



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN

駐日外国政府観光局協議会

February 2025

GENERAL MEETING REPORT

- Title ANTOR-JAPAN General Meeting Vol.01
- Date February 26th (Wed.), 2025 from 10:00 to 12:00
- Venue Meeting Room 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)
- Mr. Akira Nishiyama, Regional Manager Asia and Australia, Germany 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:

- Ms. Ines Queiroz, Director Japan & Korea, Turismo de Portugal
- Mr. Jaime Alejandro, Director, Spanish Tourism Office in Tokyo
- Mr. Kosuke Seto, Promotion Strategy Section Global Strategy Headquarters, Japan National Tourism Organization (JNTO)
- Ms. Kumiko Aso, Marketing Executive, Catalan Tourist Board
- Mr. Mohd Fahmi Nordin, Deputy Director, Malaysia Tourism Promotion Board
- Mr. Niel Ballesteros, Attache and Director for East Japan, Philippine Department of Tourism
- Mr. Yoshiaki Fujimura, Marketing Manager, Tourism Authority of Thailand

Allied Members:

- Ms. Kasumi Kinoshita, Global Marketing, All Nippon Airways Co.,Ltd (ANA)
- Mr. Yasuyuki Suzuki, Senior Director Marketing Planning, Global Marketing, All Nippon Airways Co.,Ltd (ANA)

Guest Members (Observer):

- Mr. Juan Camilo Gómez, Area Manager Eastern Japan, Embassy of Colombia in Japan

Guest Speaker:

- Mr. Kenichi Kiriya, Chairman, BOAR Board of Airline Representatives in Japan

- AGENDA: 10:00-10:15 Chairman remarks
- 10:15-11:15 Round the table
- 11:15-11:30 Presentation by the Guest speaker, Mr. Kenichi Kiriya.
- 11:30-12:00 FAQ & Networking

ANTOR-JAPAN Secretariat

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1. CHAIRMAN'S REMARK



Chairman Mr. Raul Guerra opened the first meeting of 2025 by extending warm greetings to all attendees. He began by sharing ANTOR-JAPAN's financial report and the JTB report on travel trends, offering his insights into the industry's recovery.

Mr. Guerra encouraged member participation in upcoming events, including Tabihaku 2025 at Kansai Airport. He also requested updates on involvement in Tourism Expo Japan in Aichi, Osaka Expo and others.

Additional topics for discussion during the meeting included:

- Destination updates
- Participation in Osaka Expo
- Participation in TEJ
- Any updates related to airlines flying to your destination
- Others



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2025 TRAVEL TREND OUTLOOK



	2025 forecast			2024 forecast			2019 result estimate
	Forecast	Vs. 2024	Vs. 2019	Forecast	Vs. 2023	Vs. 2019	Definitive
Total number of travelers (cumulative)	319.10 million	102.9%	102.1%	310.00 million	104.3%	99.4%	311.78 million
Domestic travel	305.0 million	102.7%	104.7%	297.00 million	103.2%	101.8%	291.70 million
Outbound travel	14.10 million	108.5%	70.3%	13.00 million	135.1%	64.8%	20.08 million
Average spending per capita							
Domestic travel	¥47,800	101.1%	125.5%	¥47,300	106.6%	124.1%	¥38,100
Outbound travel	¥334,100	106.2%	140.9%	¥314,500	105.8%	132.6%	¥237,200
Total travel spending	¥19,300.0 billion	106.4%	121.5%	¥18,140.0 billion	116.1%	114.2%	¥15,890.0 billion
Domestic travel	¥14,590.0 billion	103.8%	131.2%	¥14,050.0 billion	110.0%	126.4%	¥11,120.0 billion
Outbound travel	¥4,710.0 billion	115.2%	98.7%	¥4,090.0 billion	143.0%	85.7%	¥4,770.0 billion
Average number of trips	2.58 trips	0.08 trips	0.07 trips	2.50 trips	0.12 trips	-0.01 trips	2.51 trips
Number of inbound travelers	40.20 million	108.9%	126.1%	36.90 million	147.2%	115.7%	31.88 million

*Domestic travel spending means total expenditures incurred after leaving home and until returning home. It includes spending at travel destinations such as shopping and meals and does not include spending before and after a trip (e.g., the cost of purchasing clothing or other travel goods).

*Outbound travel spending includes travel expenditures (including fuel surcharges) and spending at travel destinations such as shopping and meals. It does not include spending before and after a trip (e.g., the cost of purchasing clothing or other travel goods).

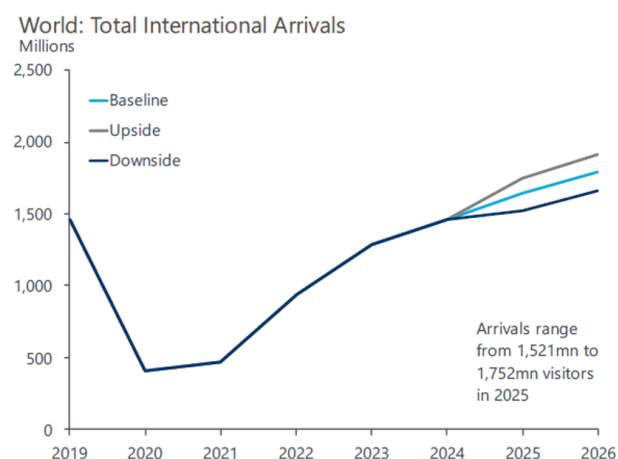
Source: JTB 2025

https://www.jtbcorp.jp/en/newsroom/2025/01/09_jtb_2025-travel-trend-outlook.html

2025 TRAVEL TREND OUTLOOK



Chart 1: Total International Arrivals



Conclusions of the report:

- Travel will be a priority during 2025 according to the report
- Value for money is increasingly important for destination choice, but doesn't mean just cheap
- AI powered travel planning tools trusted by 48% of respondents of Booking.com survey
- Sustainability will become non-negotiable, but still a big gap between intention and the actual action

Source: Oxford Economics – Travel & Tourism

<https://www.oxfordeconomics.com/resource/tourism-key-themes-2025-growth-continues-amid-greater-uncertainty/>

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2025 up-coming activities



JOTC Seminars, from 3rd to 6th March 2025

- 03/04 - USA
- 03/05 - Canada, Central & South America, Africa and Middle East
- 03/06 - Europe and Turkey
- 03/07 - Oceania and Asia

HIS March

Osaka Expo 2025 – April 13

Event Summary (Plan)

Name of event	Tabihaku 2025 in Umeda
Date & Time	Saturday, May 24, 2025, 10:00-17:00
Venue	Knowledge Capital Congress Convention Center(Reception and mini PR stage are at Grand Front 1F "KNOWLEDGE PLAZA") Second Basement, North Building, Grand Front Osaka3-1 Ofuka-cho, Kita-ku, Osaka 530-0011 https://www.congre-cc.jp/
Hosted by	Kansai Airport Co.
Contents	Exhibit booth, Travel seminar*, mini PR stage* (Optional application is required if you wish to hold a travel seminar or mini PR stage)
Number of Exhibitors	Approx. 100 organizations Estimated
Number of Booths	Approx. 100 booths Estimated
Number of Travel Seminars	36 slots (40 minutes per slot) Total of 6 seminar rooms (theater style) Large seminar rooms [Room 2 (140 seats)/Room 3 (150 seats)] Small seminar rooms [Room 1 (103 seats)/Room 7 (106 seats)/Room 8 (103 seats)/Room 9 (103 seats)]
Visitor Targets	4,000 persons *Maximum admission of 4,500 persons
Seminar Participation Target	Total 4,000 persons *Up to 2 slots per person for advance registration (Same-day registration is also possible for seminars with available seats).
Admission fee	500 yen (tax included) for both pre-registration and same-day registration *Only pre-registrants will be admitted in the morning, and same-day registrants will be admitted in the afternoon. *Free for elementary school students and younger, accompanied by a parent or guardian. *Free for students of junior high school age and above upon presentation of student ID. No other discounts.
Participation procedure	Advance registration required for both admission and seminar. *Participation in the seminar can be registered on-site, if space is available.
PRplan	Assumption of attracting customers through owned media of the organizer, media advertisement (web advertisement, OOH, etc.) and cooperation with owned media of exhibitors.



Tabihaku 2024 in Umeda Results

- Number of visitors: 3,833
- Total number of seminar participants: 3,528
- Number of exhibitors: 74 organizations (including 3 supporting exhibitors)

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Exhibitor Application

Please apply using the application form below.
*Input in Japanese

Application URL

<https://x.gd/y8uLQ>

Application deadline

Phase 1: March 7, 2025 (Fri.) 17:00

Exhibitors who wish to attend the optional Travel Seminar and mini PR Stage must apply by the Phase 1 [Friday, March 7].
Please note that applications will not be accepted after March 8.

Phase 2: March 19, 2025 (Wed.) 17:00

Contact us

[Tabihaku 2025 in Umeda]Administrative Office

[Outsourcing company]

Kansai Branch Office of AAP Co.

4F Nishitenma Park Bldg. 3, 3-14-16 Nishitenma, Kita-ku, Osaka City

Phone number : +81-6-6365-1510

E-mail : tabihaku@aap-jim.com

Office Hours : Weekdays 10:00-17:00

 KANSAI AIRPORTS

QR code



Exhibit Flow

Apply from the application form

After March 7
Receive an "Acceptance of Exhibit Acceptance Email"
from the secretariat
*URL of the Exhibit confirmation form is included.

Exhibitor Briefing
Scheduled to be held online
Tuesday, April 22

Exhibition fees transfer
Deadline: Wednesday, April 30

For inquiries before the day of the event,
please contact the Management Office listed on the left.

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2. Round the table:

During the meeting, each destination shared its latest updates, including recovery numbers. Additionally, participants shared their opinions on the topics raised by Mr. Guerra.



- The impact of the election on the tourism industry in Germany and potential new campaign strategies.
- Special interest tours, such as Golf in Malaysia.

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- Sports tourism in Thailand, with a focus on volleyball and marine diving.
- Tourism growth in Australia and the stable capacity of Qantas airline.
- Spain's high visitor expectations and the ambitious goal of 100 million visitors.
- The challenge of infrastructure in Portugal to accommodate increased tourism.
- Strategies for managing overtourism in Japan.

At the conclusion of this topic, Mr. Raul Guerra encouraged all members to continue ANTOR-JAPAN's mission of conveying its messages to the Japanese Government. This is to be achieved by sharing insights and information gathered, recognizing that ANTOR-JAPAN holds a unique position to effectively advocate for increased cooperation and the promotion of outbound travel.

3. Presentation by Mr. Kenichi Kuriyama, Chairman of BOAR, introduction of BOAR (Board of Airline Representatives in Japan).



Mr. Kenichi Kuriyama, Chairman of BOAR, offered to share insights into BOAR's mission as a guest speaker.

He explained that BOAR's main objectives are to facilitate discussions on aviation issues and common challenges among members, raise issues and express opinions to the government and relevant agencies, and provide opportunities for meetings with government officials and other stakeholders.

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Mr. Kiriya also mentioned that BOAR has recently been active in areas such as lobbying efforts during COVID-19, sustainable aviation fuels, and addressing congestion at airport immigration.

Finally, Mr. Kiriya shared his ideas on potential collaboration between ANTOR and BOAR.

These included:

- Tourism: Airport visits and meetings with authorities to simplify the immigration process and promote both inbound and outbound tourism.
- Sustainability: Collaboration and knowledge sharing on Sustainable Aviation Fuels (SAF) and other initiatives such as renewable energy, recycling, and upcycling.
- CSR: Collaboration or participation in ANTOR-JAPAN's events.

4. Next Meeting Approval

- Title: GENERAL MEETING 2025 Vol.02 Networking lunch with BOAR members.
- Date: Mid-April (date and place to be confirmed.)

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