

U.S.–Japan International Exchange Symposium 2025

– Building a Trusted and Collaborative Partnership through Multi-layered Engagement –

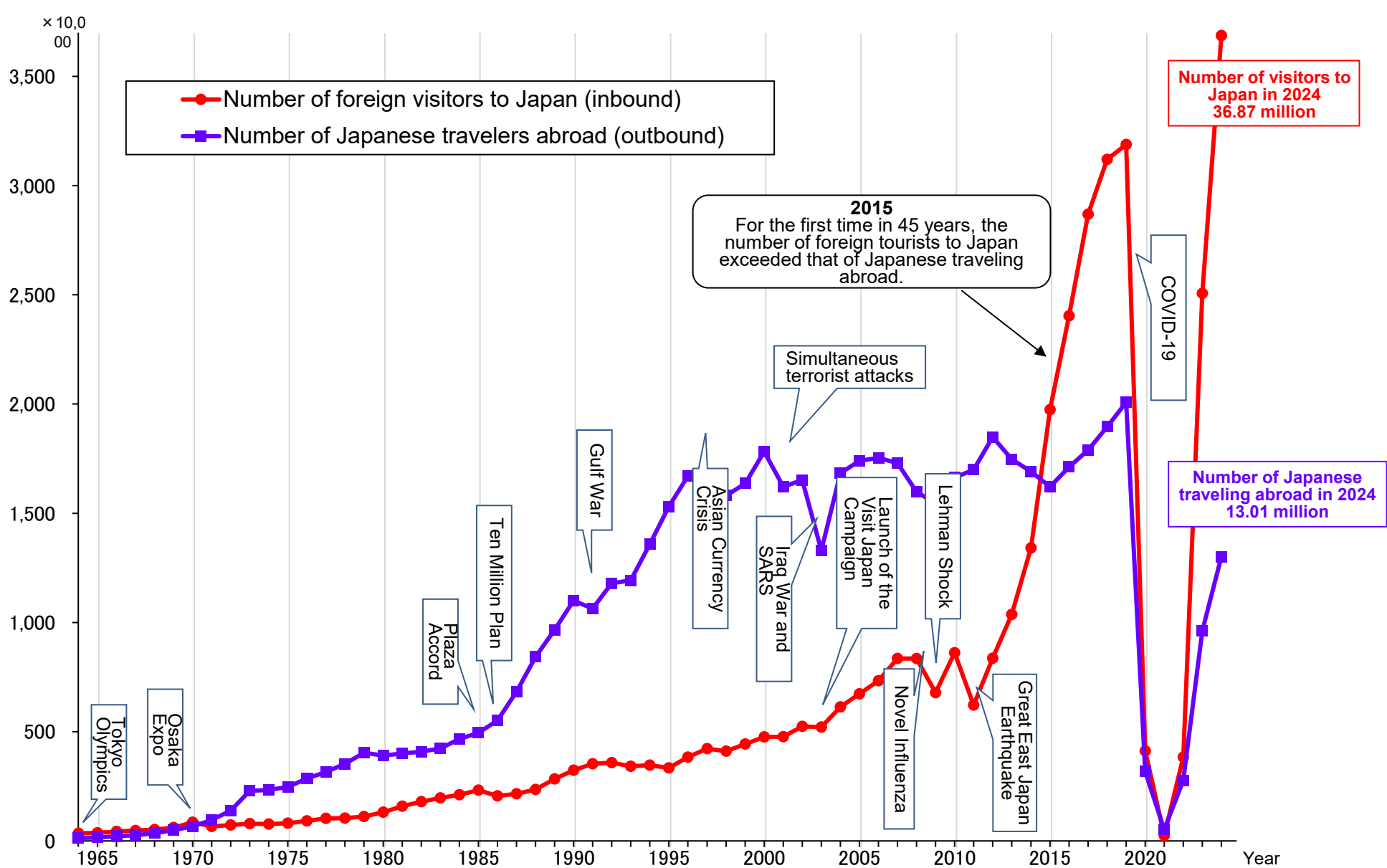
November 20, 2025

Commissioner of the Japan Tourism Agency

Shigeki Murata

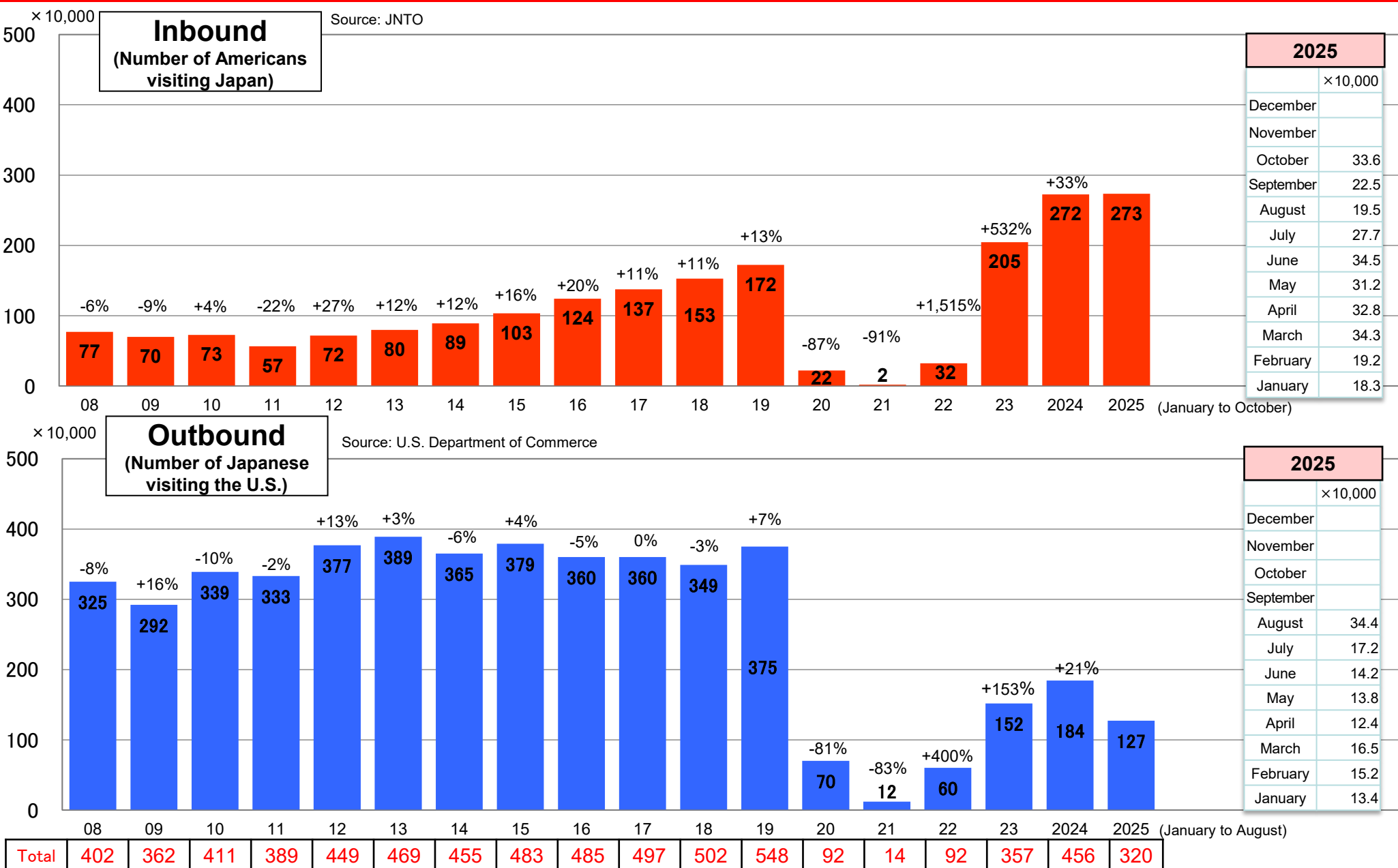


Trends in the Numbers of Foreign Tourists Visiting Japan and Japanese People Traveling Abroad



Source: Japan National Tourism Organization (JNTO)

Transition in U.S.-Japan People-to-People Exchanges (2008–2025)



* Figures are rounded, so the total may not match due to rounding differences. * Percentages in this table indicate YOY growth rate.

The Forth Tourism Nation Promotion Basic Plan

○Tourism plays an important role in **Japan's growth strategy and regional revitalization**, in addition to **international mutual understanding** and **international peace**.

Plan period: FY2023 to FY2025

○Tourism in Japan will be **revitalized in a sustainable manner**, considering the changes caused by the pandemic and the challenges that existed before it.

○**Toward 2025, when the Osaka-Kansai Expo is held**, strategic initiatives will be made in order to spread the benefits of tourism throughout Japan.

Strategies to Create Sustainable Tourist Destinations

- Revitalize and add high value to tourist attractions and the tourism industry.
- Promote tourism DX and train and secure tourism human resources.
- Create sustainable tourist destinations that balance tourism with the preservation of nature and culture.

Strategies to Recover Inbound Tourism

- Develop attractive contents for foreign visitors and improve the travel environment.
- Attract **luxury** inbound visitors.
- Promote **outbound tourism** and international exchanges.

Strategies to Expand Domestic Exchanges

- Stimulate domestic demand.
- Promote “workcations” and “A NEW HOMETOWN”.
- Equalize domestic travel demand.

Vision for the year 2025

- Aiming to realize vibrant local communities, promotion to “create sustainable tourist destinations” is being implemented throughout Japan to create a virtuous cycle in local society and economy, with **improving the quality of tourism**, **increasing the profitability and productivity of the tourism industry**, and **expanding the number of people interacting with the region**.
- As the host country of the Expo, Japan is a **tourist destination** that has caught global trends and is attracting attention as an **advanced place of sustainable tourism**.

Draft Outline of The Fifth Tourism Nation Promotion Basic Plan

The Forth Tourism Nation Promotion Basic Plan	
Vision	Tourism revives in a more advanced form than before COVID-19 with improving the quality of tourism, increasing the profitability and productivity of the tourism industry, and expanding the number of people interacting with the region.
Keywords	Sustainable Tourism
	Increase in tourism consumption
	Promote regional attraction
Policy Pillars	Strategies to Create Sustainable Tourist Destinations <ul style="list-style-type: none">•Revitalize and add high value to tourist attractions and the tourism industry•Promote tourism DX and train and secure tourism human resources•Create sustainable tourist destinations, etc.
	Strategies to Recover Inbound Tourism <ul style="list-style-type: none">•Develop attractive contents for foreign visitors and improve the travel environment.•Attract luxury inbound visitors•Promote outbound tourism and international exchanges
	Strategies to Expand Domestic Exchanges <ul style="list-style-type: none">•Stimulate domestic demand• Promote “workcations” and “A NEW HOMETOWN”•Equalize domestic travel demand

Draft of The Fifth Tourism Nation Promotion Basic Plan	
Draft of Vision	<ul style="list-style-type: none">•Improving satisfaction for both local residents and tourists•Expanding exchange and related populations, and promoting mutual international understanding•Realizing a tourism industry that is rewarding to work in through these efforts, tourism that sustainably inherits and develops Japan’s charm and vitality for future generations.
Draft of Keywords	Sustainable Development of Tourism
	Increase in tourism consumption
	Promote regional attraction
	Enhancing Coordination between Tourism, Transport, and City Planning
	Leveraging and Expanding New Technologies
Draft of Policy Pillars	Balancing Inbound Tourism with Maintaining the Quality of Life for Local Residents <ul style="list-style-type: none">•Developing broad-based frameworks and content to promote regional tourism•Strengthening infrastructure such as transportation networks and accommodation facilities•Implementing effective measures against localized and regional overtourism, etc.
	Expanding Domestic Exchange and Outbound Travel <ul style="list-style-type: none">•Promoting “workcation” and other measures to spread and balance vacation periods•Collaborating with initiatives for creating a “second hometown” and dual residency•Fostering momentum to stimulate demand for domestic and international travel
	Strengthening the Resilience of Tourism Destinations and the Tourism Industry <ul style="list-style-type: none">•Improving productivity through tourism DX and labor-saving investments•Establishing a sound competitive environment (including proper management of private lodging)•Responding to diverse needs such as universal tourism