

## Examination Committee (Tentative)



Committee Chairman  
**Mr. Yoshiaki Hongo**  
Chief, Regional Support Office  
for Asia and Pacific, UN Tourism

Mr. David Atkinson  
President,  
Konishi Decorative Arts and Crafts Co., Ltd.

Mr. Hiroyuki Takahashi  
Chairperson,  
Japan Association of Travel Agents (JATA)

Mr. Yoshiro Ishihara  
General Editor,  
WING Aviation Press Co., LTD.

Mr. Akiyo Miyakawa  
Manager,  
Development Bank of Japan Inc.

Prof. Yoshiyuki Oshita  
Professor, Doshisha University

Prof. Masami Morishita  
Professor,  
Department of International Tourism Management  
Faculty of International Tourism Management,  
Toyo University

Mr. Hitoshi Saimyo  
President,  
Japan Travel and Tourism Association

Prof. Masayuki Wakui  
Professor,  
Landscape Architect (LPLA),  
Faculty of Environmental Studies,  
Tokyo City University

Mr. Waichi Sekiguchi  
Representative Director,  
MIW Research Institute, Ltd.

Mr. Koji Takahashi  
Executive Senior Vice President,  
Japan National Tourism Organization

[Japanese syllabary order]  
In addition, one person each from the Ministry of Economy,  
Trade and Industry and the Japan Tourism Agency.

## Advantages of Winning a Prize

- 1 The positive image of the "Japan Tourism Awards Prize" at the Tourism EXPO 2025 Aichi/Central Japan event boosts organization ratings and aids discovery of new business partners.
- 2 Use of the Japan Tourism Awards logo for three years enhances trust amongst partners.
- 3 A wide range of promotional opportunities from the three sponsor organizations will boost motivation among members of winning groups and organizations.
- 4 Winning initiatives will be introduced on the Tourism EXPO 2025 Aichi/Central Japan website.



The 9th

# "JAPAN TOURISM AWARDS"



Tourism EXPO Japan

Travel for Discovery and New Encounters

## Grand Prizes of the "JAPAN TOURISM AWARDS"

Here are past initiatives that have received the Grand Prize.



the 1st WINNER in 2015

**Setouchi Triennale Executive Committee**  
Regional regeneration initiative via the Setouchi Triennale



the 4th WINNER in 2018

**Snow Country Tourist Area Association (Snow Country Tourism Zone)**  
Creating new brand with the Regional Cooperation DMO. 'Meet the wisdom hidden in the white world'



the 5th WINNER in 2019

**Hyakusenrenma Inc.**  
Regional Invigoration Service to Connect "Farm Stays" with "The World"



the 2nd WINNER in 2016

**Hidatakayama Visit Japan Tourism Promotion Council**  
Bringing in/accommodating foreign tourists via government-private sector collaboration



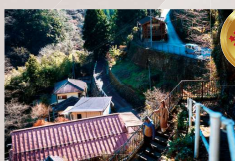
the 6th WINNER in 2020

**Amami Innovation Co., Ltd.**  
Expanding "Daily Tourism of everyday life experience" Created by Village Culture With "Denpaku + Magun Square" Both Domestically and Internationally



the 3rd WINNER in 2017

**Minami Sanriku Hotel Kanyo**  
Community revitalization and social interaction initiatives through the Storyteller Bus, a project designed to help communities retain lessons learned in the earthquake



the 7th WINNER in 2023

**Ensen Marugoto Co., Ltd.**  
"Ensen Marugoto Hotel" by considering the area along the railway line as one hotel. It is designed to revitalize this declining regions so the visitors can enjoy the charms of the whole railway line.



### The 8th JAPAN TOURISM AWARDS

Minister of Land, Infrastructure, Transport and Tourism's Award

Aichi Prefecture Aichi Prefecture's Rest Style Reform Project

We are deeply honored that "Aichi Prefecture's Rest Style Reform Project" has been selected for the "Minister of Land, Infrastructure, Transport and Tourism Award". The "Rest Style Reform" aims to review the way vacations are taken in Japan, with the goal of improving work-life balance, enhancing productivity, and revitalizing the Japanese economy. This project, which started in FY2023, is now in its second year. Efforts to expand this initiative is also being pursued through the National Governors' Association, but it cannot be achieved by the government alone. We ask for the cooperation of everyone in the tourism industry to jointly promote the reform of vacation practices.



### The 8th JAPAN TOURISM AWARDS

Minister of Economy, Trade and Industry's Award

NAVITIME JAPAN Co., Ltd. Japan Travel by NAVITIME, a service primarily targeting inbound FITs (Free Independent Travelers)

We are truly honored to receive such a prestigious award. Since our founding, Navitime Japan has been dedicated to supporting safe and secure transportation for everyone through our route search technology. "Japan Travel by NAVITIME" was launched with the aim of solving the transportation challenges faced by inbound tourists and helping them enjoy the various attractions in Japan. Furthermore, the data collected through this service is analyzed and used to discover regional tourism resources and inform tourism strategies. Inspired by this award, we will continue to provide valued services that ensure a comfortable and enjoyable experience for travelers, while contributing to the sustainable growth of the tourism industry.



Contact  
[Inquiries Desk]



Japan Tourism Awards Application Office

+81-3-5246-6061 info@jta.event-infodesk.com (Business hour: Weekdays 10am to 5pm)

\* This booklet uses universal design fonts.

## Tourism Expo Japan 2025 Aichi/Central Japan Event Overview

[Dates] Thursday, September 25 to Sunday, September 28, 2025 [Venue] Aichi Sky Expo [Theme] Travel for Discovery and New Encounters  
[Organizers] Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), Japan National Tourism Organization (JNTO)



# Application Guidelines for the 9th "JAPAN TOURISM AWARDS"



## Purpose

In order to adapt to the various paradigm shifts taking place in the world, it has become imperative for tourism to shift toward a new normal. To begin with, tourism needs to cater to the well-being\* of travelers and consumers, regardless of the difficulties and constraints that may exist. In addition to revitalizing local economies and societies through the creation of new employment opportunities, there is also a need to deepen our mutual understanding in a manner that transcends national and regional borders, spur growth in Japan and other countries around the world, and ultimately achieve world peace. Tourism must continue to evolve in order to ensure the revival and sustainability of the "power of travel."

(\*) The World Health Organization (WHO) has defined "health" as "a state of complete physical, mental, and social well-being."

To achieve this goal, tourism needs to be engaged in addressing a diverse range of issues, including contributing to local communities, ensuring safety and security, enhancing productivity, and protecting our environment. The Japan Tourism Awards will recognize the efforts of organizations, companies, groups and individuals that play a major role in ensuring the revival and sustainability of the "power of travel" by drawing attention to their exemplary initiatives. The awards-winning initiatives will be widely publicized throughout the world in collaboration with Tourism EXPO Japan 2025 Aichi/Central Japan as model cases with the aim of contributing to the future development of tourism.

## Awards (Tentative)



## Judging Criteria



- ▶ Does the initiative promote innovation and create a new market as a new business model?
- ▶ Does the promotion of tourism DX contribute to improve the convenience of travelers and improve the productivity of the tourism industry and local industries?
- ▶ Does the innovation initiative bring new expansion to stimulate the local economy and to improve the sustainability of the region, industry, etc.?



- ▶ Does the initiative contribute to the realization of a "profitable region" and the improvement of the profitability of the tourism industry, such as by adding high value to tourist destinations and the tourism industry?
- ▶ Is the initiative expected to secure revenue and financial resources, and is it also recognized and accepted in the market, such as by gaining high user satisfaction?
- ▶ Does the initiative enhance the continuity and effectiveness to promote sustainable tourism?  
Clearly state the specific results such as handling number of people, number of visitors, handling number of cases, number of operations, amount of tourism consumption, economic effect, etc.



- ▶ Is it possible to implement the initiative on a sustainable basis?
- ▶ Does the initiative contribute to the realization of sustainable society through protection of the environment, utilization and preservation of local resources such as historical and cultural inheritance, human resource development, universal design, diversity and risk management?



- ▶ Is the initiative contributing to the development of the local community in cooperation with various stakeholders?

## About the Judging

Based on the application materials, the Examination Committee, composed of experts in various fields, including tourism, will determine the winners of each award.  
(Please refer to the back cover for the Examination Committee members.)

## Schedule

Application Deadline **May 30, 2025 (Friday) by 11:59 p.m.**

Early June 2025

1st Judgement

Middle of July 2025

Announcement of nomination initiatives

Early August 2025

Final selection of winners

Late August 2025

Announcement of final selection results

September 25, 2025

Awards Ceremony (Aichi Sky Expo)

## How to apply

Please apply by filling in the required information according to the application form on the Tourism EXPO Japan 2025 Aichi/Central Japan official website. Accompanying images and other media can also be uploaded through the application form.

- ▶ Please make sure to review the application guidelines before submitting your application.
- ▶ As a prerequisite for application, the business of the initiative must be started at the time of application.
- ▶ Maximum of 6 photos and 30 MB in size for attachment.
- ▶ Partially completed applications can also be saved and performance figure added at a later time.
- ▶ Regarding the Copyrights of the materials submitted as part of the applications, such as photos and other images: If the applicant receives an Award, the applicant grants permission to place said attachments on a list of winning projects (or other printed materials) compiled by the organizers.

Tourism EXPO Japan 2025 Aichi/Central Japan  
<https://www.t-expo.jp/en/biz/program/award>

You can also access with the QR code on the right.



## Applications

### Application Type

#### Self-Nomination

An organization or individual submits their own initiative

#### Nomination from Others

A third party submits an organization or individual's initiative

In either nomination method, award recipients will be determined through a fair evaluation process.

#### Notes for nominations from others

- ▶ The Recommender must obtain the consent of the Nominee before submitting the application.
- ▶ The Recommender should use appropriate care when handling the Nominee's personal information.
- ▶ When submitting an application, the Recommender must complete all required information on the application form.

### Application Eligibility

**Organizations, companies, groups and individuals who have contributed to the promotion and development of tourism, that have developed businesses that contribute to the expansion of tourism** (Such as governments, tourism offices, embassies, local authorities, tourism associations, DMOs, NPOs, travel agencies, transportation companies, accommodation facilities, food industries, ICT, agricultural, forestry and fishery industries, traditional craft industries, TV stations, newspaper companies, publishers, film commissions, sports commissions and industrial tourism.)

### Initiatives eligible for application

- Initiative to promote a sustainable tourism region
- Initiative to promote international mutual exchange
- Initiative to expand domestic exchange
- Initiative to expand outbound travel

[Ex.] Domestic Travel, Outbound Travel, Inbound Tourism to Japan, Tourism Destination Management, Technology, Services/Solutions, Industrial Tourism, MICE, Startup

### Supplementary item

- Possession of corporate status is not required.
- Joint initiative by multiple associations or organizations are also eligible.
- Repeat applications are allowed (If your initiative was the subject of a previous application, be sure to attach documents that explains how it has developed since then).
- Multiple applications are acceptable from the same group or organization if the initiatives are clearly different.
- The program must have already started at the time of application.
- The applicant must not be any crime syndicates, their member, a company or organization affiliated with them, a person affiliated with them, or any other antisocial force.

## From the winners

We have received numerous voices of appreciation.

Winning the award has fostered a new mindset among employees to take on new challenges for the development of the tourism industry. We are motivated to work even harder to promote our local region, Kyushu.

[ Travel Department ]

Through receiving the award, we have been able to foster a momentum to confidently continue even challenging initiatives.

[ Tourism Association ]

By announcing the award through our own releases and various events, we were able to widely communicate to related organizations both inside and outside the prefecture.

[ Tourism and Convention Promotion Organization ]

Winning the award has further increased our motivation to contribute to the local community and achieve sustainable tourism.

[ Travel Company ]

Having our company's efforts in well-being recognized through the award has provided an opportunity to communicate our initiatives both internally and externally, enhancing our brand value and recruitment capabilities.

[ Regional Revitalization Business ]

Winning the award allowed students to realize the value of their efforts, boosting their self-esteem and providing a significant advantage in job hunting. Additionally, using the award in school publicity has helped in branding the tourism department and has been a tailwind for student recruitment.

[ Faculty of Tourism at University ]