

# India–Japan International Exchange Symposium 2026

– Strengthening the Partnership through the promotion of People-to-People  
Exchange between Japan and India –

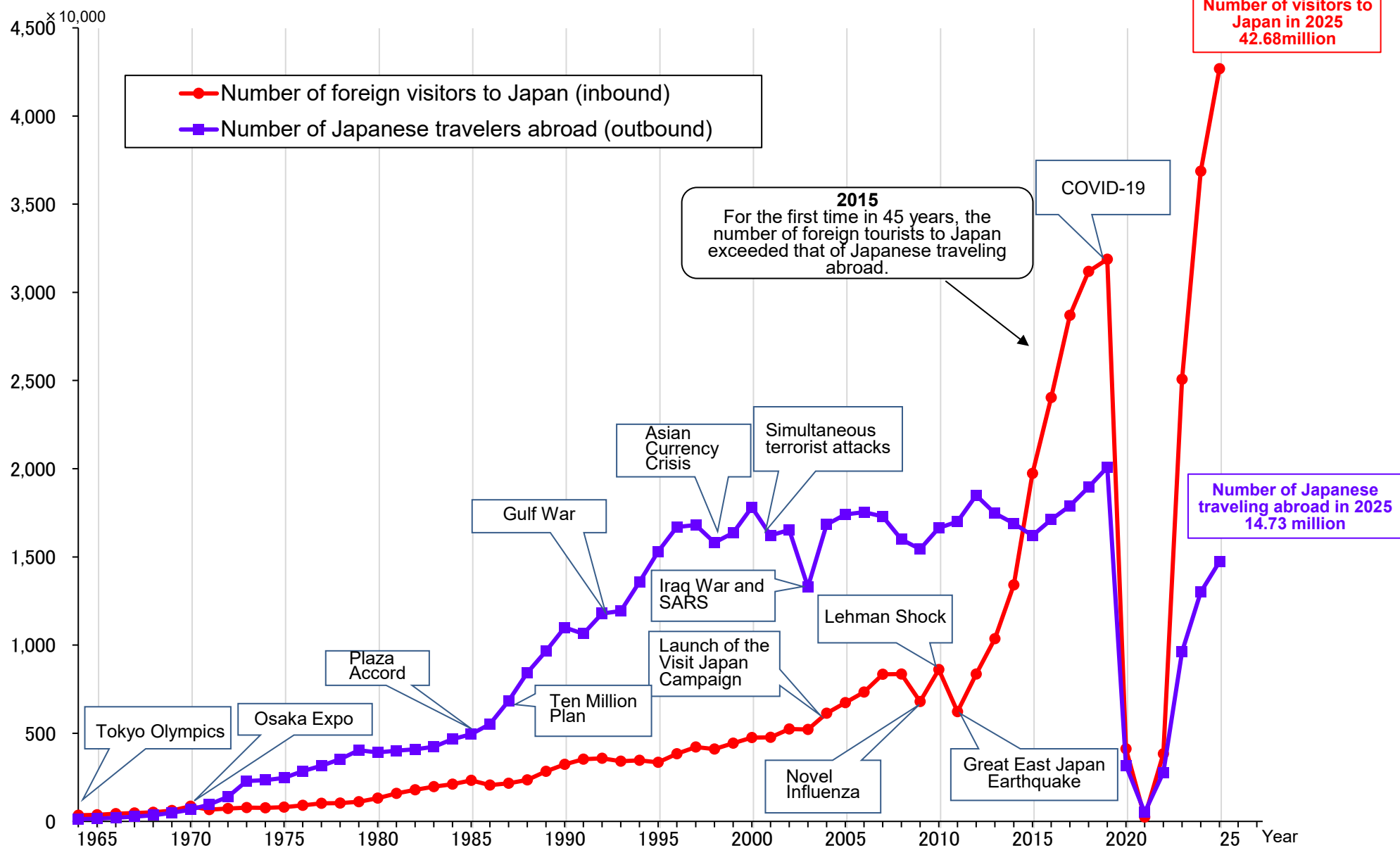
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**May 28, 2026**

**Commissioner of the Japan Tourism Agency,  
The Government of Japan**

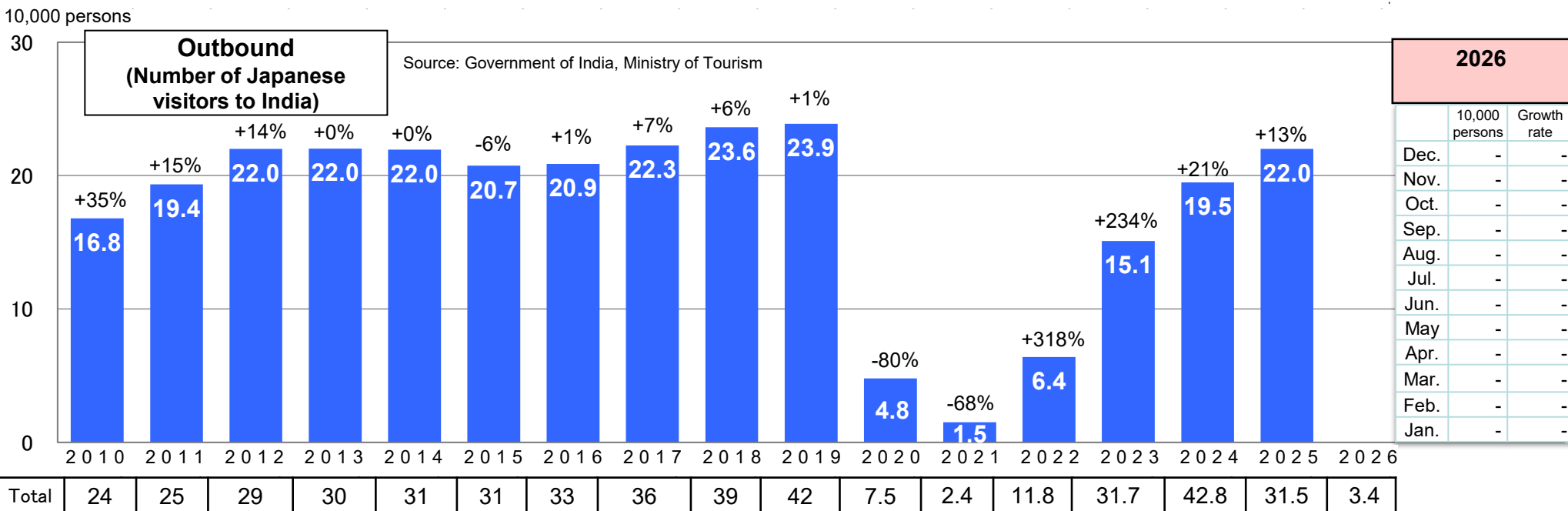
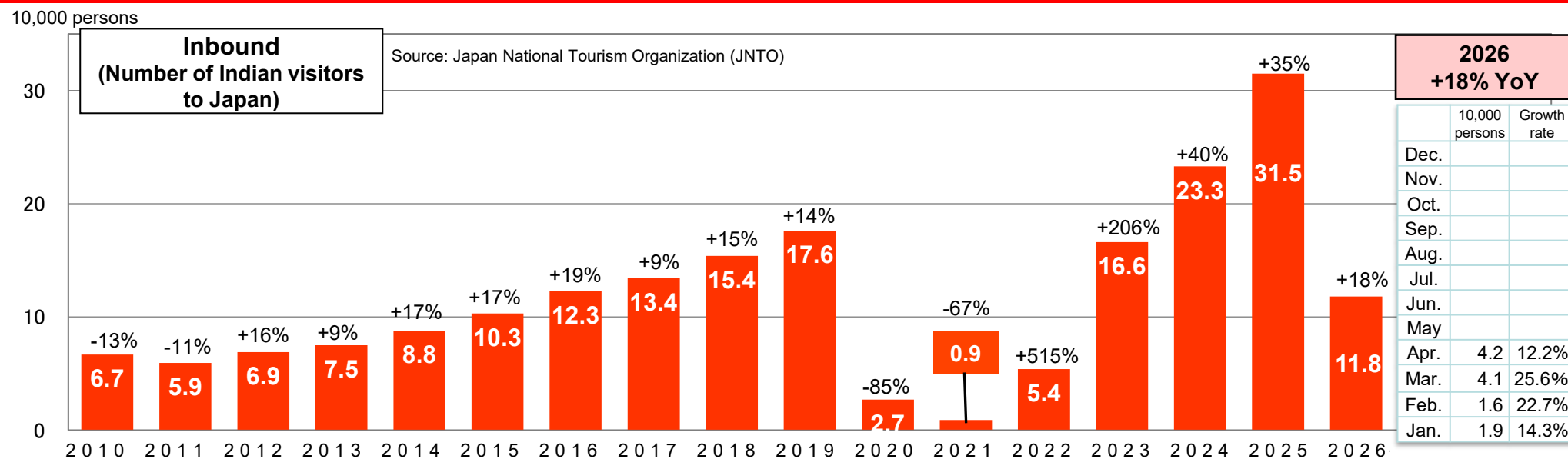
**Shigeki Murata**

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



Source: Japan National Tourism Organization (JNTO)

# Trends in Japan-India People-to-People Exchange (2010–2026)



\*Figures may not add up to the totals due to rounding. \*Percentages in this table indicate YoY growth compared with the same month of the previous year. \*Monthly outbound figures are shown only for months for which data have been published. \*The number of Indian visitors to Japan is final through 2023 and provisional from January to December 2024 and from January to December 2025. \*Figures for January to February 2026 are estimates.

# The 5th Tourism Nation Promotion Basic Plan(Overview)

Plan period:  
**FY2026-2030**

Approved by the Cabinet on March 27, 2026

## Pillars of Policy

### Balancing Inbound Tourism with Local Residents

- ✓ Managing congestion, Improving tourist manner
- ✓ Establishing a wide-area framework to promote regional and local destinations
- ✓ Tourism resource development: effectively attracting visitors to regional areas and expand consumption
- ✓ Improving transportation networks to reach regional tourism destinations

### Promoting domestic and outbound tourism

- ✓ Spreading out vacation periods and travel demand
- ✓ Creating a network of people connected to tourism sites and promoting dual residence
- ✓ Stimulating demand for domestic and outbound travel
- ✓ Providing recovery support towards tourism revitalization

### Building resilient Tourism Destinations and Tourism Industry

- ✓ Diversifying the inbound market and tourism attractions
- ✓ Improving productivity through digital transformation and investments in labour-saving measures
- ✓ Fostering healthy market competition
- ✓ Ensuring inclusive, diverse and accessible tourism experiences

## Vision for 2030

**Tousim as a strategic industry to develop Japan towards the future as an attractive and strengthful nation**

- ✓ Defining tourism as a **“strategic industry”**
  - Tourism is the second largest export industry after the automotive industry (JPY 17.6 trillion), with inbound tourism consumption of JPY 9.5 trillion and economic ripple effects of JPY 19 trillion.
- ✓ More focus on **the content and the quality of tourists**, apart from annual inbound tourist arrival numbers
- ✓ Setting **“Balancing Inbound Tourism with Local Residents”** as the key pillar of the Basic Plan
- ✓ Promoting Japanese **domestic and outbound travel**, especially setting a target of **JPY 30 trillion for domestic travel consumption**
- ✓ Building **Resilient Tourism Industry** that creates **“good to work in,”** in addition to “good to live in” and “good to visit”