

JATA International News Letter

October, 2025

1. Remarks by Mr. Hiroyuki Takahashi, Chairperson of JATA

We extend our sincere gratitude for your continued exceptional support for JATA's activities. The JATA English Newsletter had been suspended for some time due to the COVID-19 pandemic. We are now pleased to announce its resumption after an interval of approximately three years. In our publication, we hope that sharing our activities with our overseas supporting members, embassies, government tourism organizations and all others who support JATA will contribute to a deeper understanding of our work. To make this newsletter even more useful and valuable, we would greatly appreciate any comments or requests you may have regarding its content.

We sincerely look forward to your continued support of and cooperation with JATA's activities.



Hiroyuki Takahashi
Chairperson
Japan Association of Travel Agents (JATA)

2. Topics Related to the Japanese Travel Market and JATA

(1) Visitor arrivals to Japan and Japanese Overseas Travelers (as of August, 2025)



Source: JNTO statistics.

For more details please visit: <https://statistics.jnto.go.jp/en/graph/#graph--latest--figures>

(1) Topics related to JATA activities

<Overseas Travel>

The JATA Overseas Travel Promotion Department has been conducting the 「もっと！海外へ」 (Discover the World. Travel abroad!) campaign in collaboration with Japan Tourism Agency (JTA) since March of this year.

Campaign website (Japanese only): <https://jata-motsutokaigai.com/>



According to the Japan National Tourism Organization, the number of Japanese travelers abroad in 2024 is expected to reach approximately 65% of the 2019 level. Meanwhile, the passport ownership rate among Japanese citizens has dropped from 23-24% prior to the pandemic to 17.8% in 2024, indicating that recovery remains incomplete for inbound and domestic travel.

International exchange is based on the principle of reciprocity, and the recovery of Japanese overseas travel is essential to maintain and expand international flights. Through its “Discover the world. Travel abroad!” campaign, targeting young people in particular, JATA is working together with member companies and related organizations to promote the recovery of overseas travel and is conducting the following measures:

1. *New passport acquisition campaign*

Starting March 24, 2025, in conjunction with the launch of a new passport that enhances security and enables online applications, JATA member companies, airport companies, and government tourism agencies from various countries and regions will take action. Each entity has planned initiatives related to passport acquisition support, and will link to the ‘Discover the World. Travel abroad!’ website as part of JATA's overseas travel expansion project.

Together with participating companies and organizations, the industry will work collaboratively to build momentum for overseas travel.

Campaign website (Japanese only): <https://jata-motsutokaigai.com/newpassportcp/>

2. *Appointment of an ambassador to promote the campaign.*

JATA has appointed Mr. Takanori Iwata, the popular dancer and performer, as the JATA Ambassador to promote this campaign.

Mr. Takanori Iwata is a member of J Soul Brothers III performance group and is also an active solo artist and actor. Currently, he is taking on new challenges as he pursues his career on the global stage. His passion aligns perfectly with JATA's goal of inspiring young people to broaden their horizons and explore the world. In recognition of his wide-reaching influence and shared enthusiasm, JATA has appointed Mr. Iwata as the ambassador for the campaign.

JATA has produced a promotional video with Mr. Iwata, which is available on YouTube or at the retail offices of participating travel agents.

“Discover the World. Travel abroad!” by Takanori Iwata” promotional campaign video short version: <https://youtu.be/gOSkIVQX-4o>

“Takanori Iwata's Carefree World Travel in Hawaii” video
<https://youtu.be/Ju9TjzqtjA8>

JATA is also conducting the SNS Campaign. Customers who take an overseas trip and post a photo with the hashtag #「もっと海外へ」 (Discover the world. Travel abroad!) will be eligible to enter into a lottery to win Hawaiian goods and CDs selected by Takanori Iwata.

<Domestic Travel>

JATA's Domestic Travel Promotion Department has conducted the "Let's stay overnight on a weekday!" campaign from 2024, and has decided to continue it in 2025.

Amid a significant growth in domestic travel demand, including inbound travel, several challenges are emerging that pose barriers to achieving sustainable tourism. These include the concentration of demand on weekends and holidays, a sharp increase in visitors to certain regions, and congestion at popular tourist destinations during peak periods.

To further address these issues, JATA is working with its member companies by continuing the campaign that it launched in fiscal year 2024. The campaign aims to ease congestion and enhance satisfaction by promoting travel on weekdays, while also working to expand overall travel demand.

Focusing on weekday travel, this campaign gives customers who stay overnight on weekdays the chance to participate in a lottery to win coupons that can be used for their next trip.

Through industry-wide collaboration, the initiative seeks to ease congestion, spread travel demand more evenly and contribute to promote national and local efforts (such as holiday reform initiatives) to encourage people to take holidays and explore different regions of Japan.

JATA looks forward to continued collaboration with all relevant parties to address any challenges and expand travel demand.

Campaign website (Japanese only): <https://heijitsu.jp/>



<Inbound Travel>

JATA promotes the "Tour Quality Japan for Tour Operators" system, which guarantees the reliability and excellence of tour operators, enabling visitors to Japan to enjoy safe and high-quality travel experiences.

Under this system, the "Tour Quality Japan" office

evaluates tour operators based on three key categories—corporate governance, service quality and Corporate Social Responsibility (CSR), —and certifies those who meet its standards of excellence.

By increasing the number of certified enterprises, we hope to raise the overall quality of the industry, leading to more travelers to Japan and more repeat visitors through trust and satisfaction.



Tour Quality Japan website:
<http://en.tour-quality.jp/index.html>

The assessment and certification criteria are as follows:

Assessment Criteria;

(1) Corporate compliance with laws and regulations

The enterprise complies its legal laws and regulatory obligations as a tour operator. In addition, when selecting a subcontractor to arrange tours, it ensures that the subcontractor also complies with its legal and regulatory obligation, and uses its best effort to ensure that customers are provided with products and services that fully meet legal and regulatory standards. As global attention to personal information protection increases, the enterprise has established a management system to ensure the proper and secure management of travelers' personal data.

-

(2) Quality control and service standards

In order to provide travelers with safety and peace of mind, the enterprise has developed a thorough emergency preparedness system, builds a cooperative relationship with travel subcontractors and trains staff to respond effectively in any emergency. In addition, the enterprise takes comments and other traveler feedback seriously and constantly works to improve quality control and service standards.

(3) CSR (corporate social responsibility, environmental-friendliness and social action programs)

When planning travel products for visitors to Japan, the enterprise gives utmost consideration to diversity, including religious, ethnic and cultural differences, and strives to deepen its staff's understanding of these values. In addition, the company uses its best effort to minimize the environmental impact of its products and actively engages in corporate social responsibility and community programs.

(4) Sustainable Tourism

The certified company actively promotes responsible tourism by indicating concrete policies to maximize the development of the tourism industry while minimizing potential adverse effects on the global environment, cultural heritage and society so that the company and its stakeholders can engage in responsible and sustainable tourism based on the basic principles of the World Chapter of Tourism Ethics adopted by the World Tourism Organization of the United Nations (UN Tourism).

Certification requirements:

The assessment criteria mentioned above are quantified, and enterprises that meet or exceed the criteria are certified by the Quality Assurance Review Committee. However, the following are absolute requirements for certification.

1. The enterprise is a registered travel agency.
2. The enterprise has acquired a P-mark (under the Privacy Mark system). If it has not yet acquired one, the enterprise plans to do so within 1 year and will submit a written pledge to acquire a P-mark.

3. Tourism EXPO Japan (TEJ)

The Japan Travel and Tourism Association, the Japan Association of Travel Agents (JATA) and the Japan National Tourism Organization (JNTO) jointly hosted the Tourism EXPO Japan 2025 Aichi/Central Japan at Aichi Sky Expo from Thursday, September 25 to Sunday, September 28, 2025. Held for the first time in the Aichi Prefecture under the theme "Travel for Discovery and New Encounters," 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 127,677.

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, appeared in 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 Regional Revitalization 2.0 initiative. We must build on inbound visitors and travel spending momentum and ensure that its benefits reach every part of the nation."

This was followed by the 8th TEJ Ministerial Round Table and thematic symposia on the trade and press days. The TEJ Ministerial Round Table was attended by Ministers of Tourism from seven countries and, top executives from six 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 archives 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 were exhibited, 442 of which were from overseas.

On the public days, many visitors came to the exhibition from moment it opened. A booth event featuring JATA Tourism Ambassador Mr. Takanori Iwata and others was held, inspiring visitors across generations to discover or rediscover the joy of travel. The venue was lively with interactive content that allowed guests to fully engage their senses through local history, cuisine, traditional performing arts, and crafts.

Although this was the first time that the event was held in Aichi Prefecture, it exceeded attendance expectations and concluded as a great success.

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

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

TEJ topics:

****2026 12th Tourism EXPO Japan will be held in Tokyo!***

Next year's Tourism EXPO Japan 2026 will take place in Tokyo. Applications from exhibitors are now being accepted. Please, check the following website for details.

Reserve a booth/space for 2026:

https://www.t-expo.jp/_shared/pdf/tej2026_exhibitionguide_en.pdf

<Tourism EXPO Japan 2026 Outline>

Date: Sep 24 (Thu)-27 (Sun), 2026

Place: Tokyo Big Sight (Toyosu area)

Organized by: Japan Travel and Tourism Association,
Japan Association of Travel Agents (JATA) Japan National Tourism
Organization (JNTO)

Jointly held: Travel Solutions Exhibition 2026 (Tentative)

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

4. Courtesy calls and visits to JATA (June-July)

June 5th (Thursday)

Deputy Chairman of the Cabinet of the Kyrgyz Republic, Edil Baisalov and 11 other government officials.

https://www.jata-net.or.jp/about/jata-active/courtesy-visit/250605_Kyrgyz/

June 5th (Thursday)

Director General of the Polish National Tourist Office Maria Orziew

https://www.jata-net.or.jp/about/jata-active/courtesy-visit/250605_poland/

June 19th (Thursday)

Miguel Sanz, Director General of the Spanish Tourism Promotion Agency with the staff of the Spanish national accommodation facility, Parador.

https://www.jata-net.or.jp/about/jata-active/courtesy-visit/250619_spain/

June 20th (Friday)

The newly appointed Ambassador Plenipotentiary of the Dominican Republic, Edward Pérez, and his delegation

https://www.jata-net.or.jp/about/jata-active/courtesy-visit/250620_dominica/

July 22nd (Tuesday)

His Excellency Oguzhan Ertuğrul, Ambassador Extraordinary and Plenipotentiary of the

Republic of Turkey to Japan

https://www.jata-net.or.jp/about/jata-active/courtesy-visit/250722_turkey/

August 5th (Tuesday)

Polish Member of the European Parliament Dariusz Jónski visited JATA Chairman Ebina.

https://www.jata-net.or.jp/about/jata-active/courtesy-visit/250905_poland/

September 5th (Friday)

Seo Young-chung, acting president (vice president) of the Korea Tourism Organization, visited JATA Chairman Takahashi and JATA Chairman Ebina.

https://www.jata-net.or.jp/about/jata-active/courtesy-visit/250905_korea/

<JATA's online Magazine “じゃたこみ”(JATA-Komi)>

JATA introduces the daily activities of Head Quarters and regional offices on the website.

Please visit the following link to enjoy the articles!

https://www.jata-net.or.jp/about/jata-information/mog_jjatacomi/mog_jatacomi_index/?lang=en

*The linked articles on JATA website can be translated in Japanese, English, Korean, traditional and simplified Chinese. If the language is not translated properly, please click the Google Translate button (see below) and select your preferred language.

Please select your language (English, Chinese and Korean are available)

at the above "Google translation"



button.

For non-resident businesses,

Join us as an Overseas Allied member!

JATA welcomes you to join us as an Overseas Allied Member. You can get more details about the membership and application from the link below.

<https://www.jata-net.or.jp/english/whats/join-us/>

*If you are looking for JATA membership for businesses based in Japan, please check the link below.

<https://www.jata-net.or.jp/page-2298/>

Sep 10th, 2025

JATA International Newsletter September edition;

Written by JATA International Affairs Department

If you have any comments or inquiries regarding this newsletter please contact the following email address:

int@jata-net.or.jp