



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN

駐 日 外 国 政 府 観 光 局 協 議 会

June 16, 2026, Tokyo

ANTOR-JAPAN Participates in Joint Press Conference to Promote 20 Million Japanese Outbound Travelers

On June 16, 2026, ANTOR-JAPAN participated in the “Joint Press Conference toward 20 Million Outbound Travelers”, held in cooperation with the Japan Tourism Agency, Ministry of Foreign Affairs of Japan, and Japan Association of Travel Agents (JATA). The event brought together representatives from government, the travel industry, and foreign tourism organizations to strengthen efforts toward the recovery and further expansion of Japan’s outbound travel market. Approximately 75 media organizations attended the press conference.

The first part of the conference focused on initiatives aimed at reaching 20 million Japanese outbound travelers. Japan Tourism Agency Commissioner Mr. Shigeki Murata presented the government’s approach to stimulating outbound demand, promoting international exchange among younger generations, strengthening cooperation with countries and regions, and creating a safer and smoother travel environment.

The Ministry of Foreign Affairs also introduced measures designed to make overseas travel more accessible, including the reduction of passport application fees from July 1, 2026, as well as efforts to increase awareness of the “Tabi-Regi” overseas safety information service. JATA presented the continuation and expansion of its “もっと！海外へ (Motto! Kaigai-e / More! Overseas)” campaign to encourage more Japanese people to travel internationally.

Representing ANTOR-JAPAN, Chairman Mr. Raul Guerra addressed the audience and joined representatives of the participating foreign tourism organizations. ANTOR-JAPAN’s involvement highlighted the important role of overseas national tourism offices in Japan in supporting the recovery of outbound tourism and strengthening international tourism exchange.

The second part featured a JATA Overseas Travel Support Talk Show with JATA Overseas Travel Ambassador Mr. Takanori Iwata and entertainer Mr. Tonikaku Akarui Yasumura, bringing a lively and approachable dimension to the promotion of international travel.

The conference represented an important opportunity for ANTOR-JAPAN, JATA, the Japanese government, and international tourism partners to demonstrate a shared commitment to revitalizing Japan’s outbound travel market, encouraging Japanese travelers to rediscover the value of experiencing the world firsthand and promoting stronger international exchange.

ANTOR-JAPAN will continue working closely with JATA, government institutions, and its member tourism offices to support the growth of outbound travel from Japan and contribute to achieving the 20-million-traveler goal.

ANTOR-JAPAN Secretariat

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Among the participants from ANTOR-JAPAN were:

- Mr. Raul Guerra — Asia-Pacific Regional Director, Catalan Tourist Board
- Ms. Kumiko Aso — Marketing Executive, Catalan Tourist Board
- Ms. Nicole Kirchmeyr — Marketing Representative, Austrian National Tourist Office
- Mr. Derek Banes — Regional General Manager, Japan and Korea, Tourism Australia
- Mr. Juan Camilo Gomez — Commercial Counsellor, Embassy of Colombia in Japan
- Ms. Kayoko Uchida — FDI & Tourism Advisor, PROCOLOMBIA Japan / Embassy of Colombia, Commercial Section
- Ms. Isabelle Massabo — Secretariat, ANTOR-JAPAN
- Ms. Marjorie Dewey — Managing Director – Japan, Visit California
- Ms. Maria Orzel — Director, Polish National Tourist Office
- Mr. Enrique Ruiz de Lera — Tourism Counsellor (Japan, South Korea and Taiwan), Embassy of Spain
- Ms. Hiromi Kazama — Marketing Manager, Embassy of Spain
- Mr. Štěpán Pavlík — Director, CzechTourism Japan & Taiwan
- Mr. Yasuhiko Yokoyama — Marketing Manager, Department of Tourism Tokyo Office, Philippine Embassy
- Ms. Chizu Takaoka — Promotion Manager, Turismo de Portugal
- H.E. Mr. Gilberto Geronimo — Ambassador, Embassy of Portugal
- H.E. Prof. Pivithuru Janak Kumarasinghe — Ambassador, Embassy of Sri Lanka
- Mr. Sandun Sameera — First Secretary, Embassy of Sri Lanka
- Ms. Rio Shibuya — PA to the Commercial Division, Embassy of Sri Lanka
- Mr. Salas Mendez, Miguel Angel — Head of Commercial and Tourism Promotion, Embassy of Mexico in Japan
- Ms. Tomoko Hisaki — Director, VisitBritain
- Ms. Syaliza Abd. Aziz — Director, Tourism Malaysia Tokyo
- Mr. Mohd Fahmi Nordin — Deputy Director, Tourism Malaysia Tokyo
- Ms. Michiyo Kubota — Tourism Malaysia Tokyo
- Mr. Reira Kaneda — Chef du service Promotion Commerciale, ATOUT-FRANCE
- Ms. Mayumi Masuda — Attachée de Presse, ATOUT-FRANCE

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