

“Tourism EXPO Japan 2025 Aichi/Central Japan” Opens Today!

-Exhibitors from 82 countries and region and all over Japan- Promoting the Diversity of Travel Experiences from Aichi, to Japan and Abroad

Japan Travel and Tourism Association, the Japan Association of Travel Agents (JATA) and the Japan National Tourism Organization (JNTO) are launching Tourism EXPO Japan 2025 Aichi/Central Japan (TEJ2025) today at Aichi Sky Expo. The event will run for four days, from September 25 to September 28.

Tourism EXPO Japan marks its 11th edition this year. The theme for this year is “Travel for Discovery and New Encounters.” The event will be held in Aichi Prefecture for the first time, featuring a large joint booth representing nine prefectures from Aichi/Central Japan.

Representatives from 82 countries and regions—including those with direct flights to Chubu Centrair International Airport—as well as municipalities, companies, and organizations from across Japan will gather to showcase the latest tourism information, travel packages, and cutting-edge technologies shaping the future of the travel industry. Dedicated booth areas will feature travel styles such as “content tourism,” where trips inspired by Japanese subcultures are now playing a key role in regional revitalization, and “Workations” and “Learnocations,” hybrid travel experiences promoted by Aichi Prefecture and other local governments that are gaining traction across the country.

These exhibits will showcase the diversifying landscape of travel in Japan, offering visitors the opportunity to discover travel experiences that resonate with their own interests and lifestyles.

On the opening day of the conference, Prime Minister Shigeru Ishiba gave a congratulatory speech via video message at the opening ceremony, and congratulatory speeches were given by Mr. Akira Yoshii, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism, and Ms. Zoritsa Urosevic, Executive Director of UN Tourism.

The 8th TEJ Ministerial Round Table will also be held, bringing together Ministers of Tourism from 7 countries and the executives of 6 international tourism organizations.

【The Scale of Tourism EXPO Japan 2025 Aichi/Central Japan】

Exhibiting Countries and Regions:

82 Countries and Regions, 45 prefectures of Japan

Number of booths:

1,474 booths (including the Travel Solutions Exhibition)

Number of Companies and Organizations:

1,350 companies and organizations

Scale of Business Meetings with pre-arranged Appointments

Number of Sellers and Buyers

Buyers: 703 participants

Sellers: 826 participants

Number of Business Sessions: 6,071 sessions



【Tourism EXPO Japan Promotion Office】
TEL: 03-5510-2004 E-mail: event@t-expo.jp