



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN
駐日外国政府観光局協議会

February 2026

General Meeting's REPORT

- Title ANTOR-JAPAN General Meeting Vol.01
- Date February 19th (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

Active Members:

- Mr. Akira Nishiyama, Regional Manager Asia & Australia Director, German National Tourist Office
- Mr. Enrique Ruiz De Lera, Tourism Counsellor, Tourism Section Embassy of Spain
- Mr. Jean-Christophe Harrang, Director, ATOUT FRANCE France Tourism Development Agency
- Mr. Saltuk Buğra Ekinci, Counsellor, Turkish Embassy Office of The Cultural and Information
- Ms. Maria Orzel, Director, Polish National Tourist Office
- Ms. Syaliza Abd. Aziz, Director, Tourism Malaysia Tokyo

Allied Members:

- Ms. Kasumi Abe, Outbound Travel Promotion Division, Japan Association of Travel Agents (JATA)
- Mr. Yasuyuki Suzuki, Senior Director Marketing Planning, Global Marketing, All Nippon Airways (ANA)

Guests:

- Mr. Salas Mendez Miguel Angel, Head of Commercial and Tourism Promotion, Embassy of Mexico in Japan
- Mr. Sandun Sameera, First Secretary, The Embassy of Sri Lanka in Japan
- Mr. Temesgen Assefa, Chief Consultant Global Tourism Intelligence, JTB Tourism Research&Consulting Co. (GUEST SPEAKER)
- Ms. Nury Disegni Gili, Trade & Agricultural Attaché, Tokyo General Directorate of Export Promotion, Prochile

- AGENDA:
 - 10:00–10:20: Chairman's remarks & Discussion for activities in 2026
 - 10:20–11:15: Round table
 - 11:15–11:30: Presentation by **Mr. Temesgen (Tom) Assefa (Ph.D.)**,
Chief Consultant of Global Marketing at JTB Tourism Research & Consulting Co.
 - 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



Chairman Raul Guerra opened the session by welcoming all attendees and introducing new members, including representatives from Spain, Poland, and Turkey, as well as guests from Mexico and Chile.

He provided market and industry updates with a focus on Japanese outbound traveler statistics, other markets, and ANA. He also presented a recap of ANTOR-JAPAN's 2025 activities. Key highlights from the past year included the Shinnenkai New Year event, networking lunches, a site visit to Narita Airport, and a meeting with the new JTA Commissioner.

2025 OVERVIEW



Dec. 2025 Visitor Arrivals to Japan and Japanese Overseas Travelers



• Visitor Arrivals to Japan were calculated by JNTO based on documents issued by the Ministry of Justice; and Japanese Overseas Travelers are based on documents issued by the Ministry of Justice.
• Visitor Arrivals to Japan are calculated based on the numbers of travelers of foreign nationality entering Japan provided by the Ministry of Justice. Those figures exclude permanent residents having Japan as their primary place of residence and include travelers entering Japan for the purpose of transit. Foreigners entering or re-entering Japan, such as expatriates and their families, international students and so on are included in Visitor Arrivals to Japan. Crew members are excluded.

Source: JNTO, 2026

Japan Market Trends: Record 42 million inbound arrivals; outbound travel increased 10% compared to 2024.

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 such as:

- Destination's updates
- Interest in proposal of field trips
- Others

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Key points from the country updates included:

- Austria: 19% growth in overnight stays in 2025. Shifting focus to quality and luxury through culinary themes and Michelin-star collaborations.
- Colombia: Approximately 6,600 Japanese arrivals in 2024. Promoting Pueblos Mágicos and small delegations while addressing direct-flight challenges.
- Poland: 10% increase in Japanese arrivals. Initiatives include "Taste The World" pop-up events and celebrating the 20th anniversary of the Tokyo office and LOT Airlines' 10th anniversary of direct flights.
- Spain: 98 million total tourists in 2025. Japan recovery reached 67% of 2019 arrivals (87% in spend). The 2030 strategy emphasizes sustainability and quality over mass tourism.
- Turkey: 65 million total arrivals in 2025, including a 15-year high of 161,000 arrivals from Japan, driven by visa facilitation.
- Australia: 6.5% outbound growth; 1 million Australians visited Japan. Focusing on off-peak marketing and food and wine to manage peak season capacity constraints.
- Malaysia: 42.1 million total arrivals, with 460,000 from Japan (+3.4%). Promoting "Visit Malaysia Year 2026" with over 300 events and airline partnerships.

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- Germany: It is currently underperforming as a travel destination, with projections suggesting a 1.4% decrease in overall inbound travel from foreign markets. While neighbors such as Switzerland and Austria share similar regional trends, Germany was the only market to see a lack of growth last year.
- Chile: Approximately 6,600 Japanese arrivals. Positioning as a luxury, wine, and Antarctic gateway for trade and small-group segments.
- France: €728 million spend from Japan in 2025 (+6%); recovery at 80% of 2019 levels. Key B2B events scheduled for Nice and Tokyo, leveraging entertainment tie-ins.
- Catalonia: Aligning with Spain's "visitor economy" focus. Highlights include the Gaudí centenary, Sagrada Familia tower completion, and an adventure tourism event in May 2026.
- ANA: 2026–2030 strategy aims to grow international business by 1.3x–1.7x. Narita expansion to 500,000 slots by 2029 with a new 787-9 fleet.
- JATA (Abe): July 1 passport fee reduction to ¥9,000 and exit tax increase to ¥3,000. New Ginza live-music restaurant RFP available for ANTO events.



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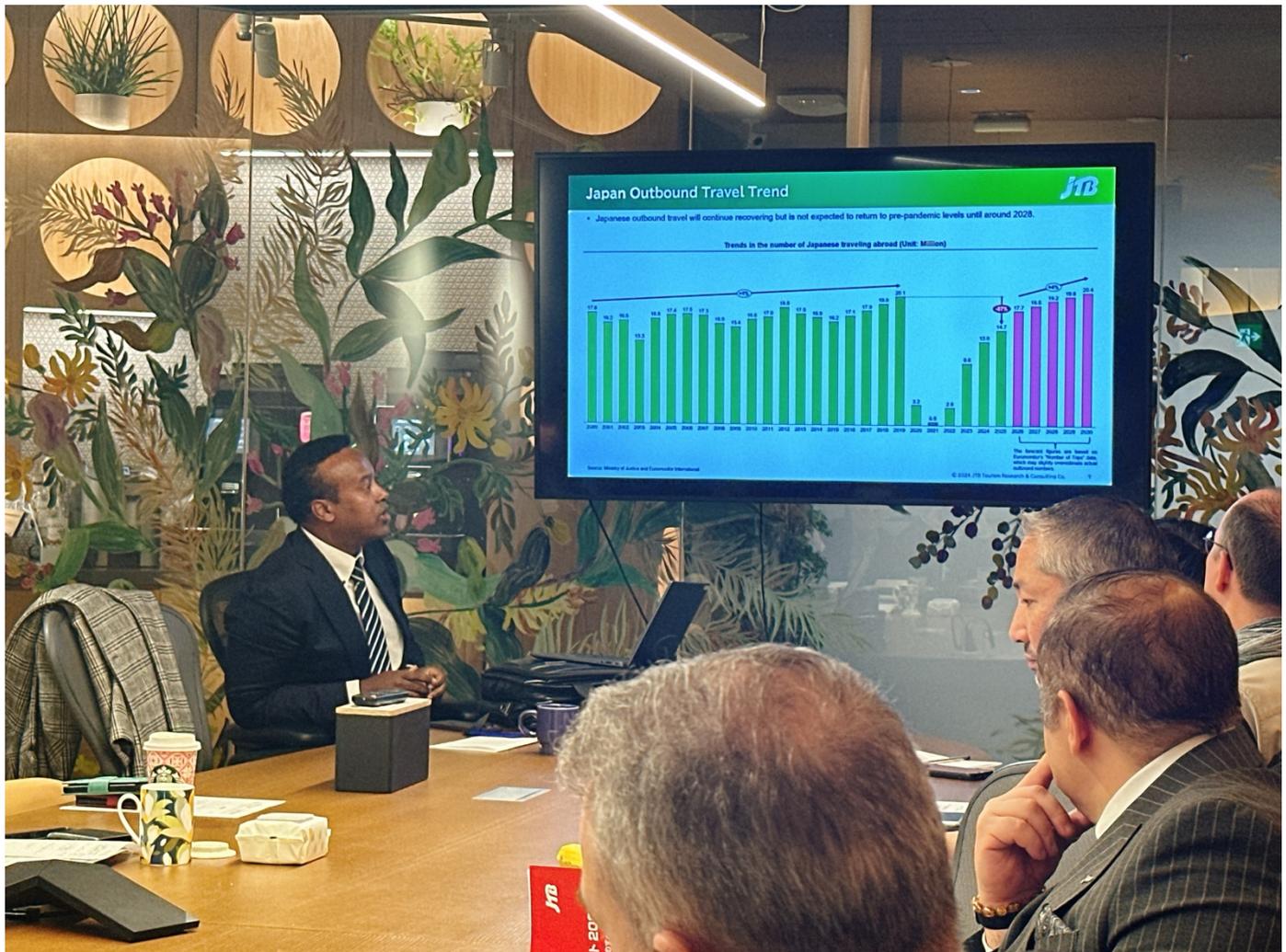
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Presentation by Mr. Mr. Temesgen (Tom) Assefa (Ph.D.),

Chief Consultant of Global Marketing at JTB Tourism Research & Consulting Co.

Mr. Assefa will discuss the 2026 perspective for Japan outbound travel, including market trends and government policy. (The presentation details will be shared separately.)



As noted by Mr. Raul Guerra, we will continue the roundtable introductions and destination updates during our next session. Moving forward, we will focus on the following:

- 2026 Annual Calendar: Finalize the calendar while incorporating member suggestions.
- Cross-Office Working Groups: Engage groups on culinary pop-ups, influencer partnerships, and adventure tourism initiatives.

These efforts aim to foster collaboration among ANTOR-Japan members and support the growth of the outbound tourism industry in Japan.

3. Next Meeting Approval

- Title: GENERAL MEETING 2026 Vol.032
- Date: March 25th, 2026 (date and place to be confirmed.)

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