



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN

駐日外国政府観光局協議会

August 2024

GENERAL MEETING REPORT

■Title: GENERAL MEETING 2024 Vol.05

■Date: August 28th (Wed), 2024 from 10:00 to 12:00

■Venue: Meeting Room at CIC inside the Toranomon Hills Business Tower 16F

■Participants:

- Mr. Raul Guerra, Asia-Pacific Regional Director, Catalan Tourist Board (Chairman)
- Mr. Akira Nishiyama, Regional Manager Asia and Director Japan, Germany National Tourist Office(Vice Chairman)
- Mr. Ahmad Junaidy, Deputy Director, Malaysia Tourism Promotion Board
- Mr. Alexander Weberberger, Partner Manager, Austrian National Tourist Office
- Mr. Hideki Tomioka, Executive Director, Global Strategy Headquarters, JNTO
- Ms. Ines Queiroz, Director, Turismo de Portugal Japão
- Mr. Jaime Alejandro, Director, Spanish Tourism Office in Tokyo
- Mr. Kosuke Seto, Promotion Strategy Section Global Strategy Headquarters, JNTO
- Ms. Kumiko Aso, Marketing Executive, Catalan Tourist Board
- Ms. Nicole Kirchmeyr, Marketing Representative, Austrian National Tourist Office
- Mr. Stepan Pavlik, Director, Czech Tourist Authority Czech Tourism
- Mr. Yasuhiko Yokoyama, Assistant Director, Philippine Department of Tourism
- Ms. Kasumi Kinoshita, Staff member, All Nippon Airways Co., Ltd (ANA)
- Ms. Isabelle Massabo, Secretariat, ANTOR-JAPAN

【GUEST SPEAKERS】

- Mr. Yoshitomo Ogihara, Director, Inbound Tourism Promotion Karuizawa Tourist Association
- Mr. Shigeyasu Tatsuno, Section head, Karuizawa Tourist Association

■AGENDA:

10:00-10:10 Chairman remarks/ Election results

10:10-11:15 Round the table

11:15-11:30 Presentation by Mr. Shigeyasu Tatsuno

Theme: "Tourism Strategy in Karuizawa"

11:30-12:00 FAQ & Networking

ANTOR-JAPAN Secretariat

1-26-4, Roppongi Daiya Bldg 5F, Minami-Aoyama, Minato-ku Tokyo 107-0062

T +81 3 68 04 11 52 F +81 3 68 04 11 73

M antorsecretariat@gmail.com W www.antor.tokyo

1. CHAIRMAN'S REMARK

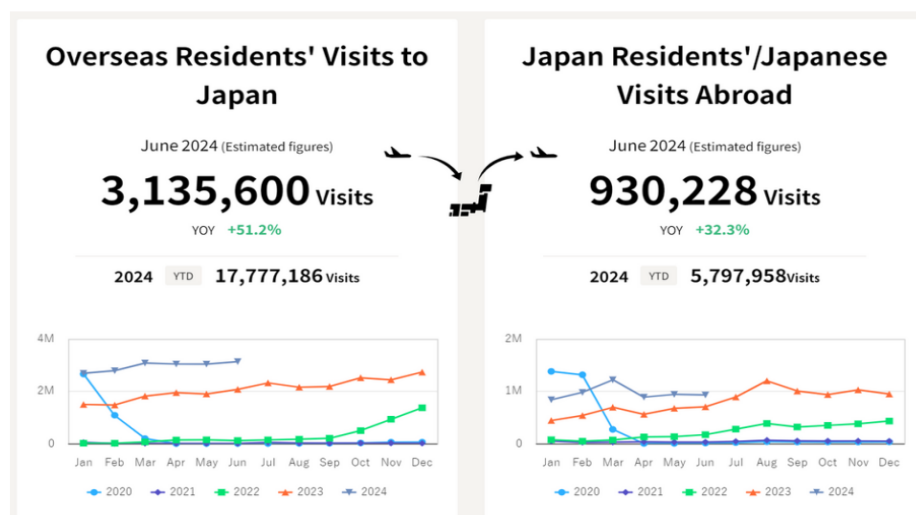


At the outset, Chairman Mr. Raul Guerra began the meeting by sending greetings to all participants for the 5th meeting of the year 2024 and welcomed the guest speakers from Karuizawa Tourist Association. He started the meeting mentioning that in general, the tourism industry is improving slowly, however the outbound recovery is weak considering the increase of inbound travels. He shared the JTB report and his thoughts to how to improve the situation by participating in the upcoming events such Mice Trade Show, Tourism Expo Japan, IGLTA Convention in Osaka, and he also launched the topics to be discussed during the meeting such as:

- Destination updates.
- Current relation with airlines, any challenges?
- Who will participate at TEJ?
- Any opportunity for improvement in the TEJ?
- What is the interest about MICE from each NTOs?
- Others

Also, he announced the new Director Mr. Derek Banes, Regional General Manager – Japan and Korea of the Tourism Australia, who will replace Mr. Frederic Mazeng, from September 1st to December 31st, 2025.

2024 TRAVEL TRENDS



According to JTB report in January 2024, the number of outbound travelers was estimated at **14.5 million** (152.6% of 2023 and 72.2% of 2019)

ANTOR-JAPAN Secretariat

1-26-4, Roppongi Daiya Bldg 5F, Minami-Aoyama, Minato-ku Tokyo 107-0062

T +81 3 68 04 11 52 F +81 3 68 04 11 73

M antorsecretariat@gmail.com W www.antor.tokyo

2. Round the table:

Each destinations shared the latest updates including the numbers of recovery. In addition, opinions were shared based on the topics raised by Mr. Guerra.



At the end of this topic, Mr. Raul Guerra he invited all members for keeping ANTOR-JAPAN delivers its messages by exchanging opinions and information gathered to the Japanese Government, taking into consideration that ANTOR-JAPAN is the only effective body to apply reasonable pressure on the Japanese Government for further cooperation to promote outbound travel.

ANTOR-JAPAN Secretariat

1-26-4, Roppongi Daiya Bldg 5F, Minami-Aoyama, Minato-ku Tokyo 107-0062

T +81 3 68 04 11 52 F +81 3 68 04 11 73

M antorsecretariat@gmail.com W www.antor.tokyo

3. Presentation by Mr. Shigeyasu Tatsuno, Section head, Karuizawa Tourist Association.

Mr. Shigeyasu Tatsuno, Section head, Karuizawa Tourist Association raised hand to be the guest speaker for sharing knowledge and the best practice about the Strategy with all the history contents of this city. He emphasized on how to attract all generations and foreigners' attention and how to introduce the Karuizawa's attraction to them.



KARUIZAWA Information	
Average elevation	Altitude 1,000m
Average temperature (2023)	August : 21.1°C January : -4.2°C
Tourist(2022-23)	summer(Jun-Aug) 3,168,000 winter (Dec-Feb) 1,113,000
★villa(summer home)	15,973 residence
★accommodation ★as of Jan. 2021	131 number (up to 13,039 people)



TAIWAN TO JAPAN Flight Information	
CHINA AIRLINES	
TPE 12:35	NRT 16:35
NRT 9:20	TPE 12:30

3

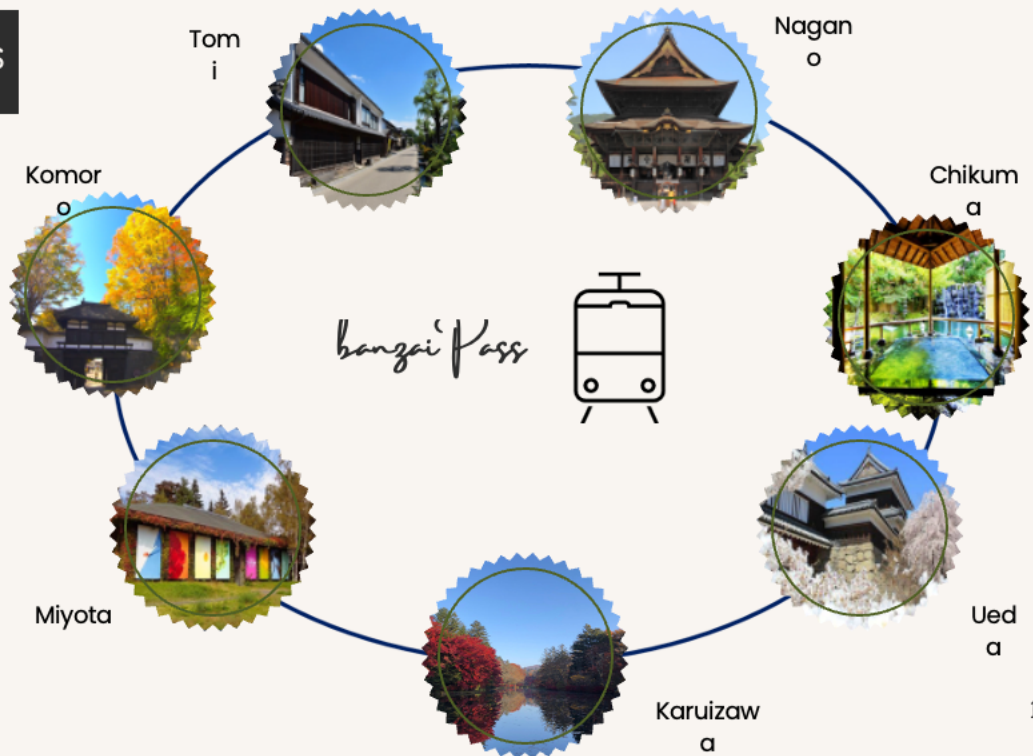
ANTOR-JAPAN Secretariat

1-26-4, Roppongi Daiya Bldg 5F, Minami-Aoyama, Minato-ku Tokyo 107-0062

T +81 3 68 04 11 52 F +81 3 68 04 11 73

M antorsecretariat@gmail.com W www.antor.tokyo

BANZAI PASS



11

MICE

Meeting

G7KARUIZAWA Foreign Ministers' Meeting

April 16-18 2023
@Karuizawa Prince Hotel



28

ANTOR-JAPAN Secretariat

1-26-4, Roppongi Daiya Bldg 5F, Minami-Aoyama, Minato-ku Tokyo 107-0062

T +81 3 68 04 11 52 F +81 3 68 04 11 73

M antorsecretariat@gmail.com W www.antor.tokyo

WINTER SPORTS



Karuizawa Prince Ski area

opening :

Wed. November 1, 2023 ~ Sun. March 31, 2024



Check it out, Great value:

KARUIZAWA BASECAMP PASSPORT !



14

CAMP

Team building



RISING FIELD KARUIZAWA

An outdoor resort in a national park
located within a 10-minute drive from
Karuizawa Station



16

Mr. Tatsuno introduced all the facilities, accommodation, activities, culinary and access to this area so it made one of the best destinations for travelers. And he emphasized that one of the most important points to be such a successful area is that Karuizawa has a very deep and important history of Japan, so it makes this city valuable and gives more fruitful contents to provide to tourists.

ANTOR-JAPAN will collaborate with Karuizawa Tourist Association to organize a tour and panel discussion to share more strategies for the local tourism.

ANTOR-JAPAN Secretariat

1-26-4, Roppongi Daiya Bldg 5F, Minami-Aoyama, Minato-ku Tokyo 107-0062

T +81 3 68 04 11 52 F +81 3 68 04 11 73

M antorsecretariat@gmail.com W www.antor.tokyo

4. Next Meeting Approval

■Title: GENERAL MEETING 2024 Vol.06

■Date: November 11th-18th, 2024 (Thu) from 10:00-12:00 (TBC)

ANTOR-JAPAN Secretariat

1-26-4, Roppongi Daiya Bldg 5F, Minami-Aoyama, Minato-ku Tokyo 107-0062

T +81 3 68 04 11 52 F +81 3 68 04 11 73

M antorsecretariat@gmail.com W www.antor.tokyo