ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN

駐 日 外 国 政 府 観 光 局 協 議 会

November 2025

GENERAL MEETING
REPORT

■Title ANTOR-JAPAN General Meeting Vol.04
■Date November 12th (Wed.), 2025 from 10:00 to 12:00
■Venue Meeting Room RENGA at CIC inside the Toranomon Hills Business Tower 16F
■Participants (Alphabetical order after Board Members):

Board Members:

- Mr. Akira Nishiyama, Regional Manager Asia & Australia Director, German National Tourist Office (Vice-Chairman)
- Mr. Derek Baines, Regional General Manager Japan and Korea, Tourism Australia (Director)
- Ms. Isabelle Massabo, Secretary General, ANTOR-JAPAN

Active Members:

- Mr. Juan Camilo Gomez, Commercial Counsellor, Embassy of Colombia in Japan
- Mr. Stepan Pavlik, Director, Czech Tourist Authority CzechTourism
- Mr. Yoshiaki Fujimura, Marketing Manager, Tourism of Authority of Thailand
- Ms. Maria Orzel, Director, Polish National Tourist Office
- Ms. Nicole Kirchmeyr, Marketing Representative, Austrian National Tourist Office
- Ms. Takako Shige, Tourist Office of Spain

Allied Members:

- Ms. Junna Tatsuta, Global Sales and Distribution, All Nippon Airways (ANA)
- Ms. Kasumi Abe, Outbound Travel Promotion Division, Japan Association of Travel Agents (JATA)
- Mr. Yasuyuki Suzuki, Senior Director Marketing Planning, Global Marketing, All Nippon Airways (ANA)

■AGENDA: 10:00-10:20 Vice Chairman remarks

10:20-12:00 Round table

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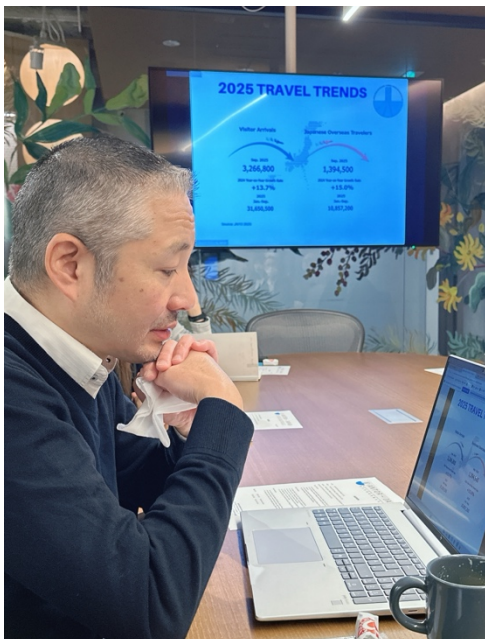
1. VICE CHAIRMAN'S REMARK



In the absence of Chairman Raul Guerra due to emergency issues, Mr. Akira Nishiyama, the Vice-Chairman moderated the meeting. He opened by welcoming all attendees and Ms. Maria Orzel the new director of Polish National Tourist Office. He shared key market and industry updates. Specifically, he reviewed the monthly Japanese Outbound traveler statistics and provided news concerning over-tourism in European destinations and in Japan. Additional topics for discussion during the meeting included:

- Comments about EXPO
- Balance of 2025 at ANTOR (Financials)
- 60th Anniversary
- Elections for 2026-27 term
- Round table

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- **EXPO 2025, OASAKA KANSAI insights:**

Participants have finalized the comparison of the National Tourism Offices' performance at Expo 2025 Osaka. The key findings include:

- Visitor Figures: These varied significantly, ranging from approximately 1.2 million to over 3 million.

- Success Metrics: They reviewed B2C vs. B2B successes, challenges related to line management and ticketing, and lessons learned regarding staffing, partnerships, and social-media promotion.

Overall, the Expo was successful as a promotional event for the destinations. The immediate next challenge is determining the most effective strategies to convert Japanese visitors into travelers and encourage increased travel to our destinations.

- **Balance of 2025 ANTOR-JAPAN finacials and budget for the 60th Anniversary & Shinnekai Party.**

The team reviewed the year's finances and reported a surplus, which will be carried over into 2026.
They also agreed on a plan for the 60th-anniversary "Shinnenkai," to be held in late January. The event will include light entertainment, a quiz app, and small gift draws.

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- **Election for 2026-2027**

It has been discussed and confirmed that the Notice of Election will be sent to all active members to elect the Chair, Vice-Chair, and two Directors for the 2026–2027 term in the following schedule.

- Application Deadline:
The deadline for all board-election applications will be set for the end of December 2025.

- Results Announcement:
The election results will be announced at the 60th Anniversary & Shinnenkai event in January 2026.

- **Round table**

In a brief round-table each office shared market updates as below:

- Poland is rebuilding outbound travel from Japan and is currently exploring media trips.

- Spain reported double-digit growth and is focusing on food-and-celebrity events.

- Thailand is up 6% and is targeting the wellness and youth demographics through social media.

- Austria and Czechia reported 17–20% increases and are prioritizing gastronomy and cultural branding.

- Australia is up 9%, launching new ski flights and a refreshed campaign.

- Colombia is organizing bird-watching events and trade shows.

- ANA outlined its recovering P&L against still-elevated debt and the structural unprofitability of domestic routes without government aid.

Overall, update on the positive outcomes from our participation in the Osaka Expo 2025 has been shared.

Other Expo such as Tourism Expo which has been held in Aichi Prefevture has successfully promoted each destinations to Japanese travelers, and members are seeing positive growth in traveler numbers at each location.

However, they are still facing challenges in reaching our goals due to the high exchange rate and the imbalance in transportation resulting from the volume of both inbound and outbound tourism.

2. Next Meeting Approval

■Title: ANTOR-JAPAN Shinnenkai 2026 & 60th Anniversary Reception.
■Date: Late January 2026 (date and place to be confirmed.)

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