

# The Importance of International Exchanges and Future Tourism Exchanges in terms of Diplomatic Relations

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Satoshi SEINO

President

Japan National Tourism Organization (JNTO)

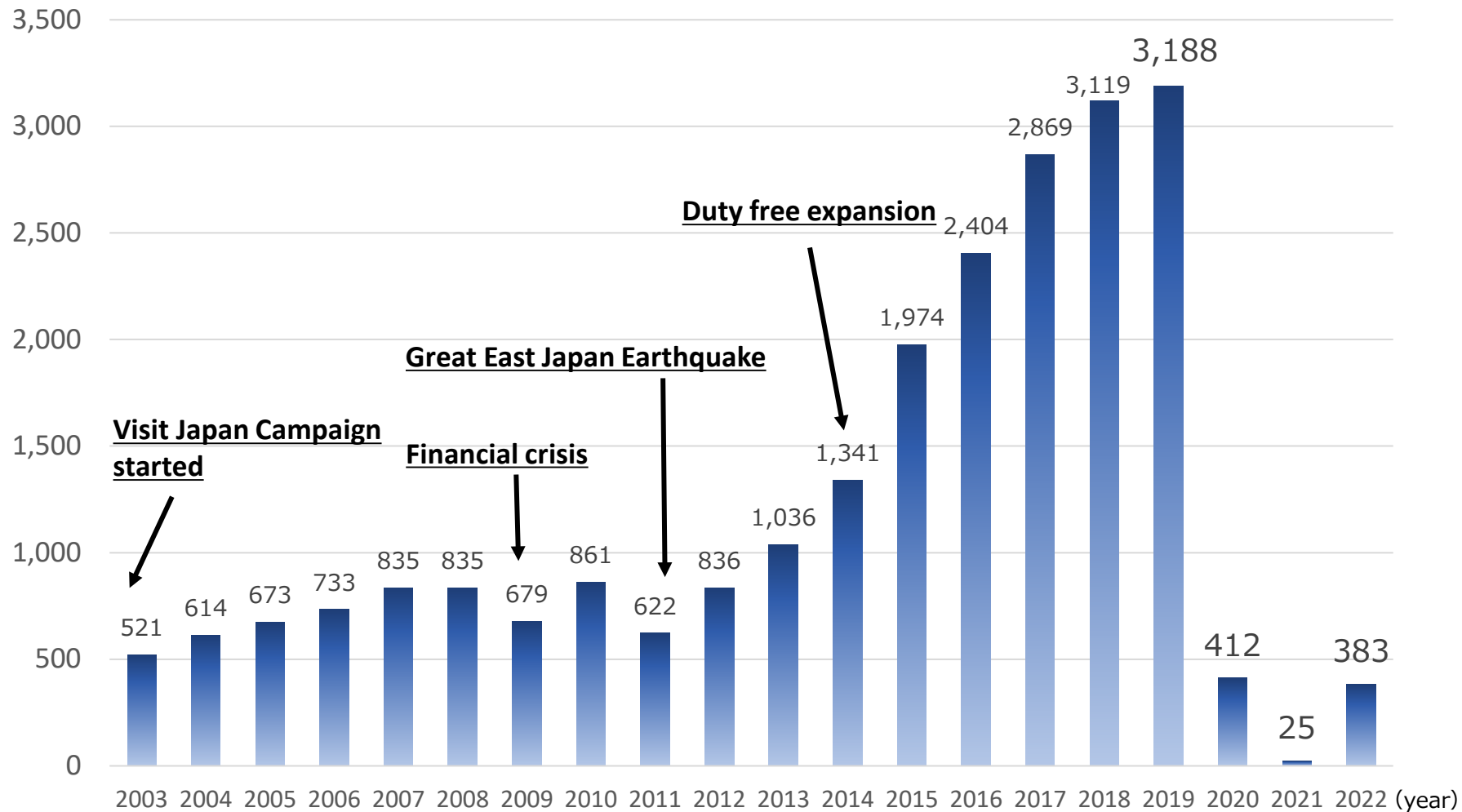


“Tourism is the main bridge for building understanding. It has a unique ability to promote peace between and among peoples everywhere.”  
(2022, UNWTO)



# Number of Foreign Visitors to Japan

(thousands)



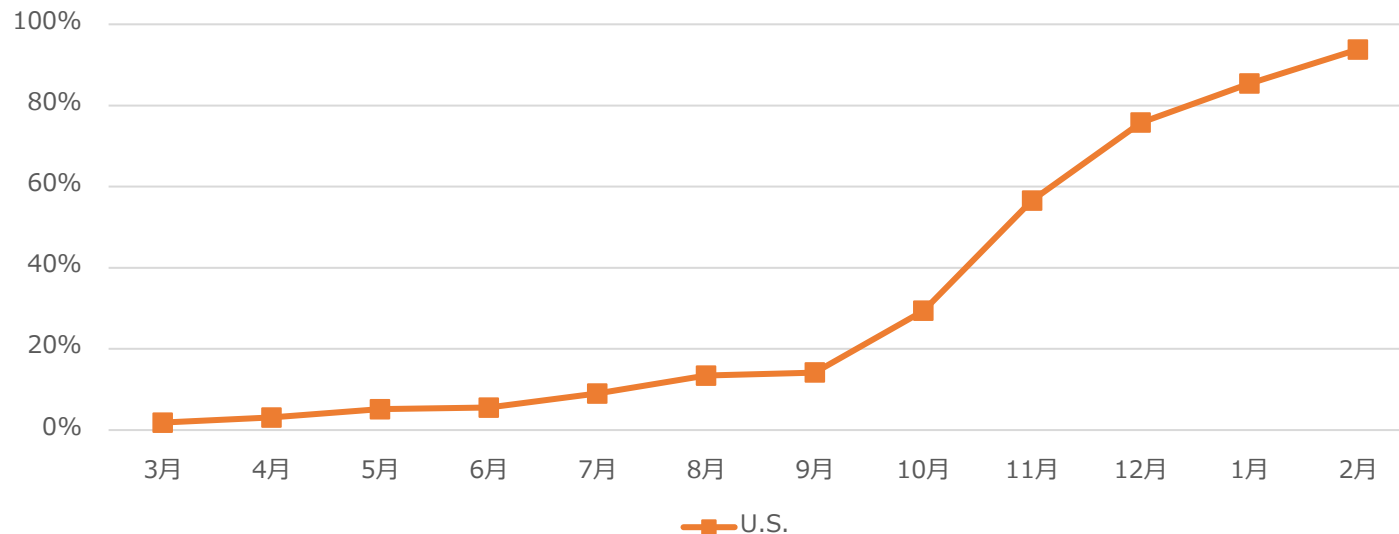
Source: JNTO

Values for 2003 to 2021 are fixed, values for 2022 are estimates.

1854: 170 years of exchange since the signing of the U.S.-Japan Treaty of Peace and Amity  
1952: JNTO opened New York office as the first overseas office  
2019: Number of visitors from the U.S. to Japan hit 1.7 million, the largest of long-haul markets  
2020: Covid-19 Pandemic

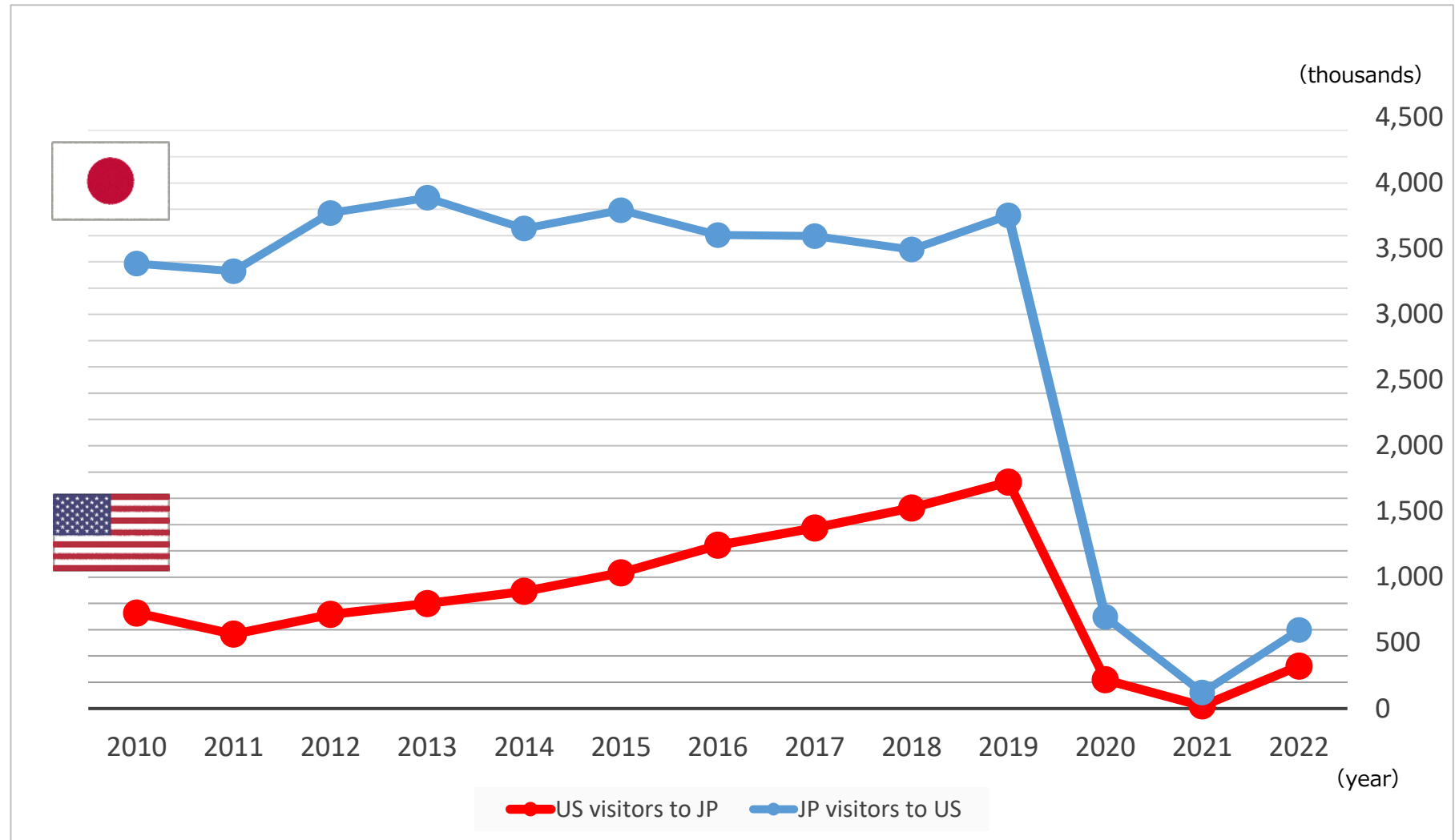
## **February 2023: Number of U.S. visitors to Japan recovered up to 94% of max figure in 2019 before pandemic**

% Changes in US visitors to Japan from Mar 2022 to Feb 2023 (compared to 2019)



Source: JNTO

# Impact of Covid-19 on Tourism Exchanges



Source: JNTO

## Key Areas to focus

### Adventure Travel



### Luxury Travel



### Sustainable Tourism

# 1. Sustainable Tourism

## Protecting and nurturing the local environment



## Protecting and nurturing local culture



©Tottori Shanshan Festival Promotion Association



## Protecting and nurturing local economies



© Odawara-Hakone Traditional Yosegi Cooperative Association





### What is adventure travel?

Travel that involves at least two of the following elements:  
physical activity, nature, and cultural exchange







## September 2023, ATWS 2023 Hokkaido, Japan

Attended by an estimated 700-800 tour operators, destination representatives, adventure travel writers, and thought leaders from across 60 countries

### What is ATTA?

- Abbreviation for Adventure Travel Trade Association.
- The largest organization in adventure tourism industry since 1990, headquartered in Seattle.
- Consists of 1,300 members from 100 countries, including media, NTOs, tourism associations, DMOs, tour operators and outdoor manufacturers.

### 3. Luxury Travel

Interaction with famous craftsmen



Private tour escorted by world's renowned architect



Accommodation in unique facilities



Nature experience at a World Heritage Site



The Japanese archipelago extends  
from north to south approx.  
**3,000km (1,900 miles)**



Tokyo - Osaka  
approx. **600km**  
**(350 miles)**





Himeji Castle (Hyogo)



Tsuruga Castle (Fukushima)



Kumamoto Castle (Kumamoto)



Matsumoto Castle (Nagano)



# Healing Powers of Hot Springs



Gero Onsen (Gifu)



Kusatsu Onsen (Gunma)



Ibusuki Natural Sand Bath (Kagoshima)



Jigokudani Monkey Park (Nagano)



# Gain Insight into Japanese Beliefs



Itsukushima Shrine (Hiroshima)



Koyasan (Wakayama)



Ise Grand Shrine (Mie)



Eiheiji (Fukui)





Sannai Maruyama Site (Aomori)



Yoshinogari Ruins (Saga)



Daisenryo Burial Mound (Osaka)



▲ Miyama Futon & Breakfast (Kyoto) ▼



Rice terraces of Hoshitoge (Niigata)



Satoyama Cycling (Gifu)



Destinations

Things to Do

Plan Your Trip

Articles

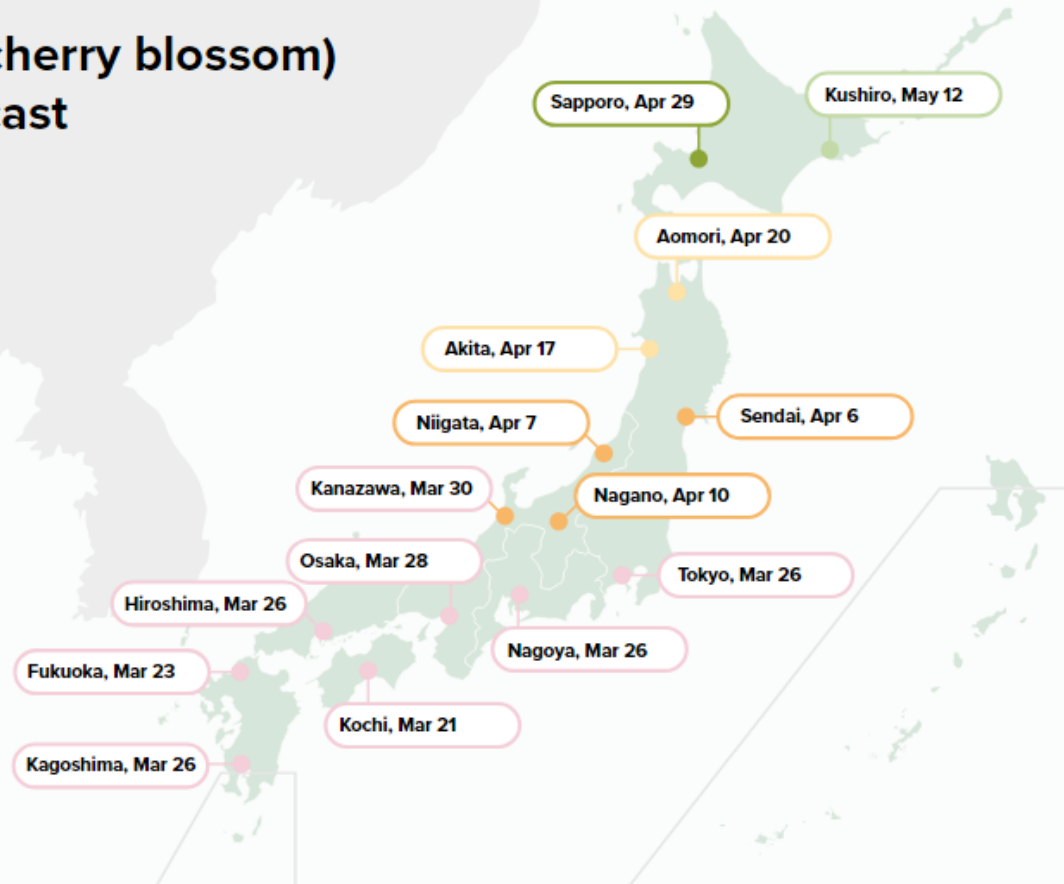
Search



## 2023 Sakura (cherry blossom) blooming forecast

\* date of first bloom

- Mid March
- Late March
- Early April
- Mid April
- Late April
- May on



Source: Japan Weather Association (<http://tenki.jp>)

Note: The forecast is subject to change due to weather conditions.

<https://www.japan.travel/en/see-and-do/cherry-blossom-forecast-2023/>









# Chidorigafuchi (Tokyo)





# Hanamiyama (Fukushima)



























Destinations

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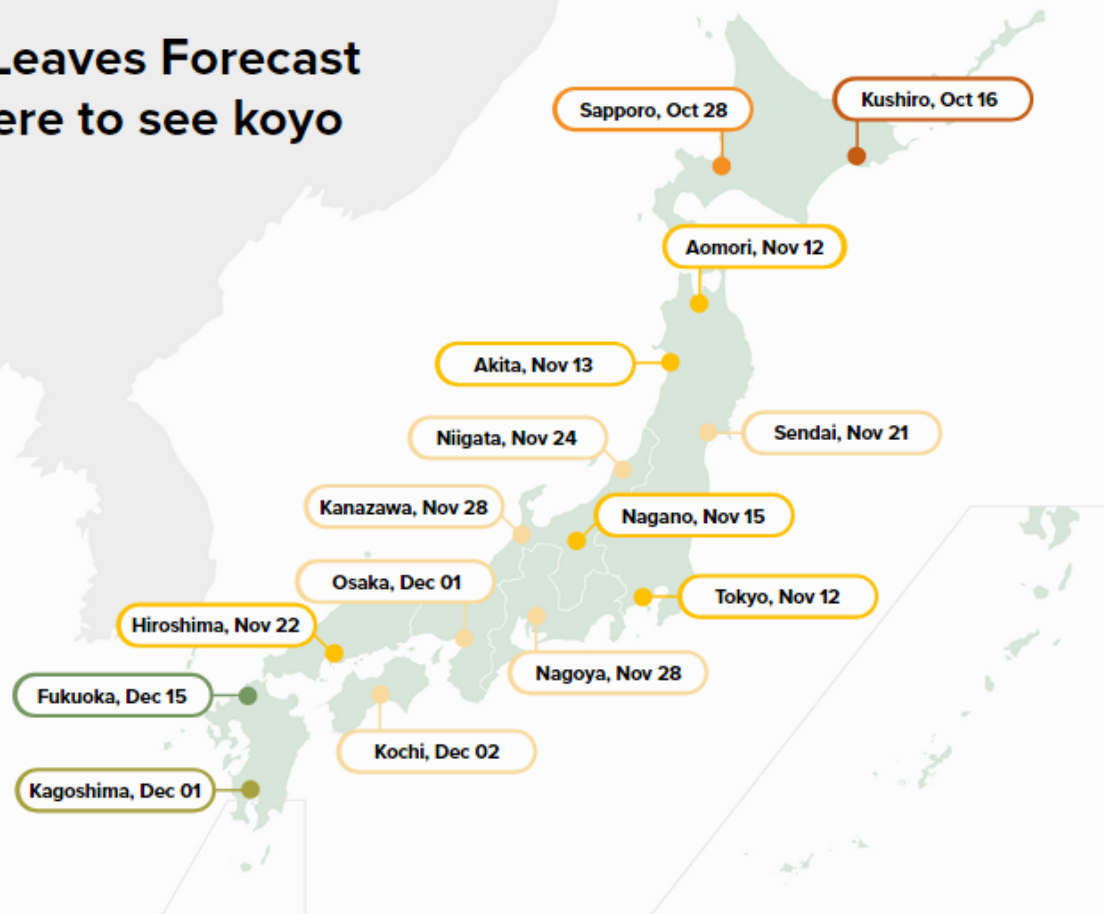


## 2022 Autumn Leaves Forecast - when and where to see koyo

\* based on data from previous years

### Peak Color

- Early October
- Mid-October
- Late October
- Early November
- Mid-November
- Late November
- Early December
- Mid-December
- Late December



Source: Japan Weather Association (<http://tenki.jp>)

Note: The forecast is subject to change due to weather conditions.

<https://www.japan.travel/en/see-and-do/autumn-leaves-forecast-2022/>

# Famous Koyo Spots



Hakkoda (Aomori)



Kamikochi (Nagano)



Mt. Takao (Tokyo)



Kiyomizu Temple (Kyoto)





Kaiseki cuisine (traditional Japanese course)



Ramen



Sushi







▲ Tempura



◀ Teppanyaki



Takoyaki





Kumano Kodo (Wakayama)



Shikoku Pilgrimage (Kagawa)



Dewa Sanzan (Yamagata)





Biwaichi Cycling (Shiga)



Shimanami Kaido Cycling (Setouchi)



Paragliding (Shizuoka)



Rafting (Oboke, Kochi)



Michinoku Coastal Trail



Nakasendo trekking



Skiing (Zao, Yamagata)



Kamakura Restaurant (Nagano)





#### Ozu Castle Stay (Ehime)

- Japan's first accommodation in a wooden castle tower.
- Visitors participate in the traditional performing arts of gagaku and kagura and enjoy locally grown food.



#### Overnight at Ninnaji Temple (Kyoto)

- Stay overnight in a world cultural heritage site with a history of 1100 years.
- Tour guided by monk at facilities that are not open to the public.

Reference:

## Tourist Destinations featured in Prestige Magazines

Areas with "special experiences that can't be done elsewhere" have been selected

### Travel + Leisure

50 destinations to visit in 2023

**Kyoto** has been selected!



### New York Times

52 Destinations to visit in 2023

**Morioka and Fukuoka** have been selected!



**West Japan has been selected in Conde NAST Traveler, Destinations to visit in 2023**

**Fukuoka has been selected in Lonely Planet, Travel destinations to visit in 2023 (food category)**



# Expo 2025 Osaka, Kansai, Japan

- Title: Expo 2025 Osaka, Kansai, Japan
- Proposed Schedule: April 13 Sunday - October 13 Monday, 2025
- Location: Yumeshima, Osaka City, Osaka Prefecture, Kansai
- Organizer: Japan Association for the 2025 World Exposition
- Expected Total Number of Visitors: Approximately 28 million visitors (24.7 mil from domestic, 3.5 mil from overseas)
- Economic ripple effect: Approx. JPY 2 trillion yen



## Theme

Designing **Future Society**  
**for Our Lives**

## Subthemes

**Saving  
Lives**

**Empowering  
Lives**

**Connecting  
Lives**

Source: <https://www.expo2025.or.jp/overview/>

Expected total number of visitors Report by Japan Association for the 2025 World Exposition (Ministry of Economy, Trade and Industry)

[https://www.meti.go.jp/report/whitepaper/data/pdf/20170407001\\_2.pdf](https://www.meti.go.jp/report/whitepaper/data/pdf/20170407001_2.pdf)

Theme & Cocept: <https://www.expo2025.or.jp/overview/>

- **The United States has always been the most important partner in the history of international tourism**



JNTO New York office at the time of its opening  
(at Rockefeller Center)



With Prime Minister Kishida in attendance, a reception was held to appeal tourism, cuisine and food culture (September 2022)



# Thank you!

**JNTO New York Office**

**infonyc@jnto.go.jp**

**JNTO Los Angeles Office**

**infolax@jnto.go.jp**

US website: [www.japan.travel/en/us/](http://www.japan.travel/en/us/)



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