

Fostering momentum for promoting Japan–U.S. mutual exchange

Creating and promoting the use of a special logo

- To promote mutual visits and tourism exchange between the peoples of Japan and the United States, a special logo will be created and its effective use will be encouraged in exchange programs and events conducted by Japan–U.S. travel and tourism stakeholders, as well as in media that promote tourism exchange to travelers (such as websites, various social media platforms, brochures, and newspaper advertisements).

[Special Logo]



Promoting outbound travel to the United States

Promoting the creation of travel packages tied to the U.S. 250th anniversary and FIFA events

- Promoting the planning and sale of special 2026-themed tour packages
 - *FIFA World Cup: June 11–July 19 (final in New York)
 - *Independence Day: July 4
 - *100th Anniversary of Route 66: November 11

Holding domestic events to promote outbound travel to the U.S.

- Hosting an event for people traveling to the U.S. for the first time, where American travel experts offer practical tips on how to prepare for the trip and share recommended places and experiences.

Developing and promoting overseas educational travel programs for students

- Promoting the development of U.S.-bound educational travel programs within overseas study-tour projects, and disseminating past examples of U.S. program development.



Enhancing U.S. tourism information outreach via JTA social media

- Sharing information on the U.S. 250th anniversary, major 2026 events, and various regions across the United States.

Promoting inbound travel from the United States

Events promoting Japan’s attractions

- Organizing B2B events for high-value travelers in collaboration with prominent figures from fields such as traditional culture and sports to promote the attractions of regions across Japan.



Global campaign* to encourage first-time visits to Japan (*Implemented with the U.S. as one of the key target markets)

- Implementing a major ad campaign for first-time and potential visitors to strengthen Japan’s unified destination brand.

Strengthening B2C promotions

- Sharing information about Japan with potential first-time visitors through participation in events such as the Cherry Blossom Festival, Japan Parade, and major travel expos.

Media campaigns focused on “Wellness*”

(*Wellness = Renewal of mind and body)

- Given the rapidly growing demand for “Wellness” in the U.S., digital media advertising will be deployed to raise awareness of regional wellness experiences, including cultural and nature-based activities.