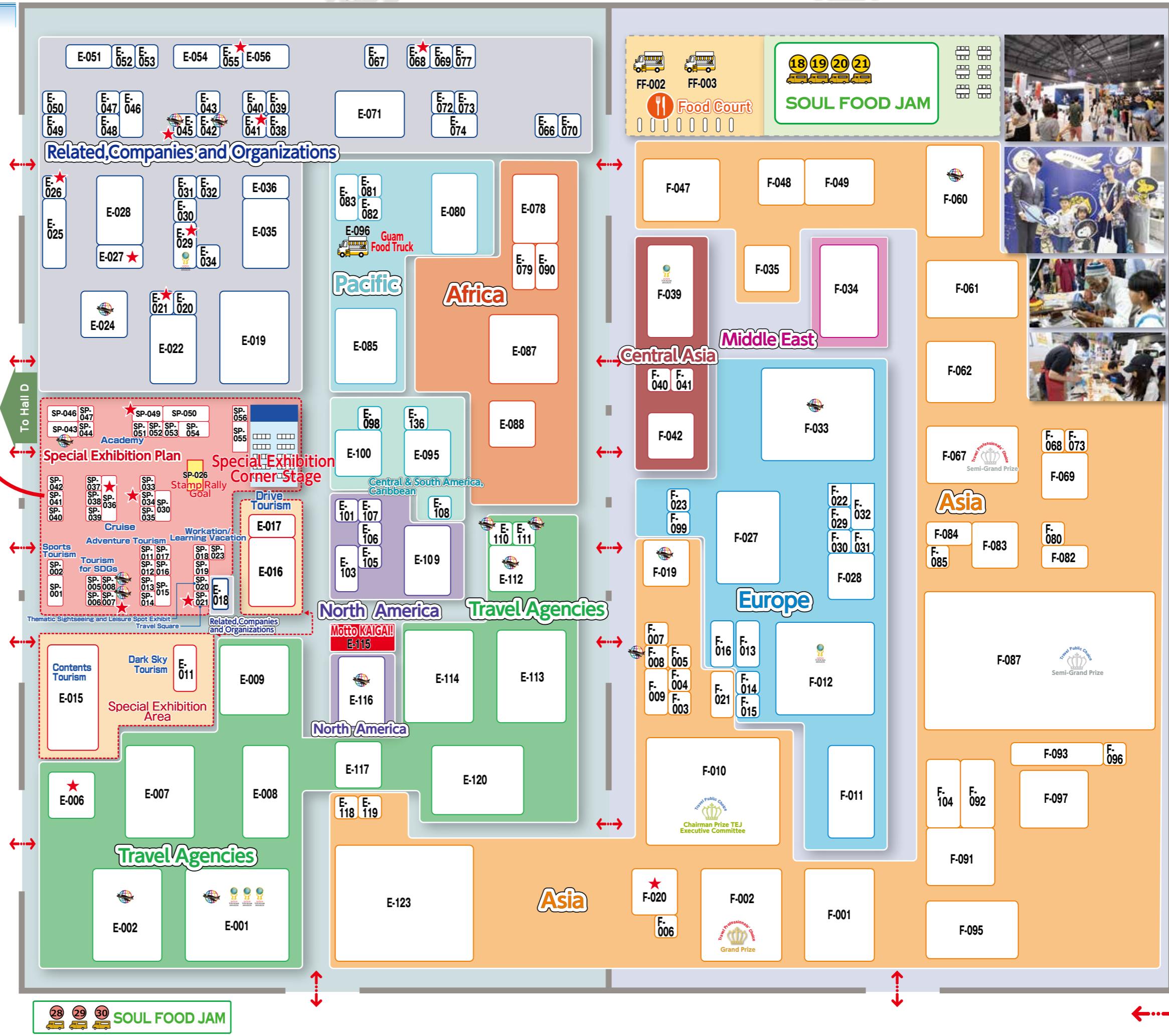
Special Prize Kadena Town



Chairman Prize TEJ Executive Committee Taiwan Tourism Administration



Chairman Prize TEJ Executive Committee Travation



*Titles are as of the event.

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.

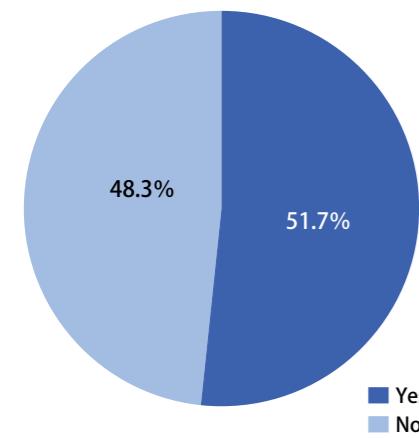
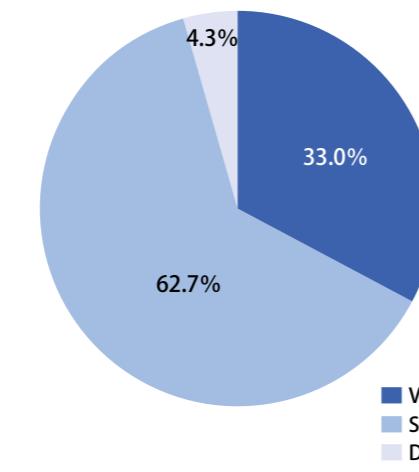
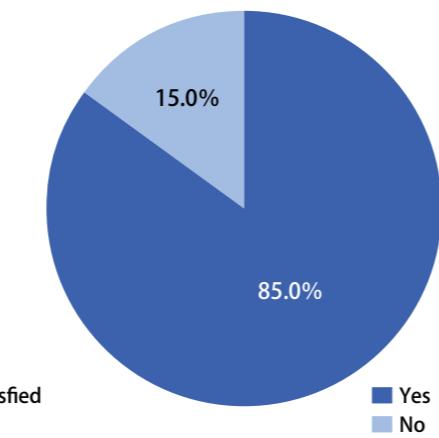
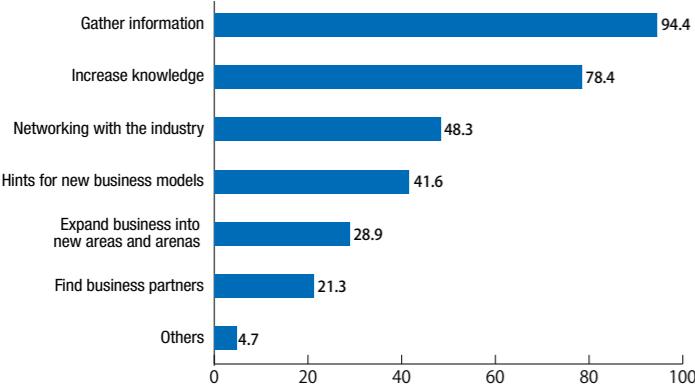
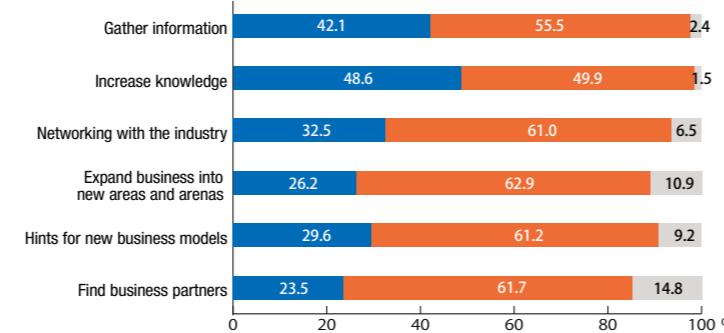
**Booth Receptions**

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

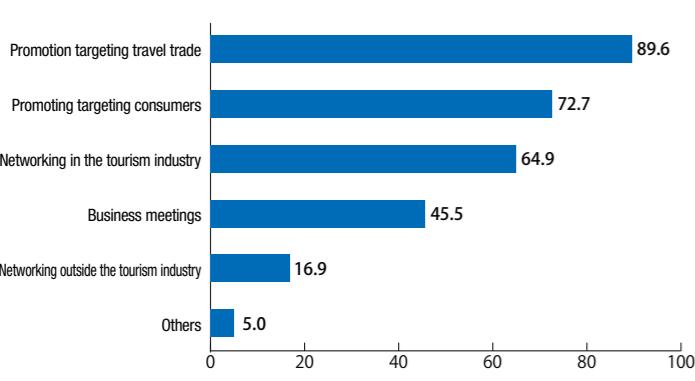
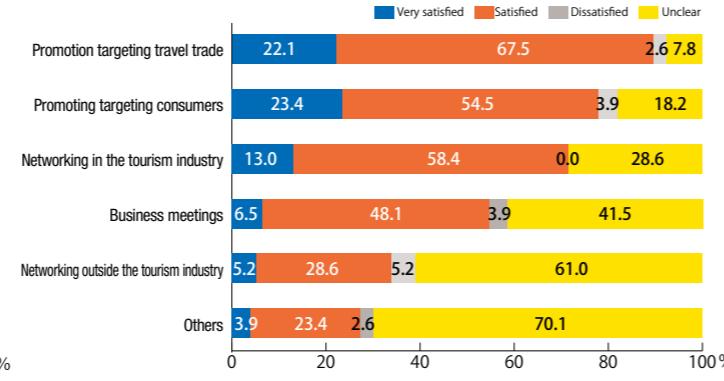


Survey of Trade Visitors

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.

■ Previous TEJ Attendance**■ Overall Satisfaction Rating****■ Would you like to attend visit next year****■ Purpose of Visit (multiple choice)****■ Satisfaction Rating by Purpose of Visit****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.

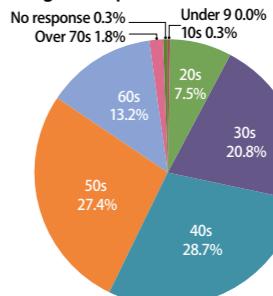
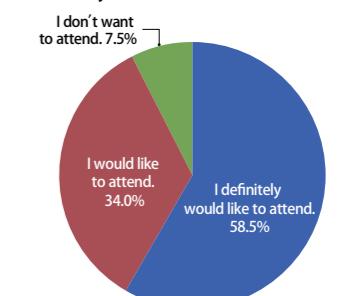
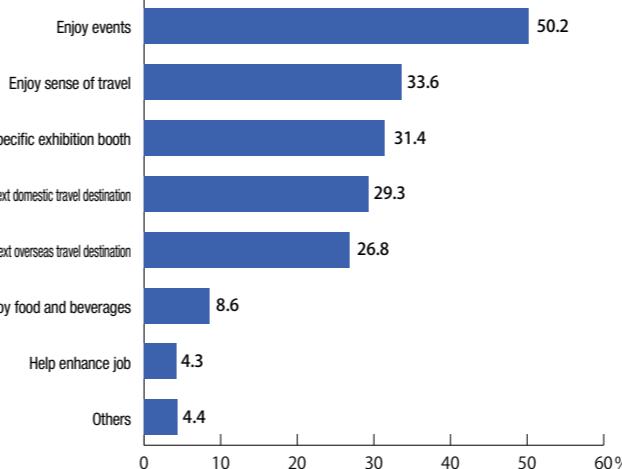
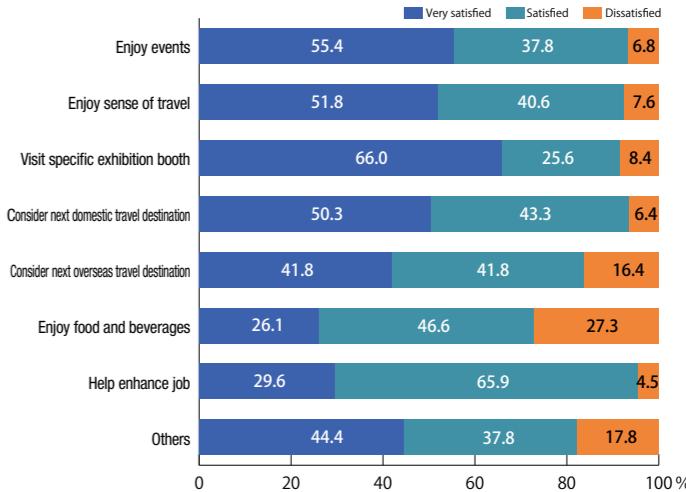
■ Purposes of Exhibit (multiple responses)**■ Satisfaction Rating by Purpose of Exhibit****Results Achieved from The Showcase**

- 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.

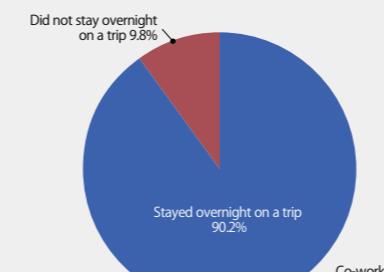
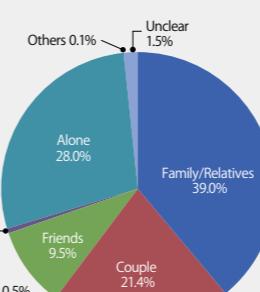
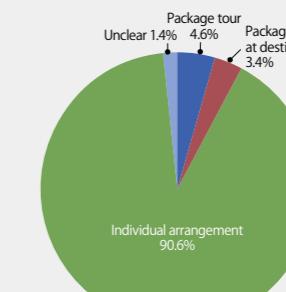
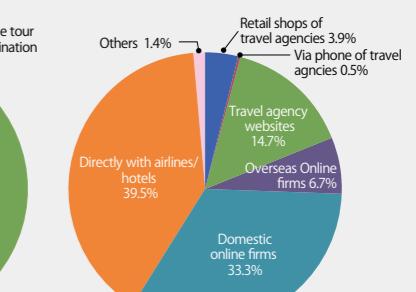
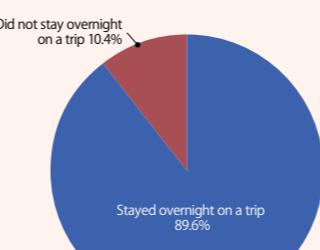
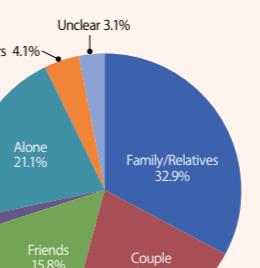
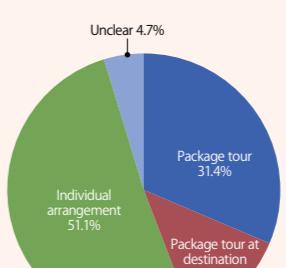
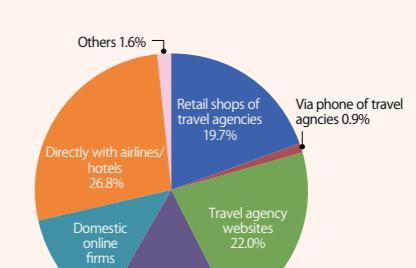
- Nagoya customers show strong interest in overseas travel—we want to support that.
- We collected valuable tourism survey data.
- We gained information unavailable locally.
- This raised awareness of our regional tourism and specialties.
- Our B2C seminars were fully booked with standing-room-only crowds!
- Our public-days voting board exceeded expectations, yielding actionable insights.
- This platform effectively showcases diverse tourism formats.

Survey of General Visitors

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.

■ Age Groups**■ Would you like to attend visit next year ?****■ Purpose of Visit (multiple choice)****■ Satisfaction Rating by Purpose of Visit****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**■ Travel Experience within 1 Year (Accommodation Travel)****■ Travel Companion****■ Travel Style****■ Travel Arrangements****Overseas Travel****■ Travel Experience (Accommodation Travel)****■ Travel Companion****■ Travel Style****■ Travel Arrangements**

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

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



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



■ 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 Central



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



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

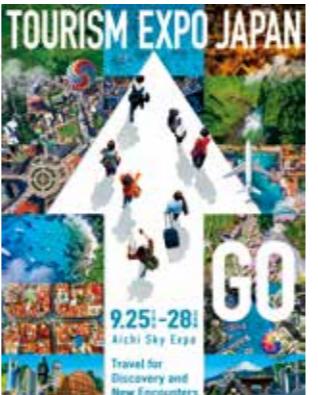
Date	Venue	9:00a.m.	10:00a.m.	11:00a.m.	12:00p.m.	1:00p.m.	2:00p.m.	3:00p.m.	4:00p.m.	5:00p.m.	6:00p.m.	7:00p.m.
September 25 (Thu.)	Conference Room L3 - L5		The 9th "JAPAN TOURISM AWARDS" 10:10 a.m. - 11:00 a.m.				Keynote Speech 1:30 p.m. - 2:30 p.m.	The 8th TEJ Ministerial Roundtable 2:45 p.m. - 4:45 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.		
September 26 (Fri.)	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.									
	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.								
September 27 (Sat.)	Exhibition Hall A	VISIT JAPAN Travel & MICE Mart (VJTM & VJMM)2025 9:00 a.m. - 5:50 p.m.										
	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.						

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.

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. / Tukedokoro Juhyoja / MENSHO IRODORI / Genkinosato/Aichiwa 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)

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

Vice Chairman Hiroaki Takahashi Asumi Gamo Chairperson, Japan Association of Travel Agents (JATA) Chairman, TEJ Executive Committee President, Japan National Tourism Organization (JNTO)

Members Yuki Akasaka Vice Chairman, Japan Travel and Tourism Association Representative Director Chairperson, Japan Airlines Co., Ltd.

Masaaki Okazaki Board Member, Senior Executive Officer, JCB Co., Ltd.

Shinya Katanozaka Vice Chairman, Japan Travel and Tourism Association Chairman, ANA Holdings Inc.

Satoru Katsuno Chairman, Central Japan Economic Federation

Yoshiki Kaneda Vice Chairman, Japan Travel and Tourism Association President and Representative Director, Seibu Prince Hotels Worldwide Inc.

Kenichi Kiyama Chairman, Board of Airline Representatives in Japan (BOAR)

Director, Japan and Micronesia Sales United Airlines, Inc.

Izumi Kuwano Chairman, Japan Ryokan & Hotel Association

Yoshiteru Koyano Vice Chairperson, Japan Association of Travel Agents (JATA)

Chairman of the Board & CEO, Nippon Travel Agency Co., Ltd.

Koji Kondo President, All Nippon Travel Agents Association (ANTA)

Atsushi Sakai 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 Chair, Committee on Tourism, Keidanren President, Congrès Inc.

Shinichi Tanaka Director General, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government

Shunichi Tokura Commissioner for Cultural Affairs, Agency for Cultural Affairs, Government of Japan

Harumi Nakagawa Executive Director, Director General of Marketing Headquarters, East Japan Railway Company

Yuiji Hara Vice Chairperson, Japan Association of Travel Agents (JATA)

Chairman of the Board, Kaze Travel Co., Ltd.

Masaru Horikami Director General, Nature Conservation Bureau, Ministry of the Environment

Ryo Minami Director-General for Commerce and Service Industry Policy, Ministry of Economy, Trade and Industry

Shigeki Murata Commissioner, Japan Tourism Agency

Koji Murofushi Commissioner, Japan Sports Agency

Eiji Yamakita President & CEO, JTB Corp.

Fumihiro Yuki President and Chief Executive Officer, East Nippon Expressway Company Limited

Raúl Guerra Chairman, ANTOR-JAPAN Asia-Pacific Regional Director, Catalan Tourist Board

Auditors Naoto Ito Manager, Internal Audit, ANA Holdings Inc.

Masato Tanaka Officer, Tanaka Masato Tax Accountant Office

Executive Committee

Chairman Hiroaki Takahashi Chairperson, Japan Association of Travel Agents (JATA)

Vice Chairman Hitoshi Saimyo President & COO, Japan Travel and Tourism Association

Hideki Manabe Executive Senior Vice President, Japan National Tourism Organization (JNTO)

Members Eiji Ishihara Executive Officer General Manager, Corporate Business Department, Kinki Nippon Tourist Co., Ltd.

Kiyotaka Uchimoto Representative of Secretariat, Council for Global CommunicationDevelopment and Promotion

Katsuhito Utsumi Executive Officer Regional Representative of Central Japan, JTB Corp.

Kuniharu Ebina President, Japan Association of Travel Agents (JATA)

Nobuhiko Emura Senior Director, Tourism Division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government

Keiji Omae Executive Vice President, Customer Experience, All Nippon Airways Co., Ltd.

Toru Sawaki Director, International Tourism and Convention Division, Bureau of Tourism and Conventions Aichi Prefectural Government

Takashi Shimakawa Professor, Department of Cross-Cultural Studies, Kanagawa University
Shigeru Shimizu General Manager, Regional Development Division, The Tokyo Chamber of Commerce and Industry

Tetsuo Shimizu Professor, Department of Tourism Science, Tokyo Metropolitan University Professor, The New Frontier Institute of Tourism Sciences, Kanazawa University

Masaru Suzuki Director General, Tokyo Convention & Visitors Bureau

Riichiro Tatsuta Director, Visitor Use Promotion Office, National Park Division, Nature Conservation Bureau, Ministry of the Environment

Kenji Tanaka Vice Commissioner, Japan Tourism Agency

Daisuke Terasawa Executive Director/General Manager, Central Japan Tourism Association Go Central Japan DMO

Kaori Nishiharaguchi Executive Officer Deputy Senior Vice President- Sales and Marketing, Senior Vice President - Tokyo, Japan Airlines Co., Ltd.

Ken Hashiba Director-General, Japan Sports Agency

Yutaka Hasegawa Vice President, Japan Travel and Tourism Association

Hideki Furusawa General Manager, Marketing Headquarters Lifestyle Creation & Community Vitalization

Department Tourism Strategy Office, East Japan Railway Company

Yoshiaki Hompo Chief, UN Tourism Regional Support Office for Asia and the Pacific

Hiroshi Matsuzaka Director General Agency for Cultural Affairs, Government of Japan

Shin Miyazawa General Manager of Regional Development Division, The Japan Chamber of Commerce and Industry

Tomoko Yasukawa Domestic Travel Department Director, Tobu Top Tours Co., Ltd.

Takeshi Yamaguchi Tourism Business Headquarters Executive Officer Head of Purchasing & Products Management Business Division, JTB Corp.

Naofumi Yoshida Senior Executive Officer Marketing Strategy Headquarters Co-Head, Nippon Travel Agency Co., Ltd.

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

Tourism EXPO Japan 2025 Aichi/Central Japan Council

Advisor Hideaki Omura Governor of Aichi Prefecture

Chairman Satoru Katsuno Chairman, Central Japan Economic Federation

Vice Chairman Yutaka Kanai Chairman, Hokuriku Economic Federation

Chairman, Aichi Prefectural Tourism Association

Members Mitsuaki Iida Kiyotaka Izumi President, Nagoya Convention & Visitors Bureau

Director, Tourism Department, Ministry of Land, Infrastructure, Transport and Tourism

Hokuriku-Shin'etsu District Transport Bureau



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

Japan Association of Travel Agents (JATA)

Japan National Tourism Organization (JNTO)

Public Day

10:00 a.m. - 6:00 p.m. Sept. 26 (Sat.)

Concurrent Event / Travel Solutions Exhibition 2026

10:00 a.m. - 5:00 p.m. Sept. 27 (Sun.)

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

2024 VISITORS	
	Total 182,934 visitors
• Sept. 26 (Thu.) Trade/Press Day	36,459 visitors
• Sept. 27 (Fri.) Trade/Press Day	35,359 visitors
• Sept. 28 (Sat.) Public Day	54,869 visitors
• Sept. 29 (Sun.) Public Day	56,247 visitors

NUMBER OF APPOINTMENTS
 6,239 appointments

2024 EXHIBITORS	
1,624 booths	1,384 companies / organizations

NUMBER OF PARTICIPATING SELLERS
1,050 Sellers

NUMBER OF PARTICIPATING BUYERS
736 Buyers

Questionnaire for Participants in Business Meetings

Were the Business Meetings beneficial?
■ Yes, they were.
■ No, they were not.

3.0%
Sellers Questionnaire Results
97.0%

2.3%
Buyers Questionnaire Results
97.7%

Were the results from the Business Meetings what you expected?
■ More than expected.
■ As expected.
■ Less than expected.
■ Other

4.2%
8.5%
13.1%
Sellers Questionnaire Results
74.2%

1.9%
4.2%
12.4%
Buyers Questionnaire Results
81.5%

Fees(tax included)

Exhibiting Fees	Application Deadline	Standard Booth	Space Only
	Super Early-bird Discount (approx. 10% off) Friday, January 9, 2026	JPY 579,700 per booth (9m ²)	JPY 521,400 per 9m ²
	Early-bird Discount (approx. 8% off) Friday, March 13, 2026	JPY 592,900 per booth (9m ²)	JPY 532,400 per 9m ²
	Regular Friday, May 15, 2026	JPY 643,500 per booth (9m ²)	JPY 579,700 per 9m ²

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

Contact: Tourism EXPO Japan Promotion Office

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