

Tourism EXPO Japan 2026, Showcasing “The Changing Nature of Travel.” A total of 183,270 visitors!

Took Place at Tokyo Big Sight
1,420 exhibitors from 74 countries worldwide and 46 regions across Japan

The Japan Travel and Tourism Association, the Japan Association of Travel Agents (JATA) and the Japan National Tourism Organization (JNTO) hosted the Tourism EXPO Japan 2026 at Tokyo Big Sight from Thursday, September 24 to Sunday, September 27, 2026. This event took place under the theme “The Changing Nature of Travel.” 1,420 companies and organizations from 74 countries around the world and 46 regions across Japan participated, and the total number of visitors for the four days of the event reached a total of 183,270 (preliminary figure).

Date	Weather	Visitors
September 24	Cloudy→Sunny	31,500
September 25	Cloudy	38,520
September 26	Rain & Cloudy	61,300
September 27	Cloudy	51,950
Total number of visitors (four-day total, preliminary figure)		183,270

■Features of the Tourism EXPO Japan 2026

At the Opening Ceremony on the first day, we were honored to receive congratulatory remarks from Mr. KIMURA Norio, Commissioner of the Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism; Mr. Ion VILCU, Director of the Affiliate Members and Public- Private Collaboration Department, UN Tourism, and Ms. Gloria GUEVARA, President & CEO of the World Travel & Tourism Council (WTTC). Prime Minister Ms. TAKAICHI Sanae also sent a video message, stating, “I hope that the visitors, expected to number around 180,000, will discover the charms of tourist destinations in Japan and across the globe, and that lively business negotiations among professionals will further expand both inbound and outbound exchange, serving as a catalyst for many tourists to visit every corner of the Japanese archipelago.”

On the same day, the 9th TEJ Ministerial Roundtable took place. In Session 1, tourism ministers from 10 countries discussed “Reimagining the Future of Tourism — Investment Strategies for Regenerative Tourism.” In Session 2, the World Tourism Leaders Roundtable brought together the heads of five international tourism organizations, as well as the Chairperson of the TEJ Executive Committee, Mr. YAMAKITA Eijiro, and the Executive Vice President of JNTO, Mr. WAKAMATSU Tsutomu, for a lively discussion. The meeting was livestreamed and will also be available on the official YouTube channel at a later date.

A total of 855 buyers and 1,019 sellers participated in business meetings, with 6,454 pre-arranged appointments were conducted. The exhibition featured 1,553 booths, including 597 from overseas exhibitors.

The Public Days attracted a large number of visitors from the event's opening. Travel YouTubers Saionji and ZAKI, who together have approximately 1.2 million followers, were appointed as the first TEJ Special Influencers and shared the appeal of travel with their followers.

Reflecting this year's theme of “The Changing Nature of Travel,” the venue featured booths showcasing new forms of travel shaped by technology, diverse values, and emerging lifestyles. Hands-on exhibits highlighting the history, culture, cuisine, traditional performing arts, and crafts of destinations in Japan and around the world, as well as new travel experiences utilizing the latest technologies, attracted considerable attention.

The number of visitors also exceeded the target of 180,000, bringing the event to a successful close.

■Tourism EXPO Japan 2027 will take place at Tokyo Big Sight

Next year's Tourism EXPO Japan 2027 will also take place in Tokyo. It will run for four days, from Thursday, September 23 (a national holiday) to Sunday, September 26, 2027, at Tokyo Big Sight. Please check the website for details: <https://www.t-expo.jp/en>