

Tourism EXPO Japan 2025 Aichi/Central Japan A total of 126,900 visitors!

**Held in Aichi prefecture for the first time
1,350 exhibitors from 82 countries and region and all over 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 2025 Aichi/Central Japan at Aichi Sky Expo from Thursday, September 25 to Sunday, September 28, 2025. This event took place under the theme "Travel for Discovery and New Encounters" in Aichi Prefecture for the first time.

1,350 companies and organizations from 82 countries and regions around the world participated, and the total number of visitors for the four days of the event reached a total of 126,900 (preliminary figures).

Date	Weather	Visitors
September 25	Cloudy	20,300
September 26	Sunny	18,100
September 27	Sunny	41,500
September 28	Partly cloudy	47,000
Total (four days)		126,900

■Features of the Tourism EXPO Japan 2025 Aichi/Central Japan

At the Opening Ceremony on September 25, Mr. Akira Yoshii, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism, and Ms. Zoritsa Urosevic, Executive Director of UN Tourism delivered congratulatory speeches.

Mr. Shigeru Ishiba, Prime Minister of Japan, delivered a video message stating, "I hope that inbound and outbound tourism will grow—bringing more travelers to local regions. Tourism is a cornerstone industry for regional communities and a key pillar of my administration's initiative "Regional Revitalization 2.0." We must build on inbound visitors and travel spending momentum and ensure its benefits reach every part of the nation."

This was followed by the 8th TEJ Ministerial Round Table and the Thematic Symposia on the trade and press days. The TEJ Ministerial Round Table was attended by Ministers of Tourism from 7 countries, top executives from 6 International Tourism Organizations to discuss the theme "Driving Regional Transformation - Destination Diversification and Human Resource Development." The Keynote Panel Discussion and the TEJ Ministerial Round Table were streamed live. These can be viewed in the archive on the top page of the official YouTube channel. In the Business meetings, 826 sellers and 703 buyers conducted 6,071 business sessions (number of pre-appointments). A total of 1,474 booths exhibited, 442 of which were from overseas.

On the public days, many visitors came to the exhibition from the opening, and booths introducing lesser-known yet captivating destinations and new styles of travel drew strong interest from visitors. The venue was bustling with experiential content that allowed guests to fully engage their senses through local history, cuisine, traditional performing arts, and crafts. Despite being the first time the event was held in Aichi Prefecture, it exceeded attendance expectations and concluded with great success.

■Tourism EXPO Japan 2026 to be held in Tokyo Big Sight

Next year's Tourism EXPO Japan 2026 will take place in Tokyo. It will be held for four days from Thursday, September 24 to Sunday, September 27, 2026 at Tokyo Big Sight. Please check the website for details.

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

Tourism EXPO Japan Promotion Office
TEL: +81-3-5510-2004 E-mail: event@t-expo.jp