

**“Tourism EXPO Japan 2026” Opens Today!
— 1,420 Companies and Organizations Exhibiting
from 74 Countries and across Japan —
Showcasing “The Changing Nature of Travel”
throughout Japan and Around the World**

The Japan Travel and Tourism Association, the Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO) are pleased to announce the opening of Tourism EXPO Japan 2026. The four-day event takes place from Thursday, September 24, through Sunday, September 27, 2026, at Tokyo Big Sight. Now in its 12th edition, this year’s Tourism EXPO Japan is held under the theme **“The Changing Nature of Travel.”** Countries and regions from around the world, as well as destinations from across Japan, come together to present the future of travel through experiences, connections, and learning.

This year, 1,553 booths from 74 overseas countries and regions, and 46 prefectures of Japan are participating, introducing a wide range of travel attractions from Japan and abroad, including the latest tourism information, experiential content, traditional performing arts, and gastronomy.

The business meeting program features both “Open Business Meetings” and “Appointment-based Business Meetings,” with a total of 6,454 business meetings pre-matched in advance. The event aims to promote exchange and development in the tourism business in Japan and overseas through business meetings among travel and tourism industry professionals.

On the opening day, an Opening Ceremony was held, featuring a video message from Prime Minister Takaichi Sanae, as well as congratulatory remarks from distinguished guests from Japan and overseas.

On Saturday, September 26, and Sunday, September 27, destinations from around the world and across Japan will come together at the venue for the public days. Visitors will be able to discover new attractions and possibilities of travel through a variety of content offered by the destinations.

In addition, the event will feature programs such as “TEJ Collection – Travel Choices, A World of Possibilities,” showcasing new attractions and possibilities in travel. Through a diverse range of tourism content from Japan and around the world, Tourism EXPO Japan will present new forms of travel for the future.

The event aims to attract 180,000 visitors this year, including travel and tourism industry professionals and the general public. It broadly showcases the diverse attractions of travel in Japan and around the world.

【Scale of Tourism EXPO Japan 2026】

Exhibiting Countries and Regions:

74 Countries and Regions, 46 prefectures in Japan

Number of booths:

1,553 booths (including the Travel Solutions Exhibition)

Overseas Booths:

597 booths

Number of Companies and Organizations:

1,420 companies and organizations

Target Number of Visitors: 180,000 visitors

[Scale of Business Meetings with pre-arranged Appointments]

Number of Sellers and Buyers

Buyers: 855 participants

Sellers: 1,019 participants

Number of Business Sessions: 6,454 sessions



【Tourism EXPO Japan Promotion Office】

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