

# **Tourism EXPO Japan 2023 Osaka/Kansai Results**

## **A total of 148,050 visitors!**

**Held in Osaka/Kansai for the first time in 4 years under the theme of  
“OPEN THE DOOR TO THE FUTURE”**

Japan Travel and Tourism Association, the Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO) held the Tourism EXPO Japan 2023 Osaka/Kansai from Thursday, October 26th to Sunday, October 29th, 2023 at the INTEX OSAKA. This year's event, the ninth in the series, was titled "OPEN THE DOOR TO THE FUTURE". 1,275 companies and organizations from 70 countries and regions around the world participated, and the total number of visitors for the four days of the event reached a total of 148,050 (preliminary results).

DATE	Weather	Total
October 26	Sunny	23,070
October 27	Sunny/Rain	26,090
October 28	Sunny	48,300
October 29	Sunny	50,590
<b>A Total (four days)</b>		<b>148,050</b>

### **■Features of the Tourism EXPO Japan 2023 Osaka/Kansai**

On the first day of the event, 26th (Thu), Tourism EXPO Japan 2023 Osaka/Kansai was opened with congratulatory speeches by Mr. Tomoyuki Ishizuka, Vice Commissioner, Japan, Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism, and Ms. Zoritsa Urosevic, Executive Director, UNWTO at the Opening Ceremony. Mr. KISHIDA Fumio, Prime Minister of Japan, stated, “While working on measures to combat domestic over-tourism, we would like to promptly implement economic measures for overseas travel demand, which is still on its way”, through a video message.

This was followed by the Keynote Speech by Mr. Masaru Ishikawa, Expo Site Operation Producer, Japan Association for the 2025 World Exposition. Ministers of Tourism from 9 countries, Executives from International Tourism Organizations and Governors of Prefectures in Japan took part in the TEJ Ministerial Round Table to discuss the theme of “Rethinking Tourism for a better future”. At the welcome reception, Mr. Hirofumi Yoshimura, Governor of Osaka Prefecture, promoted the Expo 2025 Osaka, Kansai, Japan. In the Business meetings, 1,037 sellers and 529 buyers conducted 5,768 business sessions (number of pre-appointments).

The exhibiting companies and organizations developed and introduced the future of tourism with an eye toward the next generation, a wide variety of environmentally sustainable tourism and an overview and introduction to the Expo 2025 Osaka, Kansai, Japan.

### **■Tourism EXPO Japan 2024 to be held in Tokyo**

Next year's Tourism EXPO Japan 2024 will be held in Tokyo. It will be held for four days from Thursday, September 26th to Sunday 29th, 2024 at TOKYO BIG SIGHT. Please, check the details on the website.

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

**【Tourism EXPO Japan Promotion Office】**

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