



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN

駐 日 外 国 政 府 観 光 局 協 議 会

June 2025

GENERAL MEETING REPORT

- Title ANTOR-JAPAN General Meeting Vol.02
- Date June 19th (Thu.), 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:

- Mr. Hideki Yoshizawa, Country Manager, Japan, Tourism Western Australia Japan Office
- Ms. Ines Queiroz, Director Japan & Korea, Turismo de Portugal
- Mr. Juan Camilo Gómez, Area Manager Eastern Japan, Embassy of Colombia in Japan
- Mr. Keita Kadowaki, Promotion Strategy Section Global Strategy Headquarters, Japan National Tourism Organization (JNTO)
- Mr. Kosuke Seto, Promotion Strategy Section Global Strategy Headquarters, Japan National Tourism Organization (JNTO)
- Mr. Matěj Kazbunda, On behalf of the Director, Czech Tourist Authority-Czech Tourism
- Mr. Mohd Fahmi Nordin, Deputy Director, Malaysia Tourism Promotion Board
- Ms. Nicole Kirchmeyr, Marketing Representative, Austrian National Tourist Office
- Ms. Syaliza Abd Aziz, Director, Malaysia Tourism Promotion Board

Allied Members:

- Ms. Junna Tatsuta, Global Sales and Distribution, All Nippon Airways (ANA)
- Ms. Yasuyuki Suzuki, Senior Director Marketing Planning, Global Marketing, All Nippon Airways (ANA)

Guest Speaker:

- Mr. Yuki Kawakita, Manager (Airport City Project) and Corporate Strategies Planning Department of Narita International Airport Corporation.

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

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1. CHAIRMAN'S REMARK



Chairman Raul Guerra opened the meeting by extending warm greetings to all attendees. He began by sharing market and industry updates, specifically focusing on the monthly Japanese Outbound traveler statistics and the news regarding over-tourism in European destinations.

Mr. Guerra also encouraged member participation in the Tour Grand Prix event, where an ANTOR-JAPAN board member is involved in the judging. He also requested updates on the involvement in Tourism Expo Japan in Aichi, the Osaka Expo, and other upcoming events. Additional topics for discussion during the meeting included:

- Destination updates
- What is the sentiment about over-tourism?
- Participation in TEJ 2025 Aichi
- Updates related to Osaka Expo 2025
- Others



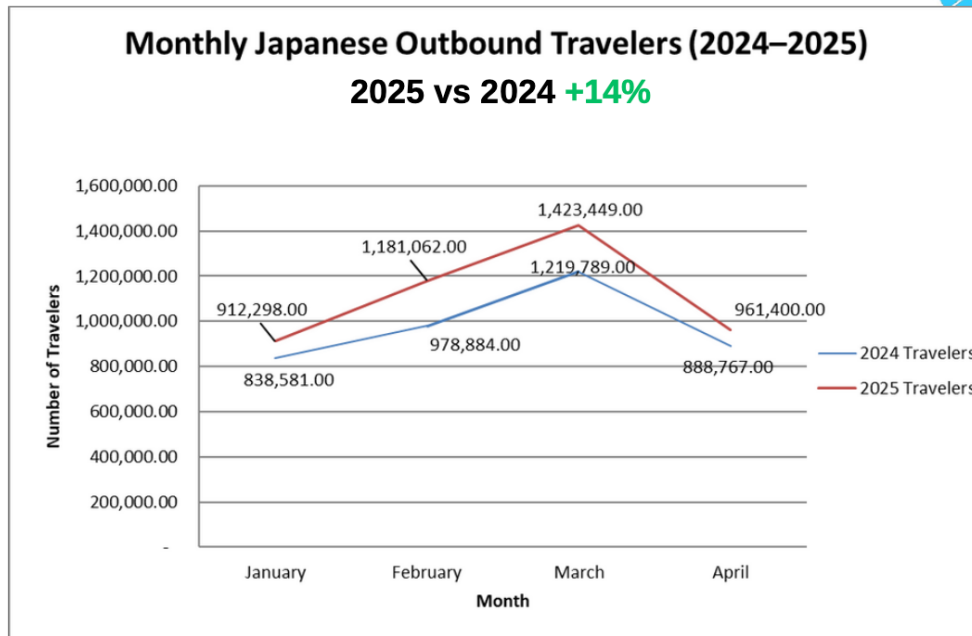
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2025 TRAVEL TRENDS



Source: JNTO 2025

OVER-TOURISM NEWS



YAHOO! JAPAN ニュース IDでもっと便利に **新着記事**
ログイン 10%OFFクーポンあります

キーワードを入力

トップ 速報 ライブ エキスパート オリジナル みんなの意見 ランキング

主要 国内 国際 経済 エンタメ スポーツ IT 科学 ライフ 地域

【騒動】ヨーロッパ各地で“反オーバーツーリズム”大規模デモ…スペイン・バルセロナでは発炎筒投げ込みや水鉄砲攻撃も イタリアでは観光客が“ゴッホのいす”を破壊

6/18(木) 7:13 配信 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

FNNプライムオンライン

15日、ヨーロッパ各地でオーバーツーリズムに対する大規模な抗議デモが相次いだ。スペイン・バルセロナでは、数千人がデモに参加し、ホテルに向かって発炎筒を投げ込むなど大きな騒ぎとなった。

【画像】水鉄砲をかけられ怒りをあらわにするホテルのマネジャー

そんな中、イタリアの美術館では観光客による迷惑行為をSNSに投稿し、物議を醸している。

ヨーロッパ各地で大規模な反オーバーツーリズムデモ

Reuters ワールド マーケット 経済 ビジネス オピニオン ライフ 写真

バルセロナなど南欧各地で数千人がデモ、オーバーツーリズムに抗議

Guillermo Martinez, Ana Cantero, Giulio Piovaccari

2025年6月16日 午前 11:08 GMT+9 2025年6月16日更新

南欧の観光都市で15日、数千人が「反オーバーツーリズム」に抗議するデモを行った。写真は、スペインのバルセロナで水鉄砲を投げるデモ参加者（2025年 ロイター・Bruna Casas）

バルセロナ/マドリード 15日 ロイター - 南欧の複数の都市で15日、数千人が「反オーバーツーリズム」に抗議するデモを行った。

スペインのバルセロナではデモ参加者が店舗の窓に水鉄砲を投じたり、車を炎上させたりした。また「反オーバーツーリズム」に反対するスローガンを掲げたプラカードを手に「あなたの休暇、私の憂鬱」と叫んだ。さらにバルトガル、イタリアの国境とも協力して、制御不能な観光客が住宅地を脅かす、人々を地域から追い出していると訴えた。

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Mr. Guerra also mentioned taking the opportunity to view the promotional video launched by JATA, which is expected to attract more attention from the younger generation regarding international travel.

JATA OUTBOUND CAMPAIGN



JATA ニュースリリース 一般社団法人 日本旅行業協会
〒100-0013 東京都千代田区有明3-3-3 全日通商ビル TEL: 03-3550-1244 (広域課) FAX: 03-3550-1268 <http://www.jata-net.or.jp>

JATA25-002
2025年5月28日

JATA 海外旅行拡大プロジェクト「もっと！海外へ」で
岩田剛典さんを「JATA 海外旅行アンバサダー」に起用！
海外旅行の魅力を発信します

一般社団法人日本旅行業協会（Japan Association of Travel Agents、以下 JATA：会長 高橋広行（（株）JTB 取締役会長））は、アーティスト、俳優として活躍中の岩田剛典さんを海外旅行拡大プロジェクト「もっと！海外へ」の JATA 海外旅行アンバサダーとして起用、5月28日（水）よりキービジュアル、海外旅行 WEB CM を「もっと！海外へ」特設サイトにて公開、発信いたします。併せて、「もっと！海外へ」SNS キャンペーンを6月1日（日）より実施します。現在、JATA 会員会社等による「新パスポート取得支援キャンペーン」等を展開中ですが、岩田さんのアンバサダー起用により、SNS での海外旅行の魅力発信など更なる海外旅行拡大に向けての取組を強化いたします。



Promotional video

Mr. Nishiyama, who is one of the judges of the Tour Grand Prix, followed by explaining the details of the event and the benefits it could bring to all destinations to increase their market visibility.



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About "Tour Grand Prix"

The most prominent award in Japanese tourism industry with 32 years history (renamed from "Tour of the Year" in 2012). The award honors outstanding travel products and proposals-both packaged and custom tours in outbound, domestic, and inbound travel —with the aim of enhancing planning and marketing capabilities in the travel industry and contributing to Japan's "Tourism-Oriented Nation" policy.

- Organizer: Tour Grand Prix 2024 Executive Committee
- Supported by: MLIT, JTA
- Operated by: JATA, Japan Travel Writers' Association

Awards

Grand Prix (Minister of Land, Infrastructure, Transport and Tourism Award): 1 entry from all categories

Excellence Award (Commissioner of Japan Tourism Agency Award): 1 entry each category

Other Awards: "Outstanding Award" and "Special Jury Award" may be granted in each category Recognition

Winners will receive a certificate & a trophy. They are also free to promote their award-winning tours using the Tour Grand Prix logo and title across media and promotional material.

About ANTOR's Roll

ANTOR Japan representative belongs to the judging committee.

Judging Committee

Chairperson:

Yoshiaki Hanpo - Representative, UN World Tourism Organization (UNWTO) Regional Support Office for Asia and the Pacific (Japan Office)

Members:

Norifumi Hava - Director Tourism Industry Division, Japan Tourism Agency

Takahiko Ohata - Chairman, Japan Association of Travel Agents Operators (OTOA)

Akira Nishivama - Vice Chairman, ANTOR Japan

Yoshinori Ochi - Visiting Professor, Toyo University

Sunami Minami - Managing Director Yomiuri Shimbun Tokyo Headquarters

Yoshirou Ishihara - Editor-in-Chief, Wing Travel, Aviation Journal Co., Ltd.

Koji Isurumoto - President & CEO, Travel Voice Inc.

Tomoko Sekida - President & CEO, Kanko Keizai Shimbunsha (Tourism Economy Newspaper)

最終審査会風景



Award Ceremony 2025

July 02, 2025 Wed.
@ JATA Main Conference Room

Final Judging Meeting
May 27, 2025 Tue.
@ JATA Conference Room

Applications for 2025

Domestic Category 75
Outbound Category 56
Inbound Category 16



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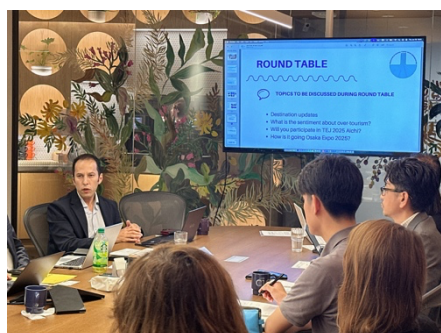
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2. Round the table:

During the meeting, each destination mentioned its latest updates, including recovery numbers. Participants also shared their perspectives on the topics Mr. Guerra raised. There was a particularly lively discussion regarding over-tourism countermeasures and crisis management, especially in popular tourist destinations like Japan and Spain.



Key points from the country updates included:

- Catalonia: A positive 20%+ increase in tourism, even without direct flights from Japan. However, Catalonia is facing challenges with over-tourism and local dissatisfaction that makes actively considering various measures to improve this situation such as new challenges to describe the benefits to the locals created by the tourism taxes.
- Germany: There's been a significant decrease in Japanese travelers, which is putting pressure on the promotional activities.
- Colombia: Seeing slow but positive growth compared to last year, although it's not enough to address the over-tourism issue.
- Japan: Inbound tourism is showing very positive growth. However, facing a serious challenge in managing the over-tourism crisis in popular areas.

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- Austria: The Osaka Expo is achieving good results and gaining a lot of attention, with expectations for further growth in Austria. The promotional activities with popular brands and celebrities are having a significant influence and leading to high expectations. The next challenge is the winter season, as snow levels have decreased due to global warming and it is needed to work on new strategies focusing on Asian travelers.
- Portugal: While there's varied growth across different countries, the overall results are good. The country is now addressing over-tourism with campaigns that provide travelers with tips on what to do and what to avoid while traveling.
- Malaysia: Seeing good results, though still lower than pre-COVID levels. Over-tourism isn't a serious issue for now, but Malaysia is trying to limit visits to certain areas by capping the number of participants in popular activities, such as diving on popular islands. The promotion at the Osaka Expo has been very successful in terms of gastronomy experiences, with long queues daily for food at the pavilion.
- Australia: Experiencing constant growth in travelers from Japan, receiving 40% more visitors than expected almost every day at Osaka Expo.
- Czech Republic: Anticipating more results after the promotion at the Osaka Expo, where significant effort is being put into classic music and robot experiences.

Overall, the positive outcomes from participation in Osaka Expo 2025 has been shared, which provides beneficial promotion for all destinations to Japanese travelers. However, organizing this event presents challenges due to regulations and the inconvenience of accommodation and transportation to the venue. Mr. Raul encouraged all members to continue ANTOR-JAPAN's mission of conveying its messages to the Japanese Government by sharing insights and information and emphasized ANTOR-JAPAN's unique position to advocate effectively for increased cooperation and the promotion of outbound travel.

3. Presentation by Mr. Yuki Kawakita, Manager (Airport City Project) and Corporate Strategies Planning Department of Narita International Airport Corporation.



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Mr. Kawakita presented on Narita International Airport's current situation and future plans, including facility expansion, increasing hourly slots, restructuring terminals to a "One Terminal" concept, and improving accessibility. He also discussed the Narita Airport City Project with NADC (Narita Area Design Center), which will focus on:

1. Logistics & Agri-tech Zone: A complex zone combining international logistics, industrial functions, and high-value-added agriculture.
2. Aviation Industry Zone: A hub for cutting-edge aerospace industries, aviation education, and training facilities.
3. Life Science Hub: A life science business cluster centered on medical research and development bases.
4. Business Park & Hotel: A concentration zone for business, accommodation, and parking.

This project aims to be a national initiative driving Japan's growth, capturing global potential, and transforming the area into a leading metropolitan model.

Finally, Mr. Kawakita shared ideas for potential collaboration between ANTOR and NAA, such as airport visits and meetings with authorities to simplify the immigration process, promote both inbound and outbound tourism, and increase information exchange for better joint endeavors.



4. Next Meeting Approval

- Title: GENERAL MEETING 2025 Vol.03.
- Date: Mid-July (date and place to be confirmed.)

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