

Tourism Resilience Working-Level Meeting 2026

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1. Summary to Date

2024 Tourism Resilience Summit

2025

2026

2027

Sendai Statement

Pillar 1

Preventing and Minimizing the Impacts of Crises and Disasters Caused by Natural Hazards

Pillar 2

Absorbing the Impacts of Crises and Disasters Caused by Natural Hazards, and Recovering through Adaptation and Transformation



2024

2025

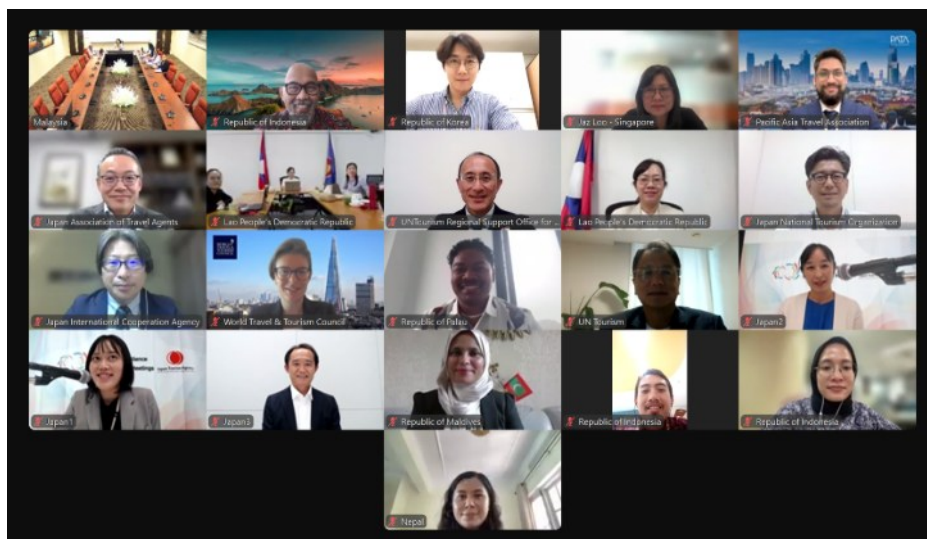
2026

2027

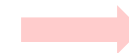
Working-Level Meetings

Pillar 1

Preventing and Minimizing the Impacts of Crises and Disasters Caused by Natural Hazards



- Risk Assessment
- Cooperation
- Communication
- Capacity Building



**Guidelines
and Good Practices
(Part 1)**

2026
Working-Level Meeting

Pillar 2

Absorbing the Impacts of Crises and Disasters Caused by Natural Hazards, and Recovering through Adaptation and Transformation

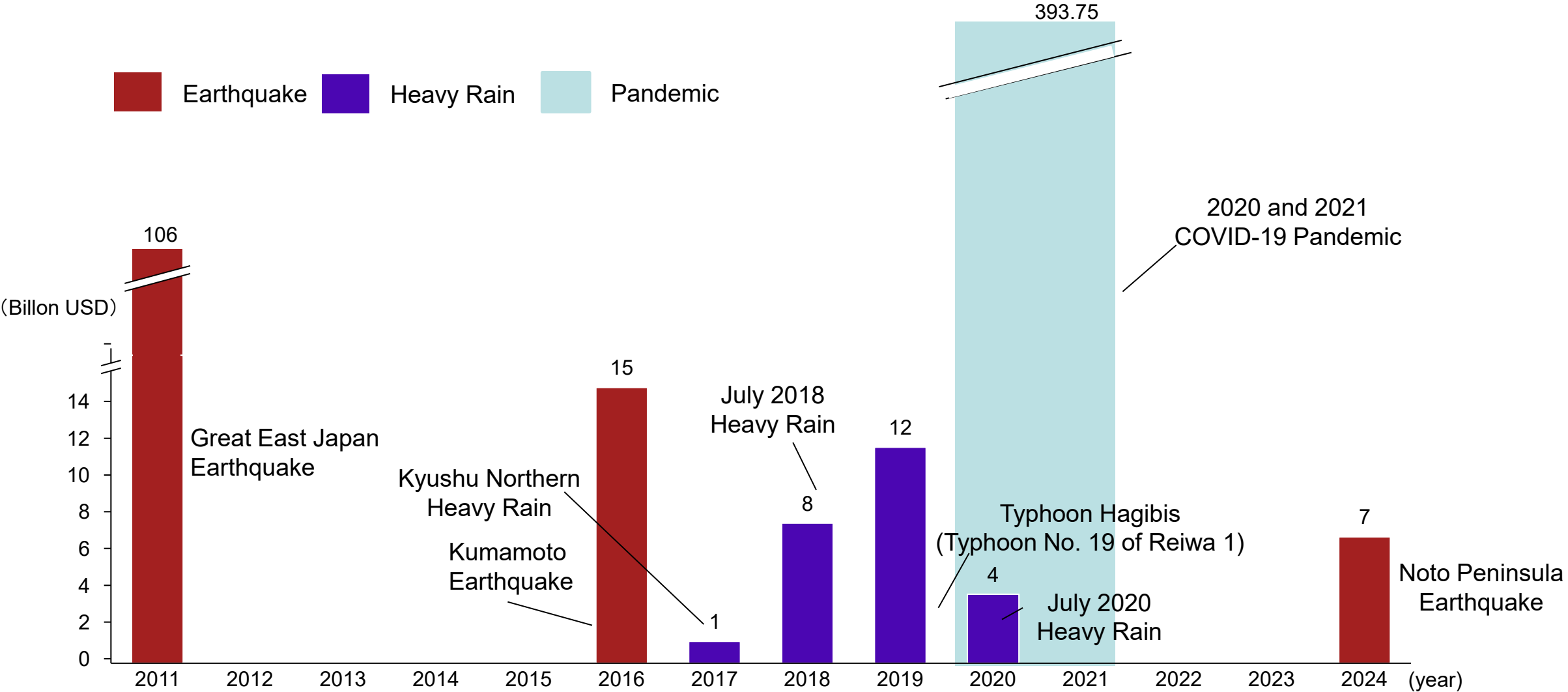
- Applying insights gained from past experiences
- Strengthening cooperation between the public and private sectors
- Developing and promoting tourism products throughout the entire community in line with the future vision



**Guidelines
And Good Practices
(Part 2)**

2. Initiatives in Japan

Estimated Direct Damage of Major Disasters in Japan



Note1: Figures are estimates published by relevant government authorities. The scope and methodology of estimation vary by disaster; therefore, the figures are intended to illustrate the approximate scale of damage and are not strictly comparable.

Note2: This estimate calculates the economic loss resulting from the lockdowns and behavioral restrictions implemented due to the COVID-19 pandemic.

Key Initiatives for Tourism Recovery from Crises in Japan



Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

- Develop new tourism programs that leverage unique regional resources in collaboration with local communities
- Strengthen local stakeholders' collaboration
- Promote wide-area destination marketing
- Support for mitigating negative public perceptions

- Supporting employment retention and business continuity in the tourism industry
- Enhancing tourism safety and hygiene to ensure safe and secure travel
- Demand recovery
- Strengthening the tourism industry (Supporting higher value-added tourism product and productivity)
- Upgrading tourism product to encourage longer stays
- Promoting new travel styles (incl.workation)

- Management enhancement and revenue growth for destinations and tourism businesses
- Workforce support for business reopening
- Product development
- Public relations and promotional activities
- Expert advisory services
- Demand recovery

- Demand recovery
- Promotional activities
- Enhancement of crisis management

- Demand recovery
- Enhance Japan Visitor Hotline with multilingual support

- Diversifying visitor markets and enhancing revenue in disaster-affected destinations
- Rebuilding tourism strategies
- Improve the attractiveness of destination

2011
Great East Japan
Earthquake

2016
Kumamoto
Earthquake

2018
Hokkaido
Earthquake /
Kansai Typhoon

2020~
Covid-19

2021
Heavy Rain

2024
Noto Peninsula
Earthquake & Heavy
Rain

COVID-19 Recovery and Resilience of Tourism Destinations and Industry

Support for business continuity and employment retention

- **Expansion of subsidy**
- **Expansion of loan programs**



Stimulate Domestic Tourism Demand
(Go To Travel Campaign)

- **Stimulate domestic travel demand through travel discounts and regional coupons.**
- **Generate broad economic benefits through increased spending at accommodation facilities, souvenir shops, and restaurants.**
- Usage Results: More than 87,810,000 overnight stays
- Amount of support : JPY 540 billion

*It served as an opportunity to rediscover the charms of various regions across Japan

- Expansion of the repeat visitor base
- Maintaining and creating jobs



Strengthening Tourism, Enhancing Resources, and Improving the Visitor Environment

Enhance the competitiveness of tourist destinations and the tourism industry by supporting initiatives to develop new business models, diversify visitor markets, and improve productivity.

- Product development aligned with new travel needs
- Avoid crowding in terms of time and space
→ Decentralization and smoothing of demand
- Promoting the use of ICT
→ Avoiding physical contact, Improved productivity
- Adding high value to lodging facilities and tourism content



Recovery through Adaptation and Transformation

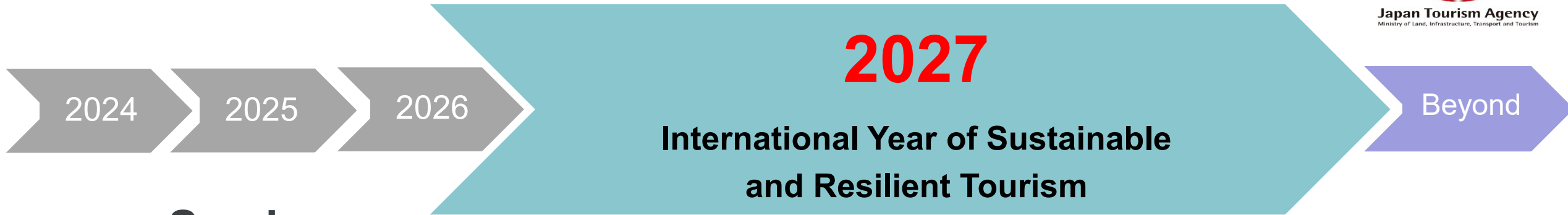
Policy Directions (Three Perspectives under Pillar 2)	Concrete action
i. Applying insights gained from past experiences to develop a tourism strategy, aimed at improving responses to future crises and disasters caused by natural hazards.	○ Formulation of Reconstruction Plans ○ Strengthening crisis management systems ○ Incorporation into the Basic Tourism Plan
ii. Strengthening cooperation between the public and private sectors to continue and resume tourism businesses, and to secure human resources in tourism destinations.	○ Support for business continuity and workforce retention ○ Demand Recovery ○ Dissemination of accurate information and measures against reputational damage by misinformation
iii. Developing and promoting tourism products throughout the entire community in line with the future vision of each region through the process of recovery and creation of tourism demand.	○ Support for management enhancement and profitability of destinations and businesses ○ Creation of content to attract visitors ○ Public relations and promotional activities ○ Expert advisory services



Building Resilient Tourism Destinations and Industries

Preparing for Future Crises

3. Toward 2027 and beyond



Seminar
(Launch of **Guideline2**)

Training Program Part 1
(Launch and Workshops)

Training Program Part 2
(Launch and Workshops)



Working with UN Tourism, other organizations and Asia-Pacific countries to strengthen global tourism resilience

Thank you