

4th Joint Working Group Meeting on Tourism Cooperation between India and Japan

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The 4th Joint Working Group (JWG) Meeting on Tourism Cooperation between India and Japan was held on April 8, 2025, in New Delhi. The meeting was co-chaired by Ms. Mugdha Sinha, Director General, Ministry of Tourism, Government of India and Mr. HARAIKAWA Naoya, Commissioner, Japan Tourism Agency (JTA). Officials and private stakeholders from both countries took part, including representatives from airlines, tourism and travel associations and Government institutions. Key organizations included Japan National Tourism Organization (JNTO), Japan Association of Travel Agents (JATA), JTTRI, Japan Airlines and ANA from the Japanese side. The Indian delegation comprised of Ministry of External Affairs, Civil Aviation, Education, NCHMCT, ICCR and private stakeholders like Indian Association of Tour Operators (IATO), Outbound Tour Operators Association of India (OTOAI), Association of Buddhist Tour Operators (ABTO). The meeting focused on finding new ways to work together and enhance tourism ties between the two nations. Hon'ble Minister of Tourism, Shri Gajendra Singh Sekhawat, hosted a Welcome Dinner for the Japanese delegation.



The Co- Chairs of the two countries exchanged notes on the profile of the visitors and delved into the data insights of the tourists travelling between the two countries, including to Buddhist destinations, in order to undertake suitable policy interventions to make the destinations more attractive for the millennial tourists. H.E. ONO Keiichi, Ambassador of Japan to India, emphasized on the strong cultural ties and mutual benefits of enriched tourism between the two countries.



Key discussion points during the meeting focused on expanding bilateral tourism, with initiatives such as promoting Buddhist sites in India to Japanese tourists, improving air connectivity and encouraging Japanese student visits to the country. The meeting also explored increased private sector involvement and strategies to harness media and influencer engagements for boosting tourist flow.



Delegation from each side shared valuable inputs and discussed new investment opportunities to strengthen co-operation in tourism sector between both nations. The collaborative spirit and commitment demonstrated by both the sides during the meeting is expected to develop a more vibrant tourism ecosystem, contributing significantly to the economic and cultural exchange between India and Japan. India also informed the Japanese delegation about the potential of partnerships with them for creating uniquely curated itineraries for the Japanese tourists in the recently revamped Incredible India digital portal. It was also indicated that the Ministry of Tourism is in the process of launching the Incredible India mobile App shortly.



The meeting concluded on a positive note with mutual assurances of ongoing dialogue, further collaborations and a reinforced commitment to leveraging tourism as a bridge for enhancing bilateral relations and mutual prosperity. India also intimated the Japanese delegation about its plans of participation at the World Expo, Osaka, 2025 from 22nd – 28th September 2025 for a broader outreach

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