

April 28, 2026

JNTO Launches New Global Campaign: "Japan. Unforgettable"

~ Showcasing the Many Layers of Japan — Exceptional Discoveries, All Year Round ~

The Japan National Tourism Organization (JNTO) launches a new global campaign on Tuesday, April 28, 2026, designed to invite travelers to uncover the many layers of what Japan has to offer. Based on the Fifth Tourism Nation Promotion Basic Plan and with a view to further diversify the inbound tourism market, this campaign primarily targets people in Europe, Americas, Oceania, and who have never visited Japan, but are considering it as one of their next major travel destinations. These markets are characterized by higher per-capita travel spending and a large share of people who have never visited Japan. By highlighting the rich natural scenery, cultural experiences, and a wide-ranging food culture that its many regions have cultivated, JNTO aims to show that Japan is a destination overflowing with diverse appeal and enjoyment in any season. Key objectives of the campaign are to advance the sustainable development of tourism, increase visitor spending, and encourage travel to regional areas throughout the country.

【Background to the New Global Campaign】

- The number of foreign visitors to Japan reached 36.87 million in 2024, and 42.68 million in 2025, setting new record highs. Spending by foreign visitors to Japan has also reached 9.5 trillion yen in 2025, and the Tourism Nation Promotion Basic Plan estimates that this will generate an economic ripple effect of approximately 19 trillion yen in 2025.
- JNTO has been promoting travel to Japan from a wide range of countries and regions in order to realize sustainable tourism. Prior to the COVID-19 pandemic, visitors from Asia accounted for 83% of all inbound travelers to Japan; however, this share declined to 77% in 2025, while the proportion of visitors from Europe, Americas, Oceania has correspondingly grown.
- The previous “Enjoy my Japan” global campaign mainly targeted people in Europe, Americas, Oceania who were not aware of Japan as a travel destination (the “indifferent to visiting Japan” segment). However, in recent years awareness of Japan as a travel destination has grown significantly in these markets, and it has been confirmed that the number of prospective visitors who have not yet visited Japan — those who have never visited Japan but consider it one of their potential future travel destinations — has been increasing. Accordingly, this campaign newly designates this segment as its primary target to further diversify the inbound tourism market.
- To inspire prospective visitors who have not yet visited Japan and give them that final push to travel, this campaign promotes the message: “Japan—where everyone can enjoy themselves, whatever the season.” Information will be disseminated through the campaign website and advertisements, centering on seasonal videos that showcase travelers from a variety of markets — friends, couples, families, and more — enjoying Japan’s rich natural scenery, outdoor activities, cultural experiences, and a wide range of food beyond Japanese cuisine alone across different regions of Japan.
- *(For full campaign details, please see the Appendix.)*

1. Campaign Details

Appendix 1

- In preparation for the campaign, JNTO conducted preliminary research into market characteristics and traveler preferences in 10 markets — the United Kingdom, Germany, France, the Nordic countries, the United States, Australia, India, the Middle East, Thailand, and South Korea — and used the findings to develop the campaign videos and message.
- To make Japan an easier choice when prospective visitors are deciding where to travel next, the videos emphasize that Japan is “a destination to enjoy at any time of year.” Each seasonal edition features international travelers — friends, couples, families, and others — experiencing Japan’s natural scenery, outdoor activities, cultural experiences, and food across different regions. The autumn and winter editions are being released now, with the spring and summer editions scheduled for release this autumn.
- In producing the videos, JNTO was guided by the concept of presenting “Japan as overseas visitors want to experience it,” rather than “Japan as Japanese people want to show it.” A foreign director was brought on board for the production, and JNTO Special Advisor David Atkinson provided guidance throughout the process.
- These videos will be used in a large-scale advertising campaign targeting prospective visitors through web advertising, including social media platforms such as YouTube, Facebook, and Instagram, as well as digital out-of-home advertising.
- The campaign message, “Japan. Unforgettable,” expresses how the country’s natural scenery, diverse cultures, and varied cuisine come together to create deeply moving experiences — ones that stay with visitors long after they return home. The message was selected for its simplicity, memorability, and versatility across different contexts, making it an effective expression of Japan’s four-season appeal and diversity.

Japan ●
Unforgettable

Image: The new global campaign logo for Japan. Unforgettable

2. Campaign Website

In addition to the campaign videos, the website* features content highlighting the appeal of Japan's natural scenery, culture, and food across all seasons; suggested model itineraries exploring different parts of Japan based on length of stay; and practical tips and information useful when planning a trip to Japan. The site will be updated on an ongoing basis, including the spring and summer video editions planned for this autumn.

**Available in 6 languages: English, French, German, Spanish, Italian, and Arabic.*

English version: <https://www.japan.travel/en/gc/>

Japan ● Unforgettable

【Autumn】

※movie stills

Enjoying autumn foliage across Japan



Yamanashi Prefecture – Lake Kawaguchi

Staying at a traditional Japanese inn



Nagano Prefecture – Hot spring ryokan

Casual dining in a lively local atmosphere



(Tokyo – Shimbashi)

Enjoying casual Western cuisine



Kyoto – Sweets shop

Strolling through historic townscapes



Nakasendō

【Winter】

※movie stills

Trekking in a UNESCO World Natural Heritage site



Hokkaido – Shiretoko National Park

Experiencing Zen meditation at a temple



Toyama Prefecture – Zuiryūji Temple

Enjoying Japanese cuisine



Crab cuisine

Experiencing traditional crafts and culture



Toyama Prefecture – Traditional craft experience

Casual dining in a lively local atmosphere / Enjoying food at regional restaurants



Hokkaido – Robatayaki

Experiencing the urban energy of a downtown district



Osaka – Dōtonbori