



# ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN

駐 日 外 国 政 府 観 光 局 協 議 会

June 2026

## General Meeting's REPORT

- Title      ANTOR-JAPAN General Meeting Vol.03
- Date      June 11<sup>th</sup> (Thu.), 2026 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. Raul Guerra, Asia-Pacific Regional Director, Catalan Tourist Board (Chairman)
- Ms. Nicole Kirchmeyr, Market Representative, Austrian Embassy Tourism Section (Vice-Chairman)
- Mr. Derek Baines, Regional General Manager Japan and Korea, Tourism Australia (Director)
- Mr. Juan Camilo Gomez, Commercial Counsellor, Embassy of Colombia in Japan (Director)
- Ms. Isabelle Massabo, Secretary General, ANTOR-JAPAN
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### Active Members:

- Mr. Akira Nishiyama, Regional Manager Asia & Australia Director, German National Tourist Office
- Ms. Chizu Takaoka, Promotion manager, Turismo Portugal
- Mr. Jean-Christophe Harrang, Director, ATOUT FRANCE France Tourism Development Agency
- Mr. Kosuke Seto, Promotion Strategy Section, Japan National Tourism Organization (JNTO)
- Ms. Maria Orzel, Director, Polish National Tourist Office
- Ms. Michiyo Kubota, Malaysia Tourism Promotion Board
- Mr. Saltuk Buğra EKİNCİ, Office of Cultural and Information Counsellor, Embassy of Türkiye
- Ms. Takako Shige, Tourism Section, Embassy of Spain
- Ms. Tomoko Hisaki, Director, Visit Britain
- Mr. Yasunori Taura, Manager, Japan National Tourism Organization (JNTO)

### Allied Members:

- Ms. Kasumi Abe, Outbound Travel Promotion Division, Japan Association of Travel Agents (JATA)

### Guests:

- Ms. Kyoko Negoro, Counselor, Tourism Promotion Division, JTA (GUEST SPEAKER)
- Mr. Kazuhiro Kitagami, Tourism Promotion Division, JTA (GUEST SPEAKER)

- AGENDA:
  - 10:00–10:20: Chairman's remarks
  - 10:20–11:15: Round table
  - 11:15–11:30: Presentation by Ms. Kyoko Negoro and Mr. Kazuhiko Kitagami
    - Latest initiatives to promote two-way tourism.
    - Measures to promote overseas travel from Japan.
    - The current status of proposed increases to the International Tourist Tax.
  - 11:30–12:00: FAQ & Networking

### ANTOR-JAPAN Secretariat

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## 1. CHAIRMAN'S REMARK



Chairman Raul Guerra opened the meeting with an update on the Japanese outbound market and the agenda for the session. The discussion focused on the recovery of overseas travel from Japan, upcoming government measures and opportunities for ANTOR members to work together on outbound promotion.

### Japan Outbound Travel

JNTO figures presented at the meeting showed 4.727 million Japanese overseas travelers from January through April 2026, compared with approximately 4.47 million during the same period in 2025. April 2026 alone recorded 1,042,100 Japanese overseas travelers, an 8.4% year-on-year increase.

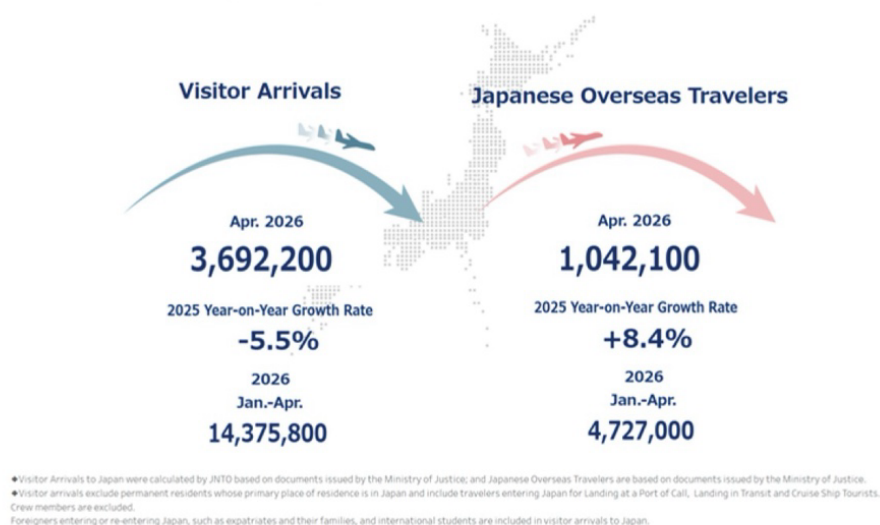
### Member News

The meeting also congratulated the Polish National Tourist Office on the 20th anniversary of its Japan office, recognizing its long-standing contribution to tourism exchange between Poland and Japan.

## MARKET UPDATES



Apr. 2026 Visitor Arrivals to Japan and Japanese Overseas Travelers



### Japan outbound travel

2025 Jan + Apr 4.47 million

2026 Jan + Apr 4.72 million

~ +9%

Source: JNTO, 2026

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## 2. ROUNDTABLE: MARKET CHALLENGES & PROMOTIONAL STRATEGIES

During the roundtable, members shared destination updates and discussed the operating environment for outbound travel from Japan. Recovery continues to vary by destination, and members highlighted several common issues and promotional opportunities.

- Geopolitical uncertainty, including conflict in the Middle East, was noted as a factor affecting flight capacity and traveler perceptions of safety.
- Higher fuel surcharges and overall travel costs were identified as potential barriers to further outbound recovery.
- Members shared examples of successful destination marketing involving Japanese celebrities, anime and music concerts, illustrating the value of culturally relevant partnerships for reaching Japanese audiences.
- Members emphasized continued collaboration with JTA and JATA and the importance.



## 3. Guest Speaker Presentation: JTA OUTBOUND PROMOTION 2026

Representatives from the Japan Tourism Agency presented the Government's latest initiatives to promote two-way tourism between Japan and overseas destinations. JTA emphasized that outbound travel is recovering but remains below the 2019 pre-pandemic level, and that stronger two-way exchange can also support international air connectivity and regional tourism.

### FY2026 Two-Way Exchange Program

- Regional airports: support for plans connecting multiple regional airports, attraction of scheduled and charter services, development of regional tour products, and promotional activities including social

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media.

- Working holidays: support for training and acceptance environments for foreign participants, while promoting reciprocal working-holiday exchange for Japanese nationals.
- Overseas educational travel: development of high-value educational programs through cooperation between travel companies and schools, together with symposiums and outreach to encourage international exchange among young people.

The FY2026 budget for the overall “Expansion of Two-Way Exchanges” initiative is ¥500 million. For the regional-airport project, the framework includes an indirect subsidy of up to ¥30 million with a 1/2 subsidy rate.



*Japan Tourism Agency presentation on the expansion of two-way exchanges.*

## **INTERNATIONAL TOURIST TAX & PASSPORT FEES**

JTA explained the revision of the International Tourist Tax and related measures intended to strengthen the tourism environment and support the recovery of outbound travel.

### **International Tourist Tax:**

- The tax rate will increase from ¥1,000 to ¥3,000 for departures from July 1, 2026.
- The related government budget will increase from ¥49.0 billion in FY2025 to ¥130.0 billion.
- FY2026 allocations include measures to address overtourism, improve immigration and customs procedures, improve access and transportation, and develop safe and secure outbound travel environments.

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## **Passport Fee Revision:**

- From July 1, 2026, the fee for a 10-year passport for adults will be reduced to ¥8,900 for online applications and ¥9,300 for in-person applications, a reduction of ¥7,000.
- The 5-year passport option for applicants aged 18 and over will be abolished. Fees for applicants under 18 will also be substantially reduced.
- The Ministry of Foreign Affairs advised that a surge in applications after July 1 may extend issuance in Japan to approximately one month; travelers planning July departures were encouraged to apply early.

A portion of consular protection costs previously covered by passport fees will henceforth be financed through the International Tourist Tax.

## **4. JUNE 16 JOINT PRESS CONFERENCE.**

ANTOR-JAPAN discussed preparations for the joint outbound-travel press conference scheduled for June 16, 2026 at 11:00 a.m. at Nadao Hall in the Shin-Kasumigaseki Building. The event is planned with the Japan Tourism Agency (JTA), Ministry of Foreign Affairs (MOFA), Japan Association of Travel Agents (JATA) and ANTOR-JAPAN, with approximately 40 media representatives invited.

The press conference supports the national objective of restoring Japanese outbound travel to 20 million travelers. Members discussed how ANTOR's contribution should communicate:

- the diversity and attractiveness of ANTOR member destinations
- the importance of balanced, sustainable two-way tourism exchange
- the educational and cultural value of overseas travel, particularly for younger generations
- the importance of restoring traveler confidence and maintaining international connectivity

Members were asked to confirm with JATA the number of staff who would attend the press conference. The ANTOR-JAPAN Secretariat would circulate further details and requests from the organizers.

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